



City of Life



CITY OF LIFE PREMIERES AT DIFF 2009

Emirati-Helmed Feature Film Heads Arabian Nights Programming

Dubai, December 11, 2009: **City of Life**, the highly anticipated multilingual feature film shot earlier this year in the United Arab Emirates by director Ali F. Mostafa, will premiere tonight as the Arabian Nights Gala at the Dubai International Film Festival (DIFF). The Arabian Nights Gala film represents an outstanding cinematic achievement from the Arab world.

City of Life is set in Dubai and intertwines the stories of three characters: a privileged Emirati man, a disillusioned Indian taxi driver, and a naïve Romanian flight attendant, living in a complex metropolis where ambition, growth and opportunity are a way of life.

True to Dubai's cosmopolitan makeup, the cast includes Romanian actress Alexandra Maria Lara, Northern Indian actor Sonu Sood, UAE nationals Saoud Al Ka'abi and Habib Ghuloom, British-based Jason Flemyng, Natalie Dormer and Susan George, Canadian-Iraqi rapper The Narcicyst, Egyptian-American comic Ahmed Ahmed, and Mumbai-born Jaaved Jaaferi .

The film's World Premiere is the realization of three years of planning and fundraising for award-winning writer and director Ali F. Mostafa, which culminated in a grueling five week shoot with co-production company Filmworks. Mostafa noted that "Making a film is never an easy journey, but dedicating three years of my life was incredibly fulfilling considering what we have achieved to date. I hope this film helps pave the way for more local and international films to be produced in the region. I would like to share my appreciation towards my fellow producer Tim Smythe and the sponsors for having had the faith in me and the vision to support this emerging industry. I am truly honoured to have been selected for this year's Arabian Gala. There is no better place for **City of Life** to have its world premiere than in the city of life itself."

Tim Smythe, **City of Life's** Producer and CEO of Filmworks, stated: "I am proud to be able to contribute to the growth of the film industry and to support talented filmmakers like Ali Mostafa. I am also totally indebted to the wonderful crew put together by Producer Leigh Clarke, who together wrapped a very successful production with extremely high production values. I hope Ali's efforts will inspire and motivate others and act as a catalyst for a number of UAE films to be screened for an international audience in the future. The UAE has a great deal to offer international production partners and local talent alike, and in the next few years we hope to see more emerging regional artists walk the path that Ali has pioneered."

Smythe attributed the realisation of the film to the UAE sponsors and supporters: "These companies took a risk and put their money and support into unknown territory. I believe they showed great confidence and foresight in doing so and hopefully this trend will help nurture future films."

Official sponsors included the Dubai Shopping Festival, Dubai Airports, Dubai Duty Free, Nakheel and the endorsement of the Dubai Culture and Arts Authority.

Laila Suhail, Chief Executive Officer of Dubai Events and Promotions Establishment (formerly DSF Office) said: "We are proud to have supported City of Life, and its selection and world premiere at Dubai International Film Festival is an achievement for the Emirati film industry and part of a larger effort to showcase Dubai to the rest of the world. City of Life is all about the diversity and cultural arabesque that Dubai enjoys."

Paul Griffiths, CEO of Dubai Airports : "Dubai Airports is committed to supporting the arts in Dubai, and all the more so when they seek to bring greater awareness and understanding of this dynamic city to a global audience, to which this film aspires. As sole provider of commercial air transport services to the city, Dubai Airports understands it plays an integral part in the life of Dubai's residents and appreciates their continued support. With this in mind, Dubai Airports' sponsorship of City of Life is an expression of our participation in the community and our contribution to enriching the lives of our valued customers."



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Colm McLoughlin, Managing Director, Dubai Duty Free stated: "In addition to providing support for Ali's film, 'City of Life', Dubai Duty Free is a presenting sponsor of DIFF and we are therefore doubly delighted to hear that 'City of Life' will premier at the Arabian Night Gala Screening on December 11th. When Ali first came to our offices and talked about this film, which was entirely shot in Dubai, he promised that this film would be featured at DIFF and he has well and truly delivered on that promise. We are very excited about the screening and looking forward to seeing 'City of Life' on the big screen."

Saeed Al Nabouda, Chief Projects Officer at the Dubai Culture & Arts Authority, said the premiere of City of Life marks the evolution of Dubai as an ideal platform to promote talent in films – one of the ongoing goals of the Dubai Culture & Arts Authority. "The multilingual film shot in Dubai is also relevant for its global collaborations, which reflects the cosmopolitan outlook of the city. We will continue to focus our attention to promote young talent, and work to create a robust physical infrastructure that drives the culture sector of Dubai, including that of film and television."

Further support came from Dubai Studio City, RTA, Dubai Taxi, Dubai Police, Dubai Civil Defence, Dubai Municipality, and Xische, the official brand marketing partner. In addition to its gala night screening on 11th December at 20h00 at the Madinat Arena, City of Life will also screen on Sunday, December 13 at Cinestar Mall of the Emirates at 16:00. For further information on the film, please consult the website: www.cityoflifefilm.com and to purchase tickets visit <http://www.dubaifilmfest.com>

About City of Life - synopsis

City of Life is an urban drama set in Dubai that tracks the various intersections of a multi-lingual cast, examining how random interactions and their consequences can irrevocably impact many lives . A privileged young male Arab at odds with his cultural identity and his less fortunate street smart friend; a disillusioned Indian taxi driver who bears an uncanny resemblance to a famous Bollywood star; and a former Romanian ballet dancer now working as a flight attendant and searching for love and companionship ... these individuals' paths are all about to collide for better or for worse. **City of Life** ultimately explores the complex network that exists in an emerging multicultural society's race, ethnicity and class divides, and reveals how tragedy and unexpected loss can lead to hope and profound transformation.

About AFM Films

AFM films was founded by Ali F. Mostafa and is an Emirati production house focusing on feature film production, corporate film and commercial advertising. Their client list include Zabeel Investments, Dubai International Film Festival, Tecom, and the Gulf Film Festival to name a few. Their first feature film project is **City of Life**, which was shot entirely within the United Arab Emirates. AFM Films' vision is to create and produce internationally appealing content that truly reflects Emirati values. AFM Films is passionately committed to providing high standards of professionalism and entertainment to regional audiences and the world at large. In due course, AFM Films will offer production services to the international market. For further information, please visit www.afmfilms.com.

About Filmworks

Established in 1998 by CEO and Executive Producer Tim Smythe, who has over 20 years experience in the industry, Filmworks is one of the most dynamic and respected production companies in the Middle East with a client base that spans Asia, Europe, the USA and Africa. Filmworks offers a full production service for both regional and international commercials and feature films and facilitated Warner Bros "Syriana" and Universal Studios "The Kingdom". For further information please visit www.filmworksdubai.com

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