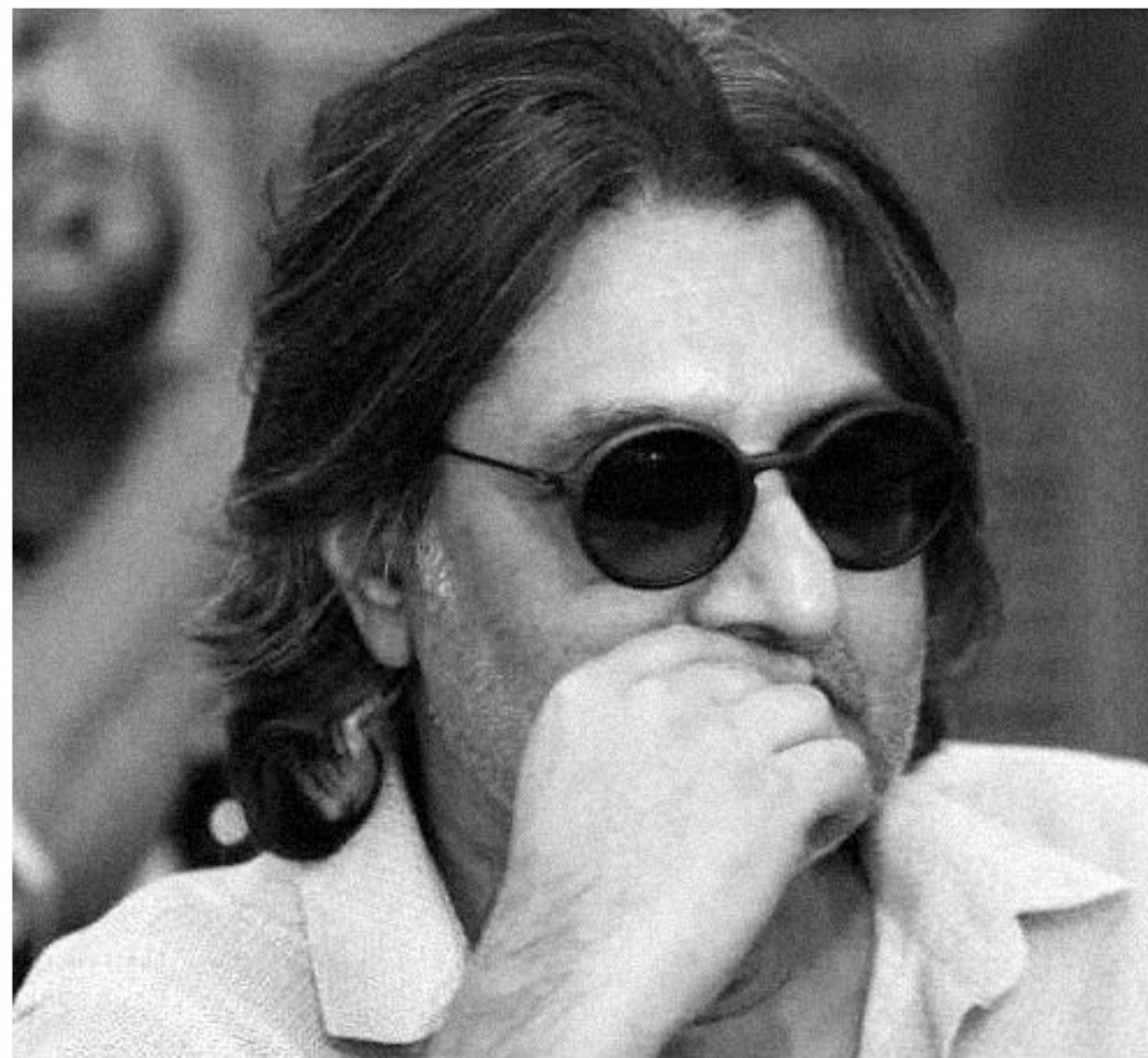
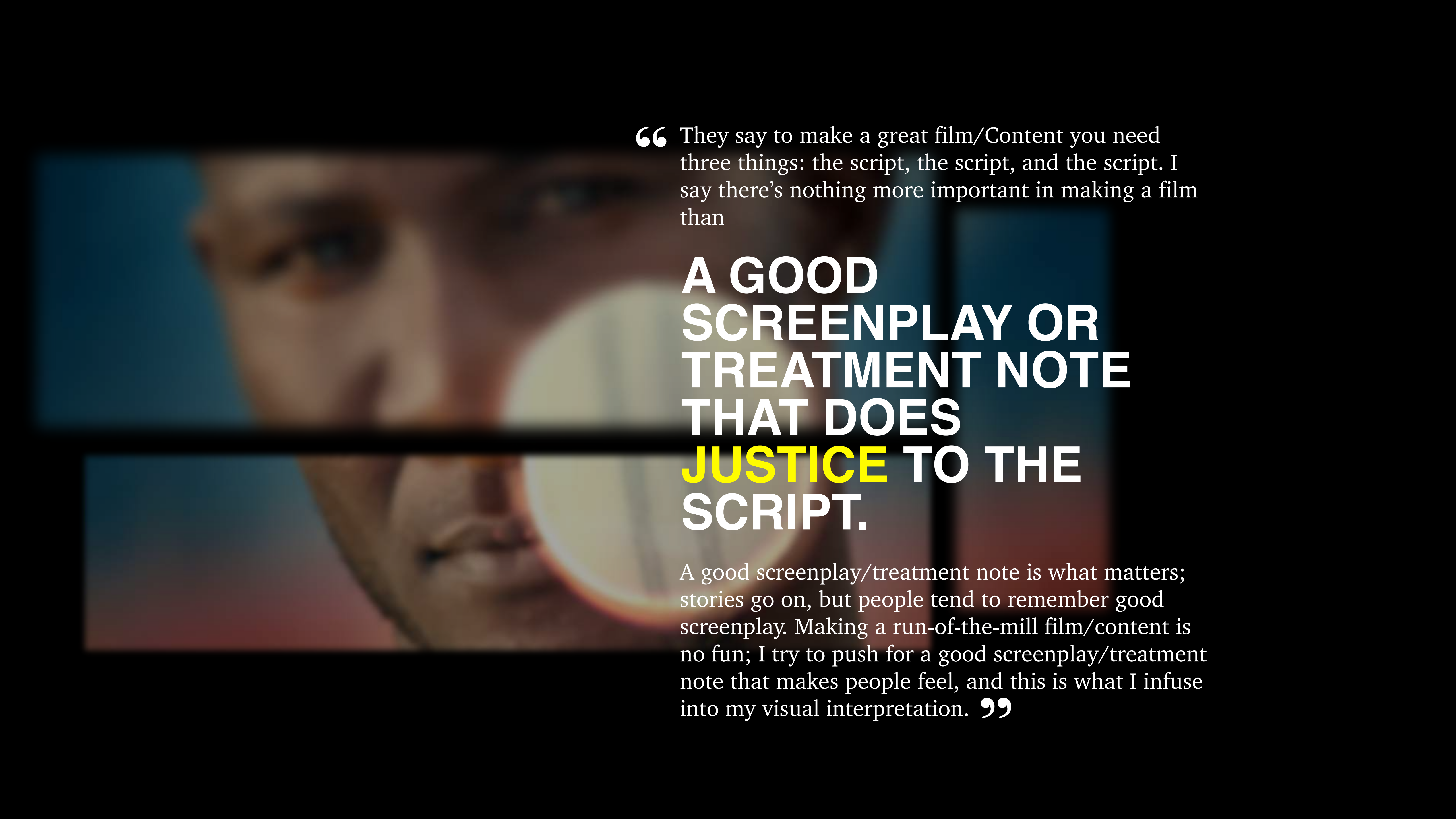


Anwar Al Amin



Award-Winning Filmmaker
Five Best Film Directors Globally



“ They say to make a great film/Content you need three things: the script, the script, and the script. I say there’s nothing more important in making a film than

**A GOOD
SCREENPLAY OR
TREATMENT NOTE
THAT DOES
JUSTICE TO THE
SCRIPT.**

A good screenplay/treatment note is what matters; stories go on, but people tend to remember good screenplay. Making a run-of-the-mill film/content is no fun; I try to push for a good screenplay/treatment note that makes people feel, and this is what I infuse into my visual interpretation. ”

Hello, my name is Anwar Al Amin, and I am a creative and driven integrated Executive Producer/Film Director with a methodical approach to executing the creative vision and delivering exemplary project management for TV, Short films, online content & stills. Based in Dubai since 1999, I have produced and directed over 500 films, including high-end TV Commercials and long & short-format storytelling digital content with back-to-back photography on top-end brands.

I have crafted the first UAE AI film “Life in a day Redux” and it was rated among top5 best films worldwide and I was also rated among top5 best film directors worldwide by Adforum 2025.

Anwar





PROFESSIONAL BACKGROUND

Executive Producer/Film Director based in Dubai since 1999.

Directed over 500 films, including TV commercials Short films, digital content and back to back still photography for top-end brands.

FILMMAKING JOURNEY

Worked at Genie Films London, directing ad films for renowned brands.


Worked on top-tier brands: British Airways, Mark & Spencer, B&H, Philip Morris, Budweiser and many more.

Collaborated with Network Productions Dubai as Producer/Director. Produced Emirates Inflight Entertainment Programs for Entertainment Channels and weekly Travel Show for Dubai Tv.

FOUNDING FILM CRAFT (2004)

Established as an independent director's brand in Dubai.

Expanded shooting locations to include various countries across the globe.



TRUSTED BY BBDO, PUBLICIS, SAATCHI & SAATCHI, YMLR, AMC, RAPP, LEO BURNETT, LOWE, MACAN ERICKSON, COCA COLA, PEPSI COLA, MG, UNESCO, WISE, MINISTRY OF CULTURE UAE, ETISALAT, AUDI, SWISS ARABIAN, ZAIN TELCO, MBC. UNILEVER, NESTLE, P&G, ETC



SHOWREELS

<https://vimeo.com/768930791>

<https://vimeo.com/808664275>

<https://vimeo.com/540830010>

<https://vimeo.com/1045753097>

<https://vimeo.com/1056350266>

EDITORIALS

[Can Commercials Tell Great Stories?
CREATIVE REVIEW UK](#)

[Feel The Essence: Swiss Arabian CAMPAIGN
MIDDLE EAST](#)

[Own A Brick Campaign For Pakistan
Association Dubai CAMPAGIN MIDDLE EAST](#)

[Adding New Flavour To Food Commercials
With The Bolt BROADCAST MIDDLE EAST](#)

[This AI film realistically shows the unseen
beauty of life in Dubai TAXI DESIGN](#)

[These Filmmakers Tapped AI to Explore the
Soul of a Majestic Metropolis CLIOS](#)

SELECTED BLOGS

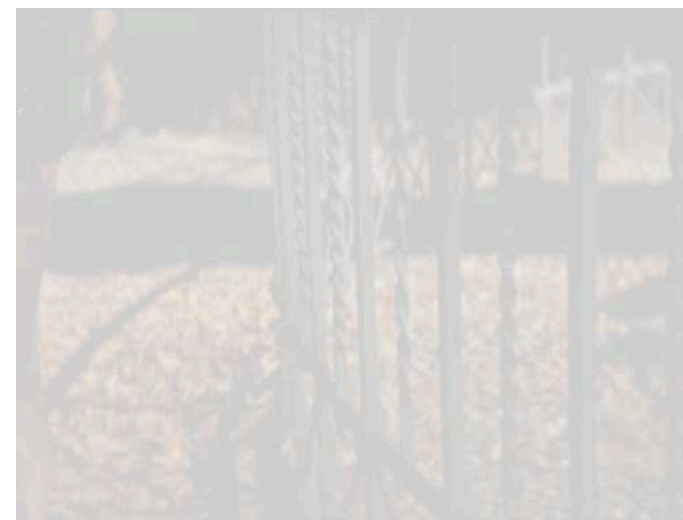
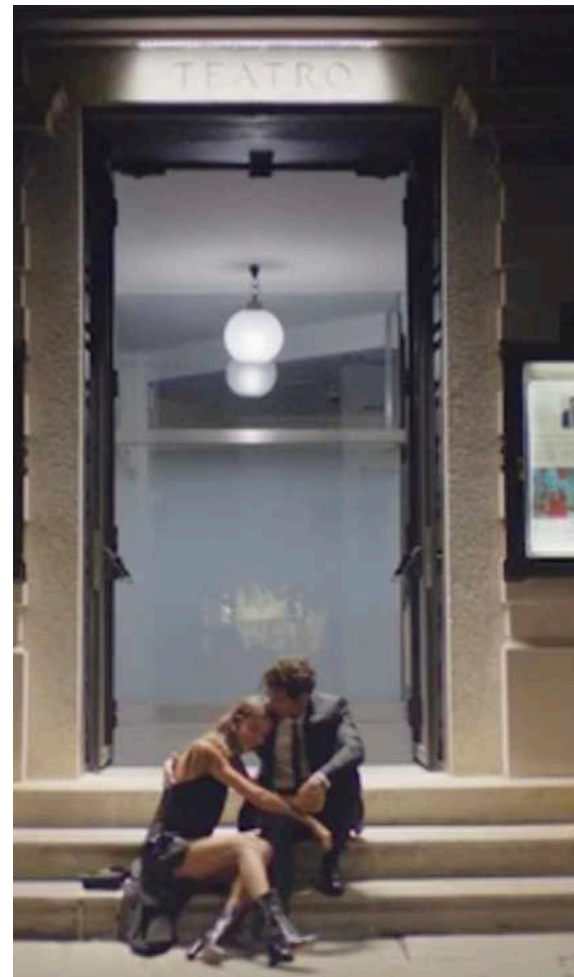
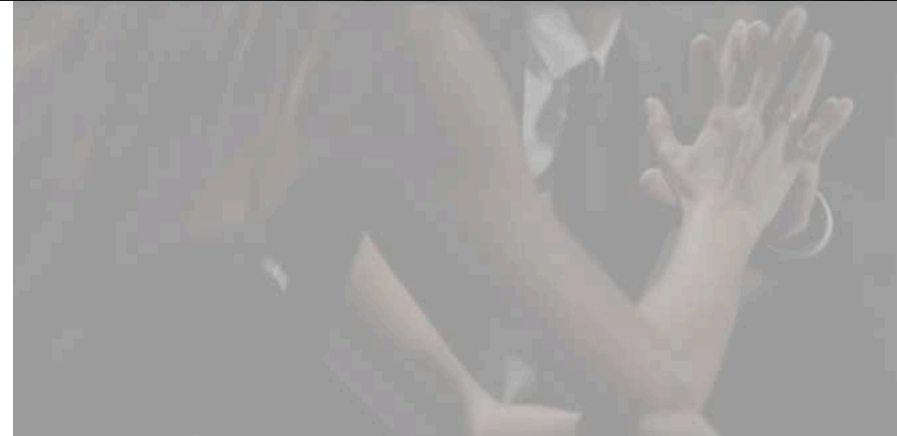
[Audition Director's Perspective](#)

[Screen Craft & The Importance
Of Catharsis](#)

[Challenges Of Storytelling And
Emotional Experiences](#)

HONOR

[Jury Phnx Award 2022](#)



ACCOLADES

[Best Top5 Director -Adforum 2025](#)

[Best Top5 Director -Adforum 2021](#)

[Best Top5 Social Responsible Films-Speaker 509-Act Responsible & Editor's Pick Adforum 2021](#)

[Best Top5 Automotive Films-MG Saudi-Adforum 2023](#)

[Best Top5 Films Worldwide-Redux Life In A Day-Adforum 2025](#)



REDUX LIFE IN A DAY REDUX

UAE'S FIRST AI SHORT FILM

[WATCH HERE](#)

SCREENPLAY, PRODUCED &
DIRECTED

Top5 Best Films Worldwide- Adforum
Top5 Best Directors-Adforum

Words collected from...



Chafic Haddad
Chief Creative Officer | VML MENA

I have had the chance to work with Anwar on a variety of film projects, I have witnessed firsthand his exceptional talent, creativity, and dedication to the art of filmmaking, particularly in the realm of storytelling. Also, he brings a rich depth to the visual storytelling.



Pablo Dachevsky
Founder of DAF the Creative Consultancy. Ex ECD VML Dubai,
Publicis, Nurun, Saatchi & Saatchi, BBDO | 2nd Best ECD Worldwide (ADC OneShow Ranking)
| 4th Best ECD Worldwide (The Drum World Creative Ranking 2020)

Working with Anwar Al Amin has been an absolute privilege. His creative vision, grounded thinking, and unmatched expertise make him a standout in the world of storytelling and filmmaking. Anwar's ability to blend creativity with practicality ensures that every project is not only visually stunning but deeply impactful.

His meticulous preparation, collaborative spirit, and passion for authentic narratives create stories that truly resonate. With a global perspective shaped by rich multicultural experiences, Anwar consistently delivers excellence, crafting work that touches hearts and leaves a lasting impression. A true professional and visionary, Anwar is an asset to any team lucky enough to collaborate with him.



Ramzy Haddad
MD Creative Director RAPP Middle East

Anwar is one of the most dedicated filmmakers I worked with, his commitment to quality and value is unique, and having on the set is a relief to any creative director.

Words collected from...



Pierre Abou Diwan
MD, AMC Marketing & Advertising Middle East

Anwar is one of the most talented storytelling directors I have ever met. I worked with him when he was young, energetic, and full of ideas, and his appetite for creativity shows no signs of slowing down. It would be a mistake not to collaborate with him.



Mofeed Al Ghabeen
Executive Producer Breakout Films Dubai & London

I worked with Anwar years ago.

He is really great guy to work with very professional and creative as I always call him problem solver. Wish him all the best and looking forward to work with him again



Hassan Bilgrami
MarTech Startup Co-founder | EX-Creative Director VML Dubai | Copywriter | Feature Writer | Troublemaker | AI Believer

Anwar demonstrates one thing single-mindedly: love for the craft. And this starts with the craft of writing the screenplay, imagining where it can go and directing the process to bring it to life splendidly. His framing and subversion of rules makes him a dependable filmmaker who will deliver results. Fun to work with and a cinema aficionado, too!



Abed Sabeh
Award winning NFT Creator Artist

Anwar is a highly skilled film director with extensive experience in film and advertising. He combines confidence with strict adherence to production guidelines, ensuring exceptional quality and creativity. Anwar stays current with production technology and handles rush jobs efficiently. His ability to manage any task and exceed client expectations makes him an invaluable asset to any production team.

Anwar Al
Amin



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filmcraftdubai.com