



LEONARDO NEO MOKOENA

Filmmaker

In 2022, he achieved a theatrically successful release, marking a significant milestone in his independent filmmaking journey. Since then, he has continued to work at an accelerated pace, with *Mayfair* marking his 15th film completed within a four-year period, reflecting a relentless work ethic and long-term vision.

Alongside filmmaking, Neo runs Pulchritude Pictures Finance, a grassroots micro-lending division, embodying his belief that artistic independence is strengthened by economic self-reliance and discipline.

Driven by a relentless mentality and a refusal to be ordinary, Neo is committed to continual growth — creatively, physically, and mentally — with the long-term aim of becoming one of the defining filmmakers of his generation.

ABOUT ME

Leonardo “Neo” Mokoena is a South African filmmaker, writer, and director from Kroonstad in the Free State. He is the founder of Pulchritude Pictures, an independent creative company established in 2017 that has since expanded into multiple divisions across film, finance, property, and lifestyle ventures.

Neo began making films while still at university, shooting his earliest projects on an iPad, an experience that shaped his resourceful, stripped-down approach to storytelling. Working outside traditional industry pathways, he developed his voice through consistency, self-discipline, and an unrelenting commitment to craft.

His work is deeply character-driven, focusing on identity, masculinity, becoming, and the quiet emotional conflicts of contemporary South African life. Neo is drawn to stories of people under pressure — individuals forced to confront who they are and who they must become. His directing style favors emotional restraint, realism, and authenticity over spectacle.

