



INFO FILE

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Studio Masr is the only complete film factory in Egypt and the Arab region. It is located on Studio Masr Street, less than 3.5 km from the pyramids of Giza.

Inaugurated in 1935 by the Egyptian economist Talaat Harb, Studio Masr is today run by Elixir Artistic Services, an Egyptian private sector film and video Production, Post-Production And Distribution Company established in 1997. Studio Masr has become our company's brand name.

Company Profile

Elixir Artistic Services was the pioneer in introducing digital non-linear technology to film editing in Egypt and the Middle East. This is attributed to its computer graphics team, which started out in 1988 as ORKA – Original Kreative Alternatives – also as the first of its kind in the region.

In the context of the national privatization program, Elixir landed a 20 years lease with the right of first refusal to **Studio Masr** ownership in April 2000, and invested in an extensive renovation plan of the facility.

The company management team:

President:	Karim Gamal El Din
General Manager:	Nabil Sobhy
Financial Manager:	Amin Marei
Technical Director:	Hatem Taha

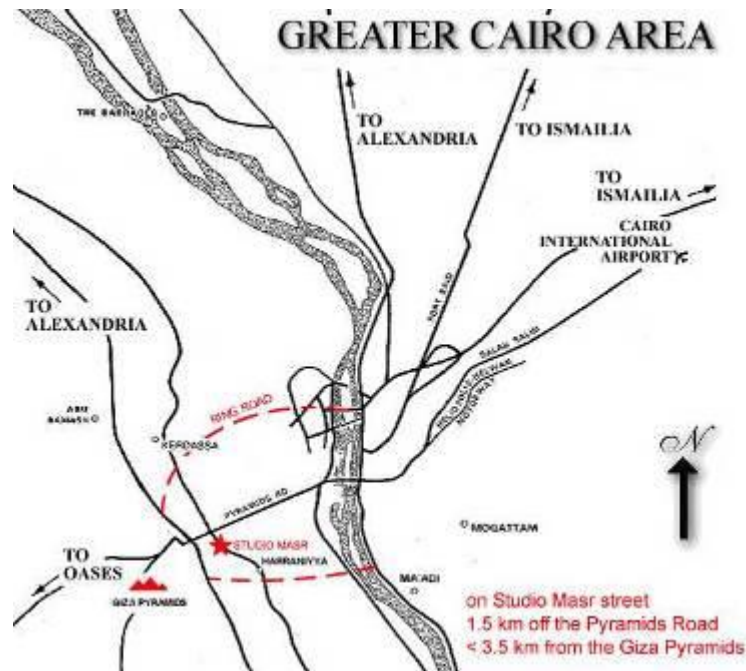
A technical team of more than two hundred competent and experienced persons, work on full time basis for the support of the productions. Elixir's highly qualified and creative editors, sound engineers, graphic designers, hardware and software engineers are the true guarantee for the quality of work delivered.

In 2006, **Studio Masr** (Elixir Artistic Services) acquired the **Private Free Zone** status. This Free Zone status together with the continuous renovations and development aim to set Studio Masr with the most technologically advanced best-equipped facility in the region, production and post-production wise, giving the studio the edge in its own productions and as a service provider for foreign and local productions.

Elixir has post-produced more than 500 films, using its proprietary negative-cutting tool (X-Works) developed in-house by its technical team. The **Lab**, inaugurated in 2003, has processed around 300 films to date.

DESCRIPTION

Studio Masr lot is 76,000 m², located on Studio Masr street, the main road to the Saqqara pyramid, 1.5 km off the Pyramids Road, and less than 3.5 km from the pyramids of Giza.



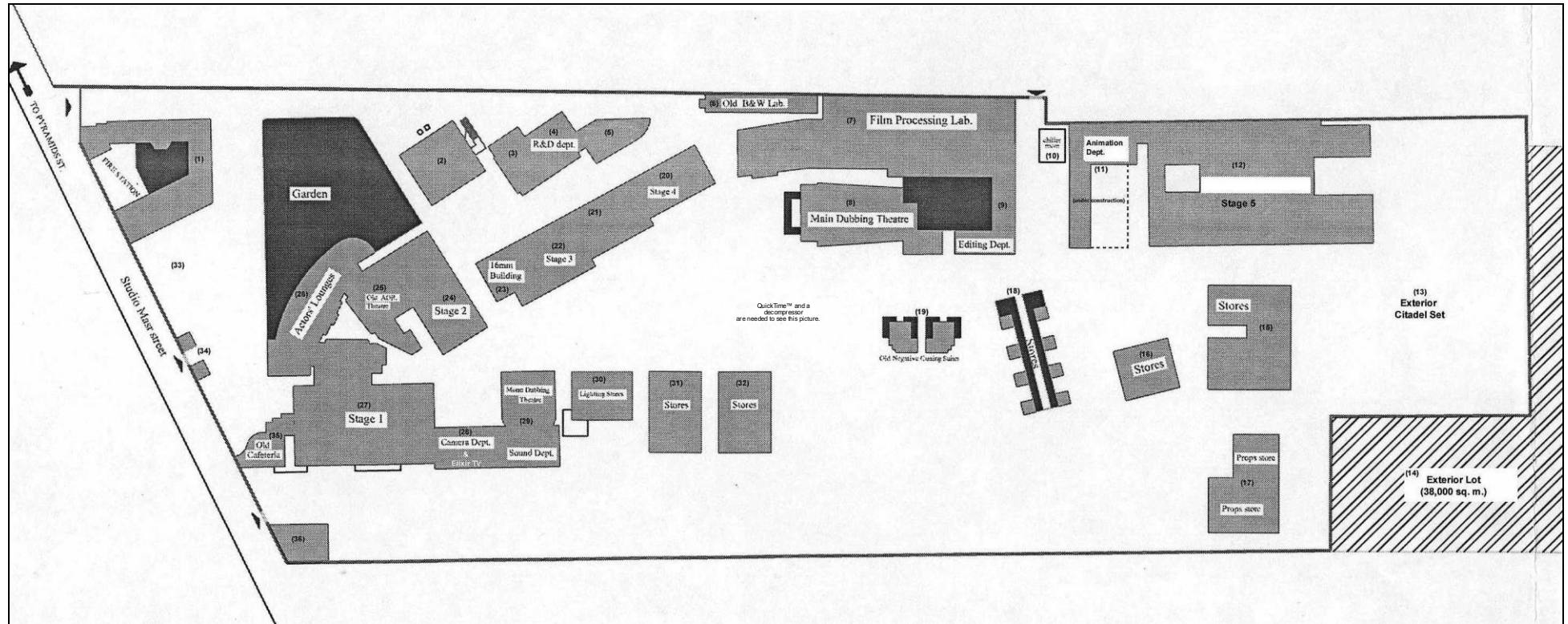
The 10,000 m² built space consists of five sound stages of different sizes, workshops, stores for equipment and set elements, actors lounges, as well as a state-of-the-art film processing lab, editing suites and sound facilities.

The sizes of the five sound stages are as follows:

	Area (m ²)	Length (m)	Width (m)	Height (m)
Stage 1	504	28	18	12
Stage 2	235	20	11.75	8
Stage 3	135	14	9.65	6
Stage 4	202	21	9.65	6
Stage 5	440	22	20	7

The exterior sets area totals 54,000 m² and can accommodate many productions at the same time. Many scenery designers prefer to build their sets in Studio Masr's distinct lot, for it still keeps its very special charm.





STUDIO MASR PLAN

SERVICES PROVIDED IN THE STUDIO

Production:

- **Production of cinema and video** projects (feature films, documentaries, commercials, video clips... etc.)
- **Production Services** to foreign projects shooting in Egypt
- Design and production of **Commercials and Industrial Promotional Films** (cinema and video), providing the shooting and post-production teams
- **Equipment Rental:** 35mm cameras, digital cameras, grips and lighting equipment
- **Qualified Technicians:** gaffers, set builders, electricians... etc.
- **Sound Stages** and space for exterior sets
- **Popular Cairene Street** exterior set
- **Set Construction** and **Props Manufacture** workshops and handicraft.

Post-Production:

Nonlinear Film/ Video Editing

- Avid (1 suite)
- Final Cut Pro (2 suites)
- Input/ Output on different video format including analog Beta, Digital Beta and DV.

Sound Editing and Sweetening for Film & Video

- 2 suites
- Extensive Sound Effects Library

Sound Recording (ADR & Foley)

Standard vocal booth

Sound Mixing

- A Tom Hidley design, Dolby & DTS licensed Mixing Theater
- Final Mix for Mono, Dolby & DTS surround Sound

Laboratory:

Triple A standard facility (AAA)

- **Developing** Color and B&W, 35mm and 16mm films
- **Printing** Color and B&W, 35mm and 16mm films **from Negative and Inter-negative**
- **Optical Sound** transfer and development
- **Film Cleaning** (35mm & 16mm)
- **Negative Cutting** (X-Works, proprietary negative cutting software developed by Elixir Technologies, and Excalibur system)
- **Optical Effects** (Blow-up & Down)
- **Storage** of film stock and film negatives

PORTFOLIO IN BRIEF

PRODUCTIONS

Nafass Taweel (A Deep Long Breath), documentary by Tahani Rached (2012)

Giran (Neighbors), documentary by Tahani Rached (2009)

Ehna Etkabelna Qabl Kedah (Have We Met Before), feature film by Hisham El Shafei (2008)

El-Banate Dol (These Girls), documentary by Tahani Rached (2006) – Cannes Film Festival Official Selection – Out Of Competition, 2006

Hassan Wa Aziza: Kadayat Amn Dawla (Hassan and Aziza: A State Security Case), feature film by Karim Gamal El Din (1999)

PRODUCTION & POST-PRODUCTION SERVICES

Since 1997 to date, Elixir Artistic Services – today running Studio Masr - has offered production and post-production services for over 500 Egyptian and foreign productions shot in Egypt. Among the foreign productions (and co-productions), we can mention:

Electro Chaabi, feature documentary by Hind Meddeb (International Production Services, France) (2013), Co-producer Studio Masr.

Maqloubeh, short film by Nicolas Damuni (International Production Services, Palestine-France) (2012)

Objet trouvé sur un tournage (Object Found In A Shooting Location) short film by Yousry Nasrallah (Zadig Productions, France – for the French Cinémathèque) (2010)

Fair Game, feature film by Doug Liman, starring Sean Penn and Naomi Watts (2010)

(River Road Entertainment, Zucker Productions and other production companies, USA)

Citoyen du Monde (Global Citizen), documentary series by Kelly Saxberg (2008)

(Les Productions CDM Inc., Les Productions Rivard Inc., the Canadian Broadcaster la télévision éducative et culturelle de l'Ontario français TFO, Canada)

Genenet al Asmak (The Aquarium), feature film by Yousry Nasrallah (2008)

[Archipel 33 (France)/ Misr International Films (Egypt)/ Pandora Film (Germany) co-production]

Waiting For Paradise, documentary by Sergio Tréfaut (2007) (FAUX - Edições e Audiovisuais, Portugal)

In The Dark, feature film by Doug Milsome, starring Julian Sands, Anna Louise Plowman and Henry Ian Cusik (in post-production) Egyptian production (Studio Masr, Egypt) in collaboration with Byzantium (USA)

Reflets (Reflections), 24 episodes for TV broadcast (2004) (French Ministry of Foreign Affairs)

Al Akhar (The Other), feature film by Youssef Chahine (2000) (Ognon Pictures and Misr International Films co-production)

The Virgin, feature film by Diego Donnhofer (1999) (Nanook Film, GMBH) Austrian production

Alam Semsem (Sesame Street Arabic adaptation series, 1999 - 2010) – episodes yearly shot in Studio Masr sound stages.

Gamal Abdel Nasser, feature film by Anwar Kawadri (1998)
British production

Concerto Darb Sa'ada (Concert In Happiness Lane), feature film by
by Asma El-Bakri (1997)
(Ognon Pictures and Misr International Films co-production)

Quatre Femmes d'Égypte (Four Women From Egypt), documentary
film by Tahani Rached (1997)
(National Film Office, Canada)
Elixir - Studio Masr has also distributed the film in Egypt

Al Massir (The Destiny), feature film by Youssef Chahine (1997)
(Ognon Pictures and Misr International Films co-production)

From the long list of Egyptian films, we can mention among those
screened internationally:

Baad el Mawkeaa (After the Battle) by Yousry Nasrallah (2012)

Tamantasher Yom (Eighteen Days), ten short films by ten Egyptian
directors (2011)

Sarkhat Namla (The Cry of an Ant) by Sameh Abdel Aziz (2011)

Ehky ya Scheherazade (Scheherazade Tell Me a Story) by Yousry
Nasrallah (2009)

Genenet al Asmak (The Aquarium), feature film by Yousry Nasrallah
(2008)

Gannat Al-Shayateen (The Paradise of Fallen Angels), feature film by
Ossama Fawzy (1999)

Arack El-Balah (Date Wine), feature film by Radwan El-Kashef
(1998)

Al-Abwab Al-Moghlaka (The Closed Doors), feature film by Atef
Hatata (1998)

Al Massir (The Destiny), feature film by Youssef Chahine (1997)



HISTORICAL BACKGROUND

Egyptian cinema has celebrated its centenarian in 1996. Filmmaking in Egypt started as a risky investment based on individual efforts, and was not to be transformed into an industry per se until the involvement of national capital.



In 1920, the economist Talaat Harb founded the first Egyptian bank: Banque Misr (Misr or Masr meaning Egypt). Banque Misr got involved in various economic sectors and industries, its giant cinema project being Studio Masr.

After two years of building and technical staff formation in Europe, Studio Masr was inaugurated on October 12th, 1935, marking the beginning of the Golden Age of Egyptian Cinema and its establishment as an industry.

Studio Masr produced feature films, distributed them and screened them in its own theatre chain: Cinema Masr. It was also considered as the sole Film School in the Middle East, and remained as such until 1959, the year of opening the High Cinema Institute in Cairo.

The first film produced by Studio Masr was *Wedad* starring Oum Kulthoum and directed by the German director Fritz Krump. From 1935 to 1960, Studio Masr produced features films ranked amongst the most important productions in the history of Egyptian cinema, in addition to important productions that were shot in the studio. It is also to Studio Masr that we owe the production of *Al-Gareeda Al-Masreya* (Egyptian Bulletin) since 1936; this bimonthly bulletin of events was screened in theatres before the feature film.

In 1961, with the issuing of nationalisation laws, Banque Misr –and consequently Studio Masr and its productions– became state property, managed by public sector.

In April 2000, and in the context of the national privatisation program, Elixir Artistic Services landed a 20 years lease with the right of first refusal to Studio Masr ownership and invested in an extensive renovation plan of the facility.



Asmahan in *Gharam W' Entikam* by Youssef Wahbi (1944)



CONTACT US:

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