

# **RENT OUR CINEMA**

HOST YOUR NEXT EVENT AT THE UAE'S ONLY ARTHOUSE CINEMA

### **10 YEARS FOR THE LOVE OF FILM**

Cinema Akil is the UAE's first and only independent cinema platform that brings quality films from across the world to the audiences in the UAE. Showcasing directors and filmmakers across decades, Cinema Akil aims to create awareness and interest in film and the cinematic arts while amplifying the exposure of international films to a regional audience. Launched in 2014 as a nomadic cinema, Cinema Akil has held over 100 pop-ups in in Dubai, Abu Dhabi, Sharjah, Doha, Riyadh, Al Ula, Muharraq and Amman attracting over 140,000 attendees.

In September 2018, Cinema Akil opened its first permanent location in Al Quoz, Dubai making its flagship home the GCC's first arthouse cinema in partnership with Alserkal Avenue. In November 2023, Cinema Akil in 25hours Hotel Dubai opened its purpose-built space as a seasonal outdoor outpost acting as a public cinema and multipurpose venue in Dubai One Central. The independent cinema has grown to launch the UAE's first-ever Arab Cinema Week in 2022 to celebrate Arab Cinema and has also created and hosted specialized festivals from Hong Kong, France and Italy. Cinema Akil is a member of: the Berlin-based Network of Arab Alternative Screens (NAAS) which includes members from the MENA region such as Metropolis in Beirut, Zawya in Cairo and Cinematheque du Tangier in Morocco and is only Gulf member of the International Confederation of Art Cinemas.



### CINEMA AKIL IN NUMBERS

CINEMA AKIL IN ALSERKAL AVENUE





# JOURNEY THUS FAR







A/TL | 2025

### WHO WE'VE WORKED WITH



### FEATURED IN (TO NAME A FEW ....)



......

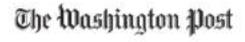
### SOME OF WHAT THEY'VE SAID



"The go-to place for seeing powerhouse, non-commercial films, at different venues across Dubai, Abu Dhabi and Sharjah"

#### HUFFPOST

"Cinema Akil will move into its permanent location on Alserkal Avenue...where cinema magic will be made on a regular basis. Inshallah"



"This intimate venue, a forerunner of art-house cinemas in the Gulf region...It's the antithesis of the UAE's usual, blockbuster-centric theaters"



"With plush red solas and vintage posters, Cinema Akil is Dubai's only arthouse cinema, showing films that "revolve around a conversation or start one"



"The popularity of Dubal's arthouse theater Cinema Akil, a more intimate venue, has proved that seeing indie movies in a mail is 'a turn off"



"If you fancy watching a film but would rather see some culture than a load of CGI explosions, look no further than Cinema Akil "



"Paying attention to indie operations like Cinema Akil...can help us gauge the pulse of societal priorities on a grassroots level"



تعتير واحدأ من أبرز الأنشطة الفنية التي تقام على مدار المام



"Many of these films wouldn't be available here if it weren't for Kazim's persistence in bringing them to the screen"



"In Dubal, cinephiles have found a new home with Cinema Akil – the first independent picture house cinema anywhere in the Gull."



"Bringing a close of big screen culture to the region"



"Treating cineastes to smart indie flicks from around the world"

### THE POSSIBILITIES

Host your event with the most unique high quality cinematic experience, comfy sofas, incredible surround sound and delicious food from our partners at Project Chaiwala.



**VIDEOS & SHOOTS** 



**PRIVATE SCREENINGS** 



**PRODUCT LAUNCHES** 



INTERVIEWS



# THE VENUE

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### **FLOOR PLAN**

TOTAL SIZE: 140m2

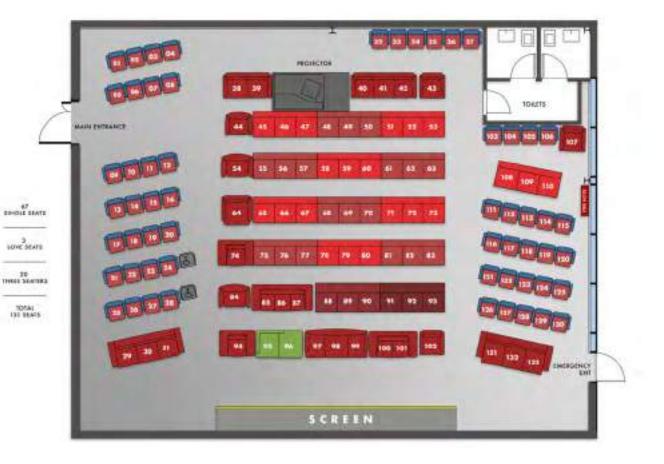
#### CAPACITY

- AUDITORIUM: 133
- CHAI DINER: 25
- OUTDOOR SEATS: 8

#### CONFIGURATION

- CINEMA LAYOUT
- MAJLIS LAYOUT
- OPEN FLOOR
  (NO MIDDLE SEATING)

**TOILETS:** 2.5



### A CINEMATIC EXPERIENCE

#### EQUIPMENT SPECS

**PROJECTION:** DP2K DLP CINEMA PROJECTOR

SCREEN SIZE: 10 M X 4.2 M

#### SOUND:

7.1 DOLBY SURROUND SOUND DOLBY CP750 CINEMA PROCESSOR BEHRINGER MIXER

2 HANDHELD MICROPHONES IT MULTIREGION BLURAY PLAYER

ABILITY TO LINK YOUR LAPTOP TO SOUND/PROJECTOR

EXTRA LIGHTS:

2 STANDING SPOTLIGHTS

BLINDS CAN BE ROLLED UP FOR DAYTIME EVENTS

Additional equipment including lighting, microphones available for hire at an extra charge Additional furniture including stage, podium, extra seating and tables available for hire at an extra charge



# DOLBY 7.1





# MAKE IT YOUR OWN:

# **BRANDING OPPORTUNITIES**



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FORY

PACITI

### **INTERIOR BRANDING**

The space provides ample branding opportunities for your event and brand display/takeover, not limited to:

#### OUTDOOR

- Marquee takeover
- Poster boxes x 7
- Poster wall takeover

#### INDOOR

- $\cdot$  The big screen
- Branded popcorn containers, cups
- $\cdot$  Space for display stands, touchpoint and structures.

#### ADDITIONAL SERVICES

- Photography & Videography
- $\cdot$  Design support
- Advanced AV support
- Event branding elements & structures
- Valet parking
- Event resources i.e. ushers & hostesses

Branding opportunities are available at an extra charge Additional services including and not limited to stage, podium, extra seating and tables available for hire at an extra charge

### **INTERIOR BRANDING**

GALLERY WALL & INTERIOR



**BRANDED TOUCHPOINTS** 



**CINEMA SPACE BRANDING** 

INTERIOR MEDIA WALL



THE BIG SCREEN



### **EXTERIOR BRANDING**

MARQUEE



OUTDOOR SEATING AREA BRANDING



DINE WALK



**EXTERIOR POSTER BOXES** 

ENERA I

STREET WALL



OUTDOOR BANNER

(TOLITMASSATETICS)

NUM DOLLARS



CINEMA AKIL | 2025 CONFIDENTIAL

### **BRANDING TOUCHPOINTS**

**BRANDED F&B** 



DJ TAKEOVER

PRODUCT PLACEMENT

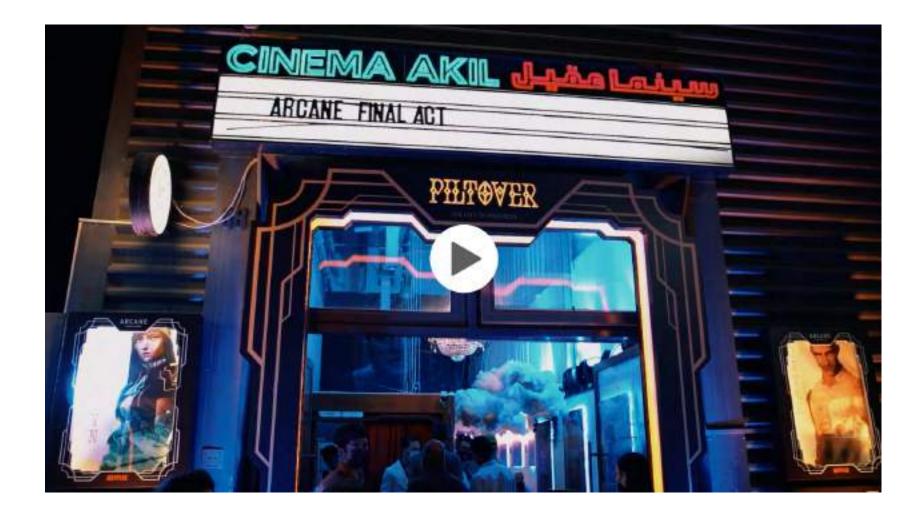


SPECIAL APPLICATION

WALLS



### FULL TAKEOVER: RIOT GAMES



# CASE STUDIES

US WALL



### ARCANE LEAGUE OF LEGENDS





### PREMIERE: MBC'S "BRANDO EL SHARQ"





### BRAND ACTIVATION: CARIUMA





### OATLY "KARAK CLUB" COLLAB LAUNCH





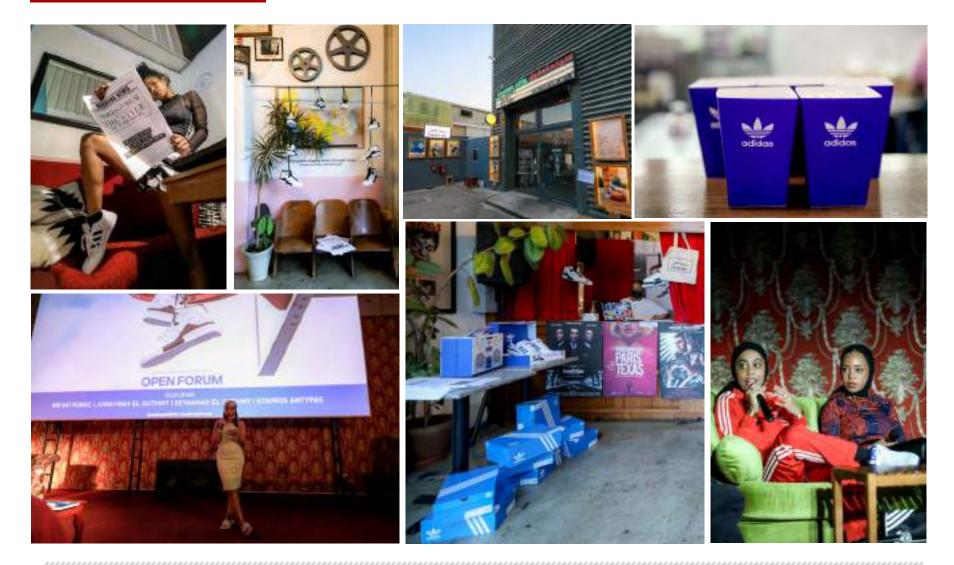
### **3-DAY TAKEOVER: TIKTOK**



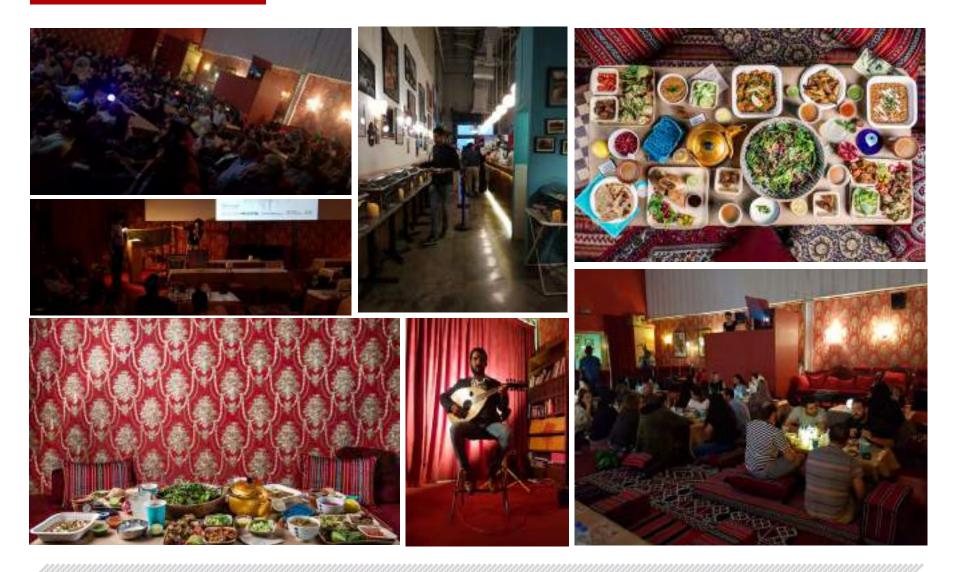


### PRODUCT LAUNCH: ADIDAS OPEN FORUM





### RAMADAN ACTIVATION: CINEMAJLIS



### PREMIERE: LITTLE WOMEN



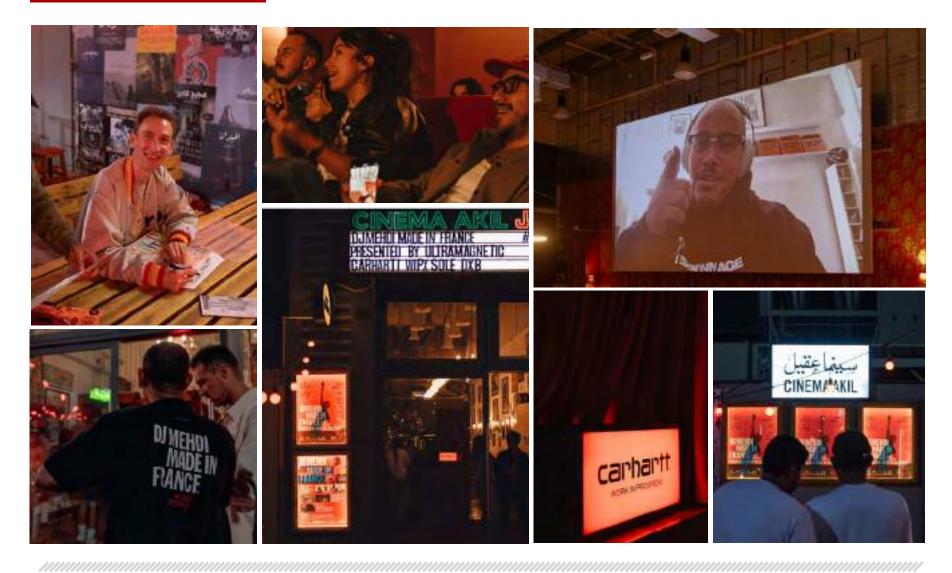


### **ANGHAMI** SECRET SESSIONS: DANA HOURANI





### PREMIERE: DJ MEHDI: MADE IN FRANCE Carbartt. Sole DXB



### FOLLOW US INTO THE DARK

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