

# PROGRAM 2019



**ZUMEFF**  
ZAYED UNIVERSITY MIDDLE EAST FILM FESTIVAL



Hosted by:

مركز  
التجارب  
YOUTH  
HUB

10th Anniversary of the  
Zayed University Middle East Film Festival

22 - 23 April 2019  
Youth Hub, Emirates Towers, Dubai  
Open & Free to the Public  
[www.zumeff.com](http://www.zumeff.com)

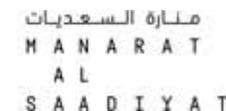
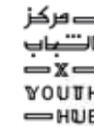
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## Her Excellency Noura bint Mohammed Al Kaabi

Minister of Culture and Knowledge Development  
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## Welcome to ZUMEFF X!

On behalf of the students, faculty, and staff of the College of Communication and Media Sciences (CCMS) and the entire Zayed University, we welcome you to this very special Zayed University Middle East Film Festival (ZUMEFF). This year we are delighted to celebrate the tenth year of ZUMEFF with the two CCMS students who founded the film festival: Reem Fakher Husain Al Zarkan and Al Yazyah Nasser Ahmad Thani Bin Obood. We are honored that they have joined us for the tenth anniversary of the longest running annual film festival in the United Arab Emirates.

Under the patronage of Her Excellency Noura bint Mohammed Al Kaabi, Minister of Culture and Knowledge Development and President of Zayed University, this year's ZUMEFF celebrates the creativity and expertise of young filmmakers. In fact, ZUMEFF X is more than a film festival—it is a social experience that inspires and facilitates innovation and creativity. ZUMEFF X celebrates that best student documentary, narration, animation, twofour54 emerging filmmaker award as well as Adobe best of the best award. To celebrate 2019 as the Year of Tolerance, we are honored to award the ZUMEFF Tolerance Prize for the film that most effectively communicates themes of compassion, peace, and understanding.



**Dwight E. Brooks, Ph.D., CCMS Dean**  
Co-Chair, ZUMEFF Steering Committee



**Filareti Kotsi, Ph.D., Associate Professor**  
Co-Chair, ZUMEFF Steering Committee

## ZUMEFF Steering Committee

Andrea Juhasz  
Bryan Gilroy  
Nadia Rahman  
Zoe Hurley  
Richard Cawood  
Ali Khalil  
Noura Al Maazmi  
Maryam Al Badi  
Rochelle Williams  
Fokiya Akhtar

We thank our sponsors, who along with our supporters throughout the ZU community, make ZUMEFF an important contributor to the regional film industry. We also salute the students who have shared their stories with us. But most of all we thank YOU, for making ZUMEFF X a success in contemporary storytelling. Your attendance will go a long way in contributing to a broad array of achievements of so many university students.

09:30am - 12:30pm

Masterclasses & Connecting with Industry Workshops

09:30am - 10:30am

**Teamwork in Film by Afra Al Marar**

Founder of Toaster Productions, Emirati Film & TV Director  
Producer and Entrepreneur, UAE

10:30am - 11:30am

**The Television Picture by Dr. Yousef AlFailakawi**

Asst. Professor, Kuwait University, Kuwait

11:30am - 12:30pm

**Beauty & Tolerance between Art and Cinema by Dr. Rachid Naim**

Professor, Cadi Ayyad University, Morocco

12:30pm - 1:00pm

Lunch Break

1:00pm - 3:30pm

Connecting with Industry Workshops

1:00pm - 2:30pm

**Stories across Platforms by Talal Alasmani**

Image Nation, Abu Dhabi, UAE

2:30pm - 3:30pm

**Shooting Cinematic Documentaries | Documentaries Theory  
by Hasan Aslan**

Documentary Cameraman, CANON, UAE

6:00pm - 9:30pm

Opening Ceremony

6:00pm - 6:30pm

**Music by Amjad Aljaramani**

Ney and Oud Musician

6:30pm - 7:30pm

**Panel Discussion: For the Love of Film**

**Chaired by Nadia Rahman**, Assoc. Professor, Zayed University, UAE, **Sarra'a Abdulaziz**, Emirati Filmmaker, UAE, **Ines Sebiane**, Digital Content Director & Producer, UAE, **Dr. Nezar Andary**, Assoc. Professor, Zayed University, UAE and **Tim Wilkerson**, Asst. Professor, Zayed University, UAE

7:30pm - 9:00pm

Screening of Finalists' Films

7:30pm - 9:00pm

Screening of Finalists' Films



**Cameo Animation, 5 minutes**

A shadow with wings starts searching for its own body. As the shadow roams around the city, it finds a ballerina girl with wings similar to his, and the shadow assumes that she is his body.



**The Coffee Shop...Why? Documentary, 5 minutes**

Hanging out at the Egyptian Qahwa or coffee shop has been a staple in the daily routine of many Egyptian men. While their reasons may differ, they all agree on one thing, which is that the Qahwa is the space they'll always need.



**Ruins Narrative, 15 minutes**

Safi found his sister "Soha" after two days of pursuit in Beirut. He insists on returning her back to the village where she must marry her cousin, just as it was agreed on three years ago. During their ride from Beirut to the village, they shared conversations, thoughts, silent and funny moments, some were sad and others were hard. This helped them to know one another better and to realize the differences in their lifestyles, in addition to the influence of the rural mentality on them.



**Heart / Cœur Documentary, 29 minutes**

"Heart" is a boat towards the maintenance of hope. On board, a person who fights for life. His commitment to hope reflects the character of a passionate, sentimental and profound man. He has considerable love for human life and constantly strives for it. "Heart" is an exploration of the past, present and future, but above all the preservation of the balance between hope and life.



**Rose Narrative, 12 minutes**

Short story of an immortal rose that passes from a flower seller, through people and beyond his age to have the rose be put on his grave by his daughter. The story is to showcase the cycle of appreciation, care and love.

9:00pm

**Q & A with Filmmakers moderated by Dr. Lena Jayyusi**, Professor Emeritus, Zayed University, UAE, **Samaher Bantan**, Effat University, Kingdom of Saudi Arabia, **Nada Atta**, American University in Cairo, Egypt, **Valentina Khawand**, Saint Joseph University, Lebanon, **Yasmina Mesbahi**, Abdelmalek Essaadi University, Morocco, and **Ali Khaleel Abbas Mohamed Lari**, Zayed University, UAE

09:30am - 12:30pm

Masterclasses & Connecting with Industry Workshops

09:30am - 10:30am

**Contemporary Arab Women Film Makers by Dr. Alejandra Val Cubero**  
Asst. Professor, Zayed University, UAE

10:30am - 11:30am

**Content Creation and Production Procedures by Steve Norris**  
Director of Film and TV, twofour54, Abu Dhabi, UAE

11:30am - 12:30pm

**Shooting Cinematic Documentaries | Technical Theory by Hasan Aslan**  
Documentary Cameraman, CANON, UAE

12:30pm - 1:00pm

Lunch Break

1:00pm - 3:00pm

Connecting with Industry Workshops

1:00pm - 3:00pm

**Adobe Premiere Pro: Edit Videos like a Pro by Joe Carbour**  
Senior Business Manager, Adobe Systems MENA

6:00pm - 9:30pm

Closing Ceremony

6:00pm - 6:30pm

**Music by Amjad Aljaramani**  
Ney and Oud Musician

6:30pm - 8:00pm

Screening of Finalists' Films

6:30pm - 8:00pm

Screening of Finalists' Films



**I Exist Animation, 6 minutes**

Omar nicknamed Pop, is a rapper with specific needs. He sees himself as a creative person capable of changing the world.



**WAQF Documentary, 3 minutes**

Every place has a story to tell. "WAQF" is a film that talks about one of the oldest monuments whose historical right should have been documented. The team's journey started from Riyadh to the governorate of Al-Namas, where the intended historical monument is located.



**180° Narrative, 15 minutes**

This is the story of a young man who spends his days delivering pizzas on his moped, which is in such a bad condition that it often makes him late for his deliveries to his customers.



**Le Vieil Homme et La Montagne**

**The Old Man & the Mountain Documentary, 22 minutes**

Mostafa Zaoui, 67, retired, flees the city whenever the opportunity arises. He goes hiking in the most remote and wildest mountains. During these trips, Mostafa tries to find answers to the questions that haunt him, and makes up for the time spent, confined to a coffee factory in Casablanca.



**Carbon Documentary, 15 minutes**

Four characters with different lives face the same struggle, but each decide to face it their own way.

8:00pm - 8:30pm

**Q & A with Filmmakers moderated by Luz Salem Villamil**, Cinema Akil Pop Ups & Partnerships Manager, UAE, **Achraf Ouammou**, Abdelmalek Essaadi University, Morocco, **Naif Shaqqaf**, Inaya Medical College, Kingdom of Saudi Arabia, **Mohamed Reda Kouzi**, Abdelmalek Essaadi University, Morocco, **Mohamed Rida Gueznaï**, Abdelmalek Essaadi University, Morocco and **Beshoy Maher Kamel Abadeer**, Beni-Suef University, Egypt

9:00pm

**Awards and Closing Ceremony**

- Presentation of Awards to ZUMEFF Founders
- Presentation of Awards to Judges
- Presentation of Awards to ZUMEFF Finalists
- Closing Remarks

# Masterclasses & Connecting with Industry Workshops



## Teamwork in Film *\*Presented in Arabic*

by **Afra Al Marar**, Founder of Toaster Productions, UAE

Did you know that all your favorite films needed a huge team to make them happen?

Making a good film requires a team and that is crucial for creating a successful one. A one-man show never wins, if it does, it only works on small scale. In addition to that, a good example of one of the best collaborative teams is Disney - Pixar, it's the largest scale too! One person can't be the writer, director, director of photography, producer and editor. There is no team. This masterclass is about how working as a team and finding your team is very important in creating a successful and enjoyable experience. Working in harmony is key to making the project as good and creative as possible. First, we need to figure out how we as team leaders work well - know your strengths and weaknesses and personality flaws, then build your team around this. Then, atmosphere: How to build a creative atmosphere for the team?

It requires the following:

- Food, rest and compliments are important throughout the production.
- Hiring and firing process is important to the team.
- How should we divide the responsibilities and results?
- How can we celebrate success, and ensure that the team is motivated for the next project?

All those questions are crucial throughout the whole process of making a successful film.



## Shooting Cinematic Documentaries | Documentaries Theory *\*Presented in English*

by **Hasan Aslan**,  
Documentary Cameraman, CANON, UAE

- History of Documentary cameras
- Using DSLRs in Cinema and in Documentaries
- Using Cinema Cameras in Documentaries
- New types of Documentaries
- Examples from the region



The Television Picture *\*Presented in Arabic*

by **Dr. Yousef Alfaiakawi**,  
Asst. Professor, Kuwait University, Kuwait

A lot of people think they know how to take pictures or record videos. After all, it is just a matter of pressing the shutter and record button, right? Well, not exactly. Apparently, there is more to just pointing and taking shots if the goal is to get an impressive and professionally done video clip or photos. The basic formula for an effective video though is effective shots and framing. You need to know what makes a shot a good shot at a specific scene at a specific moment for a specific show and for a specific viewer. How is this achieved? This masterclass will discuss the importance of the television pictures to the viewers. The masterclass will also discuss how to take the right shots that will create the desired effect and make the viewers enjoy the show and remember the scene. This lecture will examine the language and the elements of the effective pictures.



Beauty & Tolerance  
between Art & Cinema *\*Presented in English*

by **Dr. Rachid Naim**,  
Professor, Cadi Ayyad University, Morocco

Beauty in art may have some rational properties, such as “order, symmetry, and proportion,” but reason alone cannot explain the process of an art experience. Art plays a central part in the creation of culture and in the deep core of any culture lies important concepts such as difference, otherness, diversity and above all tolerance. This latter concept is closely linked to art because aesthetic responses to the artwork are often underdetermined not only by the artist’s intentions but also the ability of the art lover to accept otherness and to be tolerant. Nevertheless, every student can learn how to appreciate and evaluate beyond these artistic intentions. This masterclass can explain to the students how the concept of « beauty » evolved through the times (Egypt, Greece, Arab-Muslim era, Renaissance...) and how it can help them to understand both artistic and cinematographic productions.



Stories Across Platforms *\*Presented in English*

by **Talal Alasmani**,  
Image Nation, Abu Dhabi, UAE

Nowadays, stories get told on many more platforms than they used to. Movies, documentaries, TV series, and animations no longer have to stay within their defined formats. The ease and speed of accessing content has changed the way we consume it. However, the one thing that always remains constant, is story. Since the dawn of communication, we’ve been telling stories. A story goes beyond format and medium. However, all stories share elements that make them worth telling. Stories are not just strings of events regurgitated so that one can talk and another can listen. So, what makes a story a story? When the story is told well, the answer can be harder to identify. This masterclass will explore those elements, and breakdown how to harness them when forming your own story.



### Contemporary Arab Women Film Makers *\*Presented in English*

by **Dr. Alejandra Val Cubero**,  
Asst. Professor, Zayed University, UAE

The Arab world is often perceived as a monolith, but it is made up of different societal forms. Little attention has been paid to the subject of cultural identity of Arab Cinema but a new generation of Arab Filmmakers, most of them educated at home and also abroad, and under forty-years-old, are coming up with a new way to make movies and to represent their countries. Not only are they more interested in documentaries and experimental films (replacing 35mm and 16 mm cameras with digital cameras and using other platforms such as YouTube) but also their feature films, short films and documentaries revisit themes which have already been explored, for instance the situation in Palestine, or exile or war, whilst adding a fresh perspective associated with greater cinematic expertise. This masterclass will showcase this new wave of young filmmakers in the Arab world in which women filmmakers are for the first time overrepresented.



### Content Creation & Production Procedures *\*Presented in English*

by **Steve Norris**,  
Director of Film and TV, twofour54, Abu Dhabi, UAE

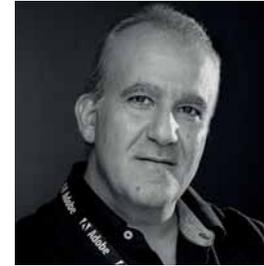
This session will focus on an awareness session about twofour54's film and TV services and production projects in Abu Dhabi for the public, any student/ participant/walk in people interested to know more about content creation and production procedures in Abu Dhabi.



### Shooting Cinematic Documentaries | Technical Theory *\*Presented in English*

by **Hasan Aslan**,  
Documentary Cameraman, CANON, UAE

- Basic Video Settings and Terms
- Best Cameras for Documentaries
- Best Lenses and accessories for shooting Documentaries
- Hands on with the Canon C200

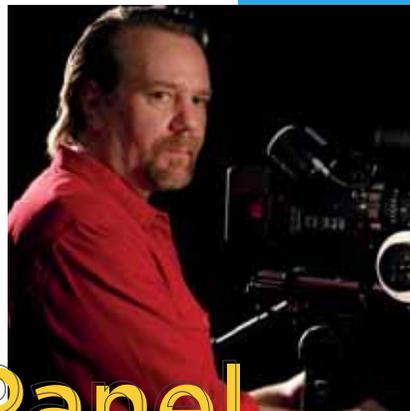
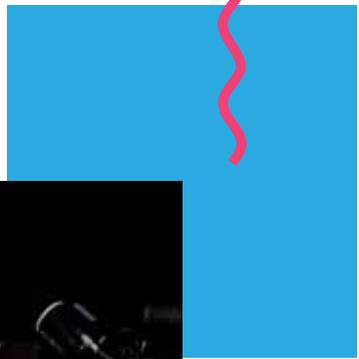


### Adobe Premiere Pro: Edit Videos like a Pro *\*Presented in English*

by **Joe Karkour**,  
Senior Business Manager, Adobe Systems MENA

This session will cover the following topics:

- Introduction to the Premiere Pro Workspace
- Importing Video Clips & Media Assets
- The Premiere Pro Timeline
- Creating a Sequence, and adding Clips
- Editing Cutting Clips on the time line
- Adding Special Effects
- Adding Text & Motion Graphics
- Basic Introduction to Animations and Keyframes
- Basic Audio Editing & Enhancing
- General Tips & Tricks
- Export Projects for Different Screens



# Panel Discussion

Panel Discussion: For the Love of Film  
Chaired by **Nadia Rahman**, Assoc. Professor, Zayed University, UAE, **Sarra'a Abdulaziz**, Emirati Filmmaker, UAE, **Ines Sebiane**, Digital Content Director & Producer, UAE, **Dr. Nezar Andary**, Assoc. Professor, Zayed University, UAE and **Tim Wilkerson**, Asst. Professor, Zayed University, UAE

The Middle East is producing some dynamic and creative young filmmakers who are exploring and questioning themes such as: identity, war, marriage, the environment, discrimination, among many other topics. Their access to the internet and affordable technology is giving many, from a remote village to a war torn-city to thriving metropolises, the opportunity to share their perspective with the rest of the world. Whether they are documenting a story unravelling before them or they are orchestrating the imagery through animation and fiction, their imagination is rich, poignant, and fresh. This panel discussion will focus on emerging Arab Artists and their attempts to tell their story through film. It will explore: the filmic landscape in the Arab World and whether it is thriving or not? What are the motivations and challenges in allowing the young filmmakers tell their stories? What stories are they telling and why? What are the common thematic trends in film that are beyond boundaries? And finally, how do they get beyond the short film and be a filmmaker: funding and distribution?

# Who are we?



**Afra Al Marar**  
**Founder of Toaster Productions**  
 Judge and Masterclass Presenter

Founder of Toaster Productions, Afra is an Emirati Film and TV director, producer and an entrepreneur. After working in the media government sector with twofour54 and in the advertising field, she started her production company Toaster Productions in 2014. She emerged to be one of the women leaders in filmmaking and producing within the UAE. She has worked on numerous numbers of short films as a producer and a director. She was also a speaker in a number of workshops called Akoun which is created for university students by twofour54 to nurture and develop the culture of entrepreneurship amongst young UAE Nationals. Her passion is in creating content from the region while collaborating with international media companies as well. Afra works as a producer for the show Al Rayeh in Baynounah TV and she directs and works with Sesame Street.



**Dr. Alejandra Val Cubero**  
**Asst. Professor, Zayed University, UAE**  
 Masterclass Presenter

Alejandra Val Cubero holds a Ph.D. from the Complutense University of Madrid and has been an Assistant Professor in the Department of Journalism and Audiovisual Communication at the Carlos III University of Madrid, where she was also in charge of the Erasmus Program for Students. Val Cubero has conducted Predoctoral Research at the University of Buenos Aires (Argentina) and the University of Chisinev (Moldova) and Postdoctoral Research at Harvard University (USA) and Jawaharlal Nehru (India). She has also worked in the Press Department of the Institute for Women (Ministry of Labour and Social Affairs, Madrid) and as a consultant at Altai Research in Afghanistan, working on projects for international organizations such as the World Bank, UNICEF and USAID. Val Cubero has published more than twenty articles on topics related to media and cinema and five books. The last two books are focused on the life and work of the Bengali film director Aparna Sen (2015) and the French filmmaker Alice Guy (2016). Alejandra Val is also curating the Arab section in Cinema Festivals like the Women Festival in Madrid (March, April 2019) and she is currently working on a new book: Contemporary Arab Filmmakers.



**Amjad Aljaramani**  
**Ney and Oud Musician**

As a member of the Syrian Artist association, he has performed in many music festivals with renowned artists including: George Wassouf, Assi Alhallani, Faris Karam, Wael Jassar, and Wael Kufoury.



**Hasan Aslan**  
**Documentary Cameraman, CANON, UAE**  
 Workshop Presenter

Hasan Aslan was interested in Cinematography at an early age. After finishing his Film Production studies he did his internship with Paramount pictures during the filming of Mission Impossible IV. Hasan worked in the Film industry for a decade as a freelancer before co-founding ALPHA 5 Films to provide filming services for documentaries in the region. He loves teaching and learning all about cameras and making an image that strikes emotions.



**Ines Sebiane**  
**Media Entrepreneur, UAE**  
 Panelist

Ines Sebiane is a media entrepreneur hybrid based in Dubai. She started working in the media at the age of 13 as a TV presenter and producer with Dubai TV. She also has theatre acting experience in plays that won 1st place awards in the UAE and other Arab countries. With her 15+ years of experience in the field she started her own production boutique house that serves global media agencies and clients providing them with creative solutions in creating digital content, marketing and video production services. She took part in creating award winning digital content and videos for International Brands; such as (Google, Cartoon Network Arabia, Sephora, Jaguar, Toyota and many more...) When she's not busy on production sets, she uses her social media platforms to share glimpses of her daily life as a mom, a wife, a cinephile with her movie reviews that live in her YT channel #PopcornwithInes.



## Joe Karkour

**Senior Business Manager, Adobe Systems MENA**  
Workshop Presenter

Joe is the Regional Business Manager for Adobe Systems in the Middle East based in Dubai, he is also an Adobe Solution Consultant, and a Certified Expert in Adobe Creative Cloud. Joe is also an avid photographer and has conducted many workshops and training courses over the last 15 years, working closely with NIKON and Canon, tirelessly teaching all sorts of Photography and Post Production techniques using Adobe's latest tools and technologies.

Joe is a Native Lebanese born in Beirut and speaks English, Arabic and French fluently. He is the Chair of the Program Advisory Committee at the Higher Colleges of Technology, the Sharjah Women's College, and on the advisory board of AMITY university in Dubai. He is also partner/owner and organizer of the annual Emirates Airline Dubai Jazz Festival.



## Dr. Lakhdar Chadli

**Asst. Professor, Canadian University Dubai, UAE**  
Judge

Lakhdar Chadli first filmed and produced in 1981. Since then, exploring a reality covered by the imaginary world of cinematographic art, he has made 36 films in the hot and distant confines of our planet. Some of his films have participated in countless festivals: Leipzig, Bilbao, Montpellier, Moscow, Tashkent, Carlo Vivari. Lakhdar is interested in events that affect the universal and contemporary history of people. (Cine-screen - Moscow)

Lakhdar Chadli was a member of the jury selection for the festivals of Tashkent (Uzbekistan), Berlin, San Sebastian Bilbao, Lodz Carlo Vivari, Oran (Algeria), Member of Selection for Films-Afrique (Montreal), Award for Best Short Film at the Moscow Film Festival, 1982.

Dr. Lakhdar Chadli has a PhD in Art Sciences, specializing in Cinema - Television, Media and the development of film, television and interactive media works at the Institut National de l'Image et du Son INIS - Montreal, whose pedagogy is based on theory and practice. Dr. Chadli is a multimedia professional, director, producer, lecturer, journalist, and teacher, experienced in the development of live news, talk shows and current affairs programming, documentaries, Launching TV Channels MBC - AL ARABIYA - AL HADATH Channels - O3 PRODUCTION .



## Dr. Lena Jayyusi

**Emeritus Professor, Zayed University, UAE**  
Judge and Moderator

Lena Jayyusi is Professor Emeritus in the College of Communication and Media Sciences at Zayed University. Prior to her 16 years at Zayed University she taught at Wellesley College in the US, the University of Connecticut at Storrs, and Cedar Crest College in Pennsylvania, where she was Chair of the Department of Communication Studies for several years. She has been an Annenberg Scholar at the Annenberg School for Communication (University of Pennsylvania), an SSRC Fellow and a visiting researcher at the EHESS in Paris, France's top institute of higher education and research. She has also served as Senior TOKTEN consultant on media and culture for the United Nations Development Program in Jerusalem. Author and editor of several books, her research and publications are interdisciplinary, addressing topics that include media and cultural studies, film and visuality, memory and narrative, oral history, and political discourse. She is a member of the Editorial Board of Global Media and Communication journal and a member of the Editorial Review Board of the Arab Council for the Social Sciences. Dr. Jayyusi has an MA. And Ph.D. in Sociology from the University of Manchester in the UK, and an M.Sc. in Film Studies from Boston University.



## Luz Salem Villamil

**Cinema Akil Pop Ups & Partnerships Manager, UAE**  
Judge and Moderator

Luz Salem Villamil has always had a passion for media, production and film starting her career as a fixer for the BBC Middle East Business Report back in 2008. After a 10-year career in production and marketing, Luz joined Cinema Akil as Pop Ups & Partnerships Manager in 2016. Since then, Cinema Akil has had more than 65 pop up film programs across Dubai, Abu Dhabi and Sharjah and has now opened its first permanent space in Alserkal Avenue in Dubai. Luz is also the curator of Alternativo Latino, a Latin American film week which takes place annually at Cinema Akil.



### Nadia Rahman

**Associate Professor, Zayed University, UAE**  
Panel Chair

Nadia Rahman is an Associate Professor at Zayed University in Dubai, teaching film and video production. Prior to joining ZU, she worked as a broadcast journalist for 10 years producing hundreds of hours of pre-recorded and “live” television programming. She covered 9/11 as a senior producer, director and news editor based in Washington D.C. For most of the 1990s, she worked as a senior producer for the BBC covering the Middle East. She also produced for the Japanese Broadcasting Corporation and CNN in Jerusalem. Her print work has appeared in the Washington Post and Gulf News. Prof. Rahman moved to Dubai in 2004 to research a documentary on “The Oral History of Elders in the UAE” as a Fulbright Research Scholar. She served as a media advisor for Sky News Arabia Channel in Abu Dhabi. Her research interests focus on film and documentaries, landscape of broadcast journalism, oral history, and youth culture in the Middle East. She holds an MFA in experimental filmmaking.



### Dr. Nezar Andary

**Associate Professor, Zayed University, UAE**  
Panelist

Dr. Nezar Andary received his bachelors from Columbia University, and his Ph.D. from UCLA. Andary is an Associate Professor at Zayed University. He is the co-editor of a book series Focus on Arab Cinema for Palgrave MacMillan. Andary recently published a book entitled Cinema of Muhammad Malas: Visions of a Syrian Auteur. For the last three years, he has been a creative producer on 10 short documentaries with Arab Film Studio, Image Nation. Currently, he is completing a feature documentary entitled Unlocking the Doors of Cinema to be released in 2019. In 2016, he directed the documentary theatre production, Memories of Childhood. Currently he is writing the second edition on the concept of Guilt. He has published on various subjects in literature, philosophy, and history and recently he wrote an essay on the creative non-fiction of Anthony Shadid and another essay on the representation of the philosopher Ibn Khaldun in contemporary culture.



### Dr. Rachid Naim

**Professor at Cadi Ayyad University, Morocco**  
Judge and Masterclass Presenter

Rachid Naim is a Moroccan film critic and journalist. He holds a Ph.D. in film history and communication studies and is currently a professor at Cadi Ayyad University, Safi, Morocco. He is the founder and artistic director of the Journées Cinématographiques de Safi. He is also a member of the Moroccan Association of Film Critics (AMCC) and the International Federation of Film Critics (FIPRESCI). Dr. Naim publishes articles and books about topics linked to cinema, representation and art. He frequently participates as a lecturer in festivals and seminars around the world (Morocco, Algeria, Tunisia, Egypt, Burkina Faso, France, United Kingdom, Belgium). As a jury member, Dr. Naim took part in many international film festivals such as the 26th edition of the Panafrican Film and Television Festival of Ouagadougou in Burkina Faso (FESPACO) in 2019; the 40th edition of the Cairo International Film Festival in Egypt (CIFF) in 2018; the 2016 and 2017 editions of Morocco's National Film Festival; the 1st edition of Rabat's Festival of Film and Audiovisual Schools of Africa in 2017, the 13th edition of TransSaharian Zagora International Film Festival in 2016.



### Sarra'a Abdulaziz

Judge and Panelist

Sarra'a Abdulaziz is an Emirati filmmaker and an artist from Ras Al Khaima. At the age of eleven, she experienced writing her first dialogues for a school play and she wanted to tell stories ever since. She graduated from Zayed University with a BA of Visual Communications which gave her a window to the art of photography and videography. She holds a master's degree in film writing and directing from NYU/Tisch School of the Arts. Her film (Open Wound) was an official selection at the Dubai international film festival (DIFF) in 2015 and was distributed by BBC Arabia. She aims to highlight the voices of women and unrepresented people in the Arab world. She dreams of bringing stories from the UAE to the rest of the world.



### Steve Norris

**Director of Film and TV for twofour54 in Abu Dhabi, UAE**  
Workshop Presenter

Steve Norris is currently Director of Film and TV for twofour54 in Abu Dhabi, who offer the MENA region state-of-the-art TV studios and skilled technical and operational staff to support the creation of world-class content. Steve has had a distinguished career in the international film and television industry, producing a wide range of both film and television projects throughout his career and winning many international awards as well as consulting extensively on production matters. He has also served twice as an executive with the US studios and also as British Commissioner for 9 years responsible for the development of the UK's film infrastructure and its international film strategy.



### Tim Wilkerson

**Asst. Professor, Zayed University, UAE**  
Judge and Panelist

Tim Wilkerson is an award-winning and well-respected America director of fiction, documentary, and animation films, whose work has been seen world-wide via film festivals, broadcast, and the web, and whose commercial clients have included Ford Motor Company, State Farm Insurance, and Caterpillar Tractor. As an undergraduate, Wilkerson studied Cinema and Photography at Southern Illinois University in the United States. After his undergraduate experience he received a prestigious Fulbright Fellowship to study in Egypt, where he studied the culture, language, and film industry of this fascinating country. In 2002 Wilkerson received his MFA (Masters of Fine Arts) in Radio-TV-Film from the University of Texas at Austin, where he held the very prestigious Jacob K. Javits Fellowship. He then went on to teach filmmaking/digital media production as an Assistant Professor at the University of Florida, and Northwestern University, both of whose communications programs rank in the top 10 within the United States. Wilkerson's last film "The Oracles Of Pennsylvania Avenue" was a feature length documentary, which garnered "Best Director of A Feature Documentary" at the Massachusetts Independent Film Festival, "Best Director" at the Silent River Film Festival in Beverly Hills California, was screened world-wide via satellite by a major international broadcaster, and was listed by one influential film blogger as one of the most important films of 2014. Currently Wilkerson is in pre-production on a feature length fiction film, which will be a co-production between Egypt and the U.S.



### Talal Alasmani

**Image Nation, Abu Dhabi, UAE**  
Workshop Presenter

Talal Alasmani is a film and television executive from Abu Dhabi. Although his interests in filmmaking began at school, it was at the American University of Sharjah where he formally studied it and made short films. He moved to Los Angeles in 2010, to obtain his Master's degree in filmmaking. He joined Image Nation in Abu Dhabi, after returning home, and is proud to still be part of the effort in helping to build a sustainable film industry in the region.



### Dr. Yousef Alfaiakawi

**Asst. Professor, Kuwait University, Kuwait**  
Judge and Masterclass Presenter

Dr. Yousef Alfaiakawi is an Assistant Professor at Kuwait University. He served as the Head of the Mass Communication Department at Kuwait University (2009-2011). He was the President of Arab-US Association for Communication Educators (2012-2014). Alfaiakawi received his BA from Denver University, a Master's degree from Murray State University, and his Ph.D. degree from the University of South Carolina in Television Production. Before that, he worked as a TV director with Kuwait Television in which he directed more than 381 TV films and spots. He also won the Best Documentary TV Director in 1994 during the Arab States Broadcasting Union festival. He also served as a media consultant for many government and private sectors. He supervised many master and Ph.D. theses and dissertations. His teaching areas are: TV Productions, Documentary films, Visual Communication, Mass Media Theory, Mass Media Research, Public Opinion, Script Writing and News Writing. His research and professional interests are: social media, TV productions, documentary films, media research, new media technology and effects.



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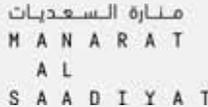
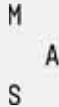
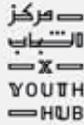
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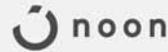




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