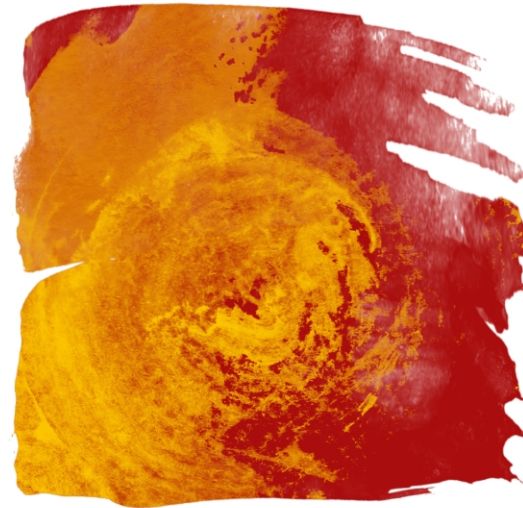


LITTLE SHOULDERS BIG PEAK BIGGER SPIRITS

An everyday tribal adventure.



Producer & Director : NĀG GOTTAP

Nag Gottap was born in 1973 in Eluru, Andhra Pradesh. Very early in his life, Nag developed an affinity towards the language of colors. This was hardly surprising considering his hometown is known for its wonderfully woven carpets. He would spend countless hours observing the play of color in simple everyday forms. Noticing how the womenfolk around his house created the 'muggu' (rangoli) every morning, Nag took a natural inclination towards traditional art forms. Today, his work, although very contemporary, is clearly rooted in Indian tradition.

His passion for the visual medium led him to pursue fine arts at JNTU, Hyderabad. Advertising was an obvious choice for him when he graduated. At the age of 20 he began his career as a visualizer. Clients fell in love with his visuals and usage of color and preferred to brief him directly rather than meet a client service person or a copywriter. This unique ability helped him grow very quickly to become an art director and then a creative director. At the same time, Hyderabad was growing as an IT hub and this opened up several opportunities to Nag to work very closely with technology and telecom brands. A lot of his branding work was trendsetting and got copied by other visualizers in the city.

After spending close to 16 years in advertising and marketing communications, which culminated in him starting his own studio, Nag was looking for a bigger canvas for creative expression. It came in the form of storytelling and cinema. Not impressed by the abject loudness and mindlessness of regional cinema, Nag has set out to make movies that make a realistic statement. Stories about real people. Stories that can inspire people to be better selves. He also understands the serious need to entertain the audiences while telling a story. 'Sikharam (The Peak)' is his debut movie as director and producer.

Nag is currently doing his MFA and aims to make movies about the Indian people and places that have perhaps gone unnoticed in the din of urban media so far.