

EXPLORE THE UNKNOWN WORLD

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Against so many kinds of fixed ideas existing in this world, MARSCREATIVELAB's design pursues not simple beauty, but true efficiency. Marscreativelab's creative ideas, standing beyond the conventional stereotypes, guarantee you more successful marketing activities. MARSCREATIVELAB offers you the best solutions for your brand with creativeness as the key. Design is the clearest and most beautiful language in the world, and the only language communicated within a society and its consumers, as well as being the most commonly and widely used language across borders. MARSCREATIVELAB hopes to speak such a language most suitably and perfectly for your brand. A strong group with exceptional strategies and expertise, which speaks of the brand, communicates through the brand, and breathes with the brand - that is the reason for MARSCREATIVELAB's existence!

마스크리에이티브랩의 디자인은 이 세상에 존재하는 수많은 고정 아이디어에 맞서 단순한 아름다움이 아니라 진정한 효율성을 추구합니다. 기존의 고정관념을 뛰어넘는 마스크리에이티브랩의 창의적인 아이디어가 더 성공적인 마케팅 활동을 보장합니다. Mars creativelab은 창의성을 핵심으로 하는 귀하의 브랜드를 위한 최고의 솔루션을 제공합니다.

디자인은 세계에서 가장 명확하고 아름다운 언어이며, 국경을 초월하여 가장 흔하고 널리 사용되는 언어일 뿐만 아니라 한 사회와 그 소비자들 사이에서 소통되는 유일한 언어입니다.

마스크리에이티브랩은 이러한 언어를 귀사의 브랜드에 가장 적합하고 완벽하게 사용하기를 희망합니다.

브랜드를 말하는 뛰어난 전략과 전문지식을 가진 강한 그룹이 브랜드를 통해 소통하고 브랜드와 호흡합니다.

이것이 마스크리에이티브 랩이 존재하는 이유입니다!

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ABOUT US

We are
MARS CREATIVE LAB

MARSCREATIVELAB is a creative project group that considers and executes how to convey the voice of a company or brand in various visual messages.

We have know-how in various and wide range of works such as brand identity, editing, artwork, VFX, 3D CGI, and we are running the team according to the nature of the project such as designers, planners, and programmers.

Also, they pursue a concise and clear design, not blindly chasing trends.

MARSCREATIVELAB은 기업이나 브랜드의 목소리를 다양한 시각 메시지로 전달하는 방법을 고민하고 실행하는 크리에이티브 프로젝트 그룹입니다.

브랜드 아이덴티티, 편집, 아트웍, VFX, 3D CGI 등 다양하고 폭넓은 작업에 대한 노하우를 갖추고 있으며, 디자이너, 기획자, 프로그래머 등 프로젝트 성격에 맞게 팀을 운영하고 있습니다.

또한, 맹목적으로 유행을 쫓는 것이 아닌 간결하고 명확한 디자인을 추구합니다.

What we
DO



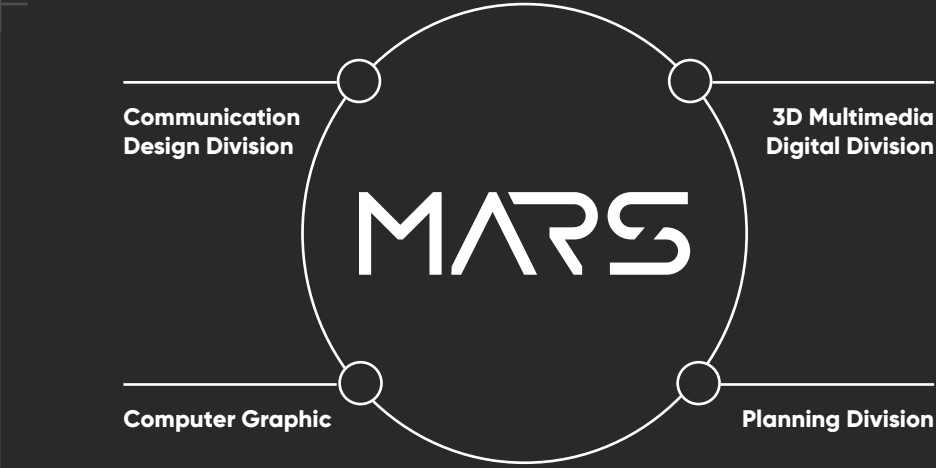
- | | | |
|--|---|---|
| SERVICE AREA
EDITORIAL / CGI | SERVICE AREA
VCM | SERVICE AREA
3D ARTWORK |
| • Brand identity
• Brochure
• Catalog
• Advertising
• Retouching | • Tessellation
• Data Management
• 3D Modeling
• UV Making | • Configuration
• Real-Time
• Unreal
• 3D Animation
• Visual Effect |

Based on 3D modeling and photography, MARSCREATIVELAB is responsible for overall automotive image production, retouching and cataloging.

Based on the know-how we have accumulated over the years, we are also conducting 3D data management and support tasks such as 3D data management, 3D modeling, and UV making, as well as real-time simulation.

Mars는 3D 모델링과 촬영을 기반으로 자동차 이미지 제작 및 리터칭, 카탈로그 제작 기획에 대한 전반적인 업무를 진행하고 있습니다.
또한, 다년간 쌓아온 노하우를 바탕으로 3D 설계데이터를 Tessellation, Data Management, 3D Modeling, UV Making 등 개발을 제외한 3D 데이터 관리 및 지원 업무와 실시간 시뮬레이션 (Rear-Time Simulation) 도 진행하고 있습니다.

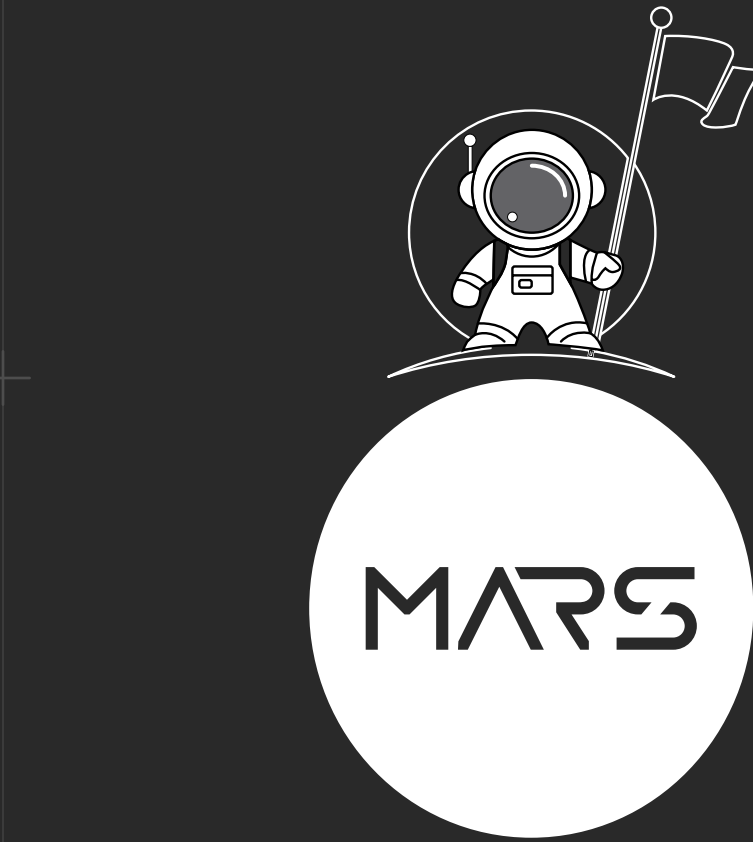
Our
ORGANIZATION



Though the departments of Mars, including graphics, editing, communication, web agency, digital motion picture, and media mixing, have vastly different methodologies and final products, there is only one direction. To achieve seamless communication between the consumer and advertiser, and provide effective and valuable service, the entire organization is continuously evolving as a marketing system entity that can generate optimal communication via organizational integration.

편집, 커뮤니케이션, 그래픽, 촬영, 디지털 동영상, 웹 에이전시까지 MARS의 각각의 사업부는 방법론부터 결과물까지 모든것이 다르지만, 모두 동일한 목표를 향해 움직이고 있습니다.

최종 소비자와 광고주의 온전한 소통, 보다 밀도높고 효율적인 서비스 구현을 위해 유기적인 프로세스를 통합하며 최상의 커뮤니케이션을 창조하는 마케팅 시스템으로 계속해서 진화하고 있습니다.



MARSCREATIVELAB is a name that was created to pursue 'unique, unexperienced, beyond imagination'. As we explore the unknown world, we will work on a new project with experimental spirit and challenge spirit to find undiscovered joy.

Mars는 '색다른, 경험해보지 못했던, 상상 그 이상의 크리에이티브를 추구하기 위해 탄생한 이름입니다. 미지의 세상을 탐구하듯, 발견되지 않은 즐거움을 찾기 위해 실험정신과 도전 정신으로 새롭게 프로젝트에 임해가겠습니다.

ABOUT US

Members
PROFILE

MARSCREATIVELAB, established in 2019, is a creative group with a high understanding of the overall project based on the experience of creating and managing product catalogs and 3D tasks such as VCM, RT, and Configure for Hyundai/Kia Motors for many years.

2019년에 설립된 MARSCREATIVELAB은 다년간 현대/기아 자동차의 VCM, RT, Configure 등의 3D 업무와 제품 카탈로그를 제작, 총괄했던 경험이 있는 인력을 바탕으로 Project 전반에 대한 이해도가 높은 Creative Group입니다.

Board
MEMBERS

CEO, 3D VISUAL DESIGN SUPERVISOR
DANIEL / Hong Sung-Hoon

Career 2019~現 Mars Creativlab CEO
2015~2019 Mackevision Korea
3D Visual Design Supervisor
2006~2015 DNC
3D CGI Team Manager

3D VISUAL DESIGN TEAM MANAGER
JAKE / Joe Jae-Wook

Career 2019~現 Mars Creativlab
3D Visual Design Team Manager
2016~2019 Mackevision Korea
RT Artist Part Team Manager
2008~2015 DNC
3D CGI Team Manager

CREATIVE DESIGN TEAM MANAGER
TAYLOR / Yoon Seung-Chul

Career 2019~現 Mars Creativlab
Creative Design Team Manager
2011~2018 Iduo / DNC
Editorial Team manager

GRAPHIC DESIGN TEAM MANAGER
PAULO / Kim Kyu-Hwan

Career 2019~現 Graphic Design Team Manager
2017~2019 Mackevision Korea
RT Artist Part Team Senior
2012~2015 DNC
2D CGI Team Senior

3D VISUAL & GRAPHIC DESIGN EDITORIAL DESIGN

Genesis JG 기술영상 (Unreal Engine) / Wellness UX 기술영상 (Unreal Engine) / Hyundai NU2 기술영
상 (Unreal Engine) / Hyundai SUT 기술영상 / Kia SOUL EV / SORENTO Catalogue / Kia PICANTO
/ Kia JF(K5) Catalogue / Kia JF HEV / Kia YG(K7) Catalogue / Kia YB(Pride 5DR) Catalogue /
Kia YB-SC(Pride 4DR) Catalogue / LF Sonata Catalogue / LF Sonata Turbo leaflet RB Accent
18MY Catalogue / Sorento Intro Video / Kia Soul Site 360VR / Kia K9 Guide Vide / Kia TA FE
Catalogue / Kia RJ Hyundai TLPE / LX2 / Kia UM Catalogue / Kia YB CUB Catalogue / Kia
YD-Koup Catalogue / Kia PSEV Catalogue / Hyundai DH Guide Video / i30 website Intro Video
Hyundai TQ / AD / ADs / ADa AEHEV / AEPHEV / PD / LF / LFs / LFa / LFHEV / BD / RB / TL
/ MG3 / MG6.

Kia Carnival /Kia Sorento / Kia Seltos / Kia JF & JF Hybrid Catalogue / 2015 KIA GBP Poster
Hyundai AD sport / Hyundai LF Sport Leaflet, Hyundai FCEV /Hyundai i30 Catalogue /
Hyundai YF / Hyundai FS Catalogue / Hyundai LF HEV / Hyundai RB Catalogue / Hyundai EN
Catalogue



HOW TO

Making a

SCENE

Most of the promotional materials for automobiles were filmed, so there were various difficulties in producing them. (Location, Weather, Time, etc.)

With the development of technology and the birth of various devices, the shortcomings of shooting are secured, and the grafting of 3D technology that is linked to productions such as Edit, Real-Time, Configuration, and VR, not just image production, is now a complete trend.

자동차 홍보물은 대부분 촬영으로 진행되어지다보니 여러가지 제작의 어려움이 있었습니다.

(로케이션, 날씨, 시간 등)

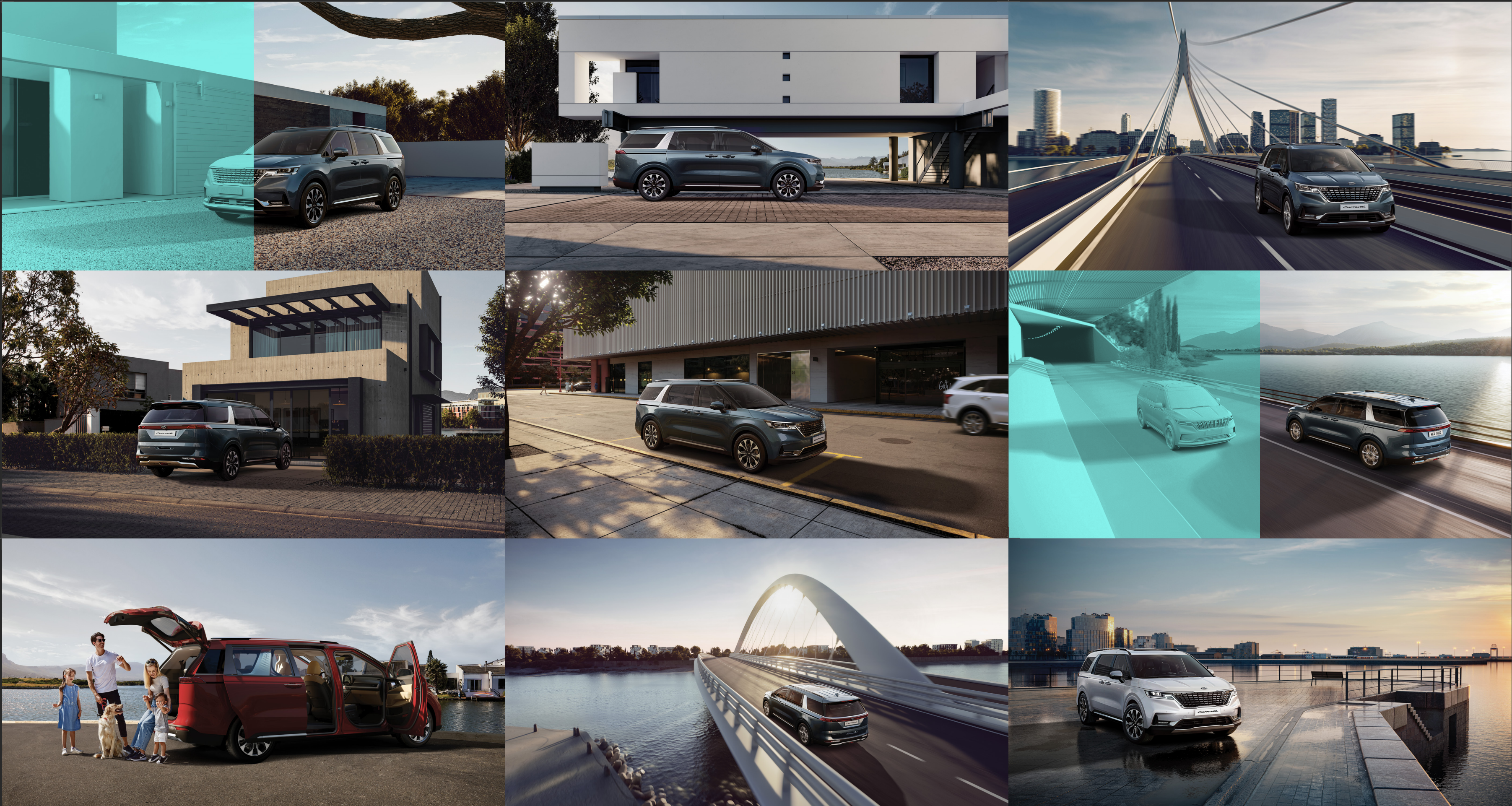
기술의 발전 및 다양한 디바이스의 탄생으로 촬영의 단점을 보완하며, 단순 이미지 제작만이 아닌 Edit, Real-Time, Configuration, VR 등의 제작물과 연계되는 3D 기술의 접목은 이제 완전한 트렌드이기도 합니다.



PORTFOLIO

Kia
Carnival

Project KIA All-new Carnival
Client KIA
Location Full 3D Background
+
We produced the environment in CGI to integrated Photographic & CGI car. All pictures are a Full CGI (Environment + Car)



PORTFOLIO

Kia
Sorento

Project KIA All-new Sorento
Client KIA
Location South Africa_Capetown
+

We produced the environment in CGI to integrated Photographic & CGI car.
Some pictures are a Full CGI (Environment + Car)



PORTFOLIO

Kia
Seltos



Project KIA All-new Seltos
Client KIA
Location Germany+Australia
+
We produced the environment in CGI to integrated Photographic & CGI car.
Some pictures are a Full CGI (Environment + Car)

CONTACT US



More Information
+

www.marscreativelab.com



More Information
+

www.linkedin.com/company/marscreativelab



More Information
+

www.behance.net/Marscreativelab

Thanks
for watching

Numerous 3D productions and unreal engine videos containing Marscreativelab's know-how are available.

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