



## Personal Information

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**Vimeo**  
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**Education**  
American Univeristy in Dubai  
Mohammad Bin Rashid  
School of Communication  
• [Bachelor of Communications & Information Studies](#)

**Languages**  
Arabic - Native  
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**Key skills**  
Creative Production  
Budgeting  
Scheduling  
Locations  
Crew Management

## References

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# ADONIS BDAYWI

## SENIOR PRODUCER

### KEY PROJECTS

**Ford 2024 F-150 Tremor - Social Media Campaign**  
2024 - Produced by Crater Global

[Visit Saudi x Bloomberg Media Studios - The Most Amazing](#)  
2023 - Produced by DFRNT Entertainment/Creative Loom Productions

[Visit Rwanda x Bloomberg Media Studios - From East to West](#)  
2023 - Produced by DFRNT Entertainment/Creative Loom Productions

[DCT Flag Day - National Anthem x Mansour](#)  
2023 - Produced by Toaster Artistic Productions - Abu Dhabi

**DCT - Intangible Heritage I & II**  
2023 - Produced by Good Stills/Toaster Artistic Productions - Abu Dhabi

[Berklee Abu Dhabi National Day | National Anthem](#)  
2023 - Produced by Nudge Media

[BRED Abu Dhabi presented by Hypebeast](#)  
2023 - Produced by Creative Loom Productions

[Al Dar x Bilghaylam](#)  
2023 - Produced by Good Stills

[Abu Dhabi Resident's Office - Golden Visa Campaign](#)  
2022 - Produced by MMG Art Productions

**Eyewa Ramadan Campaign - Iftar and Suhoor**  
2023 - Produced by Freedom Agency

**Dubai Economy & Tourism - Evergreen Footage & Photo Library**  
2022 - Produced by One Big Holiday

**Abu Dhabi Government Media Office - Abu Dhabi Aspirations Campaign**  
2022 - Produced by Good Stills

[Retail Abu Dhabi x Vogue Arabia | Summer of Style with Rita Ora](#)  
2021 - Produced by Good Stills

### [FULL PORTFOLIO](#)

# ADONIS BDAYWI

## SENIOR PRODUCER

My name is Adonis Bdaywi, and I am a senior producer and production manager based in Abu Dhabi and Dubai. Having been born and raised in the UAE and spending 32 years between Abu Dhabi, Dubai, and Sharjah, I have always been immersed in diverse and international communities and environments.

Working on three sides of the table – client, agency, and production house – has equipped me with the ability to bridge communication gaps among stakeholders when managing projects. Comfortable in any workplace setting, whether on set, in the field, or prepping for a shoot in an office, I approach each scenario with equal enthusiasm. Whether client-facing or managing a production team in the background, my goal is always a smooth production, visually compelling finished product, and a satisfied client.

Being natively fluent in both Arabic and English has allowed me to expand my experience beyond my local and regional culture. With a diverse portfolio that includes more than just local productions, I've had the opportunity to service international productions from around the world and lead productions outside the UAE in Saudi Arabia, Rwanda, Lebanon, South Africa, and Zanzibar.

Over the years, I've honed my skills as a producer, combining my affinity for organization, preparation, and meticulous attention to detail with my ability to productively lead teams of diverse personalities with a solution-driven mindset. This has given me the confidence to take on larger roles on productions while building lasting relationships with producers who have found that their trust in my abilities has paid off dividends over time.

The network of professionals, suppliers, as well as collaborators that I have garnered over the years has allowed me to continue to grow as an individual and as a professional. Being able to connect with and not only understand but anticipate what the team needs to succeed has allowed me to establish a dynamic working relationship with professionals from many fields based on trust and communication.

I am excited about the opportunity to bring my skills and experience to your team and contribute to the success of your projects. Thank you for considering my application. I look forward to the possibility of discussing how my background aligns with your needs.

Sincerely,

Adonis Bdaywi

### **Preproduction:**

#### **Strategic Planning:**

- Collaborate with executive producers to define project goals and objectives.
- Develop comprehensive project timelines, schedules, and budgets.
- Provide operational, logistical, and creative support in the early stages.

#### **Logistics and Coordination:**

- Secure permits and locations; oversee transportation and accommodations.
- Coordinate casting sessions and liaise with various departments.
- Participate in crew hiring, negotiating contracts and terms.

#### **Script and Concept Development:**

- Work closely with writers and directors to refine scripts and contribute creative input.
- Assist in selecting key creative personnel for different departments.

### **Production:**

#### **On-Set Management:**

- Oversee day-to-day operations, ensuring adherence to schedule and budget.
- Actively contribute on set, leveraging experience across various departments.
- Manage and lead the production team in a positive and efficient manner.

#### **Budget Oversight:**

- Develop and manage budgets for preproduction and production activities.
- Monitor expenditures and implement cost-saving measures during production.

#### **Problem Solving:**

- Address unexpected challenges during production and implement contingency plans.
- Foster a solution-driven mindset within the production team.

### **Post-Production:**

#### **Editing and Post-Processing:**

- Collaborate with post-production teams, providing necessary support.
- Review and provide feedback on rough cuts, ensuring alignment with the project goals.

#### **Budget Management:**

- Monitor post-production expenses, ensuring alignment with overall budget.
- Address any discrepancies or overages and implement corrective measures.

#### **Client Communication:**

- Keep clients informed about the progress of the project.
- Address client feedback or concerns during post-production.

#### **Quality Assurance:**

- Oversee the final stages, ensuring the product meets quality standards.
- Facilitate the final delivery of the project and manage distribution logistics.

# 01.

**Client Project :** Ford F-150  
**Social Campaign**  
**Year :** 2023

**Agency:** VML  
**Production House:** Crater Global  
**Executive Producer :** Camille Laborde  
**Producer :** Adonis Bdaywi  
**Director :** James Hulbert  
**Photographer :** Sami Sasso  
**Cinematographer :** Toby Plummer  
**Production Manager:** Alwiya Kahtan  
**Production Coordinator :** Karim Salem





## Client Project : Ford F-150 Social Campaign

Year : 2024

A crazy, intense undertaking for the production house as well as myself. This Ford F-150 campaign. With three films to produce, each with its own set of challenges, and with three shooting days to accomplish it all. Horses, falcons, the desert and the city, the special requests on this were no short task. To top it all off, an unprecedented rain storm forced a push of dates at the last minute, leading to a complete rescheduling of most of the shoot elements.

On a day dedicated entirely to Russian Arm tracking shots, we were able to achieve beautiful rolling shots of our hero truck both in the heart of the city as well as the remote deserts.

The third and final shoot day did not come easy either. Shooting out in the Sharjah desert near the Pink Rock and Iftar Bowl, and with summer just starting, it was a long day for everyone out there. With multiple shuttle cars, a nimble crew and mobile solutions for video village, drone and camera team, we were able to pull off a great shoot day, albeit extremely hot, limiting our time with our falcons.

**Client Project:** 35th Hero Dubai Desert Classic

**Year :** 2024

**Production House :** Freedom Agency

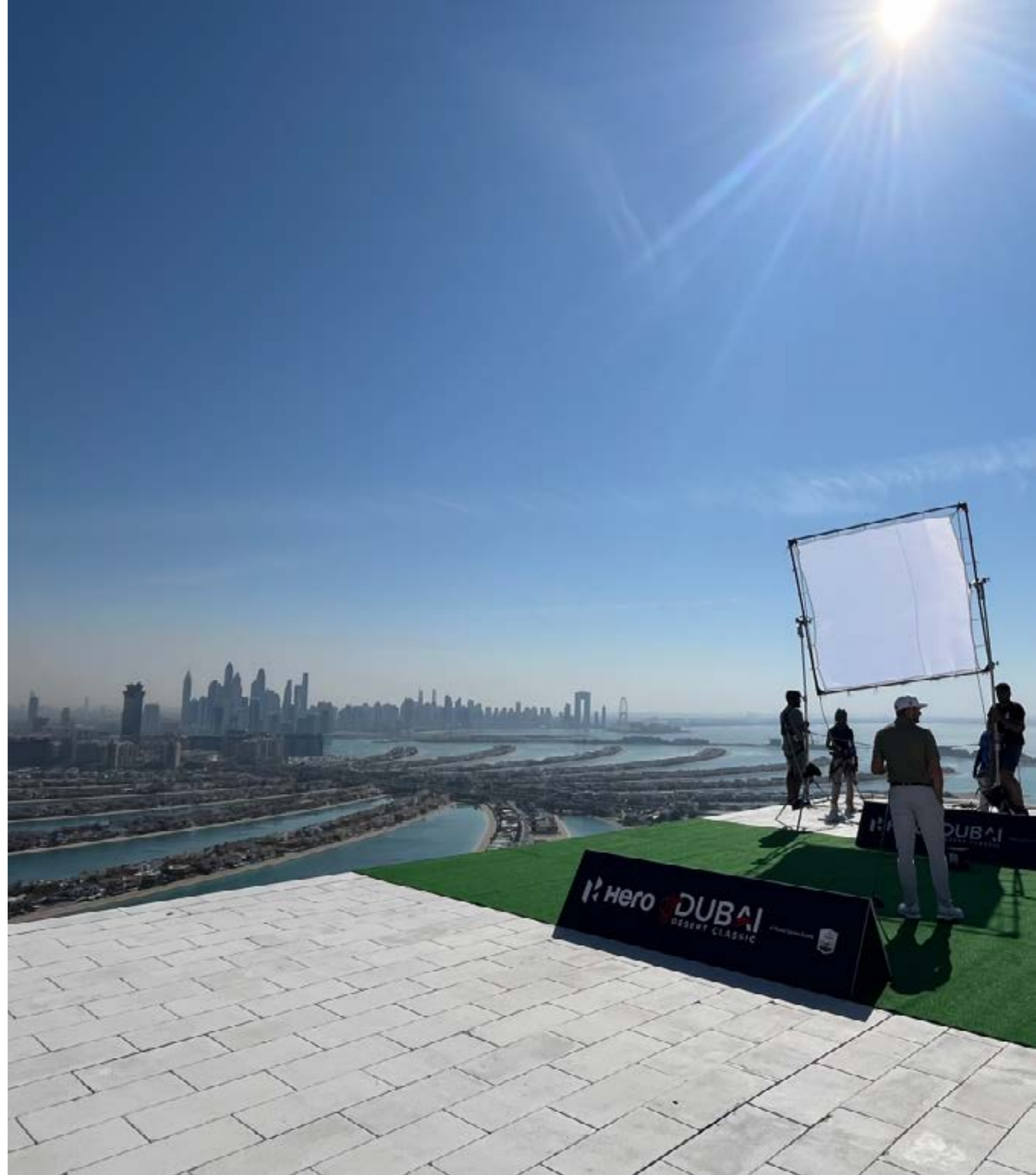
**Director :** Amin Soltani

**DOP:** Shane Foley

**Line Producer :** Adonis Bdaywi

[Link](#)

# 02.



# 03.

**Client Project :** Rugby 7s

**Year :** 2024

**Agency:** Freedom Agency

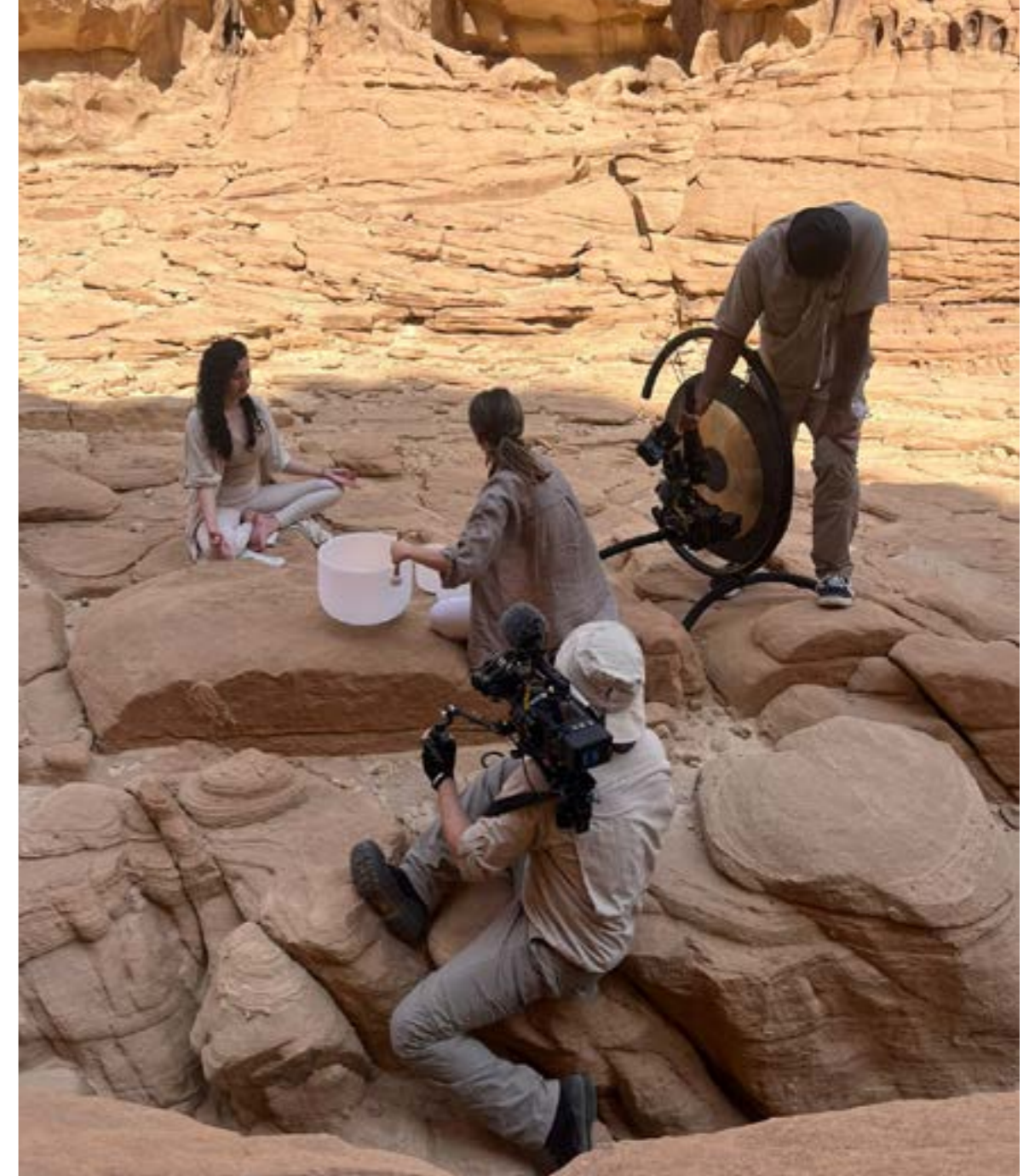
**Line Producer :** Adonis Bdaywi

**Director :** Amin Soltani

**Cinematographer/Drone :** Jack Bishop

[Link](#)





**Client Project :** Saudi Tourism Authority - The Most Amazing  
**Year :** 2023

**Production House :** Bloomberg Media Studios  
**Director/DOP:** Will Martinez  
**Executive Producer:** Wasseem Hamdan  
**Producer:** Adonis Bdaywi  
**Camera Operator :** Atif Balouch

[The Most Amazing - Playlist](#)

04.

**Client Project : Saudi Tourism Authority**  
**- The Most Amazing**  
**Year : 2023**

A campaign designed to bolster the tourism across the Kingdom of Saudi Arabia, done in partnership with Bloomberg Media Studios. The project consists of 12 films shot over 3 trips in multiple cities, including Jeddah, Riyadh, Tabuk, AlAhsa, Abha, Dhahran and Al Ula.

I was asked to wear multiple hats on the project, including creative development & research, line producing as well as managing the full production. Intricate, nimble and elaborate was the theme of the production, with a minimal crew and a go-get-em schedule, we were able to deliver on all 12 films that truly capture the essence of tourism in Saudi Arabia.

**Links**

[The Most Amazing - Playlist](#)





**Client Project :** Rwanda Development Board x Bloomberg  
**Year :** 2023

**Production House :** Red Monkey Productions  
**Director/DOP:** Will Martinez  
**Executive Producer :** Wasseem Hamdan  
**Producer:** Adonis Bdaywi  
**Camera Operator :** Martin Lindros  
**Link:**  
[Youtube Video](#)

05.

## Client Project : Rwanda Development

Board x Bloomberg

Year : 2023

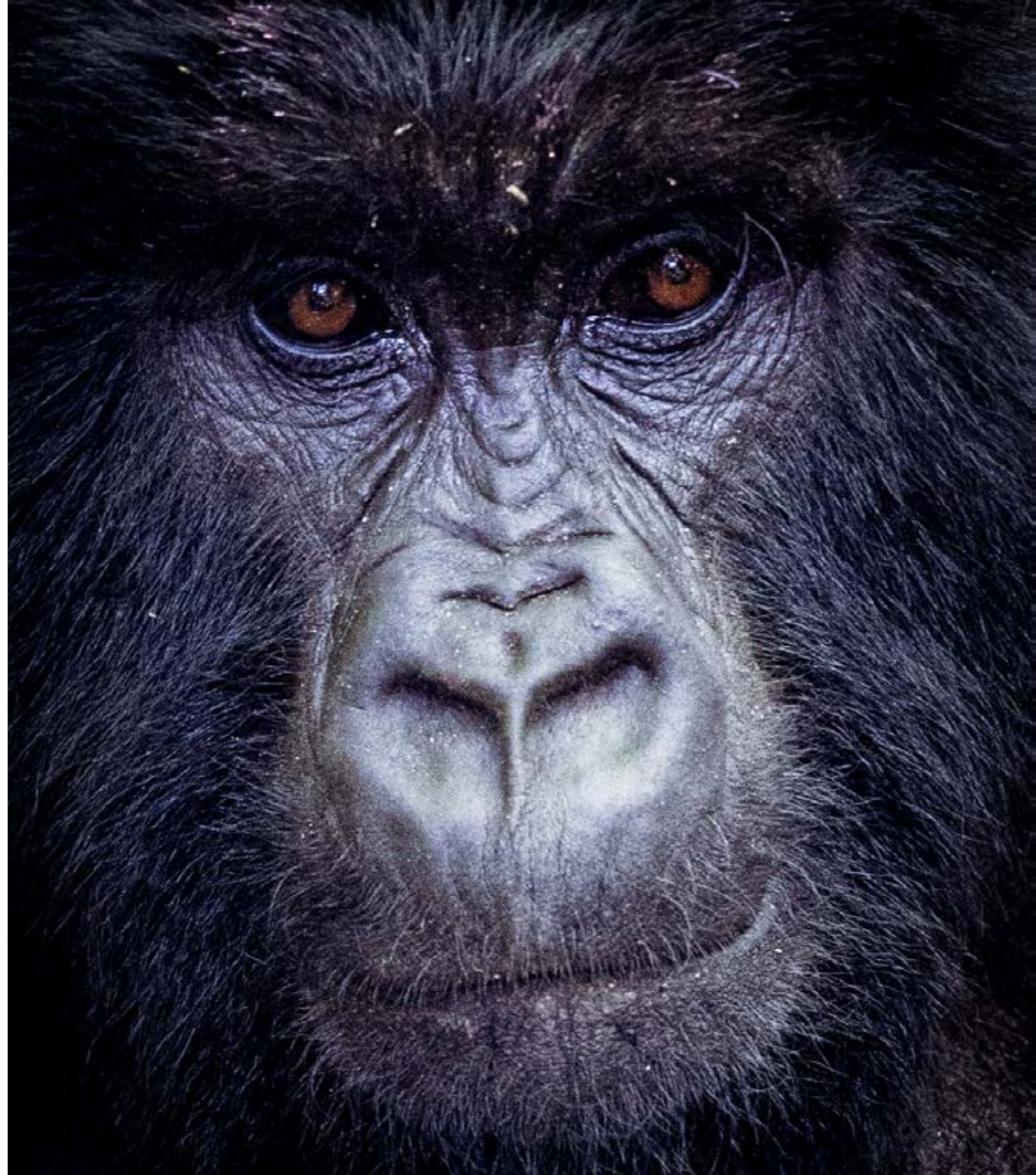
Eight days non-stop in Rwanda, traveling from one place to another to film all that Rwanda has to offer. Gorilla treks up the Virunga mountains, savannah drives in Akagera National Park, the rolling hills of Nyungwe with tea plantations that disappear into the horizon, boat rides and kayaking across Lake Kivu, we did it all. With prep taking place over a span of a month, I had the task of producing this project from start to finish.

This included research on activities to document in Rwanda, finding and contacting the different entities & organizations responsible for them, scheduling the activity bookings, obtaining filming permissions, ensuring all our local permits for both ground and drone were obtained, liaising with the Rwanda Development Board to ensure we maintain their image and brand guidelines, as well as managing the daily requirements from our local fixer and his team.

We had a small skeleton team, with essentially only myself working on production from the core Dubai crew. Once I landed in Rwanda, I was able to mobilize the local fixer and his assistants effectively, giving them all essential roles on the fly.

With a very tight schedule build down to the minute, I was able to create both a shooting schedule and travel itinerary that would have given us everything we needed, while maintaining our budget, all while working around last minute requests for essential requirements that the end client had promised to obtain but were unable to due to their internal limitations. Keeping to our schedule would have been a tall ask if not for putting together the appropriate sized local crew, managing both the team efficiency as well as the expectations of everyone along the way through clear communication.

Ultimately we were able to go above and beyond in terms of what we were able to capture, walking away with tons more footage than we had originally expected to achieve in no small part due to the beauty of Rwanda, but also because of the research, planning, scheduling and leading of our creative team on the ground.





**Client Project:** Abu Dhabi Department of Culture & Tourism - Intangible Heritage 2  
**Year :** 2023

**Production House :** Toaster Productions  
**Director :** Afra Al Marar  
**Cinematographer :** Elias Trad  
**Photographer :** Mohammed El Suwaid  
**Production Manager :** Adonis Bdaywi

06.

**Client Project:**

Abu Dhabi Department of Culture & Tourism -  
Intangible Heritage 2

**Year : 2023**

A follow up on the first 5 films, this leg of the project covered five new intangible heritage artforms. This time around, we filmed a number of firsts for me; a swordsmith, a wedding with a bride getting prepared, a traditional song & dance performance called a "razfa", a camel whisperer, and a sailor shanty sung by pearl divers.

With two days on Samaliyah Island, and one day in the Al Ain Desert, it was another three days of working against the clock to achieve a large volume of shots in a minimal amount of time. Ultimately, with all the different moving parts, including a day with 30 cast members, a day with camels and desert logistics, and a day with underwater and drone filming near sunset, we were able to bring it all together for something great.



# 07.

**Client Project :**

CAFU - 1 Million Golden Points

**Year : 2023**

Agency: Freedom Agency

Director/Photographer : Thiago Neves

Director of Photography: Kais Dahoul

Producer : Mallek Lahouasnia

Line Producer : Adonis Bdaywi

Creative Producer : Acile Haider

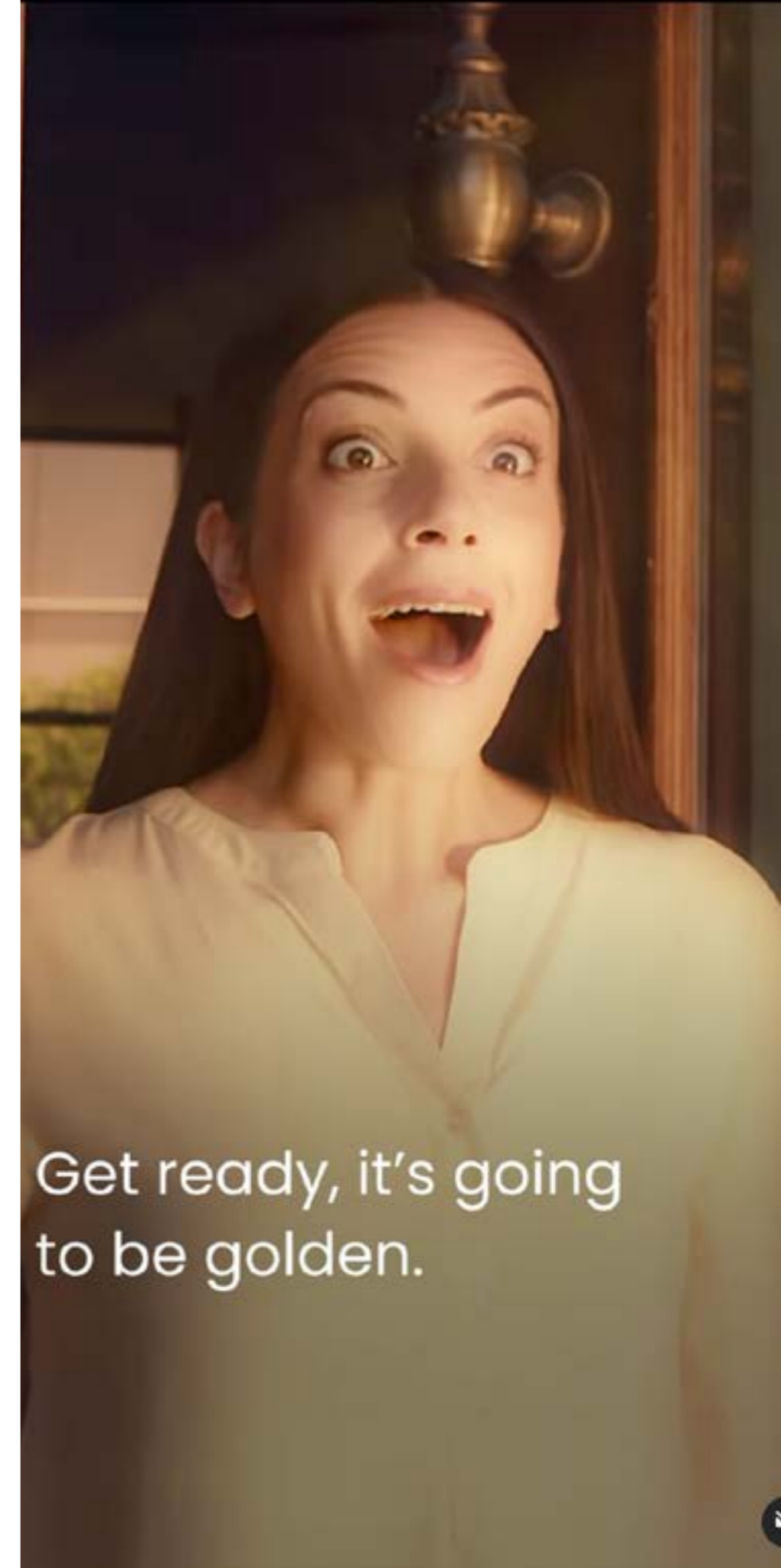
Link :

[Instagram Post - Video 1](#)

[Teaser - Stills](#)

[Teaser - Video](#)

SPOT THE GOLDEN TRUCK  
AND GET A CHANCE  
TO WIN **#CAFUMILLIONS**



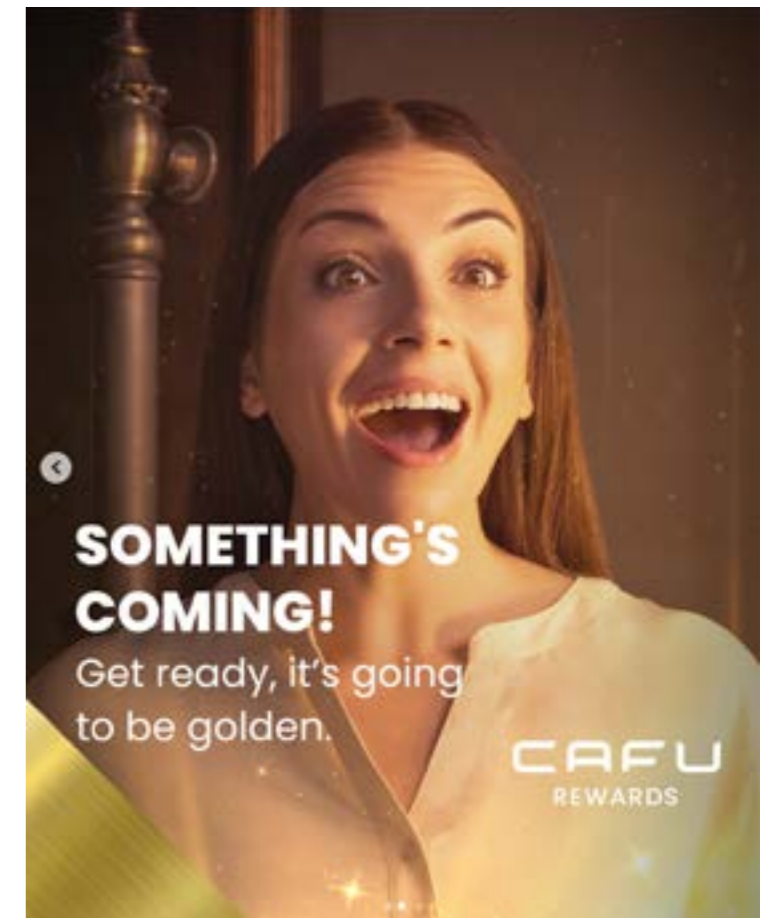
Get ready, it's going  
to be golden.



## Client Project : CAFU - 1 Million Golden Points

Year : 2023

A relatively simple, yet fun shoot. It was a small team, a long crane, and the open road for the most part. Making sure the client had the truck wrapped and on set on time was our biggest obstacle, but we were able to deliver a number of light hearted and interesting campaign



Get ready, it's going to be golden.



**Client Project :** Abu Dhabi Department of Culture & Tourism - Intangible Heritage

**Year :** 2023

**Production House :** GOOD Stills

**Producer :** Sally Mourad

**Director :** Afra Al Marar

**Cinematographer :** Elias Trad

**Photographer :** Katarina Premfors

**Production Manager :** Adonis Bdaywi

08.

## Client Project :

Abu Dhabi Department of Culture & Tourism -  
Intangible Heritage

Year : 2023

Shooting a series of cultural heritage films for the Department of Culture & Tourism was an educational and overall fun experience. With the crew spending three days between shooting and at the hotel, an incredible chemistry was achieved, allowing the crew to genuinely overcome some of the most impossible obstacles.

From technical to logistical limitations due to the Eid break, we were able to not only complete our shoot by our expected wrap time, we were able to elevate the overall production value by pushing all the elements within our control to the furthest levels to compensate for the things that were out of our hands.



# 09.

## Client Project :

Eyewa-Layala Ramadan Campaign

Year : 2023

Agency: Freedom Agency

Director : Kais Dahoul

Photographer : Thiago Neves

Producer : Mallek Lahouasnia

Line Producer : Adonis Bdaywi

Creative Producer : Acile Haider

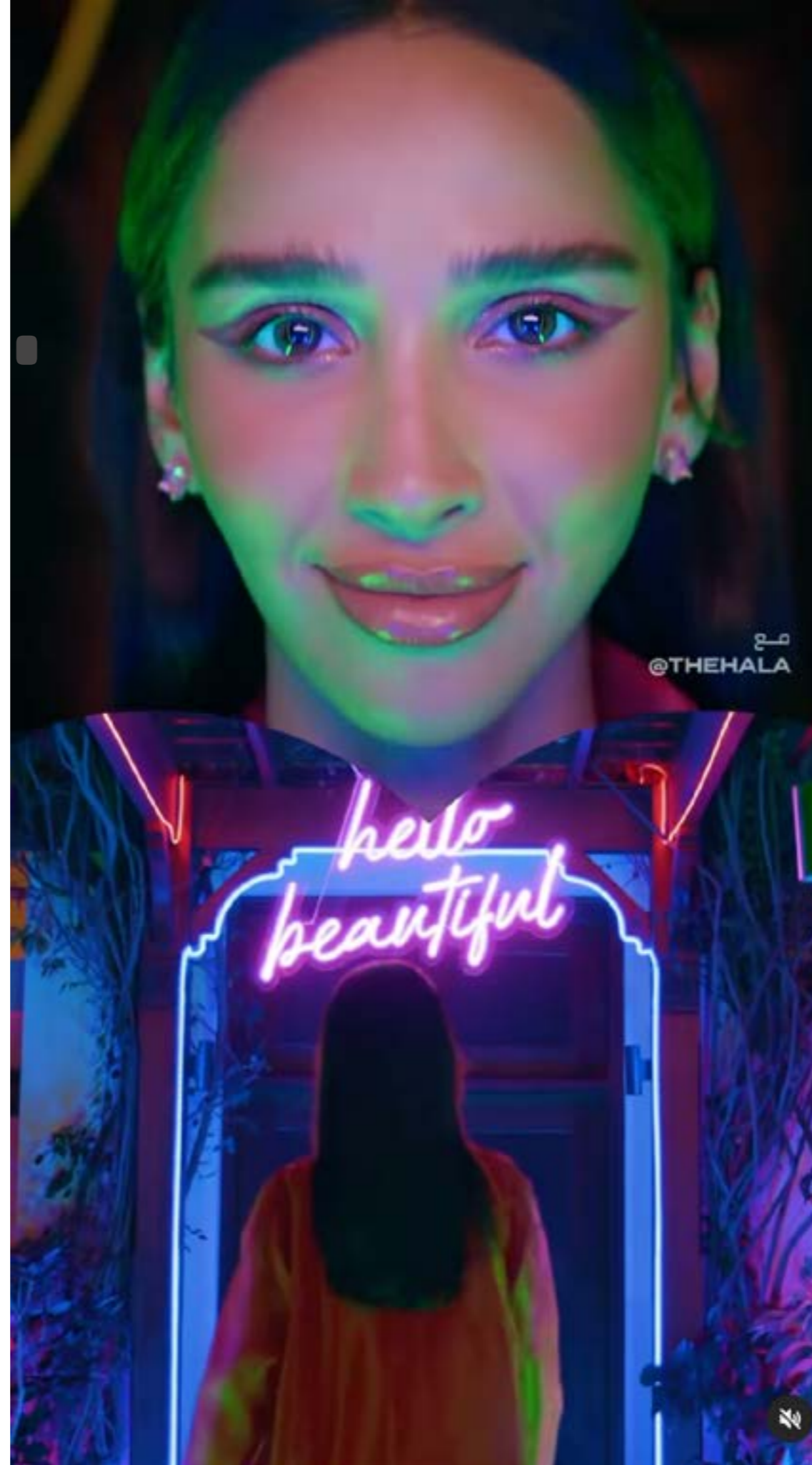
Art Director : Jad Ezzi

Link :

[Instagram Post - Video 1](#)

[Layala x Eyewa | Iftar 2023](#)

[Layala x Eyewa | Suhoor 2023](#)



eyewa

متوفرة في

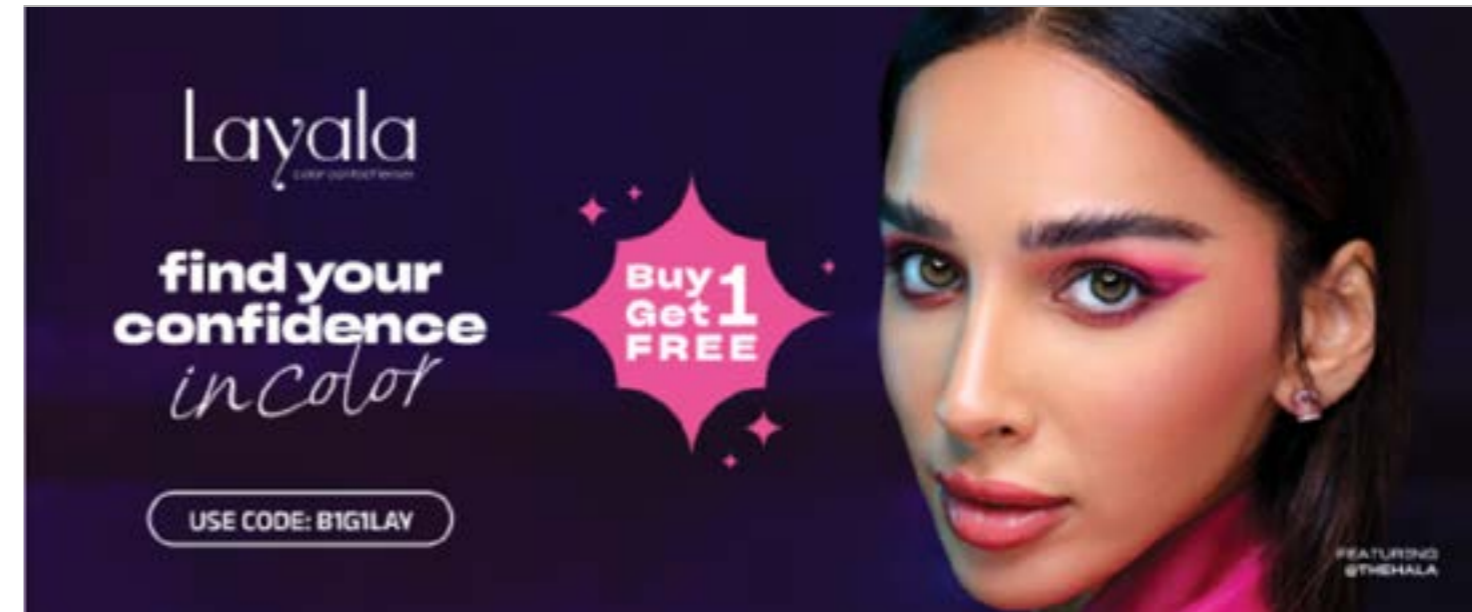
Layala  
color contact lenses



## Client Project : Eyewa - Layala Ramadan Campaign 2023

Year : 2023

For Ramadan, Eyewa's contact lens division, Layala, commissioned two short videos accompanied with 4 KV stills. The two videos were mirrors of each other, each depicting either an Iftar or Suhour. An art heavy concept with custom designed abayas, this night shoot was a fun and colorful concept that allowed all the different departments to express their creative understanding to the brief.



# 10.

**Client Project :** BRED Campaign  
**Year :** 2023

**Agency:** Brag/R24 Design  
**Executive Producer :** Sally Mourad  
**Line Producer :** Adonis Bdaywi  
**Director :** Omar Tartooob  
**Photographer :** Ahmed Tarek  
**Cinematographer :** Makki Rashid  
**Production Assistant :** Karim Salem  
**Wardrobe Stylist :** Monaliza Semerdjian  
**Art Director :** Jad Ezzi  
**Prop Master :** Sarah Issa

**Link :**  
[Hero Film](#)  
[Hypebeast](#)  
[Website](#)  
[Esquire Middle East](#)  
[Event Website](#)





## Client Project : BRED Campaign

Year : 2023

A very personal shoot for me, the BRED Promo campaign was close to home. Brag wanted to create a promotional video to promote their upcoming urban music and lifestyle festival, BRED. Drawing on my own experiences growing up in the urban inner city parts of the country, and working along with a team of creatives that shared the same background, we were able to put together a great campaign comprised of both video and stills.

The agency and client had a limited budget to put this together, but wanted to produce something that can not only engage the audience, but also be the first step in establishing a reputation and leaving a lasting impression visually that will be associated with the BRED Festival for years to come.

Prep was done over 6 days, going back and forth on a number of creative concepts, multiple location scouts to find the right neighborhood to truly represent Abu Dhabi, as well as a wonderful cast that was excited to be a part of the project.

Working closely with the art, wardrobe, hair and make up departments to deliver on the aesthetic the client was looking for, creating a colorful urban setting that truly embodied the mission of BRED.

Production day proved to be a whole other monster, with multiple wardrobe changes happening through out the day for all of the eleven hero cast members, while zipping around the Khalidiyah neighborhood to get not only the hero film footage, but also the stills campaign completed.

Ultimately, we were able to deliver on a beautiful campaign that lived up to the expectations, capturing the true spirit of urban street life in Abu Dhabi.



**RETIRE IN ABU DHABI**  
**AND FOCUS ON YOUR HEALTH**  
**AND WELLBEING**



**Client Project : Abu Dhabi Resident's Office**  
**Year : 2023**

Production House : MMG Art Production  
Photographer : Daniel Abdel Sater  
Line Producer/Production Manager : Adonis Bdaywi  
Production Coordinator : Andres Suarez

11.

**تقاعد في أبوظبي**  
**واعنى بصحتك**

## Client Project : Abu Dhabi Resident's Office

Year : 2023

Four days, eleven locations, thirteen cast members and 40 deliverables. A logistical maze, this was one of my first endeavors into line producing. From managing the client relationship, to negotiating and locking location agreements, to scheduling the shoot around a limited cast playing a wide number of roles, limited availability and budget having each cast member for only two half days.

An integral part of the shoot was the locations. To highlight all the key elements that make up the city of Abu Dhabi, we were able to lock iconic locations such as NYUAD, Sheikha Fatima Park, Cleveland Clinic Hospital, Jubail Mangroves, the Louvre Abu Dhabi, Mamasha Al Saadiyat and Masdar City amongst others.

Ultimately, it was a massive success, with the client, Abu Dhabi Resident's Office, being extremely satisfied with the final outcome. Forty images that will be used to promote the Golden Visa Program in the capital while also being usable in a general archive library way.



**Client Project : Sony 50mm Lens Launch**

**Year : 2023**

**Photographer : Amani Alshaali**

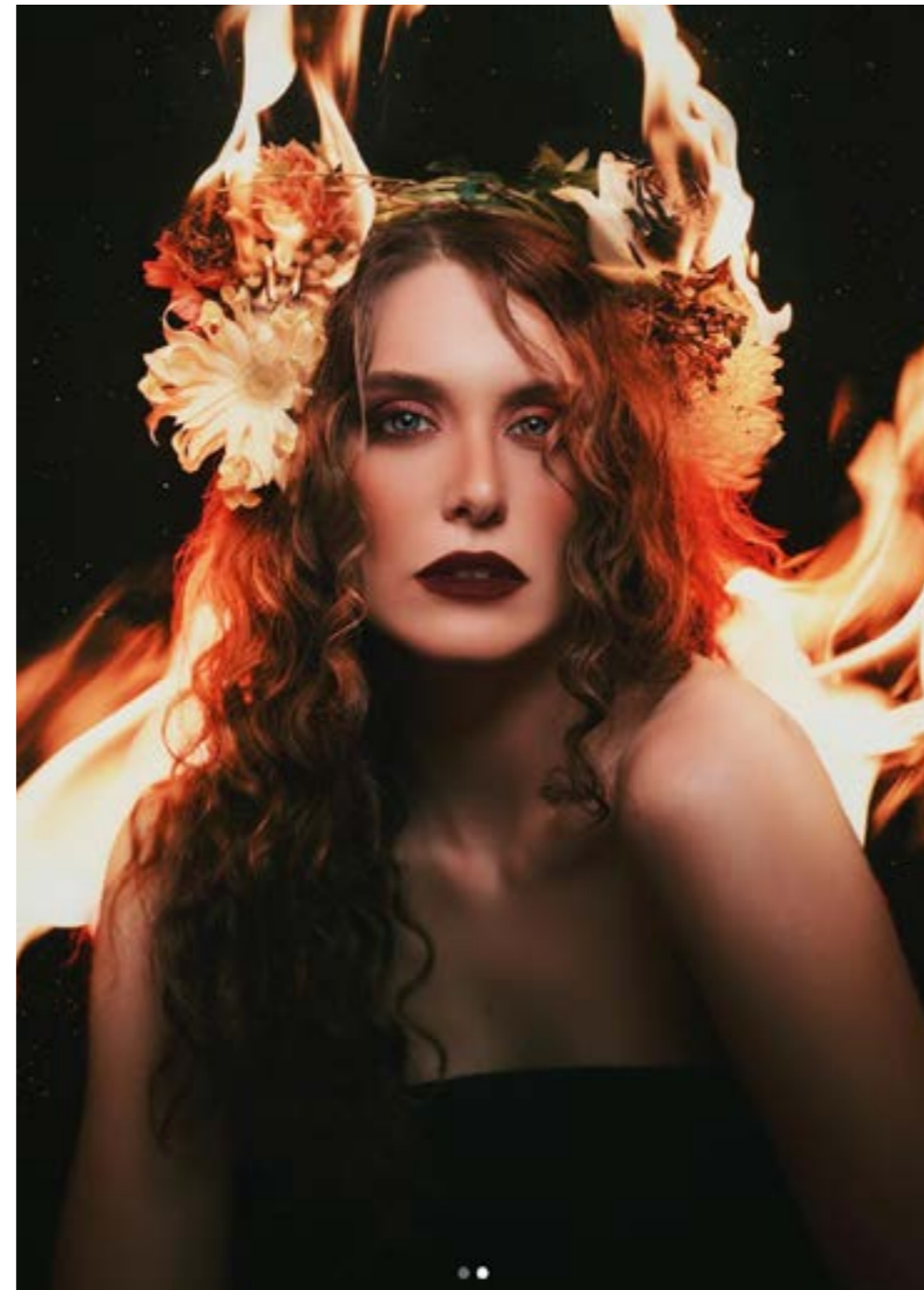
**Producer : Adonis Bdaywi**

**Photography Assistant : Issa AlKindy**

**Link :**

[Amani Al Shaali x Sony BTS](#)

12.





## Client Project : Sony 50mm Lens Launch

Year : 2023

A creative studio shoot to promote the new Sony 50mm prime lens from the G-Master lineup, Amani Alshaali, a fine art photographer and Sony ambassador was commissioned to shoot a campaign for the new product. Amani's work is vivid, elaborate and experimental, allowing for a beautiful final product while also introducing interesting production obstacles.

From building a wooden partition that would sink the bottom of a pool to setting fresh roses on fire, this project was as fun as it was challenging. With a limited budget and team, many of the art department work fell to me, from working closely with the carpenters on designing and executing the partitions, to managing and organizing the casting for the shoot. Production day was a fun and exciting one, while working with Amani through her process to achieve her desired layers.





**Client Project : Al Dar x BAG**

**Year : 2022**

**Agency : M&C Saatchi**

**Production House : Good Stills**

**Director : Kim Geldenhuis**

**Cinematographer : Adam Bentel**

**Producer : Jolianne Ray**

**Production Manager : Adonis Bdaywi**

**Link: [Hero Film](#)**

# 13.





## **Client Project : Al Dar x BAG**

**Year : 2022**

A two day commercial film shoot that carried a narrative, it presented a few challenges. With time constraints along with the housing development being advertised not having broken ground yet, matching locations to the CG renders provided was the first hurdle. Creatively, requiring many niche elements such as specific insects to having to use a known landmarks to represent our unfinished development as well as having time jumps with cast playing themselves at different ages, our two day shoot had us racing against the clock.

By the end of our two day shoot that included a historical horse race reenactment, creating a vegetable garden in a public park, to a scene involving a spear fishing trip on a sail boat, it was as fun as it was laborious.



**Client Project :** Dubai Economy & Tourism Evergreen Library  
**Year :** 2022

**Production House :** One Big Holiday  
**Producer :** Melanie Girschener  
**Director :** Martin Lindros  
**Cinematographer :** Kim Koponen  
**Photographer :** Miguel Veterano  
**Line Producer/Production Manager :** Adonis Bdaywi

**Link :** [EK Landing Video](#)

14.

## Client Project : Dubai Economy & Tourism Evergreen Library

Year : 2022

A five day shoot that took us to some of the most exciting locations Dubai has to offer. A day in a heritage village that included a classic Land Rover cruise through an oryx reserve, two days in Hatta filming the wide variety of activities available to visitors, one day scrambling around the bustling Spice and Gold Souks in the heart of Dubai, capped with a day in the open desert with the Chopper Shoots drone team, capturing the true essence of all that the emirate of Dubai has to offer beyond the glitz and glamour.

Managing the production on the ground with the producer being remote was challenging in its own way. That coupled with the remote nature of our locations and the high volume of deliverables required for the library was a full plate that required meticulous planning, prepping and scheduling.

Private locations that had to be sourced included the Platinum Heritage Camp, Hatta Wadi Hub, Hatta Kayak, along with a number of privately owned shops in the Souq. Working closely with the different management teams for all these locations to ensure that all the different activities and logistical requirements were met was a big part of the job and our number one priority.

Having the right team for such a project was a key to the success of it, with crew members working around the logistical restraints we had to deal with based on the location managements as well as the natural restrictions they all presented.

Managing the schedule for the shoot was no easy task, as we had a lot of activities to cover at each location, as well as it being both a film and photography library shoot. Overall the client was extremely glad with the final deliverables. An incredible personal experience, that while gruelling, it remained a great learning exercise, allowing me to take charge in an expanded capacity, handling situations on behalf of the producer in many scenarios.



# 15.



**Client Project :** Paris Beyond Glitter  
**Year :** 2022

**Key Production House:** A24/Imagissime  
Mediawan  
**Local Production House:** Flashy FZ-LLC  
**Director :** Sara Goldblatt  
**Line Producer :** Amanda Messenger  
**Field Producer :** Raissa Botterman  
**Cinematographer :** Jorgen Lisse  
**Production Manager :** Adonis Bdaywi





## **Client Project : Paris Beyond Glitter**

**Year : 2022**

A servicing job, I was tasked with managing the production entirely on behalf of Flashy FZ-LLC. This included all permitting, equipment, locations, crewing as well as all the logistical and operational requirements for the shoot. Being a documentary as well as an international production, there was a fine line between capturing things in their natural state and working within the confines of producing work in Dubai, including DFTC regulations, municipal requirements and legal parameters without compromising the authenticity of the production.

Keeping the international production teams abroad in the loop as well as informed on all the different facets as they pertained to their requests was important, and facilitated the smooth operation of the production team, allowing the international crew to hit the ground running.



**Client Project :** Hugo Boss S/S Campaign Support  
**Year :** 2022

**Production House :** Good Stills  
**Production Manager :** Adonis Bdaywi  
**Production Assistant :** Karim Salem

Links :  
[Instagram Post - Khaby Lame](#)  
[Instagram Post - Twins Hadban](#)  
[Instagram Post - Wisdome Kaye](#)  
[Instagram Post - Younes Zarou](#)  
[Instagram Post](#)

# 16.

**Client Project : Hugo Boss S/S Campaign  
Support  
Year : 2022**

A relatively easy seeming job, the ask on this Hugo Boss campaign was rather complicated. Managing all the moving parts of this production in the open desert was no easy task. With a different influencer lined up for hair, make up and ready to shoot every 40 minutes, taking each one from basecamp into the desert of Maleiha to shoot their scenes.

Through Good Stills, I was brought on to help with casting the drivers who could fit the look of the campaign for a high-end fashion brand while being able to perform the driving required for the video. The casting requirements also asked for a sand surfer camels for the influencers to ride.

Production was additionally tasked with providing 4x4 vehicles with experienced drivers that could assist the client with transportation alongside the SxS vehicles to the shoot locations.

By the end of the two day shoot, we had gotten more than we had needed in terms of content for the campaign, while also making sure it stayed a fun and engaging shoot for all the talent as well as the client themselves.



**Client Project : ADGMO Aspirations**

**Year : 2022**

**Agency : Brunswick Group**

**Production House : Good Stills**

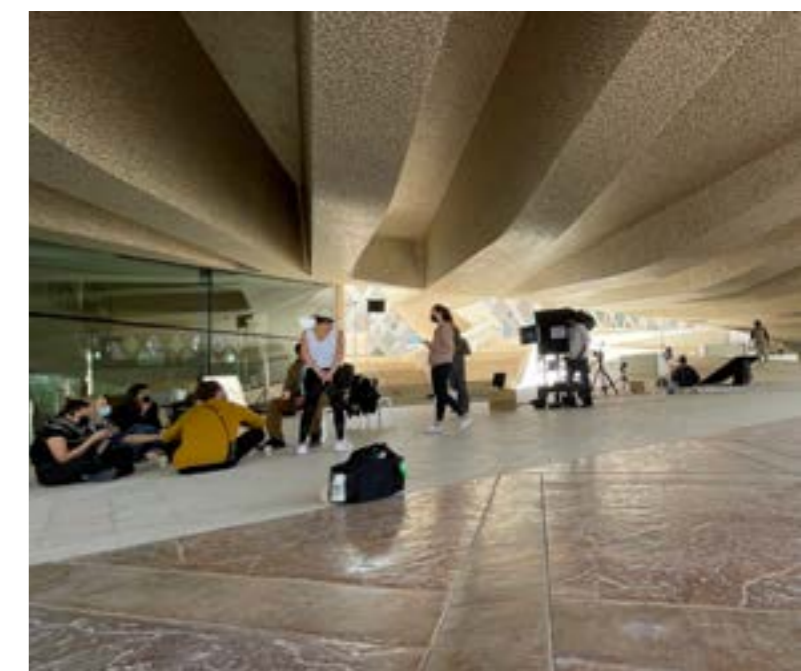
**Photographer : Hywell Waters**

**Cinematographer : Toby Plummer**

**Producer : Sally Mourad**

**Production Manager : Adonis Bdaywi**

17.





## **Client Project : ADGMO Aspirations**

**Year : 2022**

An intricate and challenging project on a multitude of layers, this ADGMO campaign was a coproduction with Filmworks Dubai handling the TVC component of the project.

Revolving around four key visuals shot in four different parts of the city of Abu Dhabi & Al Ain at the height of COVID protocols amid a post-holiday outbreak, this campaign was not short of its obstacles and roadblocks, starting with two full crews, the stills team and film team, staying under one roof at one hotel essentially in quarantine.

Managing this production included the casting for all the various roles, which included teenaged basketball players and a licensed SCUBA diver, which had to be skillful as they would also be needed for the film being shot side by side.

Key to the success of this shoot was liaising with the film crew to build the most optimal schedule that would allow both teams to get everything they needed while no overextended or rushing either team.

This involved a complex plan that included alternating shoot days with locations, cast members, prop and wardrobe, and occasionally even crew member hand overs that were happening on the fly.

Locations included Al Ain Zoo, Mohammad Bin Zayed University of Artificial Intelligence and the National Aquarium Abu Dhabi.

With four days to manage all this, it was made possible with the help of the right team around me and a producer who trusted my abilities to get things done on a tight schedule.

*Escape*  
THE  
*Dry*

*Scrub*  
+ AWAY +  
*The Flake*

ALOE VERA + VITE

Labello

18.

**Client Project :** Labello Scrubs

**Year :** 2022

**Agency :** Saatchi

**Production House :** Good Stills

**Photographer :** Waleed Shah

**Producer :** Sally Mourad

**Production Manager :** Adonis Bdaywi



## Client Project : Labello Scrubs

Year : 2022

A lighthearted concept with a lot of moving parts, this studio shoot was as difficult as it was fun. Between ensuring the miniature sets were built correctly, to the right type of flowers and fabrics, the art department had their hands full. Wardrobe was tasked with creating looks rooted in the past while maintaining a modern feel. Lighting on set was intricate and delicate, as was the requirement for all the elements be shot in camera and not recreated in post.

All of this while simultaneously streaming the camera feed to the clients over video call made communicating and approvals a tedious task that hindered our planned day.

After hours of haze, glitter and flowers zipping through the air, we were able to achieve what the client had wanted all along the way they wanted it.





# It All Begins With A New Experience

Come along and experience a Loyalty Programme made to reward you.

EXPLORE

# 19.

**Client Project :** Muse Loyalty Program

**Year :** 2021

**Agency:** Freedom Agency

**Stills Photographer :** Sandra Chidiac

**Director/DOP :** Kais Dahoul

**Producer :** Sally Mourad

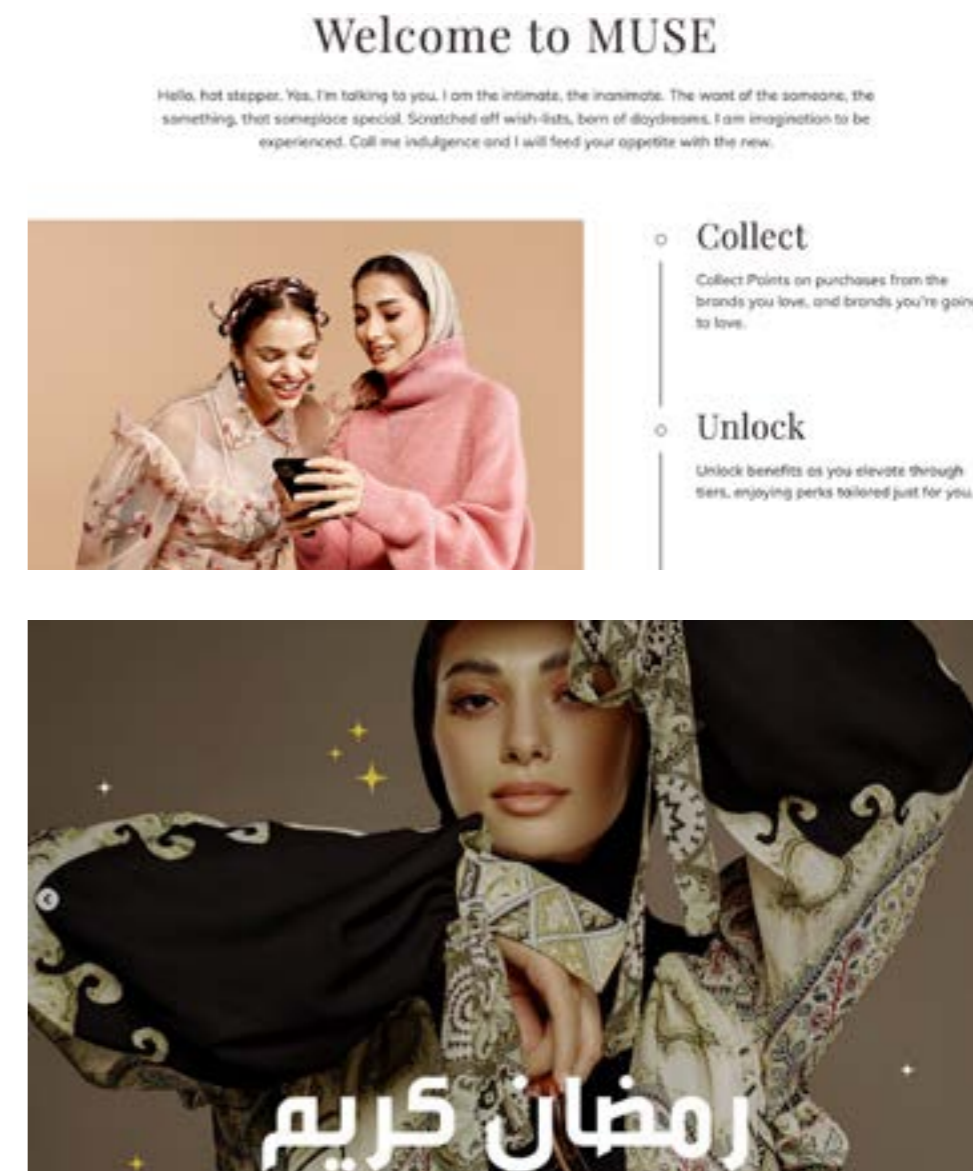
**Production Manager :** Adonis Bdaywi

Link :

[Instagram Post - Promo Video](#)

[Instagram Post - BTS Video](#)

[Instagram Post - Promo Video](#)



## Client Project : Muse Loyalty Program

Year : 2021

The client wanted a library shoot that could be used across several occasions for social media. Over two days, a wide range of diverse cast members were mixed and matched in different outfits across two studios. One studio was set up for the stills, and the other for the overall campaign film.

While it did go smoothly, managing all the elements of the shoot was a full load.

The shoot revolved around wrangling a diverse cast for long days, while ensuring all the outfits, hair and make up were done according to the approved fittings and PPM deck across both a photography studio and a video set. The video set was changing with intricate set building, painting and furniture rotating in and out.

The right team in place as elemental to bringing together all the art and visual cues the client had requested. With complex camera movements and lighting setups revolving around two back-to-back sets built entirely from scratch seemed like a tall order.

Ensuring that all the individual teams were on schedule, and with the help of a great director and photographer, we were able to wrap an hour earlier than scheduled with beautiful results that have been used by the client across a number of platforms with success.

VOGUE  
ARABIA

 RETAIL  
ABU DHABI

**Client Project :**

Vogue Arabia's Summer of Style x Rita Ora

**Year : 2021**

Client : Vogue Arabia

Creative Director : Katie Trotter

Production House : Good Stills

Director : Mann

Cinematographer : Kais Dahoul

Producer : Sally Mourad

Production Manager : Adonis Bdaywi

Link :

[Rita Ora Official Post - Facebook](#)

20.

featuring  
**RITA  
ORA**



**Client Project :**

Vogue Arabia's Summer of Style x Rita Ora

**Year : 2021**

An elegant shoot that came together like a jigsaw puzzle. From working with a star with the magnitude of Rita Ora alongside a series of influencers on set, it wasn't easy keeping the ball rolling when shooting at complicated locations while shuttling the talent in and out of wardrobe all over Abu Dhabi city.

None the less, the film came together very well with everyone involved pleased with the final result.

# 21.



**Client Project : Mihyar**

**Year : 2021**

**Production House : Good Stills**

**Photographer : Martin Beck**

**Producer : Sally Mourad**

**Production Manager : Adonis Bdaywi**





## **Client Project : Mihyar**

**Year : 2021**

A new collection launch for Mihyar, a traditional setting was required to match the brand's iconic theme of the old Arabian way. Bab Al Shams Resort was a catch all location that allowed us to give the client all the elements they required including the architecture, textures, light & shadows.

After an extensive location scout and study of the resort, we were able to map a course for the shoot day to make the most of what the location had to offer in settings. This allowed us to deliver a great collection of images that not only pleased the client, but fit in perfectly with their library of previous images.