

Behind the Scenes of VFX in the Middle East & Syria

“IN ART WE TRUST”

Elias Saliba
Mustafa Barkaoui
Hind Wakil
Lighthouse FX
Damascus, Syria



CCS CONCEPTS

• **Computing methodologies** → **Animation**;

KEYWORDS

VFX, Visual Effects

ACM Reference format:

Elias Saliba, Mustafa Barkaoui, and Hind Wakil. 2017. Behind the Scenes of VFX in the Middle East & Syria. In *Proceedings of SIGGRAPH '17 Talks, Los Angeles, CA, USA, July 30 - August 03, 2017*, 2 pages. <https://doi.org/10.1145/3084363.3101025>

1 WHO ARE WE AND WHAT WE DO?

Lighthouse VFX production, and post production house is specialized in visual effects.

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SIGGRAPH '17 Talks, July 30 - August 03, 2017, Los Angeles, CA, USA

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ACM ISBN 978-1-4503-5008-2/17/07.

<https://doi.org/10.1145/3084363.3101025>

Registered in Syrian Arab Republic under commercial registry number 84688 for both founders, and co-owners Eli Saliba, and Mustafa Al-Barkaoui.

2 OUR MOTIVATION AND GOALS

Our passion for “Cinema” or “Motion Picture” make us highly motivated to express through art.

For Lighthouse VFX the use of visual effects and motion graphics in harmony with sound had become a way to express feelings not only a business, hoping to contribute in guiding visual media into higher standards in our region.

3 CHALLENGES AND SOLUTIONS

We face challenges and difficulties caused by poverty in both human, and infrastructural resources.

Our region’s CG information resources are limited when it comes to academic methods, courses, and services whether in schools, private institutions...etc.

- We have a lack of qualified HR, and if found then not at the required level when their work is being internationally evaluated. To cover the specialties limitation each one of our team had to combine lots of talents at one to reach our goals.

We continuously focus on developing our team's abilities, by to stay updated.

- Difficulties getting equipments and legal softwares i.e. Adobe, Apple, ... etc.
- Struggles convincing local, or Middle Eastern clients of any original thought, as they always trust foreign references refusing any original idea, one that could be internationally attractive on the other hand! Raising the level of our work as much as possible to reach international competitive high standards has always been a challenge especially with all the recent logistic and psychological chaos around Middle East nowadays.
- Since 2011 and due to the political circumstances in Middle East in general and Syria in particular, we suffer from continuous long duration electricity disconnection, and when it gets connected then only with high or low risky voltages, so we had to provide our company with high duty regulators, gel batteries and online UPSs to avoid any data loss or harm of devices.

4 WHAT IS NOVEL ABOUT OUR WORK

Though.. since founded back in 2010 Lighthouse VFX have made a sum of artistic projects hiring both historical, and contemporary visual elements like Arabic Islamic fonts, symbols, and architecture.

Especially when it comes to a rich civilization such as ours in Middle East, our team focuses on unique cultural based creation neither imitation nor extortion of casual VFX stereotypes, on the parable "If you want to be special just be yourself!"

5 REEL

www.facebook.com/lighthousevfx/videos/1236176036421195/