

The background of the entire image is a grayscale, slightly blurred photograph of audio equipment. On the left side, the mesh grille of a large professional microphone is visible. To the right and slightly behind the microphone is an audio mixing console, showing numerous vertical faders and rotary knobs. The overall composition suggests a professional recording or production environment.

WHERE SOUND BECOMES EXPERIENCE

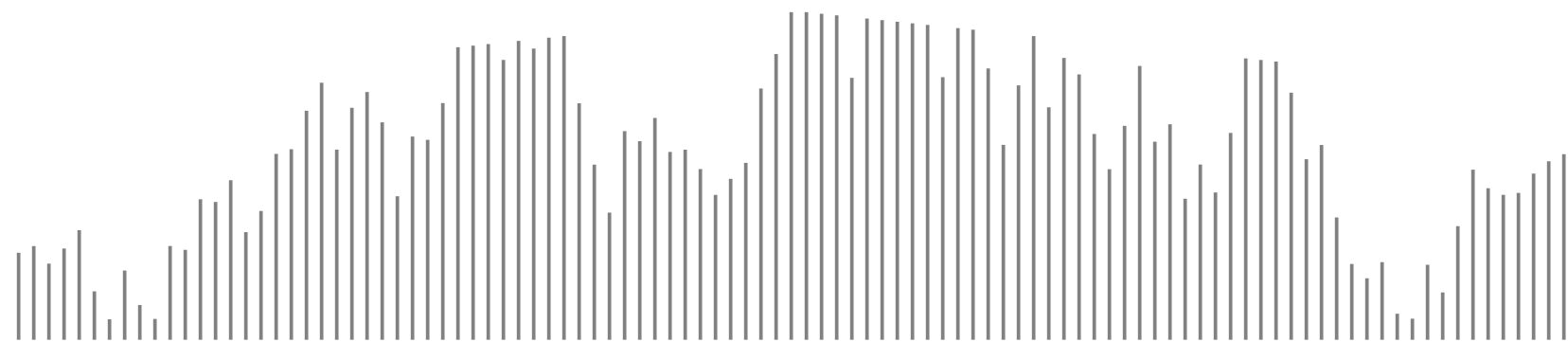
CRAFTING SOUND WITH PURPOSE THROUGH ORIGINAL MUSIC, SONIC IDENTITY, SOUND DESIGN, LIVE PERFORMANCE, EVENTS AND ADVERTISING PRODUCTION — FOR BRANDS, ORGANIZATIONS, FILMMAKERS, CREATORS, CULTURAL INITIATIVES AND INDEPENDENT ARTISTS.

shaf

CREATIVE STUDIO FZC LLC.

A P P R O A C H

Every project balances creativity, technical precision and strategic thinking — transforming ideas into sound that communicates, inspires, and leaves a lasting impression.



A B O U T

SHAF CREATIVE STUDIO FZC LLC IS A FULL-SERVICE CREATIVE AND ENTERTAINMENT STUDIO BASED IN AJMAN MEDIA CITY FREE ZONE. IT GROWS OUT OF SHAF AHMED — THE ARTISTIC BRAND OF FOUNDER AHMED ELSHAFAA — BRINGING FIFTEEN YEARS OF MUSIC, SOUND AND LIVE CULTURE TOGETHER IN ONE COMPANY.

WE CREATE ORIGINAL MUSIC, SONIC IDENTITIES, SOUND DESIGN AND PREMIUM AUDIO EXPERIENCES, AND EXTEND THAT CRAFT INTO SOUND RECORDING, MUSIC PUBLISHING, LIVE MUSIC, EVENT MANAGEMENT, ARTIST AND BAND CONTRACTING, AND ADVERTISING PRODUCTION.

**SOUND IS MORE
THAN SOMETHING
WE HEAR —
IT IS SOMETHING
WE REMEMBER.**

A SINGLE MELODY CAN BECOME THE UNMISTAKABLE VOICE OF A BRAND. A THOUGHTFULLY CRAFTED SOUNDSCAPE CAN SHAPE THE EMOTION OF A STORY, ELEVATE A FILM, OR DEFINE AN UNFORGETTABLE EXPERIENCE. THE RIGHT SONIC IDENTITY COMMUNICATES MEANING, BUILDS RECOGNITION, AND CREATES AN EMOTIONAL CONNECTION LONG BEFORE A SINGLE WORD IS SPOKEN.

CREATE SOUND THAT RESONATES.



VISION

TO BECOME ONE OF THE REGION'S LEADING
CREATIVE AUDIO AND ENTERTAINMENT STUDIOS
— RECOGNIZED FOR PRODUCING ORIGINAL
MUSIC, LIVE EXPERIENCES AND EXCEPTIONAL
SONIC WORK THAT INSPIRE AUDIENCES AND
ELEVATE BRANDS.



MISSION

TO DELIVER WORLD-CLASS MUSIC, SOUND,
ENTERTAINMENT AND CREATIVE PRODUCTION
THROUGH CREATIVITY, INNOVATION AND
TECHNICAL EXCELLENCE — HELPING
ORGANIZATIONS COMMUNICATE WITH CLARITY,
EMOTION AND IMPACT.

ONE STUDIO. SEVEN WAYS TO CREATE **SOUND** AND EXPERIENCE.

01

MUSIC COMPOSITION &
AUDIO PRODUCTION

02

SOUND RECORDING &
MUSIC PUBLISHING

03

CREATIVE, ARTS &
ENTERTAINMENT

04

ORGANIZATION &
EVENT MANAGEMENT

05

ARTISTIC BANDS
CONTRACTING

06

ADVERTISEMENT DESIGNING
& PRODUCING

07

MUSIC BAND

EACH ACTIVITY IS DELIVERED IN-HOUSE — FROM FIRST IDEA TO
FINAL PERFORMANCE.

S E R V I C E S

COMPOSED, PRODUCED, RECORDED AND PUBLISHED IN-HOUSE.

ORIGINAL MUSIC COMPOSITION

CUSTOM MUSIC CREATED FOR BRANDS, FILMS, DOCUMENTARIES, CULTURAL PROJECTS, EVENTS AND STORYTELLING EXPERIENCES.

SONIC IDENTITY & AUDIO BRANDING

DISTINCTIVE SONIC SYSTEMS THAT HELP BRANDS BUILD RECOGNITION THROUGH SONIC LOGOS, SIGNATURE THEMES AND AUDIO GUIDELINES.

SOUND DESIGN

CREATIVE SOUNDSCAPES CRAFTED FOR FILM, TELEVISION, ADVERTISING, DIGITAL CONTENT, INSTALLATIONS AND IMMERSIVE EXPERIENCES.

AUDIO PRODUCTION

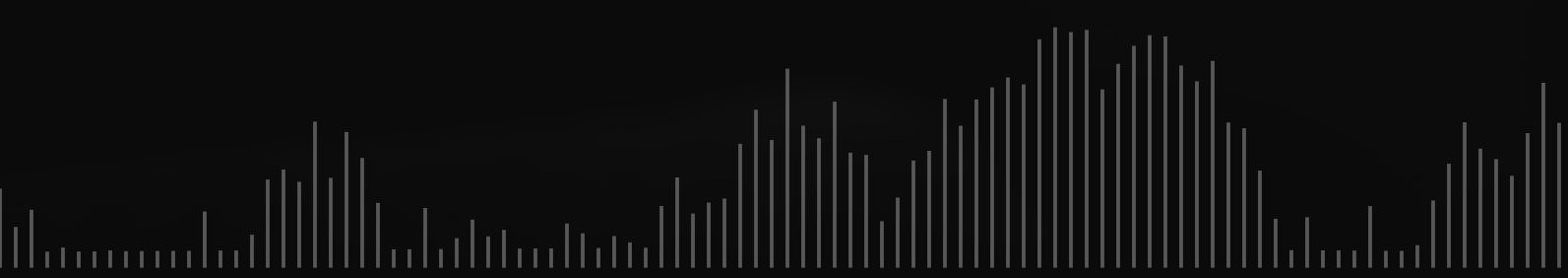
END-TO-END AUDIO PRODUCTION INCLUDING MUSIC PRODUCTION, EDITING, MIXING, MASTERING, RESTORATION AND DELIVERY ACROSS MULTIPLE FORMATS.

SOUND RECORDING

STUDIO RECORDING OF VOCALS, INSTRUMENTS, VOICE-OVER AND LIVE SESSIONS — CAPTURED WITH INDUSTRY-STANDARD EQUIPMENT AND CARE.

MUSIC PUBLISHING

REGISTRATION, ADMINISTRATION AND LICENSING SUPPORT THAT HELPS ORIGINAL WORKS REACH AUDIENCES, PRODUCTIONS AND BRANDS.



ENTERTAINMENT & EVENTS

BEYOND THE STUDIO — CREATIVE, LIVE AND COMMERCIAL PRODUCTION.

CREATIVE, ARTS & ENTERTAINMENT

CONCEPT DEVELOPMENT AND PRODUCTION OF ARTISTIC, CULTURAL AND ENTERTAINMENT PROJECTS, FROM ORIGINAL IDEAS TO FINISHED EXPERIENCES.

ORGANIZATION & EVENT MANAGEMENT

PLANNING AND DELIVERY OF CONCERTS, CULTURAL PROGRAMS, LAUNCHES AND CORPORATE EVENTS — WITH MUSIC AND SOUND AT THE CENTER.

ARTISTIC BANDS CONTRACTING

SOURCING, BOOKING AND MANAGING BANDS AND ARTISTS FOR EVENTS, VENUES, BRANDS AND PRODUCTIONS.

ADVERTISEMENT DESIGNING & PRODUCING

CONCEPT, DESIGN AND PRODUCTION OF ADVERTISING CAMPAIGNS, INCLUDING ORIGINAL MUSIC, JINGLES AND AUDIO FOR TV, RADIO AND DIGITAL.

MUSIC BAND

LIVE PERFORMANCE BY OUR OWN MUSIC BAND FOR EVENTS, CELEBRATIONS, CULTURAL OCCASIONS AND BRAND ACTIVATIONS.

INDUSTRIES

CREATIVE SOUND AND ENTERTAINMENT FOR
THOSE SHAPING CULTURE &
COMMUNICATION.

01. GOVERNMENT ENTITIES

06. HOSPITALITY & TOURISM

02. CORPORATE ORGANIZATIONS

07. MEDIA COMPANIES

03. CREATIVE & ADVERTISING
AGENCIES

08. EDUCATIONAL INSTITUTIONS

04. FILM & TELEVISION

09. EVENTS & ENTERTAINMENT

05. MUSEUMS & CULTURAL
INSTITUTIONS

10. INDEPENDENT ARTISTS

WHY SHAF CREATIVE STUDIO?

FIFTEEN YEARS OF SHAPING **SOUND** WHERE MUSIC, TECHNOLOGY AND STORYTELLING MEET.

TECHNICAL EXCELLENCE

A COMMITMENT TO PRECISION, QUALITY AND
INDUSTRY-STANDARD PRODUCTION.

END-TO-END DELIVERY

FROM COMPOSITION AND RECORDING TO
LIVE PERFORMANCE, EVENTS AND
ADVERTISING — UNDER ONE ROOF.

CREATIVE STRATEGY

SOUND DESIGNED WITH INTENTION — TO
CONNECT AUDIENCES, STRENGTHEN
IDENTITIES AND TELL MEANINGFUL STORIES.

ORIGINALITY

EVERY SOUND IS PURPOSEFULLY CRAFTED TO
CREATE AUTHENTIC AND MEMORABLE
EXPERIENCES.

EXPERIENCE

DEEP EXPERTISE IN COMPOSITION, MUSIC
PRODUCTION, SOUND DESIGN AND AUDIO
INNOVATION.

CULTURAL INSIGHT

A THOUGHTFUL UNDERSTANDING OF DIVERSE
AUDIENCES AND CULTURAL LANDSCAPES,
CREATING WORK THAT FEELS RELEVANT AND
AUTHENTIC.



FOUNDER

MUSIC, TECHNOLOGY AND STORYTELLING.

AHMED ELSHAFFA — PROFESSIONALLY KNOWN AS SHAF AHMED — IS A COMPOSER, MUSIC PRODUCER AND AUDIO ENGINEER WITH OVER FIFTEEN YEARS OF EXPERIENCE SHAPING SOUND FOR LIVE AND RECORDED MEDIA.

RAISED IN ABU DHABI SINCE THE AGE OF ONE AND EDUCATED IN THE UAE FROM KINDERGARTEN THROUGH HIGH SCHOOL, HE HAS WATCHED THE CITY'S CULTURAL SCENE GROW FIRSTHAND, AND THAT CREATIVE LANDSCAPE SHAPED HIS ARTISTIC IDENTITY. HIS WORK BLENDS TECHNICAL PRECISION WITH CREATIVE EXPRESSION, SPANNING ORIGINAL MUSIC PRODUCTION, COMPOSITION FOR VISUAL MEDIA, AND LIVE BROADCAST TRANSMISSION AND EDITING.

HE SEES SOUND AS A BRIDGE BETWEEN EMOTION AND STORYTELLING, DRIVEN BY A LIFELONG FASCINATION WITH THE CULTURAL EVENTS AND ARTISTIC ENERGY THAT DEFINE THE UAE. SHAF AHMED, THE BRAND HE CREATED, IS NOW THE CREATIVE SIGNATURE OF SHAF CREATIVE STUDIO.

SELECTED WORK

THE **WORK** BEHIND THE NAME.

EVERYTHING CREATED UNDER THE SHAF AHMED NAME NOW LIVES UNDER ONE ROOF. A SELECTED RECORD OF FILM AND BROADCAST MUSIC, LIVE PRODUCTION, RECORDED WORK, PERFORMANCES AND COMMUNITY PROGRAMMING — 2009 TO TODAY.

15+

YEARS IN MUSIC & SOUND

24

TRACKS ON THE ALBUM
BABY STEPS

2014

LAMATNA YOUTH GROUP
CO-FOUNDED

49+

ROOFTOP RHYTHMS
OPEN-MIC EDITIONS



Film & Broadcast



Pyramids of Meroë

RECORDING ARTIST

Collaborated with Google Arts & Culture and UNESCO Sudan on the promotional video for the Pyramids of Meroë project.

SUDAN / UAE | 2022

[WATCH VIDEO](#)



Nyerukuk

SOUND DESIGNER (FOLEY) & MUSIC SCORE COMPOSER

Score composer and sound designer for the award-winning Sudanese short film Nyerukuk.

SUDAN | 2016



Duroob 6 — Dubai TV

NEY & FLUTE PLAYER

Performed ney and flute on the opening credits and in the programme music of the Ramadan series Duroob 6, aired on Dubai TV in May 2019.

UAE, DUBAI | 2019

[WATCH ON YOUTUBE](#)

Production & Engineering



Michael Jackson’s Thriller Show

SHADOW SOUND ENGINEER

Supported technical setup and sound engineering for the Abu Dhabi run of the show, organized by FLASH Events & twofour54 Creative Lab.

UAE, ABU DHABI | 2011

[WATCH ON YOUTUBE](#)



UAE’s 40th National Day Celebration

PRODUCTION COORDINATOR & EXECUTIVE

Contributed to the national celebration at Zayed Sports City, organized by Atlantic Swiss, London.

UAE, ABU DHABI | 2011

[READ ARTICLE](#)



OSudan Record

RECORDING ENGINEER & CO-ARRANGER

Ongoing work co-creating and arranging original music productions with OSudan Record.

UAE | 2009 – PRESENT

Baby Steps

MUSIC COMPOSITION & ARRANGEMENT

An album bringing together original works and carefully re-arranged adaptations of traditional Sudanese music – preserving cultural heritage while presenting it in a contemporary musical context.



[LISTEN ON YOUTUBE](#)

TRACKLIST

01	Azza Fe Hawak	13	Kul Ma Sa’alta Alaik
02	Lamman Konta Saghyer	14	Let Go
03	Marra Saber	15	Al Mindeel
04	Ramz Al Diya’ Ent Hayati	16	Malik Al Toyour
05	Adeela	17	Enta Aarif Ana Bahibak
06	New Bigginings	18	Khilli Al Aish Haram
07	Redemption Song	19	Haneeni Elaik
08	Saba’	20	Kilma
09	Omri	21	Ensaf
10	Habeeb Al Umr	22	Bain Al Rade Wal Hawa
11	Rainy Day	23	Ba’ad Al Ghiyab
12	Coffee Talk	24	Al Amani Al Sundusiya



SELECTED WORK

LIVE PERFORMANCES

Live performance and community engagement are integral to my practice, transforming music into a shared cultural experience. Through performances, workshops and collaborative initiatives, I focus on fostering connection, supporting emerging talent and contributing to inclusive and sustainable creative communities.

Live Performances



Lamatna Ramadan Series

PERFORMER

Part of the Lamatna Ramadan events series, organized by MIZA Abu Dhabi at The Alley.

UAE, ABU DHABI | 2023



Art Dubai Commission

PERFORMER

Participated in the Art Dubai commission: Fernando García-Dory × INLAND.

UAE, DUBAI | 2022



Lamatna Mellifluous

FLUTE PERFORMANCE

Hosh Wanasa, at The Theatre, Mall of the Emirates.

UAE, DUBAI | 2022



Pentatonic Melodies

FLUTE & PIANO

Organized by Lamatna Youth Group at One Life Café.

UAE, DUBAI | 2022

Live Performances



Performance in the Park

PERFORMER

Rooftop Rhythms Open Mic Night, The Arabic Edition, at Jameel Arts Centre.

UAE, DUBAI | 2020

[EVENT PAGE](#)



Formula 1 Yasalam Festival

PERFORMER

Performed at the F1 Fan Zone on the Abu Dhabi Corniche.

UAE, ABU DHABI | 2014

[WATCH ON YOUTUBE](#)



Abu Dhabi Soul Series

BAND LEADER & PERFORMER

Led the band at the Abu Dhabi Soul Series at Saadiyat Beach Club.

UAE, ABU DHABI | 2014

SELECTED WORK / LAMATNA YOUTH GROUP

COMMUNITY ENGAGEMENT

As co-founder of the Lamatna Youth Group, established in 2014 to create curated platforms for talented youth to showcase their work, I have taken an active part in curating and organizing numerous cultural events across Abu Dhabi and the UAE.

These initiatives have been hosted at prominent venues including Manarat Al Saadiyat, Sharjah Art Foundation and Sorbonne University Abu Dhabi. Highlights include the Rooftop Rhythms series of Arabic poetry and music nights, events at Jameel Arts Centre, concerts at The Theatre at Mall of the Emirates, and performances at The Alley by MIZA in Abu Dhabi and The Space at twofour54.



Curating & Organizing

Photographs from events across Abu Dhabi and the UAE, reflecting my role in curating and organizing these experiences as co-founder of Lamatna.



SELECTED WORK / COMMUNITY ENGAGEMENT

On Stage & In the Room



Events & Posters

Rooftop Rhythms open-mic nights, Sudanese poetry and music evenings, Pentatonic Melodies and City of Music.



CONTACT US

STUDIO

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AJMAN MEDIA CITY FREE ZONE
AJMAN, UNITED ARAB EMIRATES

shaf

CREATIVE STUDIO FZC LLC.

LISTEN

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[Apple Music — Shaf Ahmed](#)

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