

New Saudi Production Company 3SIX9 Studios Launches From Cannes With Hollywood Film and TV Slate

VARIETY**NICK VIVARELLI**

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A new Saudi Arabian film studio with deep pockets and Hollywood connections is launching from the Cannes Film Festival with a slate of film and TV projects.

The Los Angeles-based 3SIX9 Studios – announced at an event on a yacht in the bay of Cannes – is co-founded by actor and producer Daya Fernández, who serves as CEO; Inga V. Smith, who is a former VP of production at Paramount and is the company's president; "Prison Break" star Amaury Nolasco; and Saudi businessman Sheikh Mohammed Youssef El Khereiiji, chairman of Global Group of Companies, who will serve as chairman.

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Sheikh Mohammed is a billionaire who wears many hats including CEO of media advertising and investment entity Engineer Holding Group (EHG). He has been an investor in Hollywood movies in the past. Now, “His recent backing of 3SIX9 Studios is a testament to Saudi Arabia’s commitment to nurturing creativity and innovation in global cinema,” according to a statement.

3SIX9 Studios will be collaborating with prominent Saudi production services company Yellow Camel Productions to bring Hollywood productions to the kingdom in an effort to enhance “the scope and diversity of cinematic productions and position Saudi Arabia as a key player in the international film industry,” the statement said.

Projects in the 3SIX9 Studios pipeline include “Bunny Run” an action comedy written by Jayson Rothwell (“Polar”) set to shoot in Saudi Arabia in Fall 2024; “Scotland Yank,” described as “a comedic contemporary reimaging of Sherlock Holmes” written by Mitch Klebanoff (“Dancing Ninja,” “The Journey”) that will be filmed in the U.S. and Saudi Arabia; “Patrol,” an action-horror film in the vein of “Predator”; and “No Night So Long: Double Clutch” A TV series created by director Ilya Naishuller (“Nobody”) and Will Stewart.

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