

# Behind Shams.

*A dream to build something  
that feels... different.*

شامس های فایف

Director, Creative producer, Director of photography

# Behind Shams.

Ideas turned into **visuals**.  
Sketches, notes, and  
moodboards



# Behind Shams.

Before the lights, you stand in the space and **imagine** how it should feel.



# Behind Shams.

**one question :**

What do we want people to  
feel when they sit here?





# Behind Shams.

Minimal. Focused.

# Behind Shams.

We didn't just  
set the  
scene. We  
watched every  
frame, adjusted  
every cut, **felt**  
every light.



# Behind Shams.

By this point, we're not adjusting.  
**We're observing.**



# Behind Shams.

it all came together. The  
conversations. The energy. The  
team. The gain.



# Behind Shams.

And then it happened  
it became Shams.



# Behind Shams.

One million views later



The team made it  
(And I directed every episode.)

When people see a show, they see lights,  
guests, and polished episodes.

But behind every episode of Shams  
from the concept to the final frame was  
a journey of creative decisions, set  
design, late-night edits, and a team that  
believed in the story.

