
PRESS KIT
AFRIBOLD PICTURES NETWORK & BOLD PICTURES
WHICH WAY
A FILM BY
JIDE OKEKE
AFRIFF 2026
OFFICIAL SELECTION
AFRICA PREMIERE
PORTUGAL INDIE FILM FESTIVAL
BEST DIRECTOR
BEST CINEMATOGRAPHY



THE FILM

WHICH WAY

In the heart of Lagos, a tormented mechanic battles the ghosts of his past while his family fights for survival. As the walls close in, the unsaid words of his trauma find voice in music, leading to a reckoning that could destroy him or heal him.

SHORT SYNOPSIS

In the backstreets of Lagos, Ladi, a mechanic with a violent temper, is losing his grip on his family and on himself. When his estranged sister Shewa returns with a secret from their childhood, the walls begin to close in. Told through music that voices what this family cannot say, Which Way is a psychological drama about the wounds we inherit, and the ones we pass on.

AT A GLANCE

DIRECTOR	Jide Okeke
WRITERS	Temi Mattu & Jide Okeke
PRODUCERS	Jumafor Ajogwu, Ayo Alade
GENRE	Psychological musical drama
RUNNING TIME	113 minutes
YEAR	2026
COUNTRY	Nigeria / United Kingdom
LANGUAGES	English, Yoruba, Nigerian Pidgin
SUBTITLES	English

▶ WATCH THE TEASER
vimeo.com/1238781225





SYNOPSIS

A FAMILY THAT CANNOT SPEAK, AND A MUSIC THAT WILL NOT STAY SILENT

Ladi is a mechanic in the backstreets of Lagos, working long days to keep his wife, Beatrice, and their teenage daughter, Feyi, afloat. But the anger he carries from a brutal childhood follows him home. His silences turn to rage, and the family learns to live around it.

When his sister Shewa reappears after years away, she brings the past with her, and a secret she is ready to use. As her demands grow, Ladi's control slips, and the cycle he swore he would never repeat takes hold of his own home.

Through it all, the songs come. What the family cannot say aloud, they sing: Beatrice's endurance, Feyi's fear and fury, Ladi's buried grief. Haunted by something older and more ominous than any of them, the household moves towards a reckoning that will either destroy them or set them free.

Blending psychological drama, music and the mystical, Which Way is an intimate portrait of a Lagos family, and a story about the inheritance of trauma and whether it can ever be broken.

DIRECTOR'S STATEMENT

“In a home where no one speaks, the music speaks for them.”

Which Way is a musical exploration of the private lives of a family living with a history of domestic violence and repressed trauma. In this family, the words that go unspoken are heard through music.

Ladi, at the centre of the story, is a self-sabotaging, tragic antihero whose life slowly unravels, with catastrophic consequences. I wanted to stay close to him without excusing him, and to understand how a man becomes the thing that hurt him.

The mystical is a strong element of the film: the eerie, ominous feeling that something is coming. It shapes the story and the visual world, from the costumes to the sets.

The music takes us inside the characters. Each song opens a door into their inner thoughts and the things they cannot say, into their emotional and mental space. In a home where no one speaks, the music speaks for them.

JIDE OKEKE · WRITER AND DIRECTOR

Jide Okeke is a writer and director whose work spans film and advertising. His credits include Detour, Secret Room and Murder at Prime Suites, alongside commercials for MTN, Google and Jack Daniel's. Which Way, which he co-wrote with Temi Mattu, won him Best Director at the Portugal Indie Film Festival 2026.







PRODUCER'S STATEMENT

A STORY THAT IS CULTURALLY SPECIFIC, AND UNIVERSALLY RESONANT

Which Way is an exploration of family, trauma and redemption set against the vibrant, demanding backdrop of Lagos. At its heart it is a psychological journey into generational trauma: culturally specific, and universally resonant.

We set out to bring authenticity and emotional depth to a story that blends African tradition with contemporary life, and to humanise difficult social issues through the lens of one family. With its striking images and its musical heartbeat, Which Way invites audiences into an experience that crosses borders.

At Bold Pictures we are committed to culturally rooted stories for audiences across the global diaspora and beyond. Which Way is our first feature, and the beginning of that work.

JUMAFOR AJOGWU · PRODUCER

Jumafor Ajogwu is a producer and the founder of Bold Pictures, a Leeds-based production company making films rooted in culture and identity for audiences across the global diaspora. He has worked on Lionheart, Nigeria's first Netflix Original; The Milkmaid, Nigeria's Oscar submission; and My Father's Shadow (Cannes, Un Certain Regard 2025). He is producing Sleepless, a psychological thriller supported by the BFI and Screen Yorkshire, and is a member of the BFI and Screen Yorkshire Producers' Lab and the BIFA Springboard cohort.



FLOYD IGBO AS LADI

CAST

FLOYD IGBO	*Ladi*
CHIDINMA NEBO	*Beatrice*
MARIAM KAYODE	*Feyi*
ONOME AKPOTEBU	*Shewa*

FEATURING

CHIMEZIE IMO	*Catcher*
STAN NZE	*Emmanuel*
IJEOMA GRACE AGU	*Aunty Joy*
YEMI BLAQ	*Papa Ladi*

KEY CREW

DIRECTED BY	Jide Okeke
WRITTEN BY	Temi Mattu & Jide Okeke
PRODUCED BY	Jumafor Ajogwu, Ayo Alade
DIRECTOR OF PHOTOGRAPHY	Emmanuel Oputa
EDITORS	Adeleke Oluwadamilare, Laughter Ephraim
ORIGINAL MUSIC	Ayo Alade
PRODUCTION DESIGNER	Joy Kadiri
COSTUME DESIGNER	Balogun Itunuoluwa

TECHNICAL DETAILS

GENRE	Psychological musical drama
RUNNING TIME	113 minutes
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COUNTRY	Nigeria / United Kingdom
LANGUAGES	English, Yoruba, Nigerian Pidgin
SUBTITLES	English
ASPECT RATIO	2.39:1
COLOUR	Colour

Bold Pictures presents, in conjunction with Afribold Pictures Network and Future 6 Media.







STILLS


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High-resolution stills and posters are available on the online press kit at boldpictures.co.uk/which-way · Teaser: vimeo.com/1238781225

FESTIVALS AND AWARDS

AFRIFF 2026

OFFICIAL SELECTION

AFRICA PREMIERE

Africa International Film Festival, Lagos · 1–7 November 2026

PORTUGAL INDIE FILM FESTIVAL 2026

BEST DIRECTOR

BEST CINEMATOGRAPHY

Jide Okeke · Emmanuel Oputa

PRESS CONTACT

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Watch the teaser: vimeo.com/1238781225 · Online press kit: boldpictures.co.uk/which-way

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