



MYONG
Director

Myong is an all-rounder, a lateral entrant, a storyteller. A director by vocation — not as a given thing but only as a result of his very own personal journey. Before Myong made up his mind to transform his passion into his profession, he opted for the „classical way“. After his Marketing and Sales career in New York, Berlin and Amsterdam he graduated as a Master in International Public Policy at UCL London. Spurred by his international experiences and inspirations, he took a chance to switch into the film industry as a filmmaker. He calls himself a child of DSLR generation. At the very moment reflex cameras were able to record video files, literally a window opened up for him: For the first time he gained access to film and to visualize stories. He acquired his skills by „learning by doing“ and Youtube Tutorials. As a result, Myong developed his unique style.

His work is characterized by sympathetic authenticity, emotional honesty and a fresh, contemporary look: Informal, unpretentious yet beautiful images without frills. This multifaceted director has a particular feel for rhythm and a distinct passion for aesthetic images. His keen power of observation and his skillful composition of imagery and music add a unique character to each of his films. This way of filmmaking quickly found a home in advertising as so-called „commercial storytelling“. Most of the time these are formats that focus on the story about the product and not vice versa. Despite being a newcomer, brands like Volkswagen, Google or Samsung as well as renewed agencies and production companies have already placed their confidence in Myong as a director. Together with his wife, Myong lives in Barcelona and Frankfurt. He loves Korean food, Mallorca and has a weakness for good red wine. Being a boy from Dortmund and even playing for the BVB youngsters, forever he has been living with the burden to be a fan of Bayern München.