

Nollywood mourns as ‘Issakaba’ producer dies

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Wednesday night cast a darkness upon Nollywood, as notable film producer and marketer, Chukwuka Emelionwu, aka Kasvid, reportedly died in a ghastly motor accident.

His colleague, Chidi Nwokeabia gave a graphic description of the deceased last moment on a forum where many pour their hearts out on the man’s amiable nature.

He said: “A man travels 600 kilometers from Lagos to the east with his family, safe trip, nothing happens.

“The same man travels another 600 kilometers back to Lagos with his family, safe trip, nothing happens.

“Yet again after a few days he embarks on another trip of 600 kilometers to the east for a burial of a close relation, safe trip, nothing happens.

“Then after the burial, he heads back to his hometown Neni and just a few kilometers away from home, he is involved in an accident. His car somersaults but he comes out alive and thankful to God for sparing his life but dazed.

“He walks away from the scene, desperate to make a call for help. In his bid to cross the road, an oncoming vehicle hits him. He is rushed to the hospital. Today he is dead.

“Death, so after all your “gra gra” this is all you can do? Shame!

“Kasvid was an epitome of hard work. He always was in the forefront of breaking new grounds.

“He was a very kind and down to earth young man. He would humbly approach you if he thought there was something better you had to offer.

“Kas, God has something better to offer so He sent for you. Go well and rest in peace.”

Kasvid who hailed from Neni, Anambra State, and was 50-year old will be remembered for some of the Nollywood hit movies of the early 2000, including ‘Issakaba’, ‘My Town’, ‘Fire for Fire’, ‘A Million Madness’, ‘GSM Connection’, ‘Mr. Ibu’, ‘Mr. Ibu in London’, ‘Aki and Pawpaw’, and ‘What Women Want’.

Described variously as a pleasant person, many actors and directors, and producers are said to owe the rise of their careers to the late Executive Producer.

Also downcast by the incident was his foremost film director, Lancelot Oduwa Imasuen who recalled their moments together with other colleagues.

“Ah! Nollywood, these game changer films were all from the stable of Kasvid Productions, owned and ran by the fallen Nollywood hero, Chukwuka Emelionwu,” he cried. “Jesus Christ.. Na man fall so... Emeka Ani where are you... Coruma, Louis Isikaku, I am in tears... Moses of Mosco International Aba.. Your blockbuster partner is swallowed up in death... Charles Inojie, our smiling EP is consumed by man ‘s worst enemy called death... A team members worldwide see how helpless we have suddenly become... I am in tears... But who can explain this to me?... But we spoke some days back.. He didn’t hint me of this which is to come... Kasvid... Lancelot Oduwa Imasuen your director is broken, beaten and completely speechless...”

Former president of the Association of Movie Producers (AMP), Zik Zulu Okafor was also full of praise for the memories of the deceased:

He wrote on the social media: “What a life ! Kasvid. Calm. Soft spoken. Soft smiles. And this quiet aura with an amiable primness. Yet a buoyant, innovative creative thinker. Hmmm, death is so ignorant, so disrespectful, so cruel. Is this the right prize it could give a man for his block-buster, game-changing movies? What a tragic irony! What a life! What a shame! But Kasvid, you have to laugh at death. It may have taken you away from us. But it can’t take away your works. So death is only foolish. Because you live on. You have victory....over the damn death! Yes. Yes you live. And you live on. Peace my bro. Eternal peace I wish you. May your family, through God, draw strength from your amazing life. You were a Nollywood exemplar. Peace now. Till we all meet again...Shalom!!!”

While president of Directors Guild of Nigeria (DGN), Fred Amata described him as a “truly pleasant fellow” who also played soccer for the Nollywood team, incumbent president of AMP, Ralph Nwadike said he was “a great guy with a friendly smile always on his face. Young in the industry, but legendary in his field of works.”