



NEEL KUMAR
DIRECTOR/SCREENWRITER



Introduction.

I've lived in Dubai, Paris, Toronto and Colombo. But I've refused to grow up anywhere. A former copywriter, I started my career at Young & Rubicam, soon moving to Saatchi & Saatchi. I left advertising in 2011 to pursue my love of film. Since then, my first short film 'Security' has earned wins and nominations for Direction, Screenplay, Cinematography, Acting and Editing across multiple international film festivals. And my first feature film 'Beneath a Sea of Lights' is being distributed by Showtime. But while I do enjoy telling my own stories, I've always loved helping brands bring theirs to life. And over the years, I've had the pleasure of working with brands like Emirates, Abu Dhabi Tourism, Dubai Tourism, Land Rover, Cadillac, Chevrolet, Toshiba, Samsung, Proctor and Gamble, Unilever, OSN, Qatar Airways, Sony, Sharp, Anta Sports and a number of UAE-based startups.



Beneath a Sea of Lights - Feature Film.

The setup: A Dubai billboard repairman who tries to experience the products on his billboards meets a con artist who takes him under his wing. It's my first feature film - one that I've written and directed, starring Oscar Nominee Barkhad Abdi (Captain Phillips) and Jim Sarbh. Much of the story comes from insights from my time in advertising and the various experiences I've had, having lived in Dubai for nearly thirty years.

[Watch the trailer](#)



Hidden Soles - Sole DXB.

‘Hidden Soles’ is an ode to Dubai’s underground urban culture scene. Filmed run-and-gun around town back in 2012, we wanted to create a piece that spoke to an audience that felt invisible at the time. And so we said to them, “We see you...”

[Watch Online](#)



Keep Moving - ANTA Sports.

When Anta Sports wanted to introduce themselves to the Middle East, they wanted something that reflected their 'Keep Moving' ethos. What resulted was a fast-paced piece built around the concept of energy and what it really means.

[Watch Online](#)



Nostalgia - Abu Dhabi Tourism.

Once a beacon for Abu Dhabi's fledgling artistic scene, the Abu Dhabi Cultural Foundation recently opened its doors after decades of being shut. To commemorate its reopening, we found some of the artists who thrived in its shade all those years ago, and asked them to tell us its story.

[Watch Online](#)



Life Is Not A Spectator Sport - Reebok.

As part of their new Life Is Not A Spectator Sport platform, Reebok celebrates four incredible women who summoned the courage to bend life to their will.

[Watch Online](#)



Rovernuts - Land Rover Defender.

To salute the end of production of the iconic Defender, Land Rover commissioned us to create a short film that was intended as a farewell to the vehicle, but served as proof that it will live on in the hearts, minds and garages of enthusiasts for decades to come.

[Watch Online](#)



Muscle Memory - Café Rider.

Café Rider had a unique problem when it first launched. How do you attract people who might have last ridden a motorcycle decades ago? This film was the answer.

[Watch Online](#)



Marco Möller - Soapbox.

I've lived in Dubai for decades. It's home to me. And I hate hearing that there's "no culture here". There is. You just have to dig a little deeper to find it. Soapbox is a short series that I created to bring Dubai's underground into the light. And this episode features Marco Möller - a motorcycle builder who builds and restores bikes from his Al Quoz coffee shop.

[Watch Online](#)



Shahad Salman - Reebok.

One of my favorite stories from Reebok's Life Is Not A Spectator Sport campaign, this film focuses on Shahad Salman. In the face of a skin condition that would render most anyone eternally conscious about their appearance, Shahad bravely chose to go very much the other way.

[Watch Online](#)



Sleep Better - Home Centre.

Metronomes. Yoga. Light reading. Deep breathing. Eye masks. Sleep apps. Home Centre has a solution for those who have already tried literally anything and everything to fall asleep.

[Watch Online](#)



Find Your Truth - Offprint.

The truth: What is it? An impossible question to answer, but this film for India's first social journalism platform offers its own perspective on the matter.

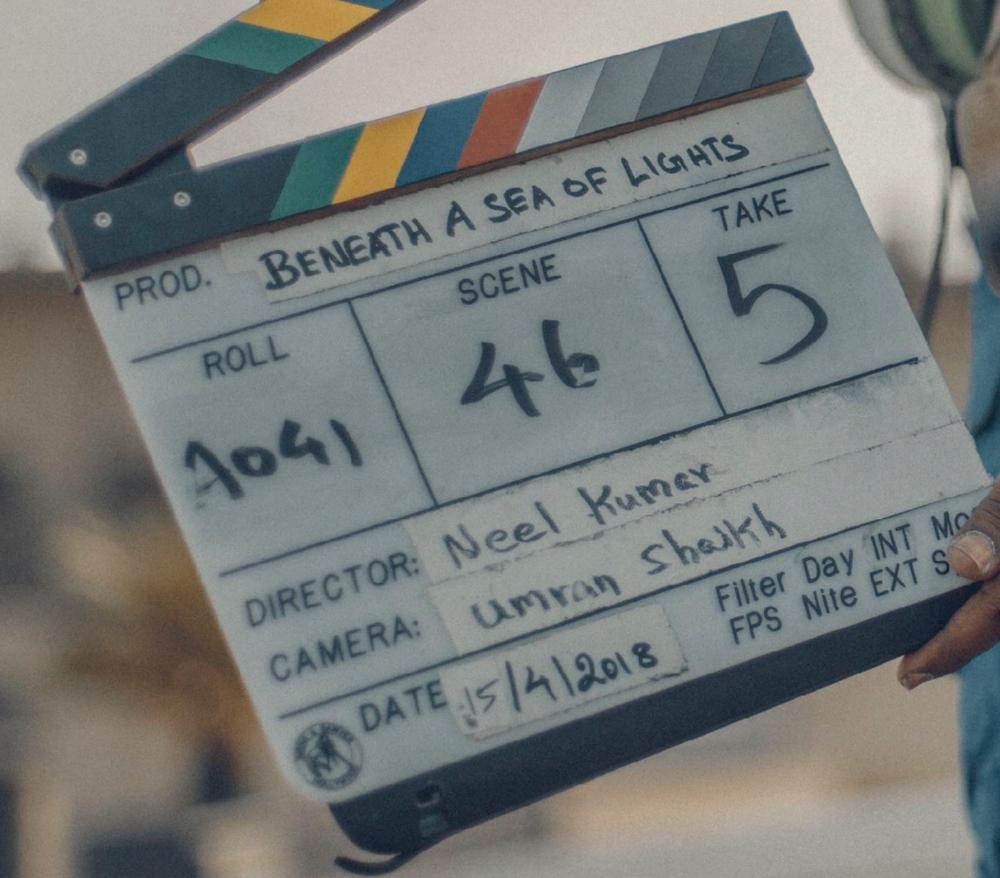
[Watch Online](#)



Monsters Are Real - Chevrolet Camaro.

The Chevrolet Camaro ZL-1 is a scary-fast car. This film ran in cinemas around Halloween - focusing heavily on the 'scary' part.

[Watch Online](#)



Thank You.