

Your Technical Solutions
For Every Event

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King Abdulaziz Center for World Culture,
Dammam, Saudi Arabia
November 2016



Arab Hope Makers Ceremony, Dubai Government Awards, Studio City, Dubai, UAE
May 2017

**Lights.
Sound.
Action.**

I R  S is a leading event technology provider, specialised in creating holistic live experiences conceptually combining light, sound and video, supported by rigging and staging solutions.

From catwalk fashion shows to competitive sports events, corporate conferences to concerts, we've got every technical aspect of your event covered.



Haute Couture 2015 Collection showcase, Sofitel Downtown, Dubai, UAE
October 2014

Your event

At IRIS, it's not all about bombast and prestige. As well as live events, we also specialise in creating and managing striking exhibition stands and memorable audio-visual experiences to suit every environment. From the grandest spectacle to the most tasteful corporate conference, we have experience of it all. We know the secret is making YOUR event work for YOU.



Sorted.

Who We Are

Established in 2014 and based in Dubai, IRIS boasts an expert European-managed team with more than ten years events experience in the Middle East. Our state-of-the-art audio and visual equipment ranks among the most advanced on the market, and we are proud to have offered the technical expertise behind dozens of events across the UAE, Saudi Arabia and other GCC countries.



Our Services

Full technical consultation

Light, sound and rigging design

Installation and lay-out

Live technical management at the event

Equipment hire







(Previous page, Clockwise)

Aero Innovation Strategy and Awards, Conference at ADNEC, Abu Dhabi – November 2015

Sheikh Khalifa Excellence Awards, Emirates Palace, Abu Dhabi – December 2016

King Abdulaziz Camel Festival, Riyadh, KSA – April 2017

Innovation Week 2015, Meydan Gallery, Dubai – November 2015

Preperations for a wedding at Four Seasons Resort, Jumeirah Beach Road, Dubai – Octobre 2016

(Current page, Clockwise)

Nikki Beach Dubai White Party, Pearl Jumeira, Dubai – October 2016


Wedding at Four Seasons Resort, Jumeirah Beach Road, Dubai – Octobre 2016

JAFZA Annual Gathering 30th anniversary, Port Rashid, Dubai – May 2016

Get the show on the road.

Before we can do anything, you need to know what we can do – and we need to know what you want. Here at IRIS we offer a full, transparent design and consultation process.

At the earliest stages, we invite you to sit down with our experienced project managers to establish how best to realise the vision of your event management team, and plot the most effective spectacle to meet your needs. It's never too early to get in touch, and we're always here to listen every step of the way.

The background image shows a futuristic interior space. The ceiling is a complex, curved structure covered in a dense grid of small, glowing golden lights. Below the ceiling, a large digital display or projection area shows vibrant, abstract patterns in shades of blue, purple, and green, resembling light trails or data flows. In the foreground, there are several horizontal, glowing green lines that look like steps or a platform. A central, cylindrical object with horizontal ridges is also visible, possibly a piece of furniture or a decorative element.

We work in partnership with IRIS on numerous projects— a team of highly talented professionals who deliver the highest quality in their field. Always willing to support, they are flexible and adequately meet all challenges whether technological, or time-sensitive.

-Filmmaster MEA

Precision

Spread over our 9,000sqm of warehouse space, IRIS boasts a huge, carefully curated repertoire of lights, lasers, sound systems, video displays and projectors which ranks among the best in the business. These state-of-the-art tools are an essential ingredient in creating the kind of awe-inspiring AV experience for which IRIS has become renowned. But even more important is the diligent efforts of our expert team of technicians, who will tirelessly work to design, plan, install and programme the most striking and appropriate technical array, ensuring your event or feature stands out from the crowd.



Guaranteed.



Dubai Government Excellence Programme Award Ceremony (20th anniversary), Dubai World Trade Centre
April 2017


Aerial Action

Want aerial artists at your event? No problem – our team is fully equipped and trained to construct rigging suitable for aerial performers. Rest assured the safety of these operations is precisely calculated and meticulously managed by our trained technicians, who ensure all safety regulations are met – and that your show goes off without a hitch. Looking spectacular, naturally.





Nikki Beach Dubai, Pearl Jumeira, Dubai, UAE
February 2016

A photograph of a woman with blonde hair, wearing a black t-shirt and black leggings, suspended horizontally in the air. She is holding onto a metal harness that is attached to a rope. Her legs are extended to the left, and her arms are bent at the elbows. The background is dark and appears to be an indoor setting with structural beams.

IRIS is a very professional and reliable partner for Art of Entertainment. For all our aerial shows, we always rely on the rigging and technical team of IRIS. We trust their experience and knowledge for rigging and abseiling our aerial performers. No challenge is stopping IRIS to find solutions to make a complicated aerial set up to create a great show together. We highly recommend and appreciate their energy, their friendly employees and their hard work.

-Nadja Issa, Art of Entertainment



We worked with IRIS on many projects for leading companies and were pleased with their high level of expertise, especially on big events. They managed to find the right solutions, whether for intricate rigging for performances or comprehensive large scale set-ups. The team is pleasant, always helpful and committed.

-Karima Liusie, Inspiratus

Level Kids Grand Opening
with Cirque du Soleil performers

City Walk, Dubai
October 2016



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in Saudi Arabia

In 2017, IRIS proudly celebrated the launch of a new regional office in Dammam. The opening signals a solid commitment made by IRIS to the Kingdom, and we look forward to further expanding the vital role we play in serving the exciting, emerging Saudi events industry. The expansion builds on IRIS' experience working on several events in KSA since 2014.



(Left)
King Abdulaziz Camel Festival Closing Ceremony
Riyadh, KSA
April 2017

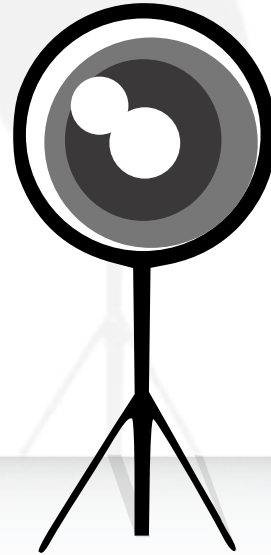
(Right)
King Abdulaziz Center for World Culture
Dammam, Saudi Arabia
November 2016



Our Background

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Meet The Founder

Our Story



When **Serge Huber** founded IRIS in 2014, it was the natural culmination of more than three decades spent amassing technical expertise in the events industry – including more than ten years working in the GCC on some of the biggest events the region has ever seen.

Remember the Burj Khalifa opening ceremony? Heard of the Dubai World Cup? Serge worked at both. Other high-profile events he has provided lights, sound and video for include the 50th anniversary of Kuwait's Constitution and the prestigious annual Abu Dhabi Art Fair.

Born in France, Serge started out as a humble rigger at the age of 18, and never looked back. Quickly rising through the ranks, he was soon working on tour with rafts of A-list pop and rock acts, including U2, Tina Turner, The Cure and Simple Minds.

In 2002 he moved to Dubai to join Prisme International as a technical director, beginning a ten-year run working onsite at some of the UAE's largest events including the Dubai Shopping Festival, Abu Dhabi Film Festival, Dubai Airshow, Dubai Jazz Festival, Abu Dhabi Fashion Days and the opening ceremony of Dubai Autodrome, as well as events further afield across the GCC.



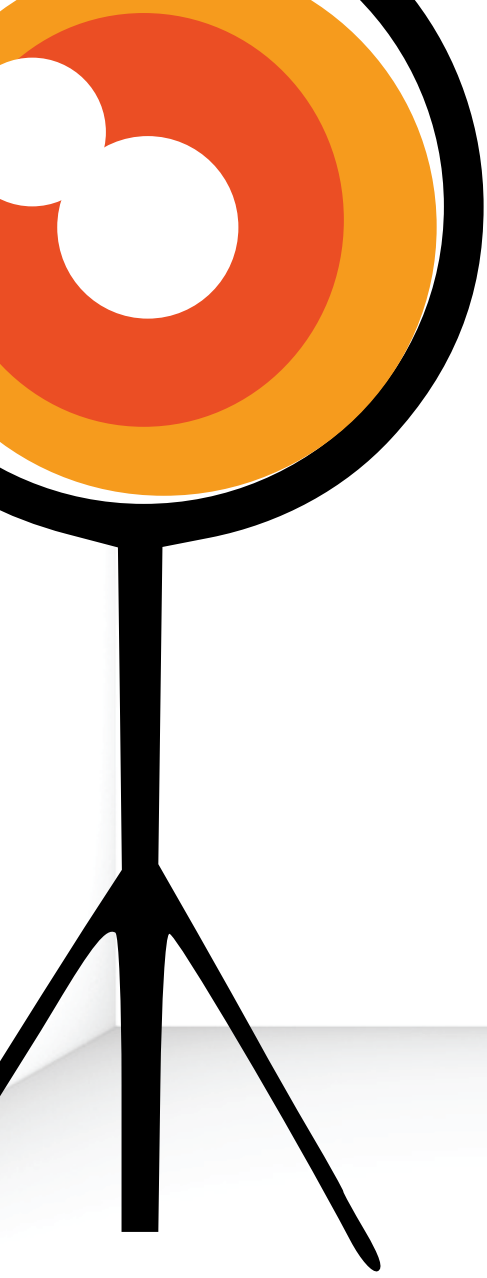
Meet The Founder
Our Story

After gathering all this invaluable regional experience – and collecting many unique and unforgettable memories – it became time for Serge to strike out alone as a founding partner and managing director of IRIS. Since early 2014, the young venture has prospered, quickly gaining a respected reputation within the industry, and successfully bidding for numerous coveted projects including the launch of the Emirates Mars Mission, the Arab Hope Makers awards and Saudi Arabia's King Abdulaziz Camels Festival.

In 2016 the company solidified its stature by doubling the size of its warehouses, moving into a new home at Dubai Investment Park. But despite our ever expanding list of clients, our management's working ethos remains distinctly hands-on.

As your first point of contact, founding partner and managing director Serge Huber will personally oversee your event to completion. Frequently described by clients and co-workers as committed, approachable and down to earth, rather than holed up in an office, you're more likely to find Serge on the front lines, working with the same passion which has sustained more than three decades of dedicated work in the events industry.





Our Home

IRIS is based at Dubai Investment Park, where we occupy a vast 9,000 square metre space spread over two warehouses.

Stop by for a tea or coffee some time and see what we do, and how we do it.

Serge Huber, IRIS Founder & Director



Dubai Investment Park 2
Talal Humaid Abdula Belhoul Warehouses
Block 2 - Warehouse 11 & 12

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