

Nollywood actor and filmmaker Femi Adebayo Salami has expanded his presence in Nigeria's creative industry with the unveiling of the Euphoria360 Media Hub in Lagos.

The grand opening attracted personalities from Nollywood and the wider entertainment industry, who gathered to celebrate the launch of the new creative space.

The event also had the presence of Lagos State Deputy Governor, Dr. Obafemi Hamzat, who commended the initiative and highlighted the importance of investments that strengthen Nigeria's creative and entertainment sector.

The centre will serve as the head office of Adebayo's production company, Euphoria360 Media Ltd, and will provide production, post-production, distribution and capacity-building services for creatives.

The facility is equipped for cinema-standard film production, events, music videos and other content creation, with sound and post-production facilities.

Its services include video editing, motion graphics, sound design and mixing, colour grading, visual effects, content distribution, equipment leasing, advertising, public relations and media consultancy.

The hub also houses the Euphoria360 Film Academy, which will provide training, workshops, masterclasses, internships and networking opportunities for emerging filmmakers and other creative professionals.

The launch of Euphoria360 Hub marks another step in Femi Adebayo's growing involvement in the creative industry, extending his work beyond acting and filmmaking into media and creative enterprise.

This he described as realisation of a long-held vision and a significant milestone in his journey as an actor, filmmaker and entrepreneur.