

Hello BBS Alums!

The Alumni Highlight is a monthly newsletter that aims to highlight the philanthropic, academic, entrepreneurial and professional achievements made by our thriving BBS Alumni community.

Yarub Bourhamah graduated high school in 1992 and went on to establish one of the top production houses in Kuwait, Lightbug Media Production. They offer a wide range of creative services such as film and advertisement campaign production as well as theatrical shows and documentaries.



What attracted you to directing?

I spent my early childhood in the United States, between 1979 - 1983, and during that time I was inspired by the aura of media. I was captivated by movies directed by Steven Spielberg, advertisements on American networks, and whimsical Disney productions. I am also very analytical in nature, and tend to communicate my ideas visually. Once I received my first video camera, I was constantly filming and editing after school until the wee hours of the morning, and loving every minute of it. By 7th grade I decided to become a director.

How has the film and media production market developed in Kuwait?

The film market in Kuwait is still at its very early stages, we haven't released more than 12 to 14 full feature films. The most popular film in Kuwait's history is called "Bas Ya Bahar", released in 1972, and won several regional and international awards and recognition, but not much has happened since then until 2004.

Kuwait saw the first modern film making experiment led by the private sector from 2004 - 2014. At that time I wrote and produced a film called "Kan Refeeji". The film was screened in all KNCC cinemas in Kuwait and in every major GCC city. Moreover, it was distributed on OSN, Etihad Airlines, Kuwait Airways and Qatar Airways and several on demand platforms.

Personally speaking, we gained great feedback from viewers in the art and media communities, the general public, and the actors themselves. This motivated me to continue producing. We are currently on the verge of producing 3 full feature films and collaborating with 3 other directors and 2 writers.

Which campaign did you enjoy the most and why?

Over the past 20 years I've worked on over 200 different projects. They

include: campaigns, documentaries, TV productions, corporate videos and music videos. I can't really pin point the most exciting but there are some which were more artistically and personally fulfilling especially the reaction they received from the public. For example, the Oqsim campaign in 2009 and the Dyslexia Pan Arab documentary that discussed learning disabilities and how to confront them, which I received International recognition for at the 60th Dyslexia Convention in Orlando.

How did you adapt to the rise social media as a creative platform?

Social Media is an amazing platform, the rise in its popularity enabled us media producers to acquire the best equipment and technology at a fraction of the price. Film cameras that produce full feature films would cost over \$500,000 excluding accessories, but in today's market we can acquire full filming gear and equipment for as low as \$80,000. That price slash gave smaller companies, younger directors and producers a chance to show off their talents.

Also, we witnessed the inception of "Influencers" and the change in the traditional concept of a studio. Studios migrated from big corporations to smaller rooms in domestic locations owned by normal people, and that's very interesting. But as this cycle matures, the informal production style it created will definitely level off within the next 2 to 3 years and move towards a more professional production style.

What's in store for Lightbug Media Production in the future?






I see endless potential in this field, since no matter how successful International movies are our communities yearn to watch relatable characters and stories. Media has a big role in inspiring societies, changing behavior, and increasing the value of culture by exposing people to different points of view.

Currently, Lightbug Media Production is producing what we call Bright Media, which is high quality entertainment and content production composed of inspirational messages and human values. That approach will span TV, film and theater production while focusing on children and youth programs.



To get in touch with Yarub and find out more about Lightbug Media Production, check out the official website: <http://www.lightbug.org>

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