

## ARINAT from Saudi Arabia & GAINAX from Japan announced their partnership revealing a trailer of an animated movie 'Desert Knight'

ARINAT, a content provider in Saudi Arabia, first released the 3 minute trailer of 'Desert Knight' at 'ANI:ME' the exhibition of Japanese pop culture held from October 27th to October 29th in Abu Dhabi, the capital of the UAE. The trailer of 'Desert Knight' was produced this summer in collaboration with GAINAX, an animation studio in Japan, via the process of crafting the structure of the story together.

The trailer is available at the following link.

<https://youtu.be/j3nTqfMyCiw>

At 'ANI:ME', many visitors were fascinated with the trailer of 'Desert Knight' because young Arab knights were featured in it. Also, some visitors have given their productive opinions regarding the work and future projects as they declared their genre preferences for future collaborations.

ARINAT was established in 2016 in Jeddah as a subsidiary of the Saudi Research & Marketing Group (SRMG) which is a major media group in Saudi Arabia. ARINAT started the new business which focuses on the production and distribution of animations, comics, and video games. Essam Bukhary the executive manager of ARINAT said, "Through our international partnerships, we would like to create innovative products to the global audience. The idea of 'Made in Saudi with Japan' is the start of that. We hope that we will not only transmit knowledge of animations & video games from Japan to Saudi Arabia but also deliver something new from Saudi Arabia to the world."

GAINAX has produced many pioneering works such as 'ROYAL SPACE FORCE: The Wings of Honneamise', 'NEON GENESIS EVANGELION', 'GURREN LAGANN' since its establishment in 1984. GAINAX is one of the leading animation studios in Japan which has many fans in the world. Hiroyuki Yamaga the president of GAINAX said, "We are very excited to collaborate with the Middle East at the forefront in the field of animation and contents production. We hope that we will create new works by new work processes and new ideas through the partnership."

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