

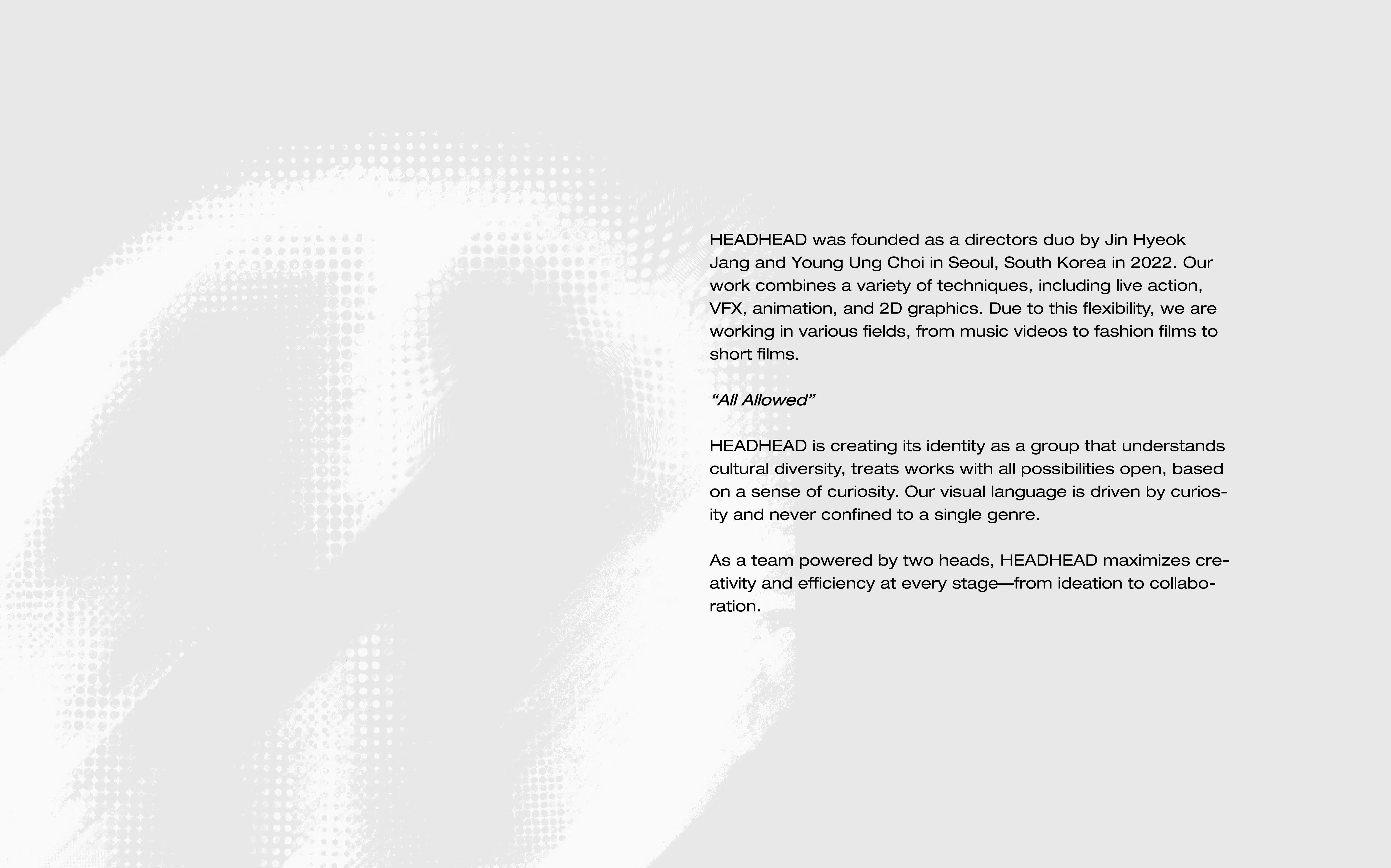


→ CONTACT@HEADHEAD.KR
INSTAGRAM.COM/HEADHEAD.KR
VIMEO.COM/HEADHEAD

(4F 402, 7 WONHYO-RO 19-GIL
YONGSAN-GU
SEOUL
REPUBLIC OF KOREA)



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Jang Jin Hyeok, Choi Young Ung



HEADHEAD was founded as a directors duo by Jin Hyeok Jang and Young Ung Choi in Seoul, South Korea in 2022. Our work combines a variety of techniques, including live action, VFX, animation, and 2D graphics. Due to this flexibility, we are working in various fields, from music videos to fashion films to short films.

“All Allowed”

HEADHEAD is creating its identity as a group that understands cultural diversity, treats works with all possibilities open, based on a sense of curiosity. Our visual language is driven by curiosity and never confined to a single genre.

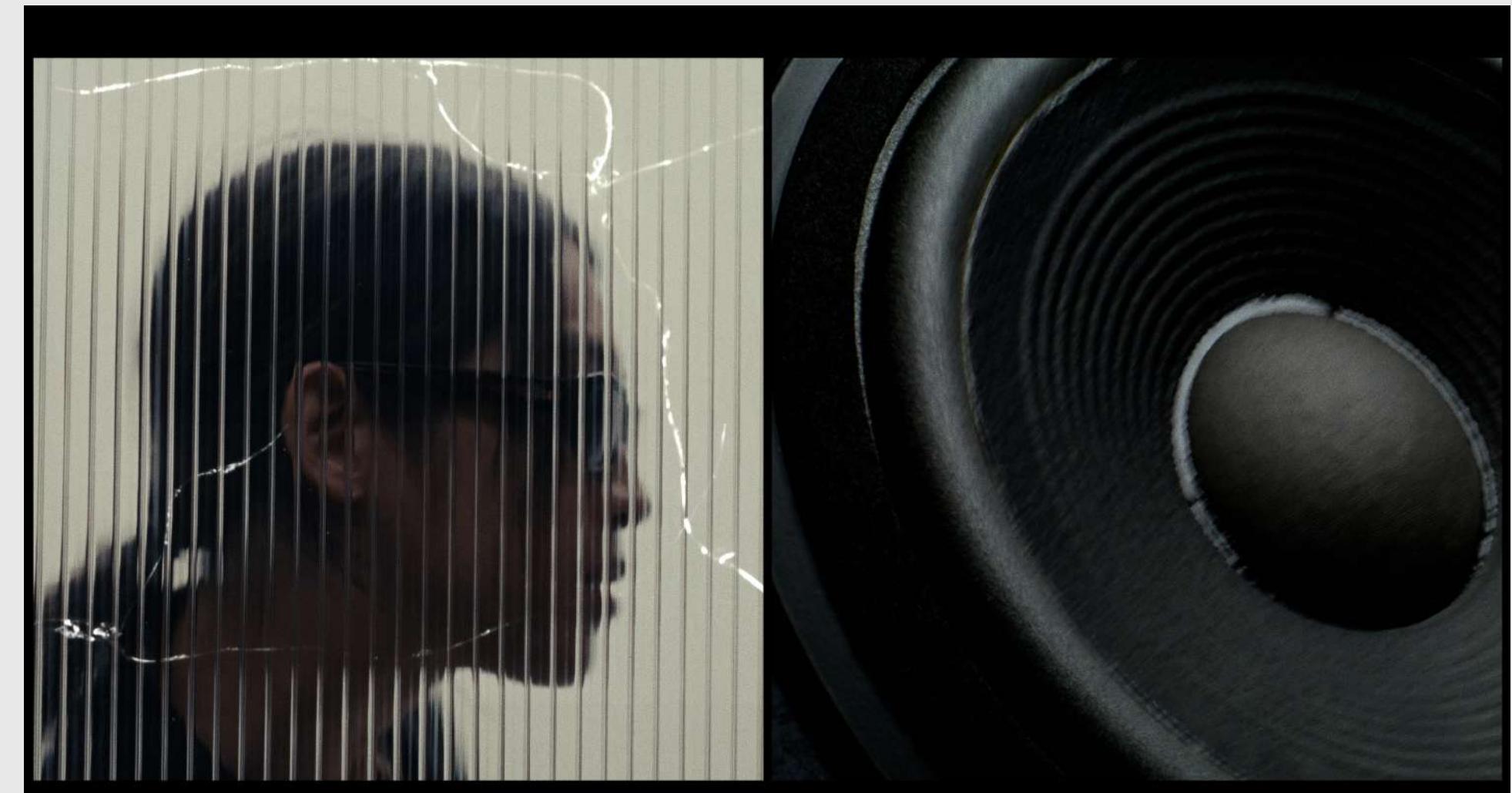
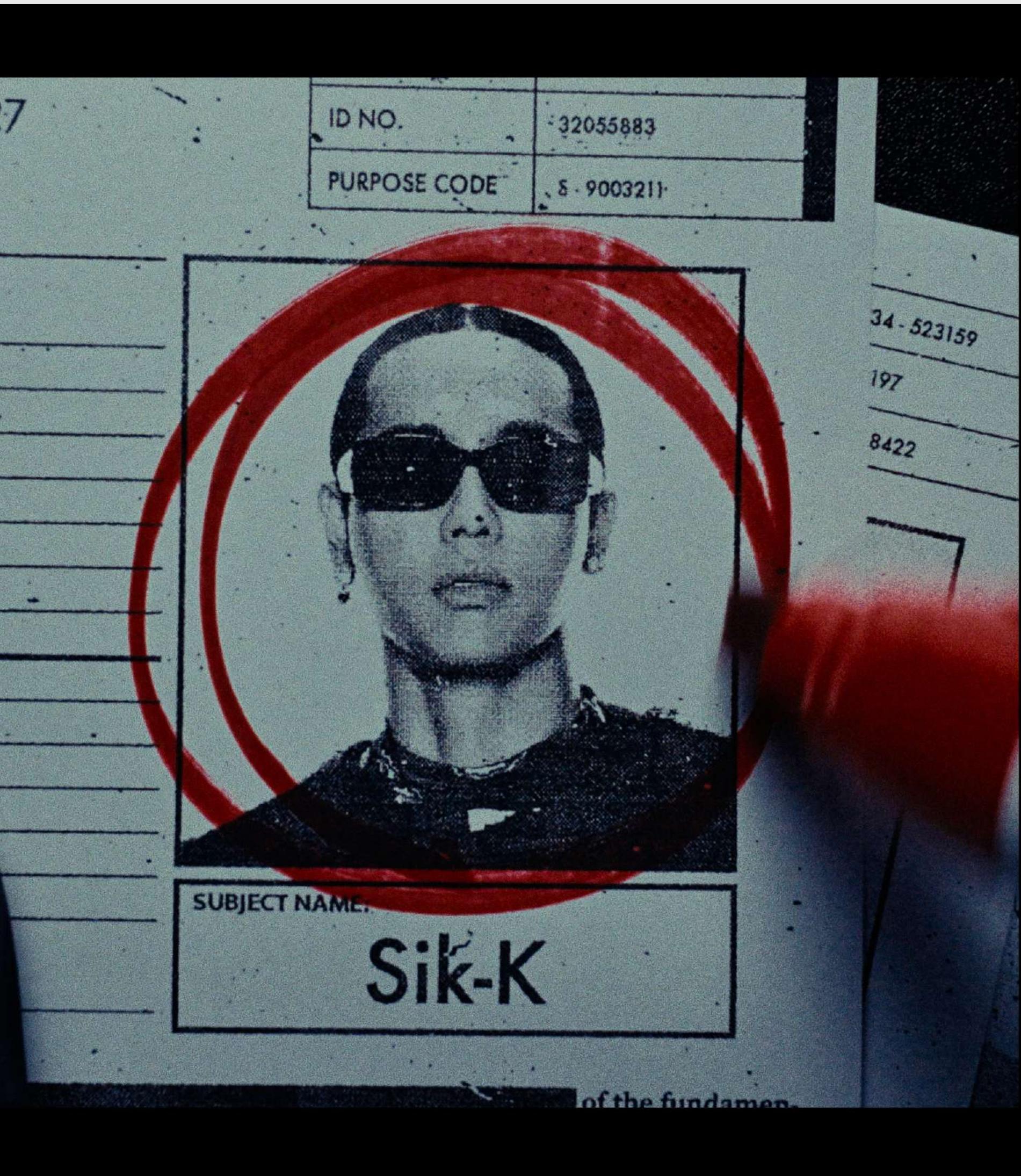
As a team powered by two heads, HEADHEAD maximizes creativity and efficiency at every stage—from ideation to collaboration.

MUSIC / NARRATIVE

1. KC x THE PAIR SHOW, *<KOLLECTIVE 2025>* P05
2. HYBE x GEFFEN, *<PRELUDE: THE FINAL PIECE>* P07
3. CLOSE YOUR EYES, *<WHISPERS OF A GHOST>* P09
4. KAI, *<KAI/ON>* P11
5. RESCENE, *<GLOW UP>* P13
6. TOMORROW X TOGETHER, *<OVER THE MOON (OUR SANCTUARY VER.)>* P15
7. UNIS, *<CURIOUS>* P17
8. IS:SUE, *<CONNECT>* P19
9. NCT WISH, *<WELCOME TO CUPID SCOUTING SOCIETY!>* P21
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MUSIC / NARRATIVE

11. ATBO, < <i>THE BEGINNING: 飛上</i> >	P25
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16. SUMMER SOUL X ROMDERFUL, < <i>MY WORLD</i> >	P35
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KC x THE PAIR SHOW, *<COLLECTIVE 2025>* CONCERT PROMO / 1' 01" / 2025

We directed the promotional video for the collaborative project between Sik-K's hip-hop label KC and the concert brand THE PAIR SHOW: KOLLECTIVE 2025 Seoul Concert.

Given that THE PAIR SHOW's core identity is about pairing two highly distinctive artists and creating

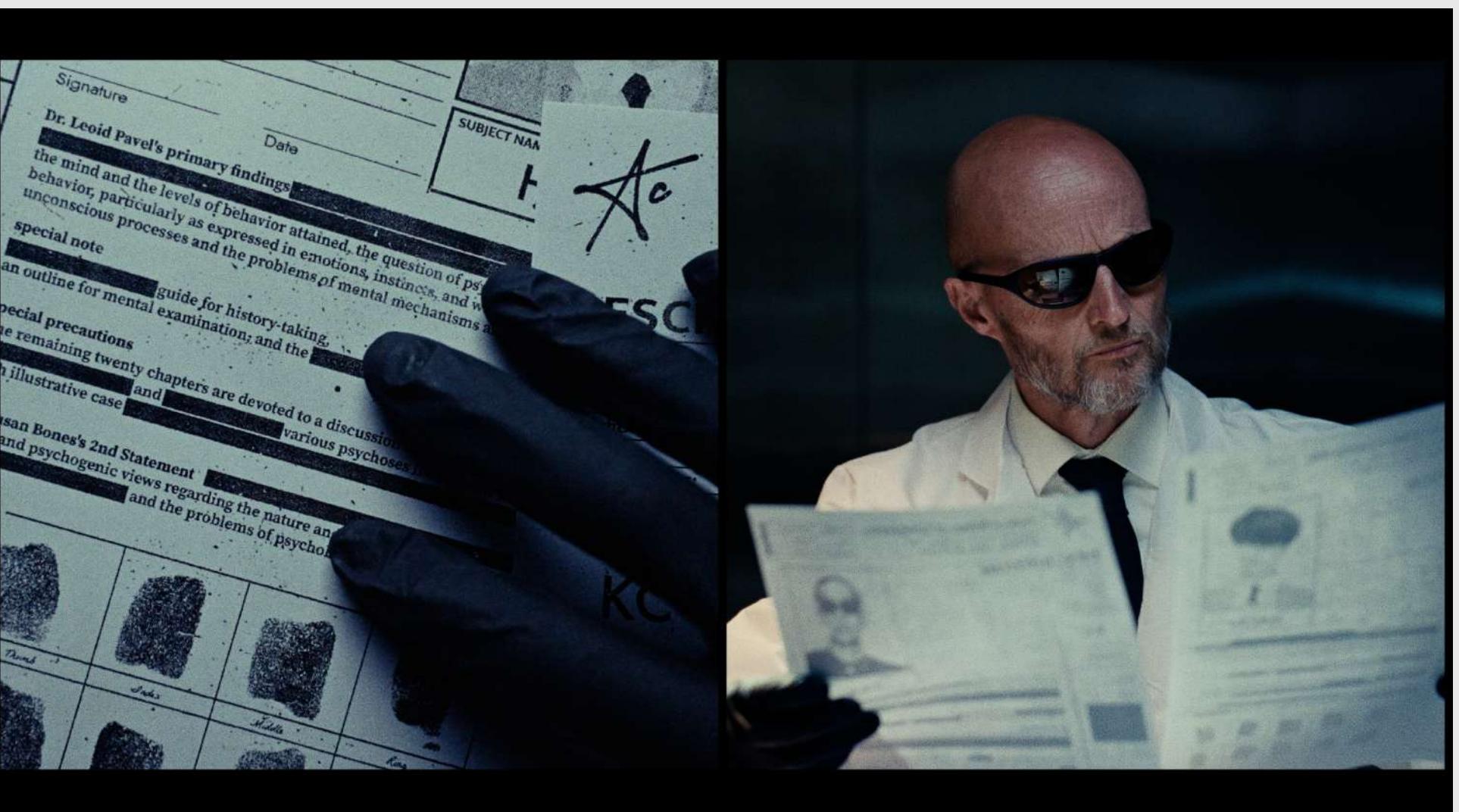
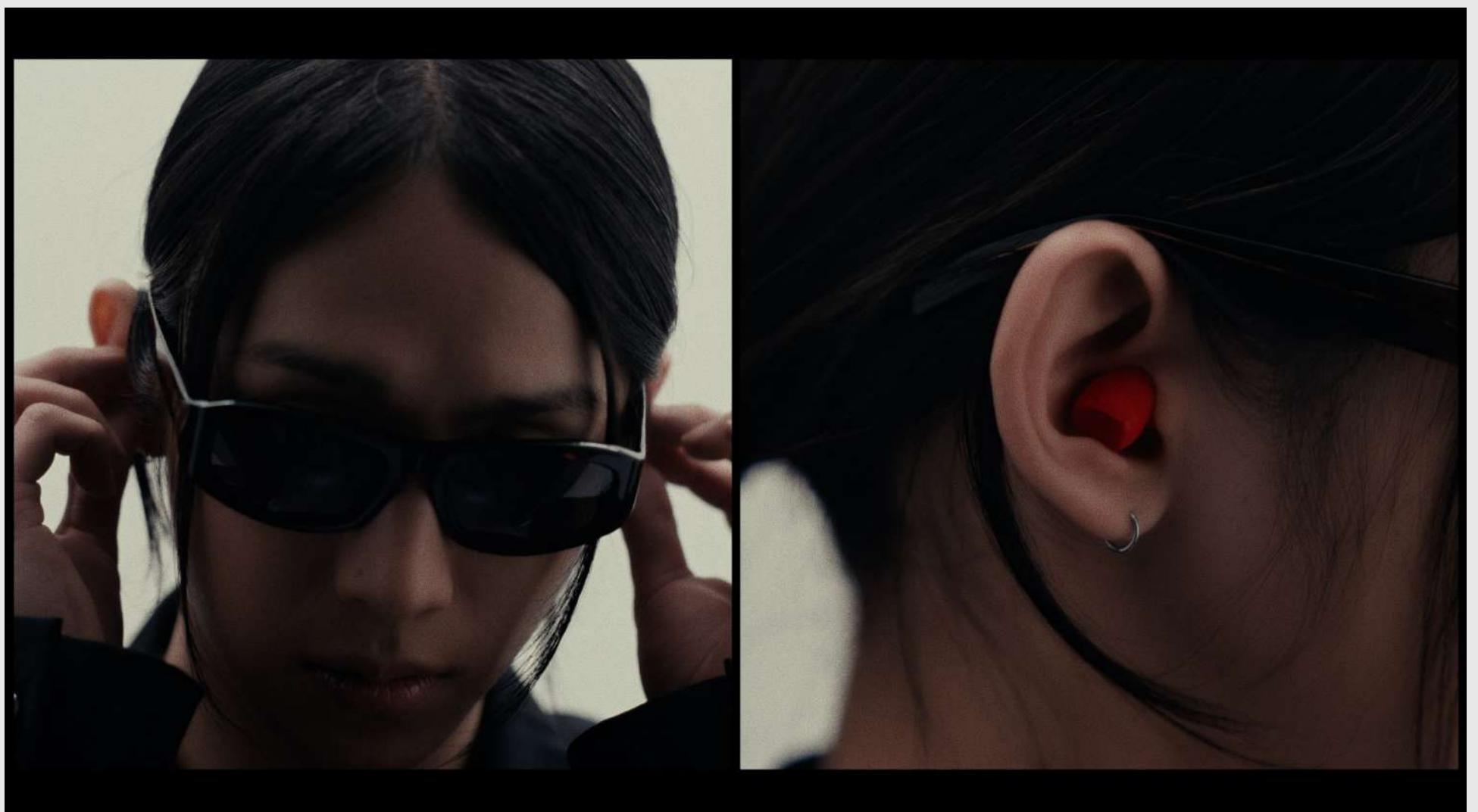
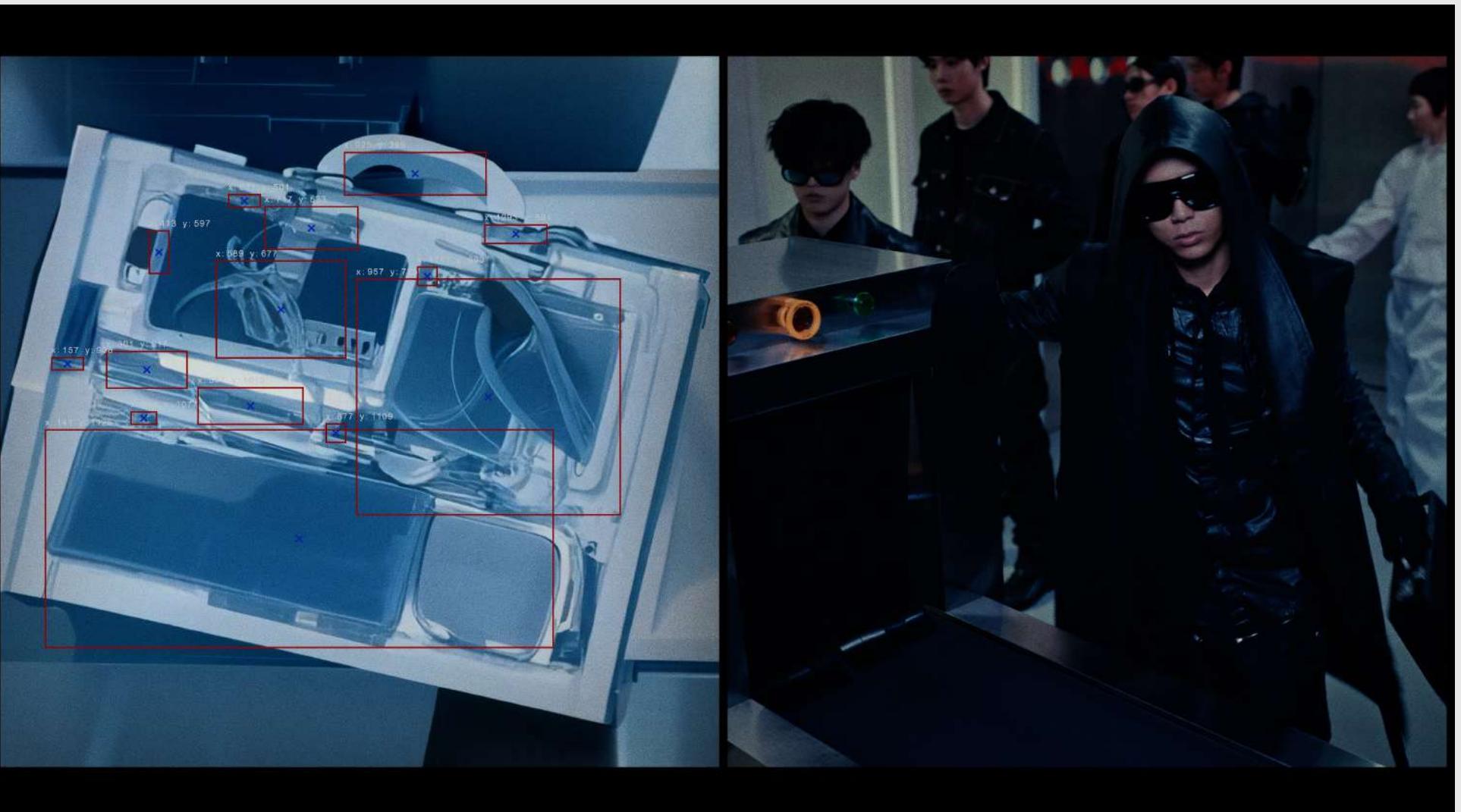
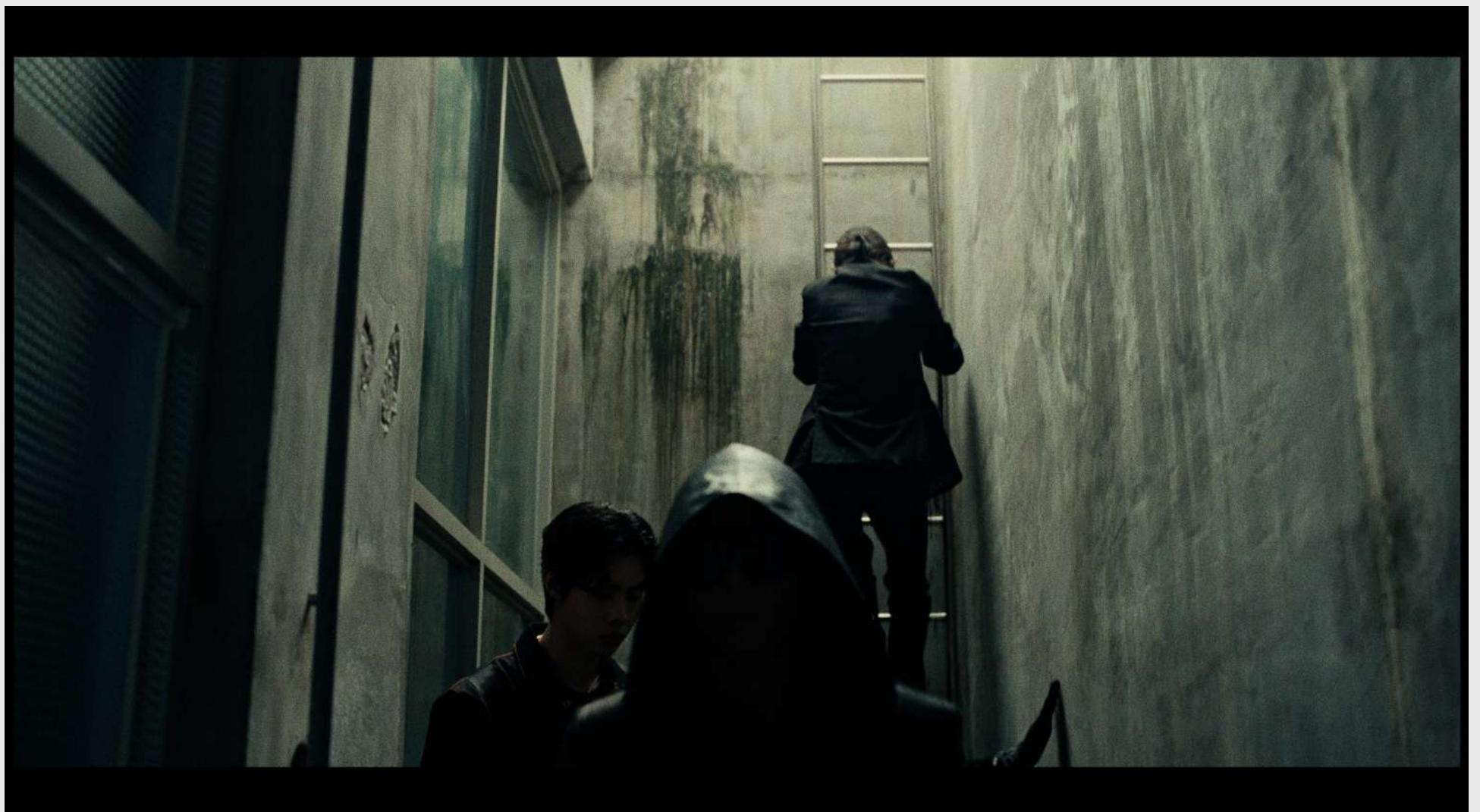
harmony on a single stage, we focused on how to convey that idea effectively rather than concentrating solely on what images to present.

We assumed the audience sought a multisensory experience rather than simple viewing, which naturally led us to use a split-screen format. Through it, we aimed for viewers to feel the new sensations created as the two artists' images collide and overlap.

Directing, Editing, 2D VFX

[WATCH THE VIDEO](#)

[WATCH THE TEASER](#)



WITH
千葉雄喜
(YUKI CHIBA)





HYBE x Geffen,
<PRELUDE: THE FINAL PIECE>
CONCEPT TRAILER / 8' 46" / 2025

We filmed the concept trailer for PRELUDE: THE FINAL PIECE, the global girl group debut project jointly developed by HYBE and Geffen Records.

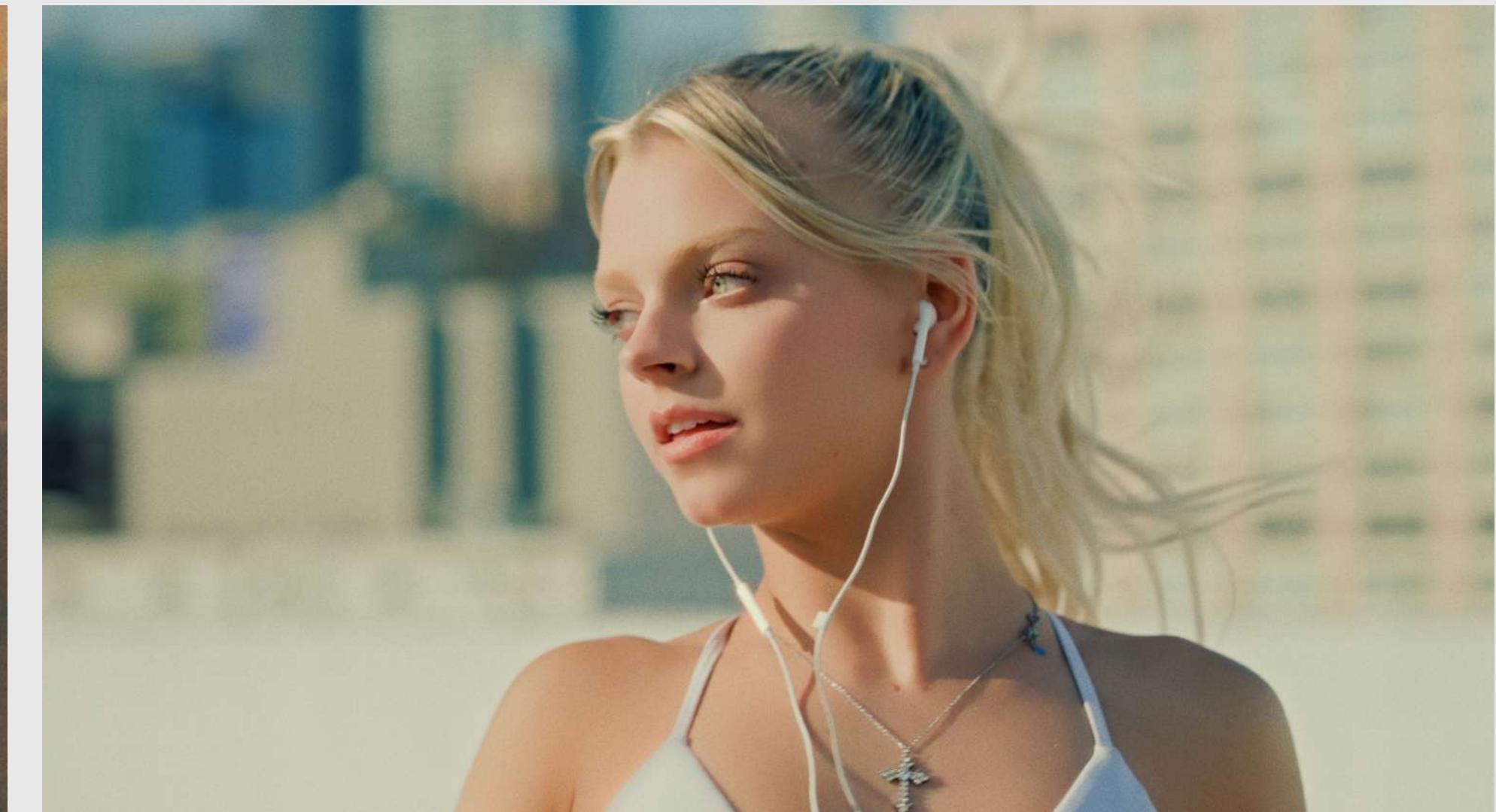
Drawing on childhood memories of being captivated by American pop culture—especially MTV—and collecting records, We aimed to capture that tactile

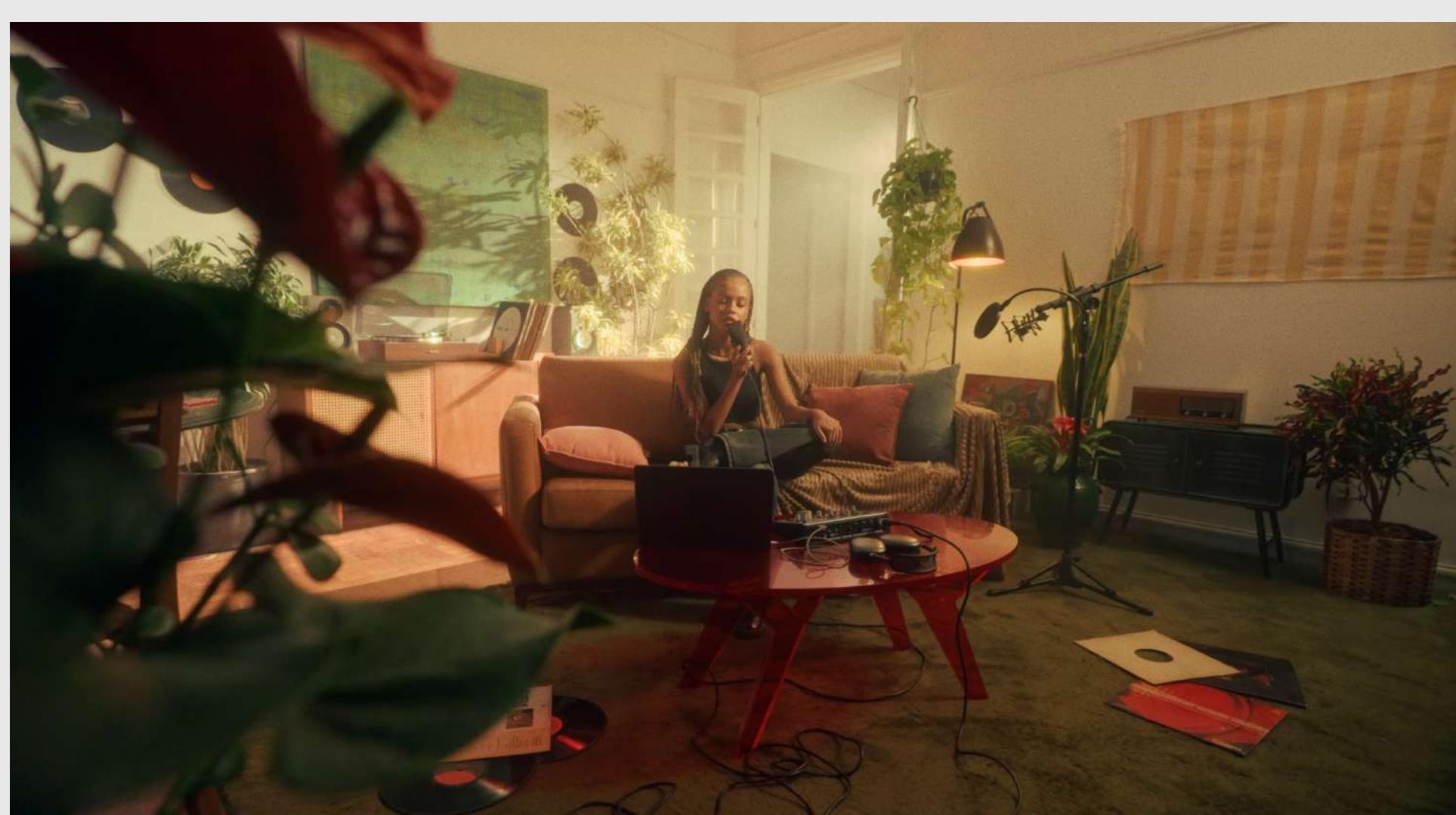
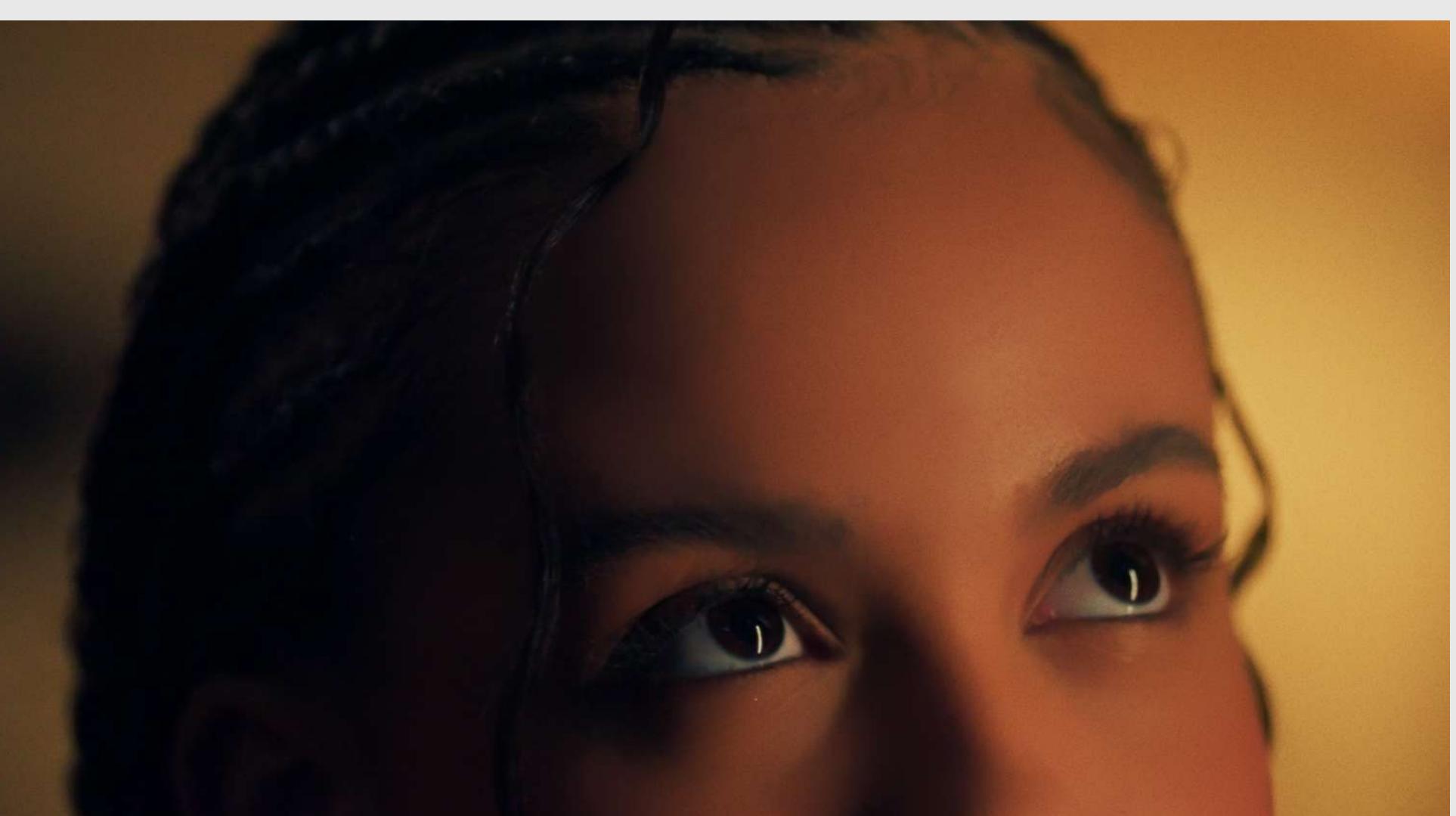
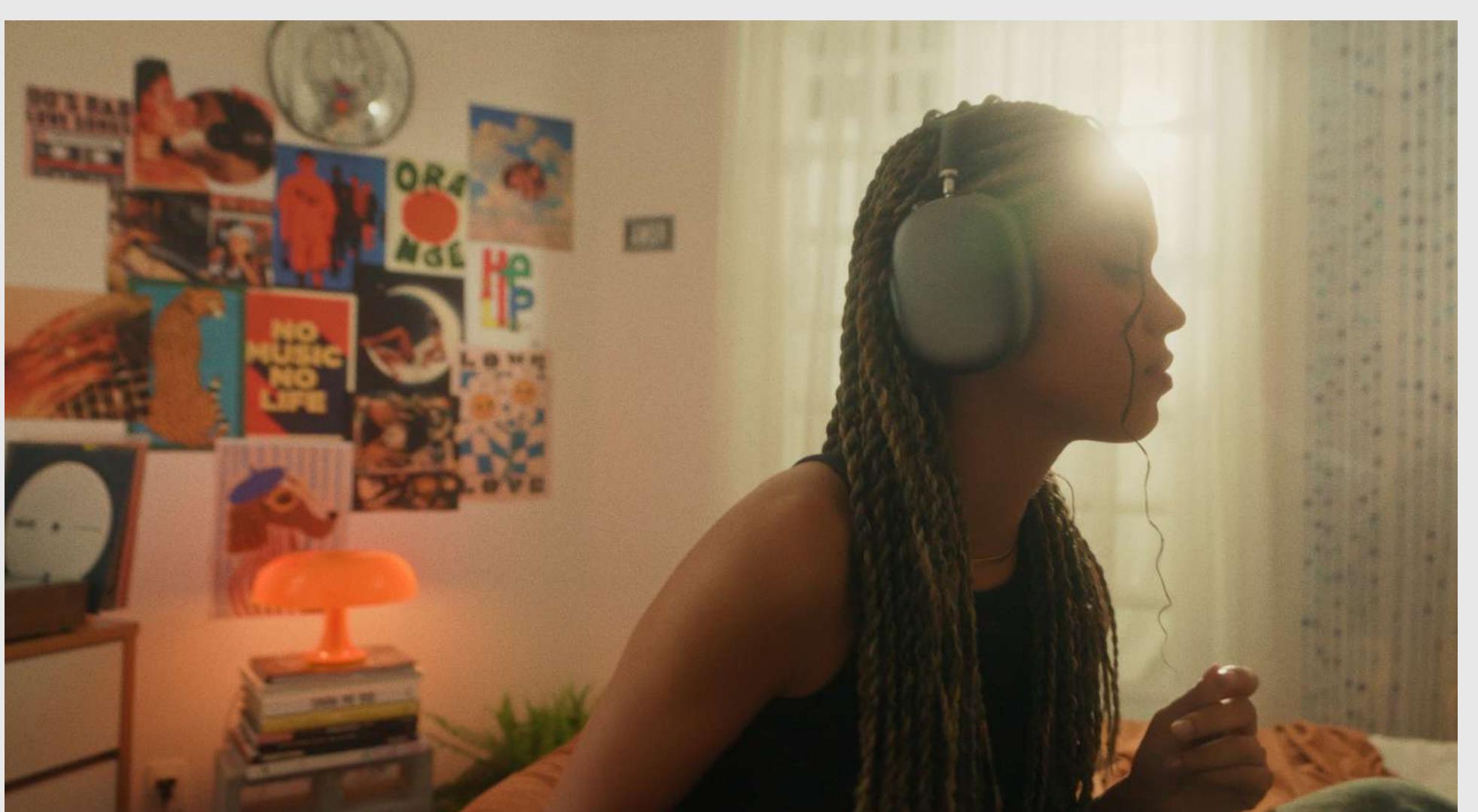
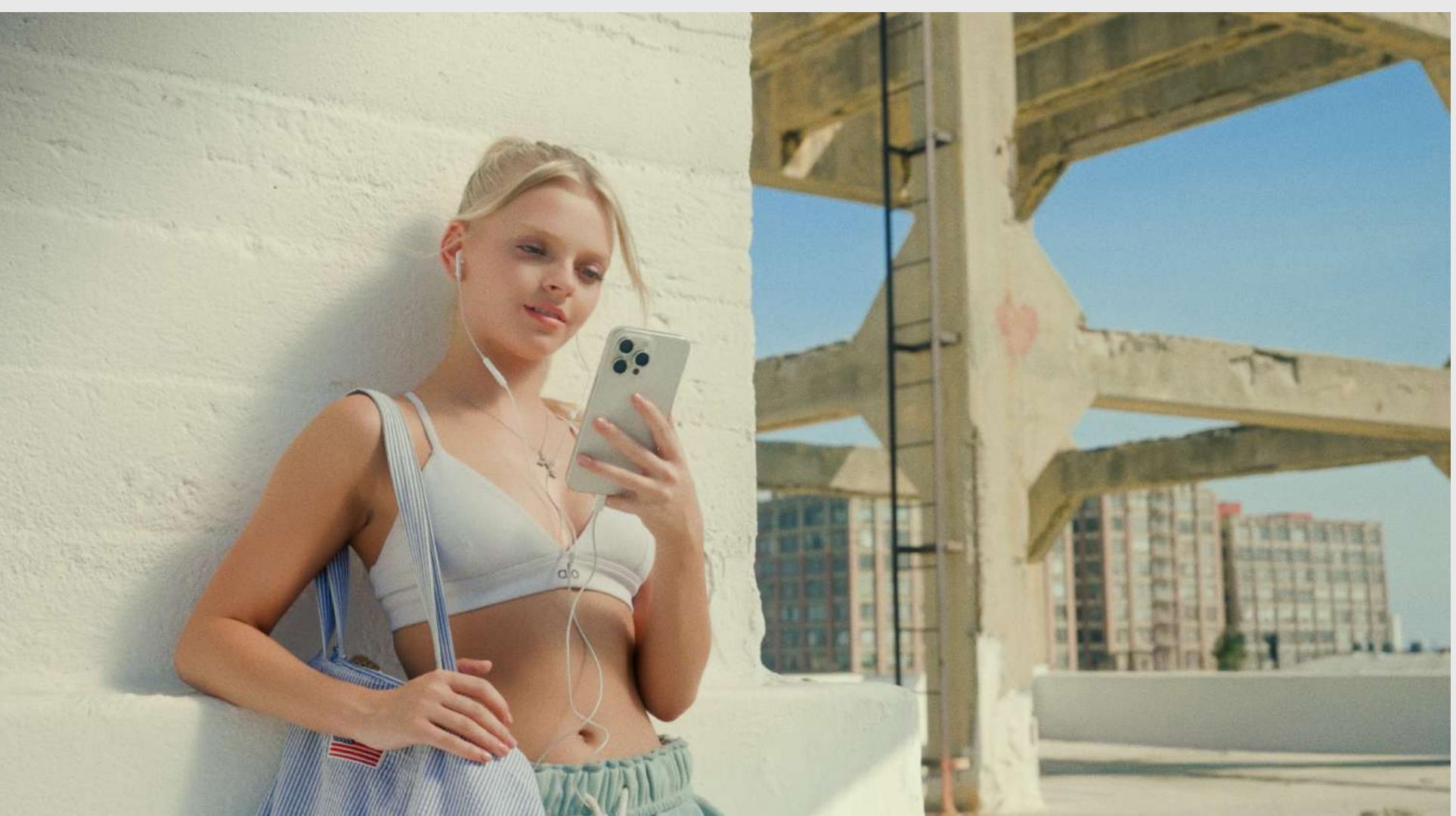
experience along with the passion, energy, and sense of anticipation that music evokes.

This project held its greatest significance in the process itself. Traveling from Rio de Janeiro to LA, Stockholm, and Seoul, we collaborated directly with local production teams and shot the artists with minimal equipment. Over the next month, we completed final post-production, including color grading, in the most efficient way possible.

Directing, Filming, Editing, Colorgrading, 2D VFX

[WATCH THE VIDEO](#)







CLOSE YOUR EYES,

<WHISPERS OF A GHOST>

HIGHLIGHT MEDLEY VIDEO / 3' 39" / 2025

In amusement parks around the world, the “haunted house” is a place we both fear and love. Its exterior sends chills down our spines, but once inside, we find ourselves chuckling at the clunky animatronics ghouls. The thrill of not knowing what might emerge from behind a dark curtain keeps us coming back to knock on the eerie door.

Starting from the quirky and cheerful B-movie vibe that American-style haunted houses often carry, we wanted to reveal CYE’s witty and approachable charm through a series of unexpected and unpredictable situations.

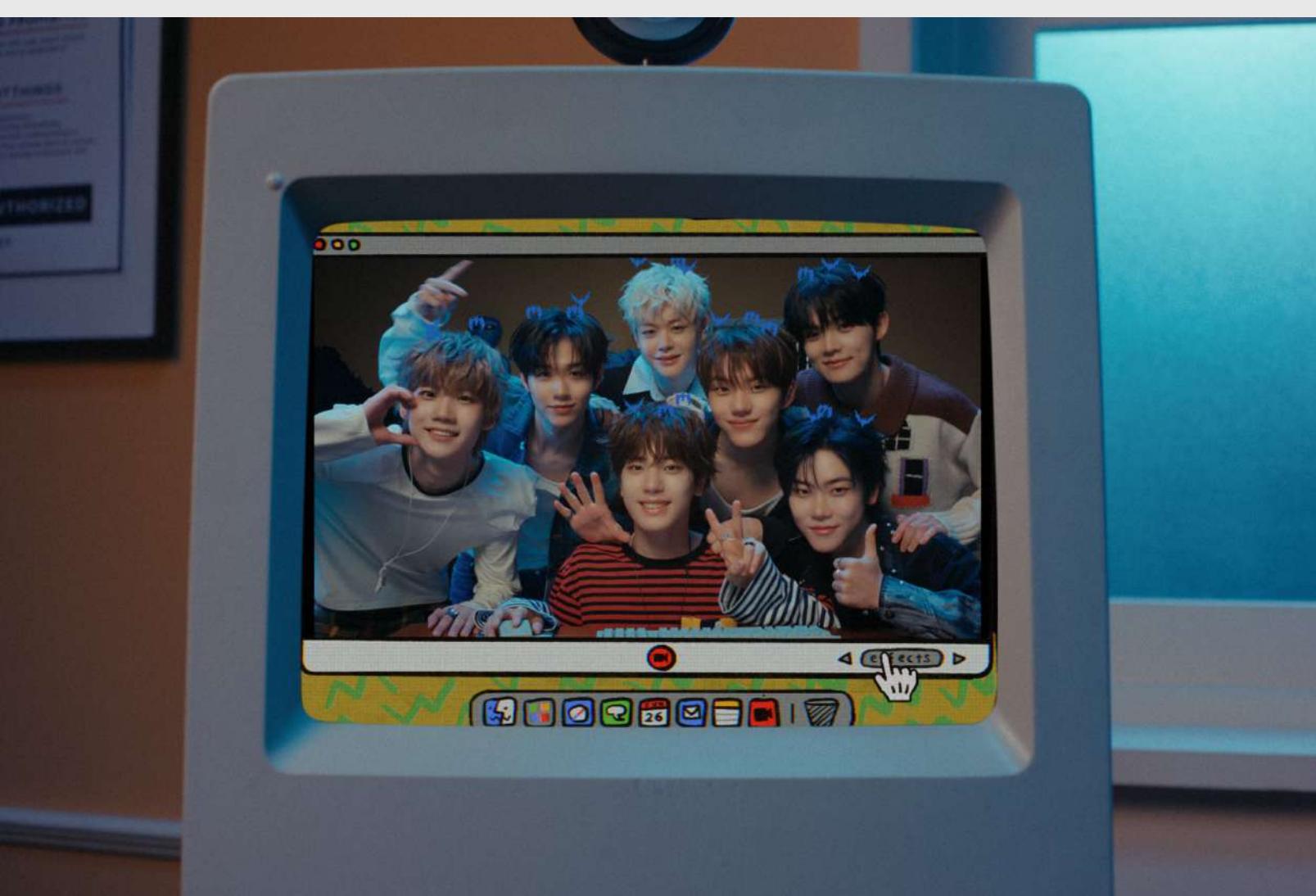
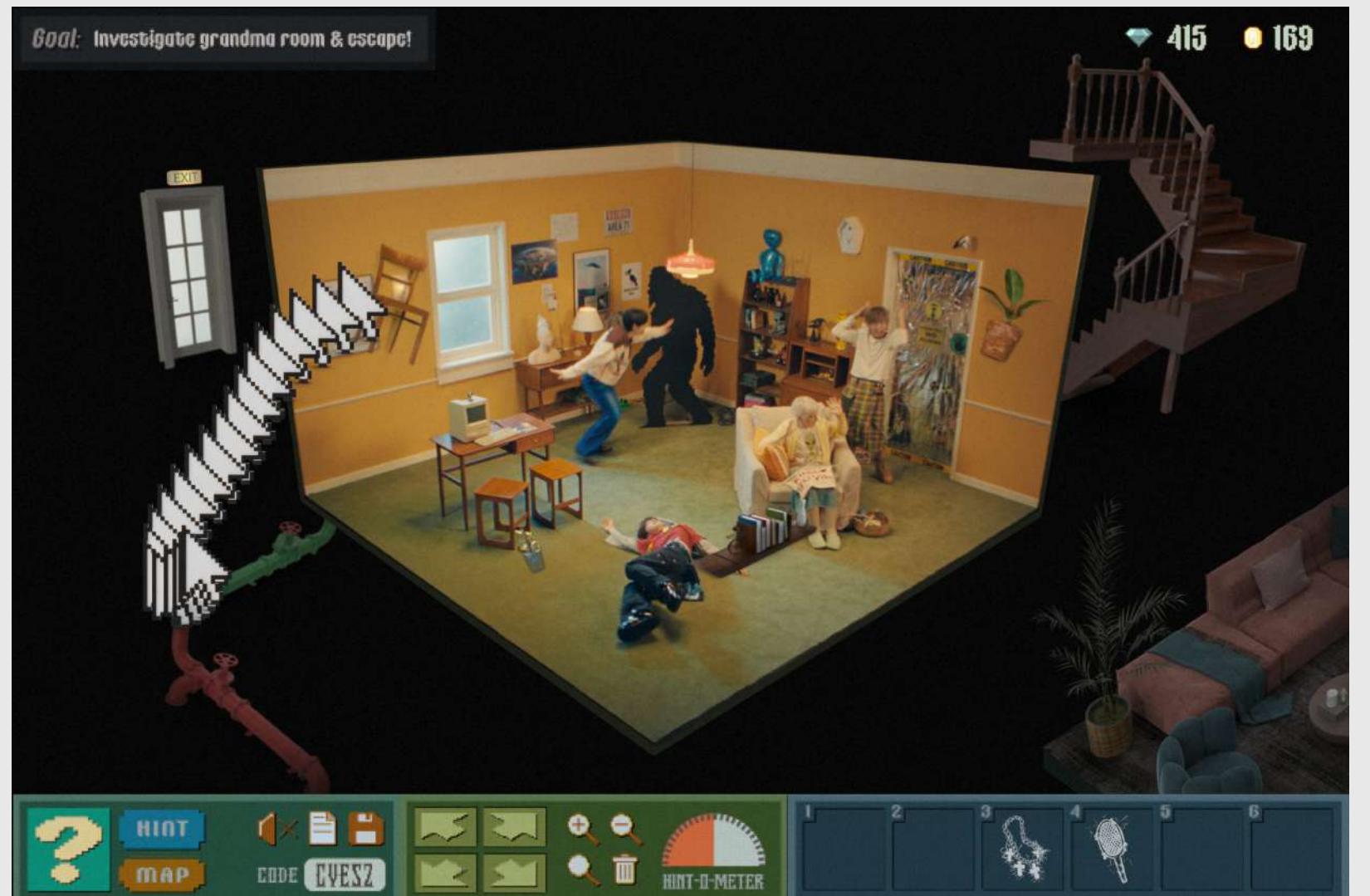
To make the rectangular set resemble the flat compositions seen in arcade games or animation, we employed 2D compositing techniques in both filming and visual design. This added a cartoon-like wit and rhythm to the overall flow of the piece.

Directing, Editing, 2D VFX



[WATCH THE VIDEO](#)

[WATCH THE TRAILER](#)





KAI, <KAION> VCR FILM CONCERT VCR / 8' 46" / 2025

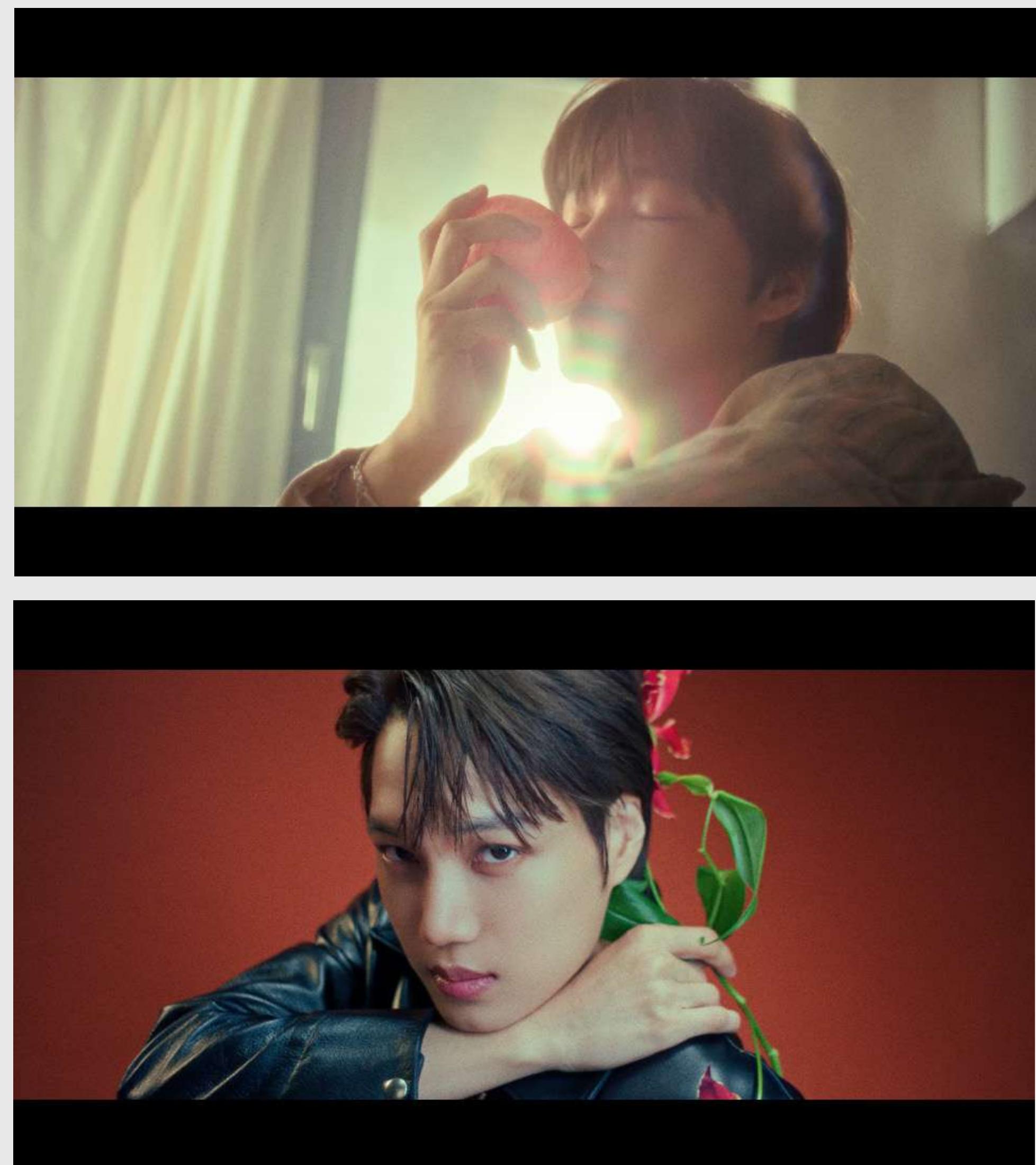
We directed the VCR films for Kai's first solo Asia concert tour, <KAION>.

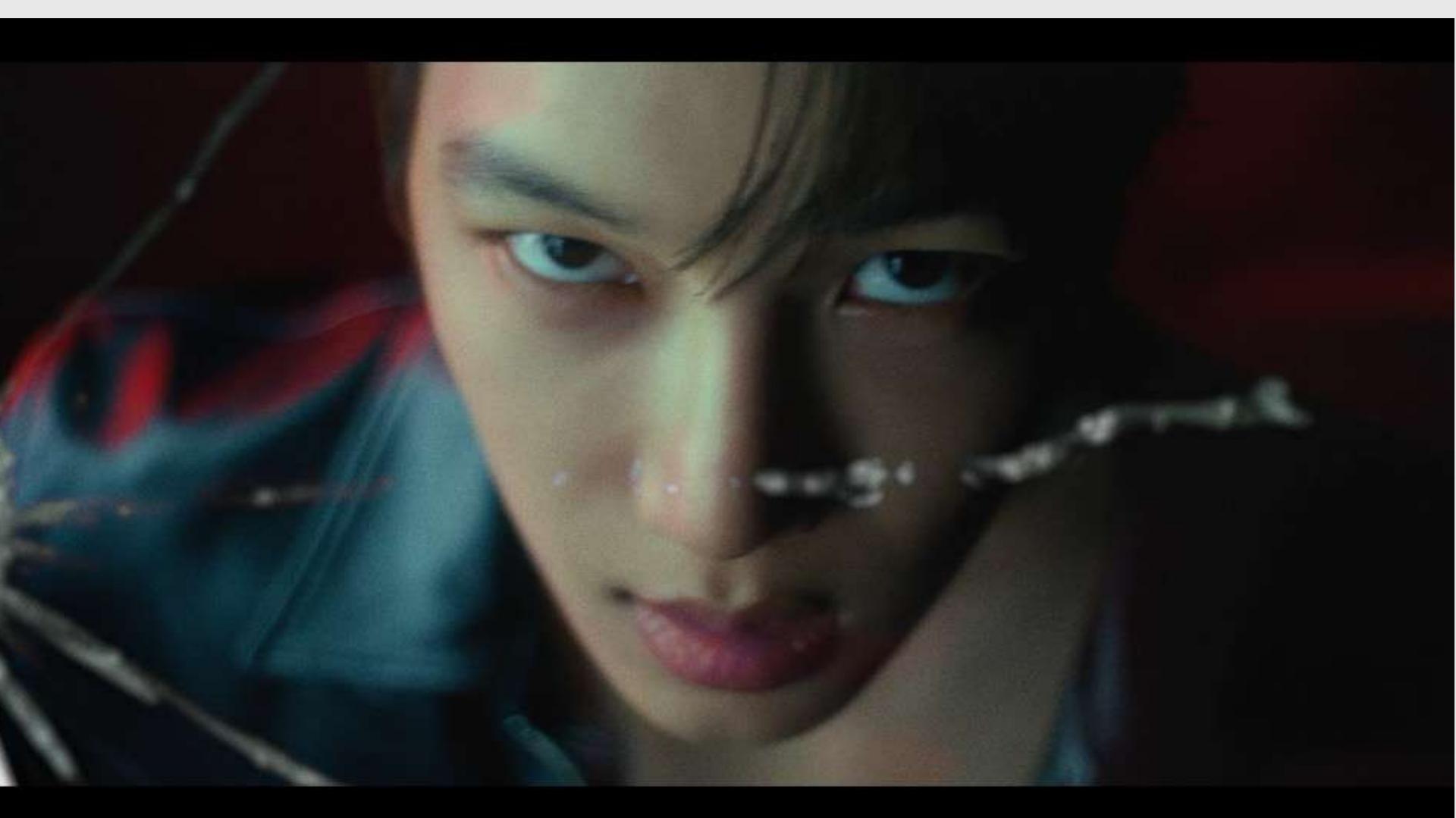
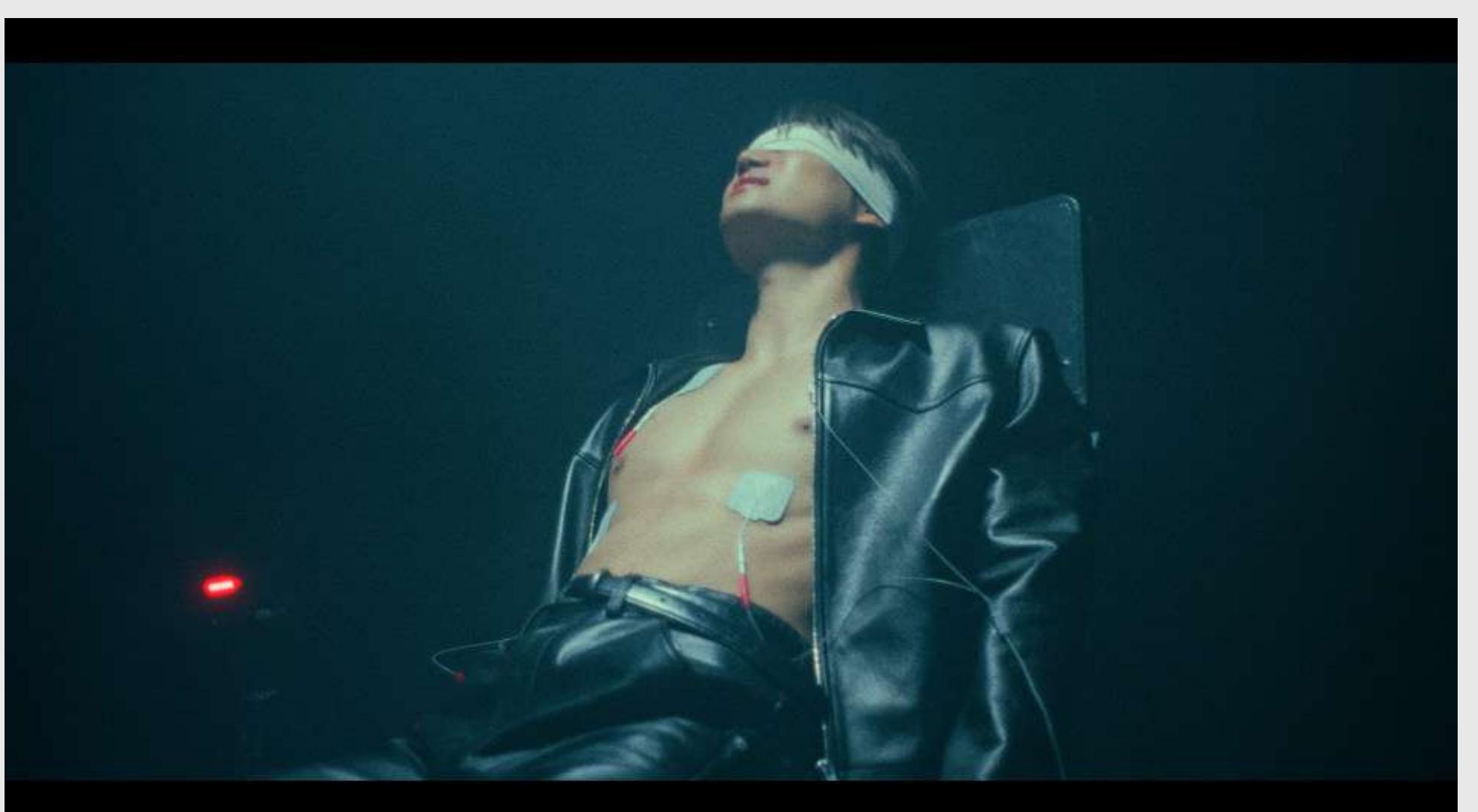
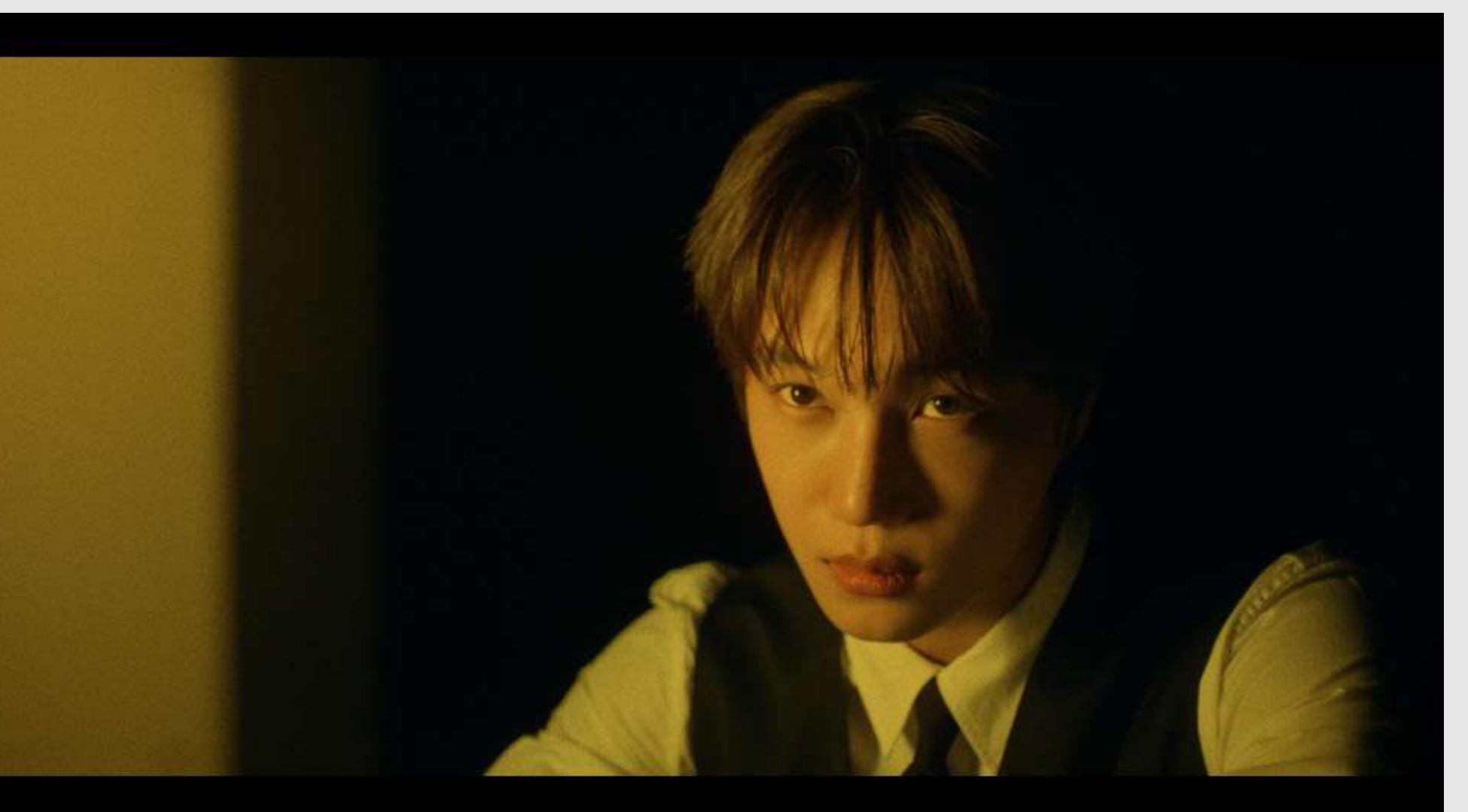
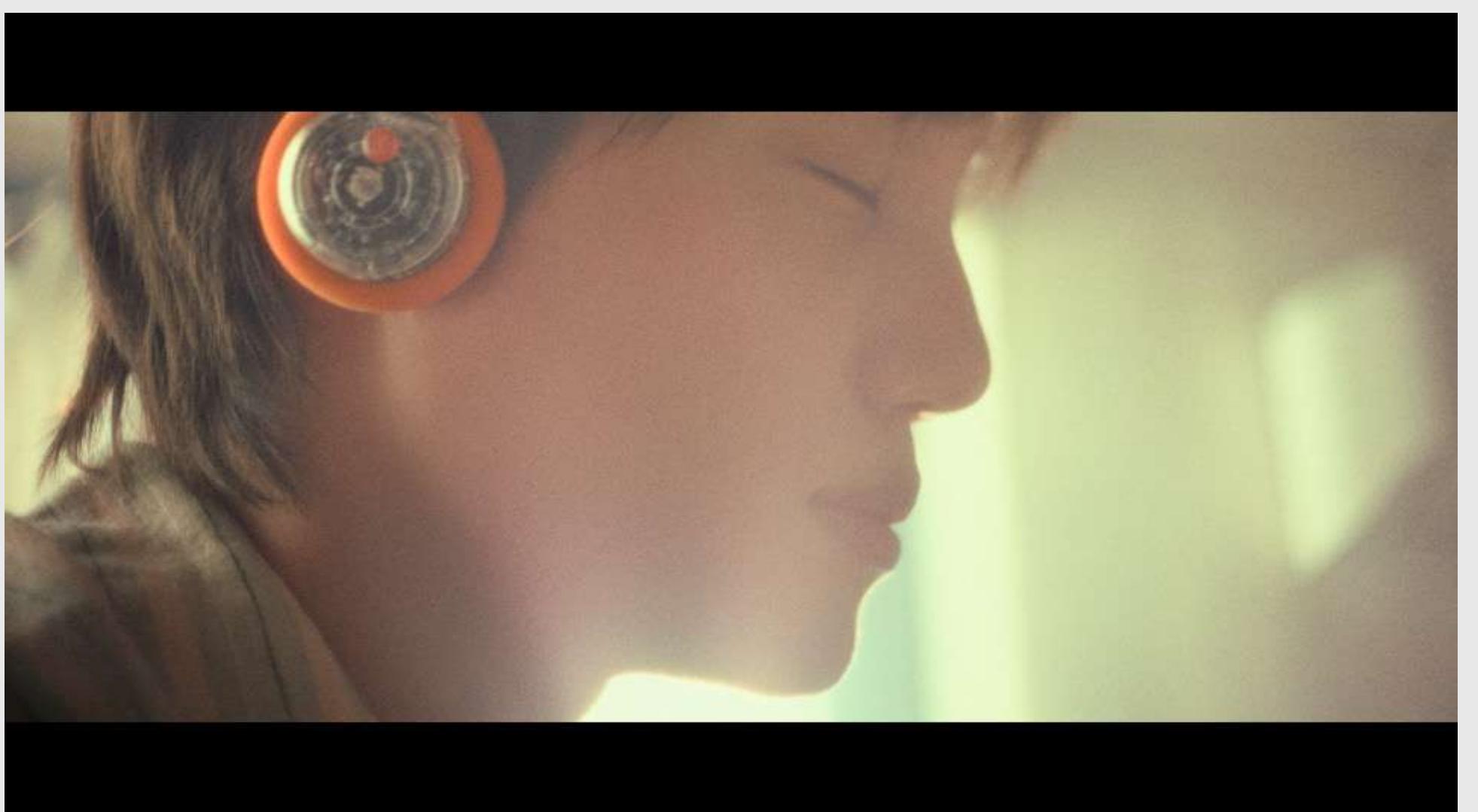
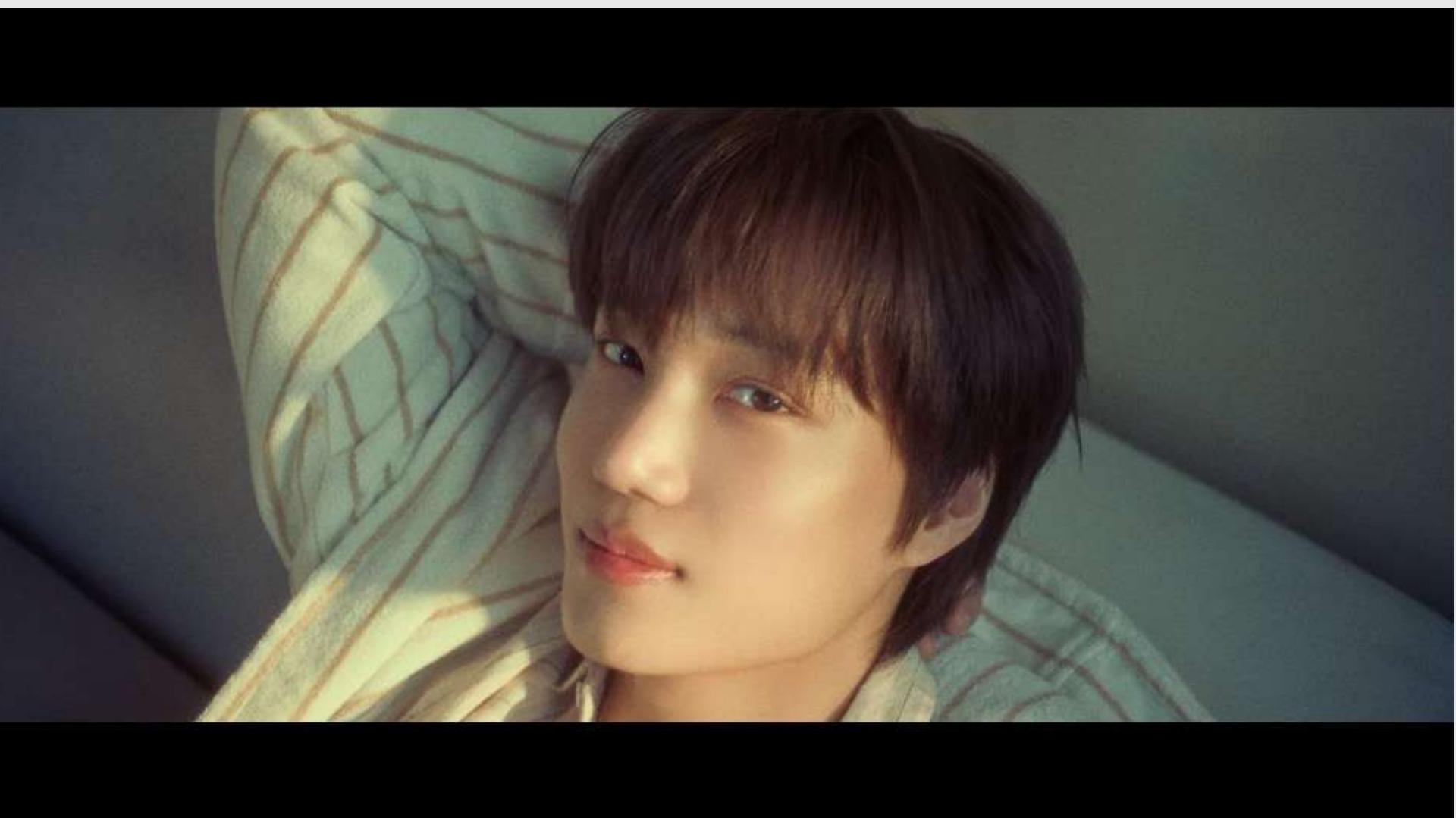
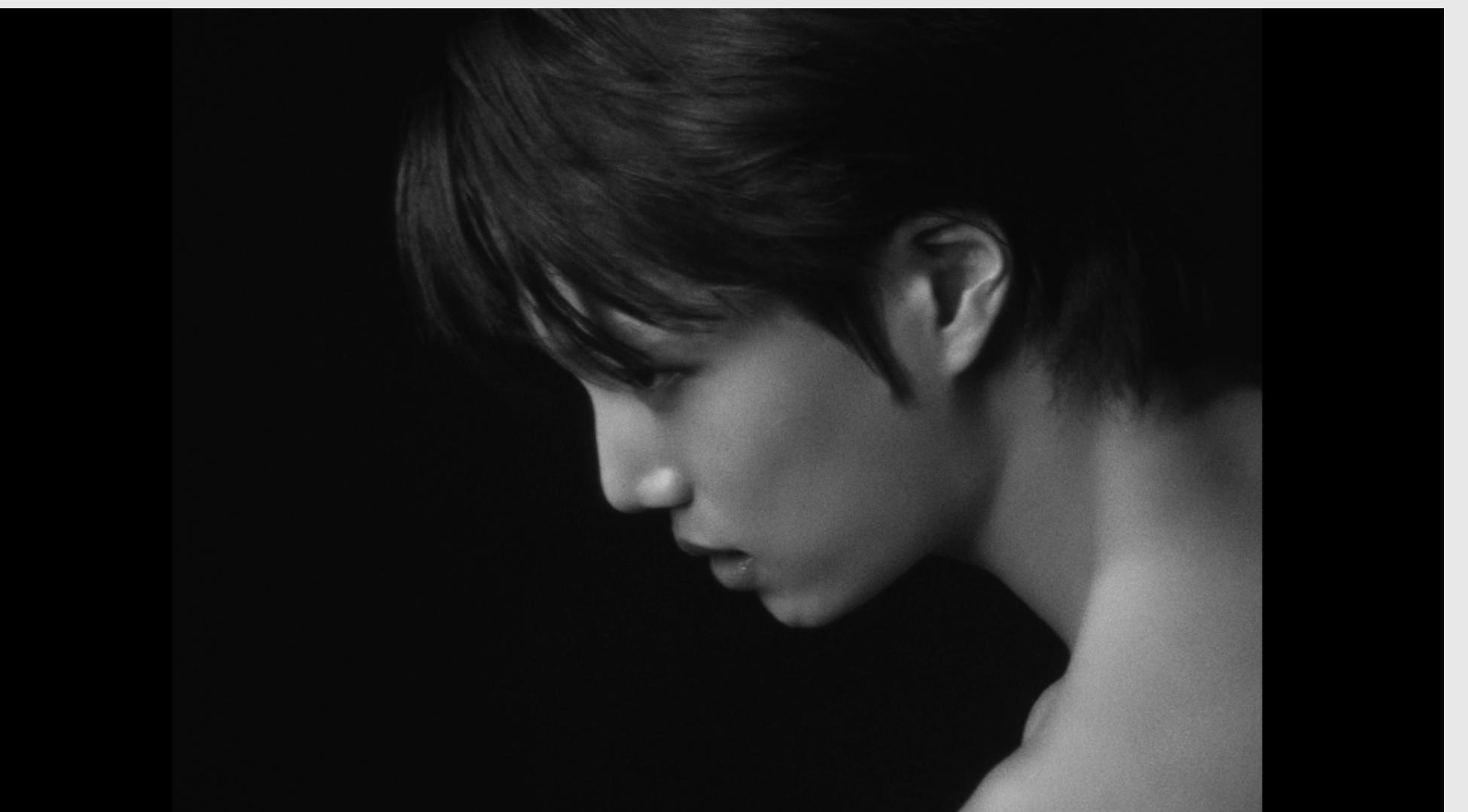
To highlight the eternity and creativity of KAION, we set up an imaginary retrospective exhibition of Kai, approaching it with a futuristic mood. Without any exaggeration, we expressed raw emotion, primal instincts, and new desires through a series of minimal yet bold visuals, resulting in sensuous films.

This project, made up of four short films, unfolds a condensed narrative of Kai's journey through chapters with distinct concepts. It invites the audience to drift through a dreamlike time and space, observing his most personal and intimate moments, and ultimately discovering KAION as a 'singular being'—a complete artist—stepping forward into a new chapter.

Directing, Editing, Colorgrading, 2D VFX

[WATCH THE TEASER](#)







RESCENE, <GLOW UP> MUSIC VIDEO / 3' 28" / 2025

We thought it would be the perfect chance to fully reveal the unique, subtle mood that Rescene embodies with this playful and dreamy song.

When we first heard the song, it reminded us of a girl who always gazes out the window during class. Watching someone like that makes you wonder—what is that secretive girl thinking about? What are her hidden tastes and dreams?

This dreamer, who wants to experience everything, is in the midst of opening up a growth plate within her inner world. Even if she seems a bit immature, that in itself is how her delicate, personal universe comes together.

Now, we wanted to peel back the bright, innocent girly image and reveal another side of Rescene—one who has the sensitivity to accept herself just as she is.

Directing, Editing, 2D VFX

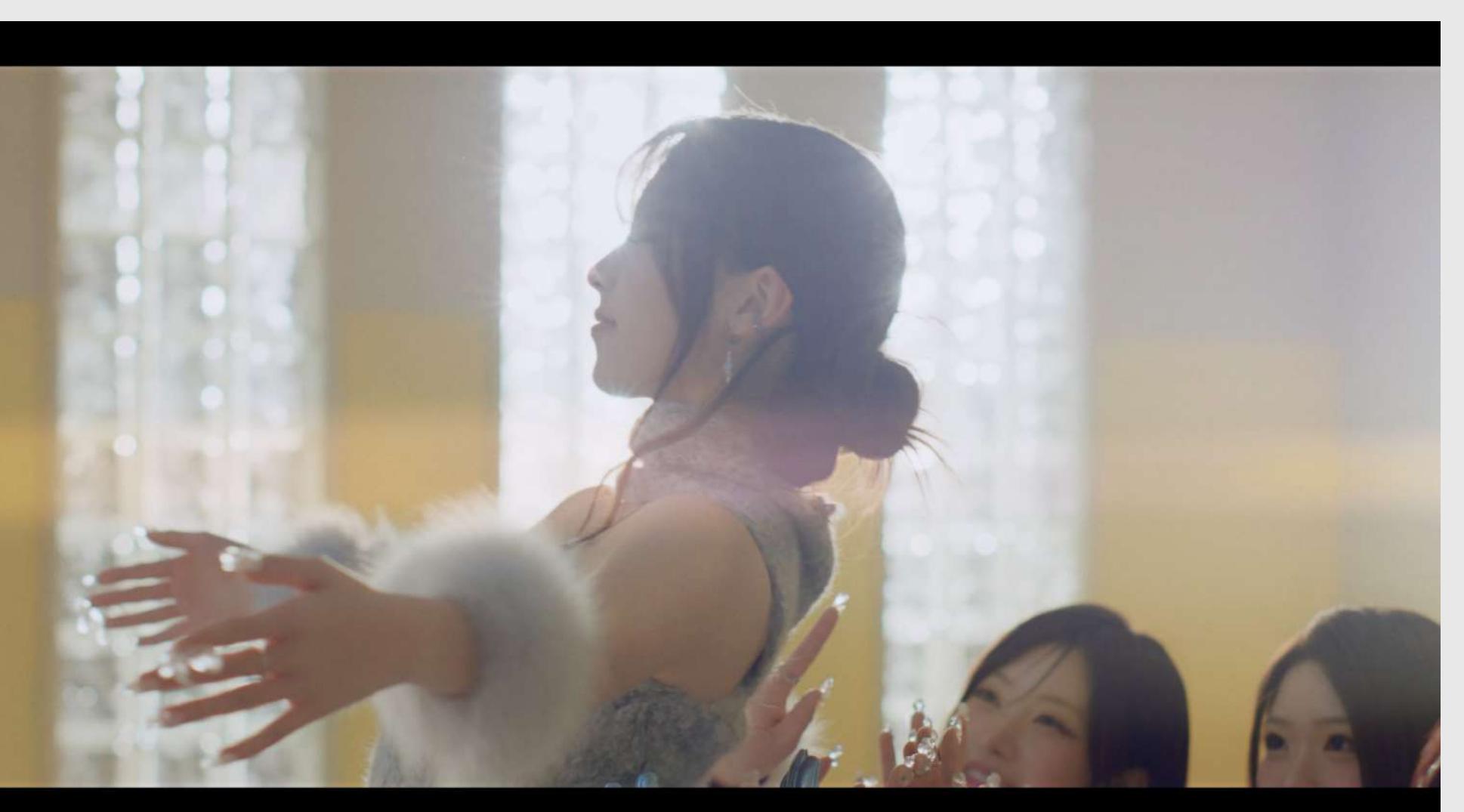


[WATCH THE VIDEO](#)

[WATCH THE TEASER 1](#)

[WATCH THE TEASER 2](#)

[PERFORMANCE VERSION](#)





TOMORROW X TOGETHER, *<OVER THE MOON (OUR SANCTUARY VER.)>*
MUSIC VIDEO / 2' 43" / 2024

This song reminded us of my childhood—a time when I lived without a care in the world. My parents once gifted me a small digital camera, and I would gather my friends to film them with it. It was a joyful and beautiful memory shared only among us, but in a way, it also felt like a diary—something personal, yet secretly meant to be seen by someone.

We wanted to capture the feeling of watching the highlights of a road trip taken during boyhood with close friends. We observe their happy journey as if we're one of them. Those memories remain an eternal secret, known only to "you and me."

To capture the image of the members running toward the moonlight across a nighttime meadow, we lit the scene with a moonlight-like spotlight and filmed it overhead, expressing it from the moon's point of view.

Directing, Editing, 2D VFX



WATCH THE VIDEO





UNIS, <CURIOUS>
MUSIC VIDEO / 3' 28" / 2024

<CURIOUS> is a music video for the title track of the first single album by multinational girl group UNIS.

We thought that the meaning of “You” could be interpreted in two ways. It can point to those of us who simply see and chase after the pretty visuals of UNIS without knowing what they really are, or UNIS themselves who are confused what they will be yet.

We tried to unveil their natural look which is opened to their feelings in order to make you think ‘what kind of group is this?’

In the end, UNIS sings to their growing fans: There are no goals, no ideals, no perfect women, we are worthy of being ourselves, and that is not what we have to achieve, but accept ourselves.

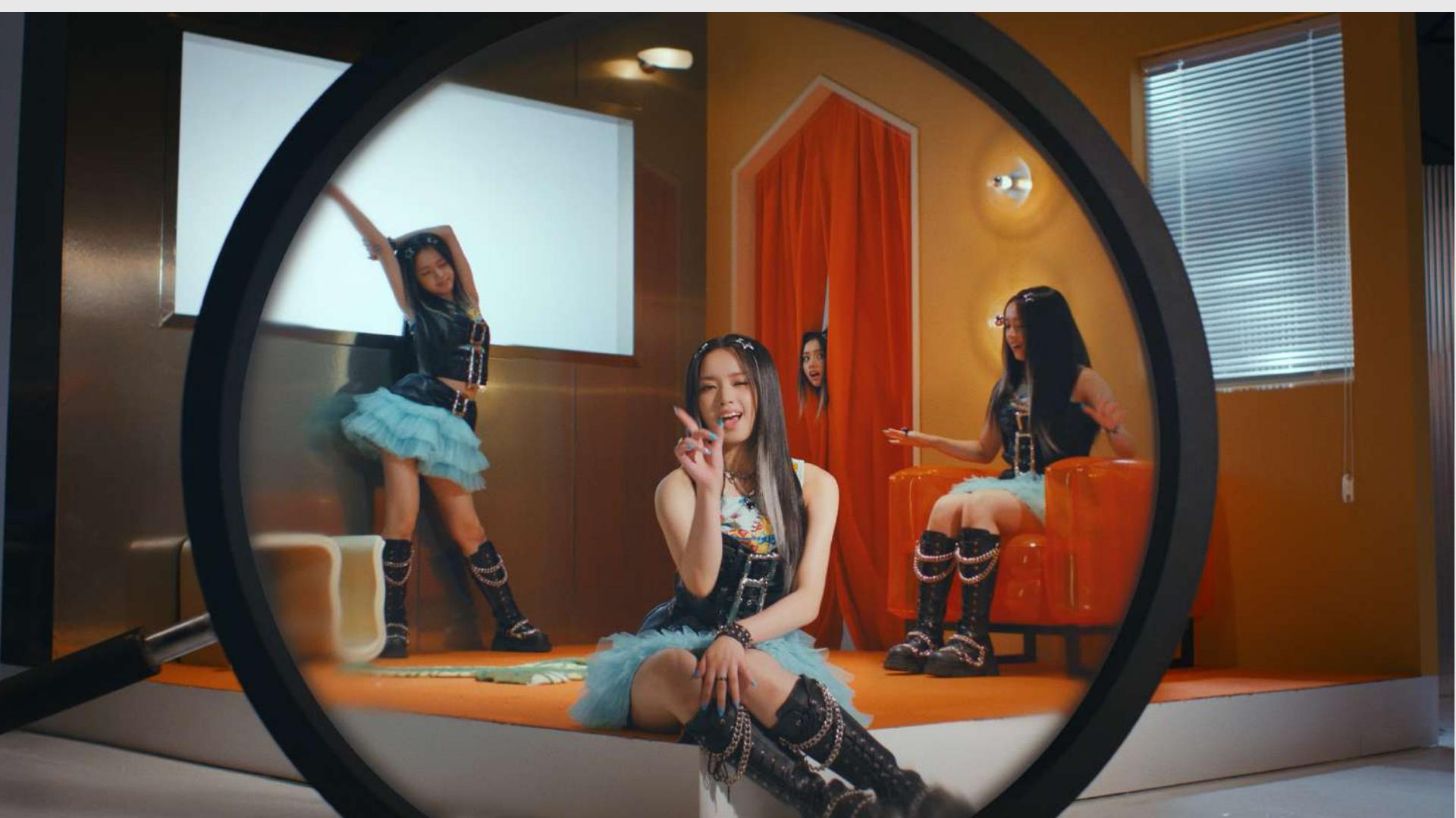
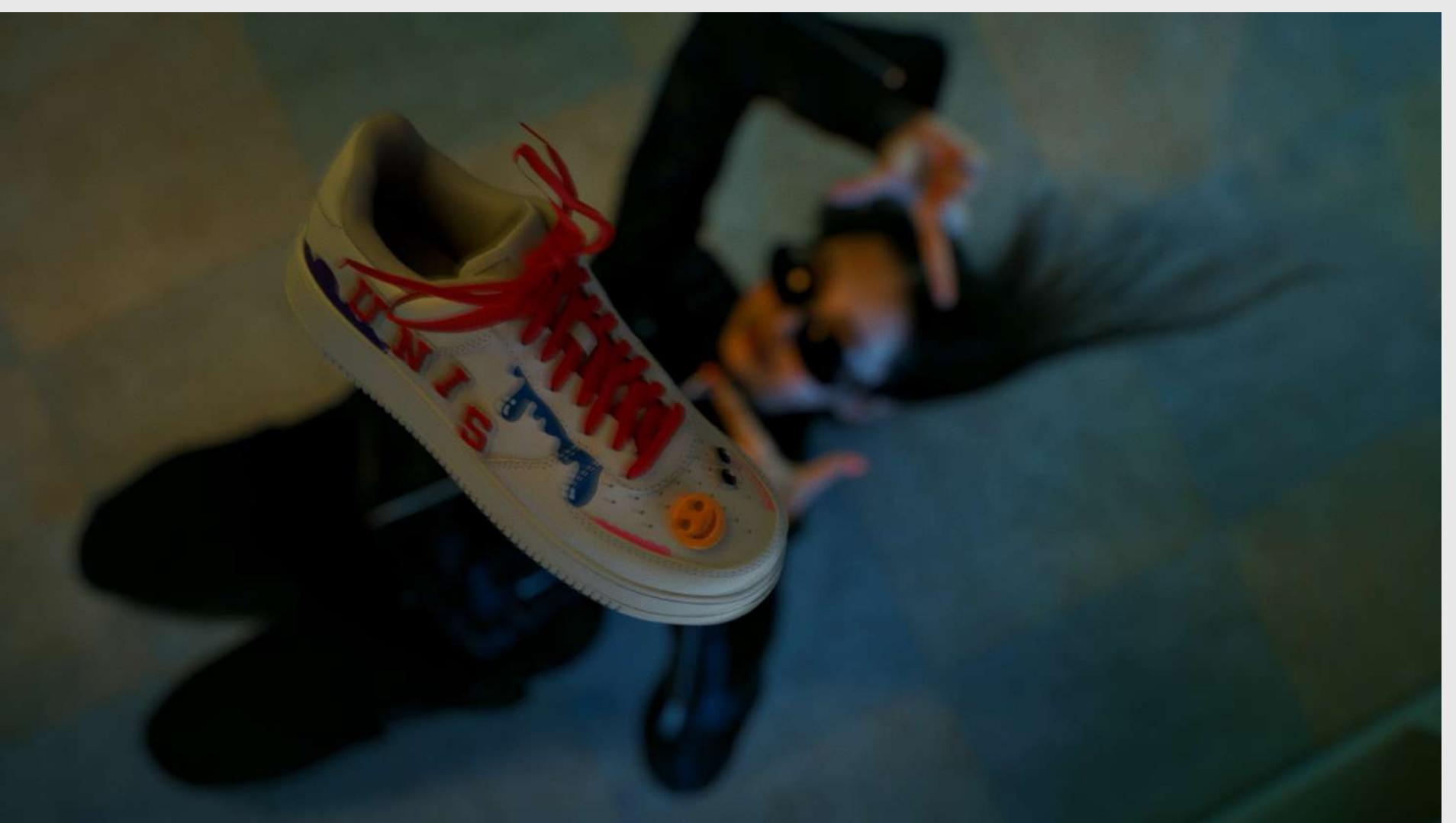
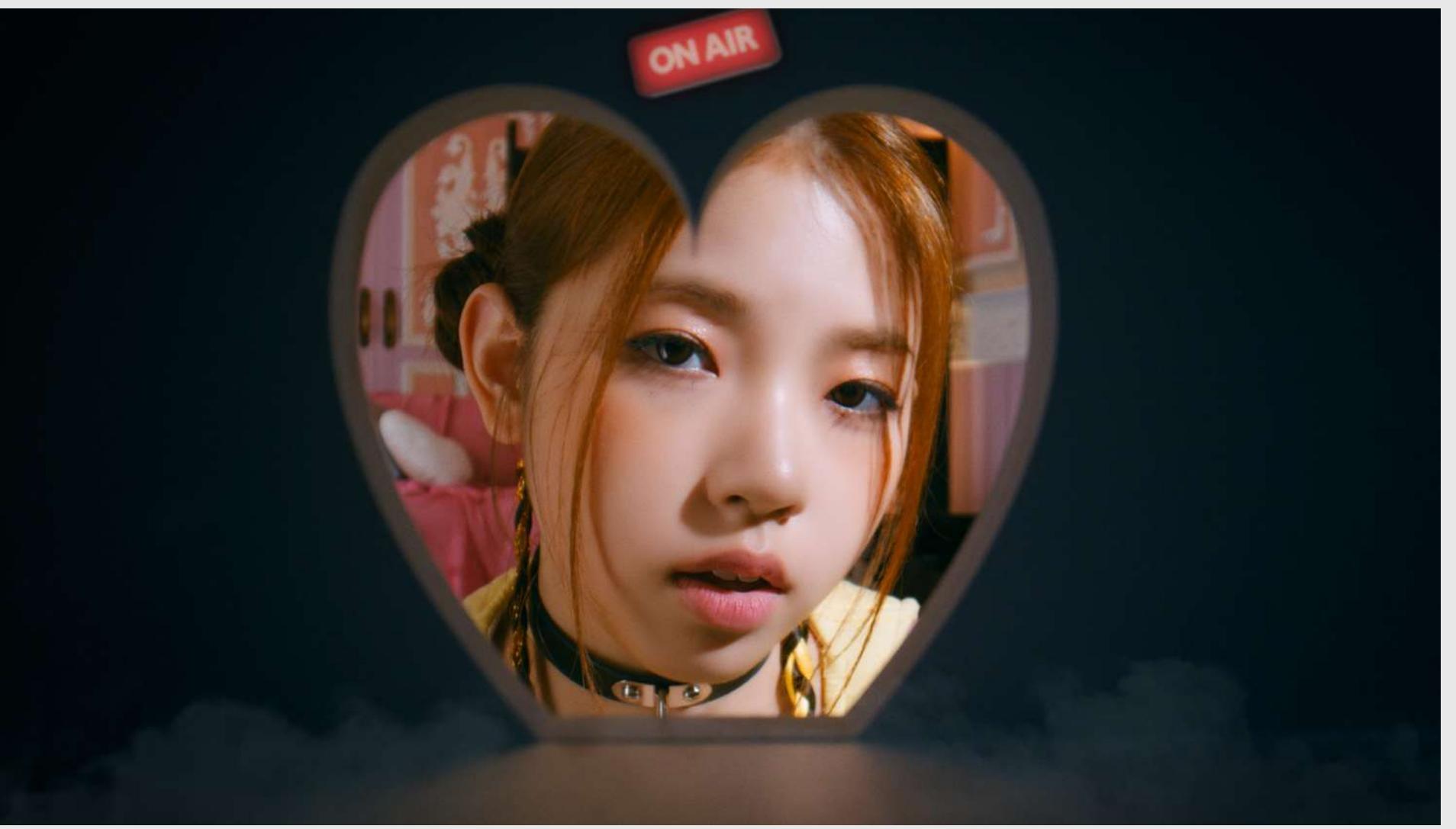
Directing, Editing, 2D VFX



[WATCH THE VIDEO](#)

[WATCH THE TEASER](#)

[PERFORMANCE VERSION](#)





IS:SUE, *<CONNECT>*

MUSIC VIDEO / 3' 14" / 2024

IS:SUE, *<1ST IS:SUE>*

CONCEPT TRAILER / 55" / 2024

We directed the music video and concept film of IS:SUE, four-member girl group from Japan's LAPONE GIRLS. In this music video and concept film, the theme was the birth of "different species" which was born overcoming setbacks.

This declares the first start of IS:SUE, which was born as an extraordinary female idol who connected against all the coercive gaze and walls of prejudice toward the group ahead of its debut.

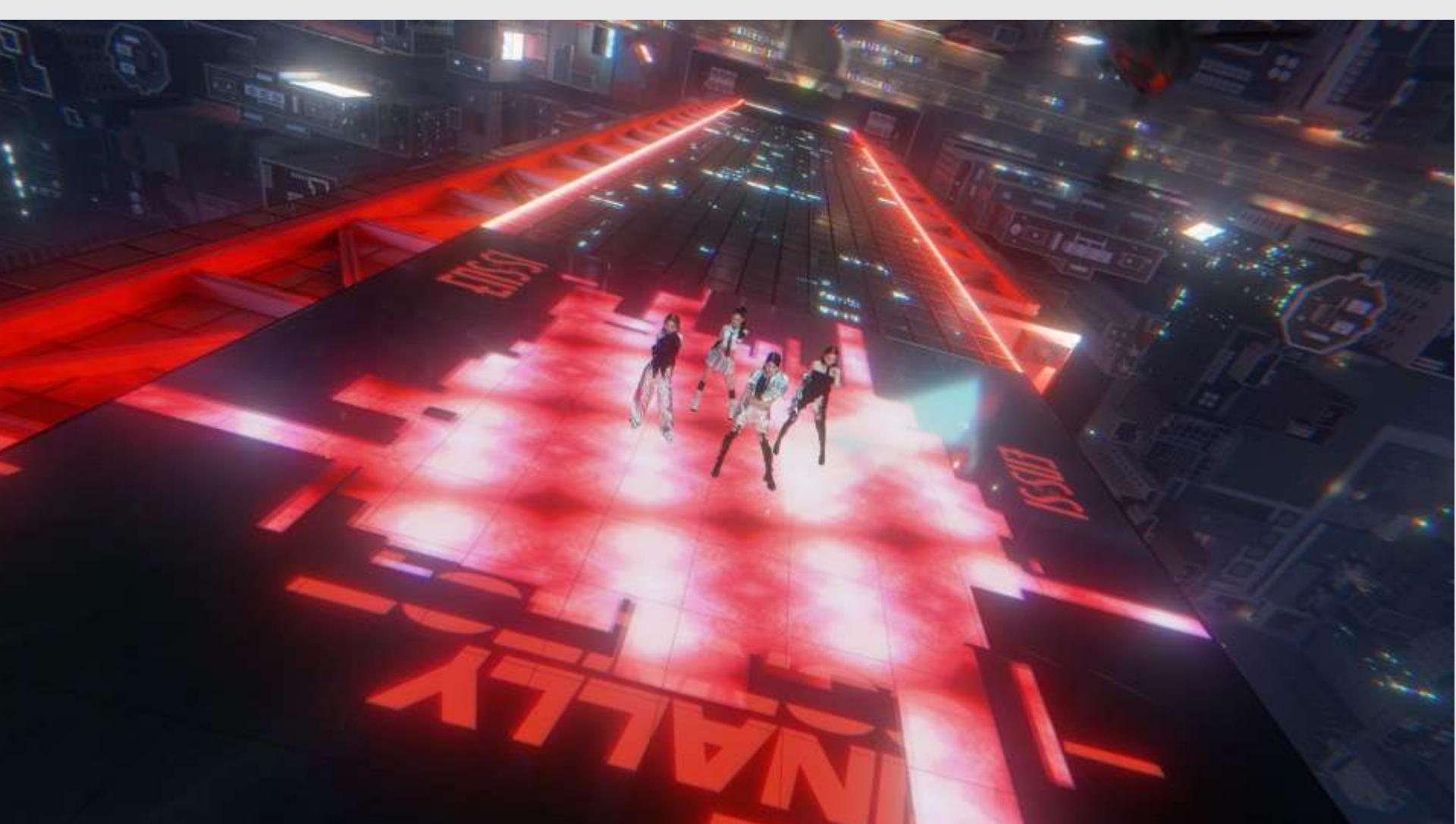
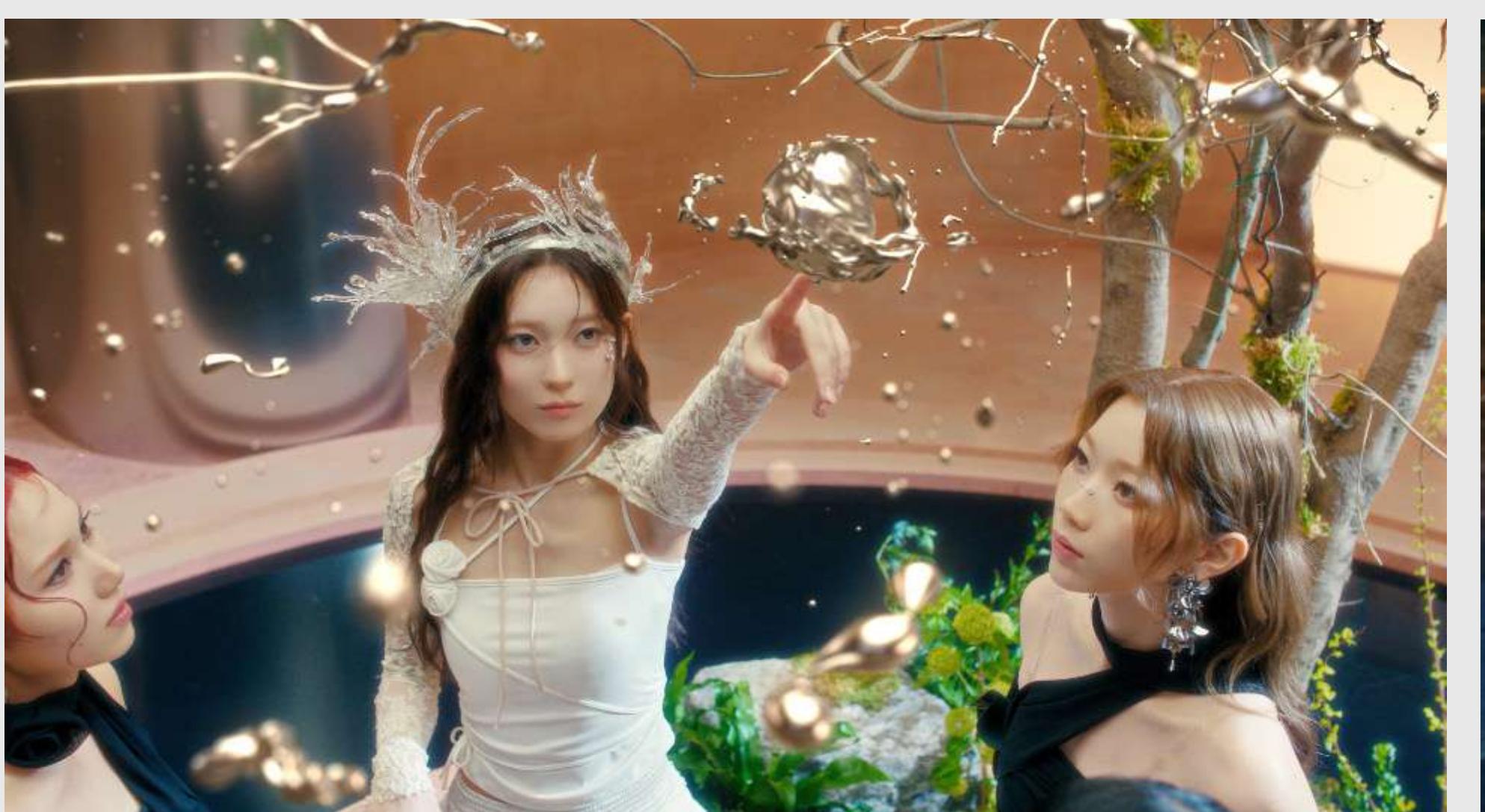
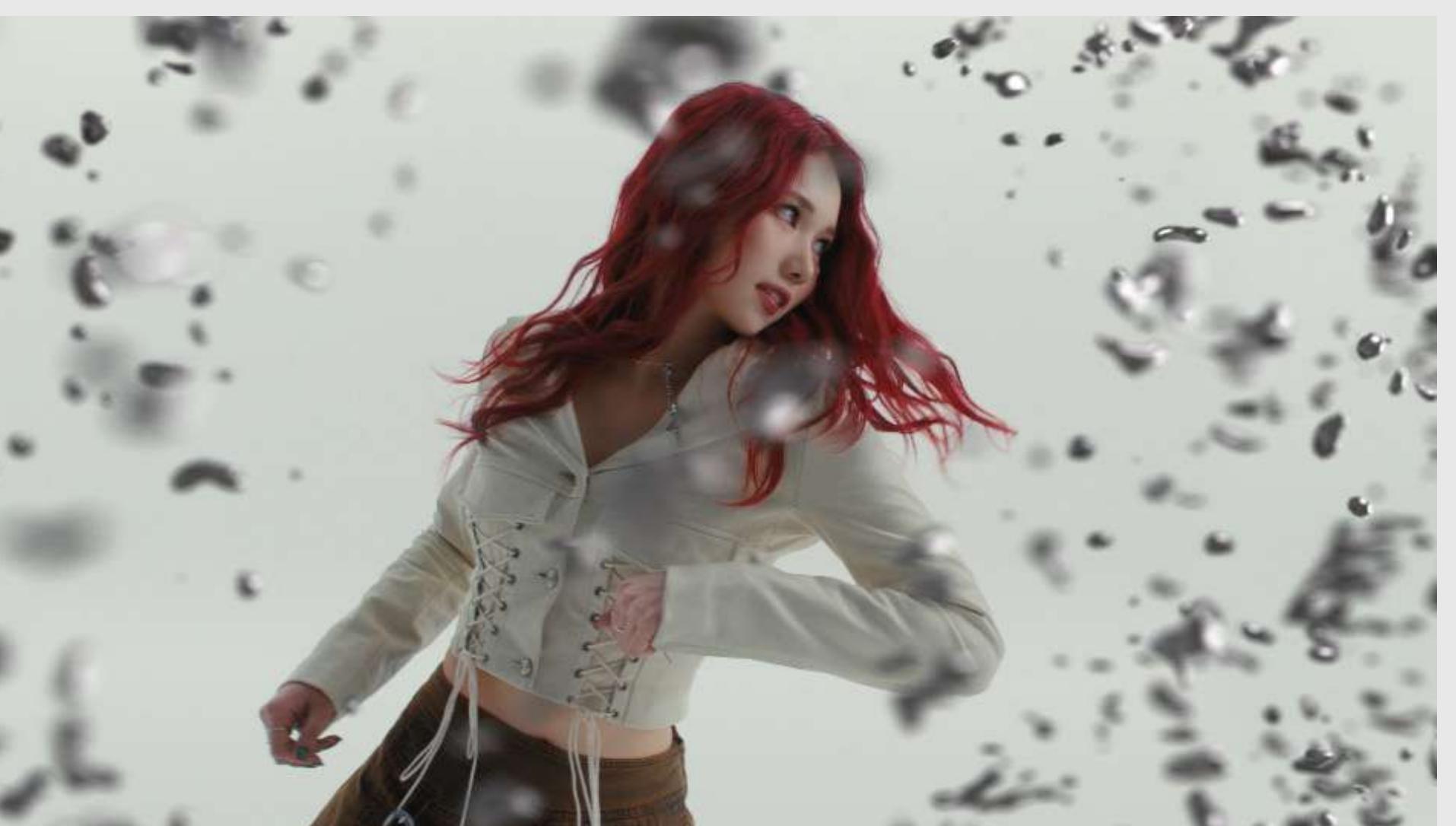
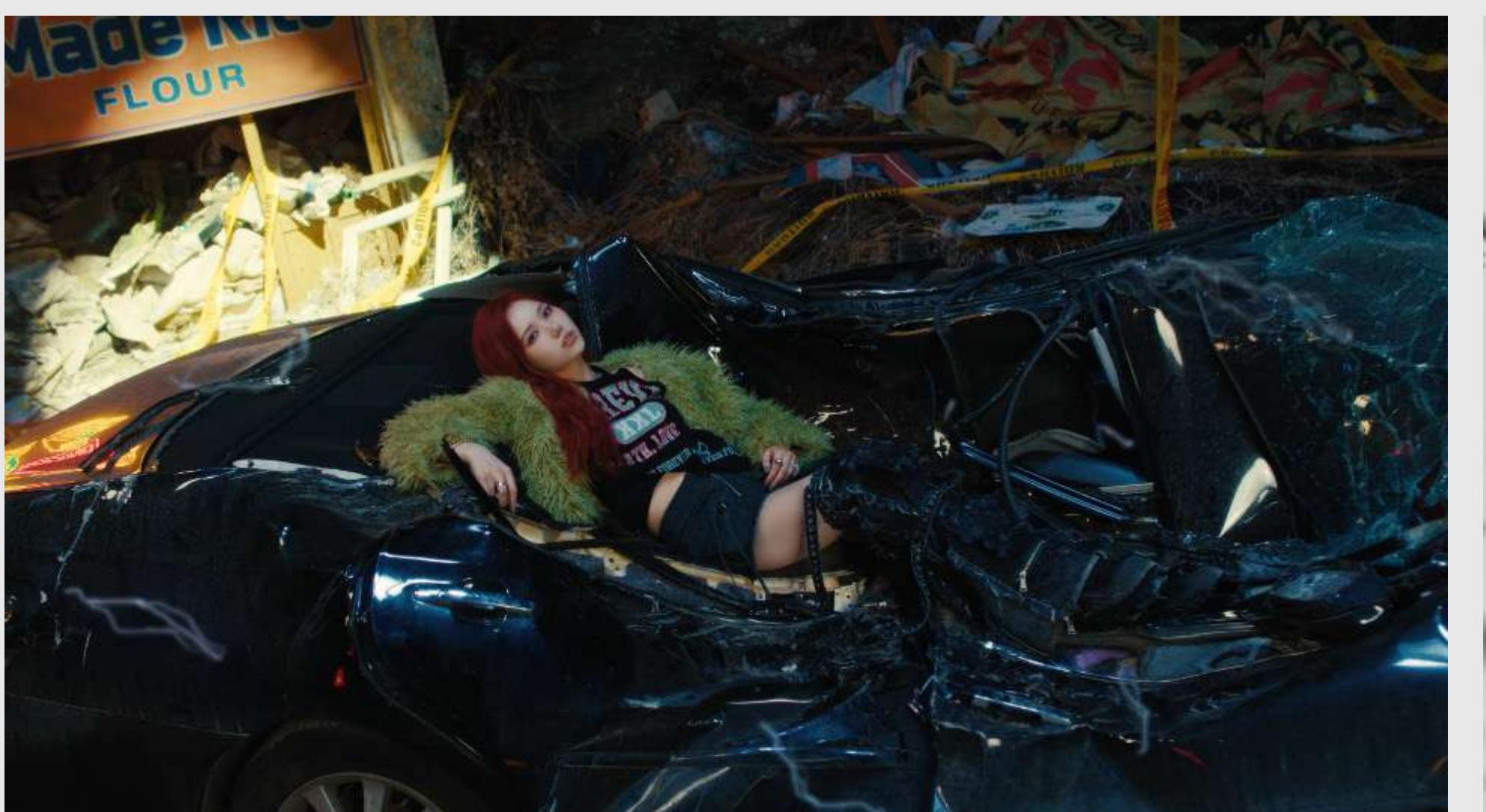
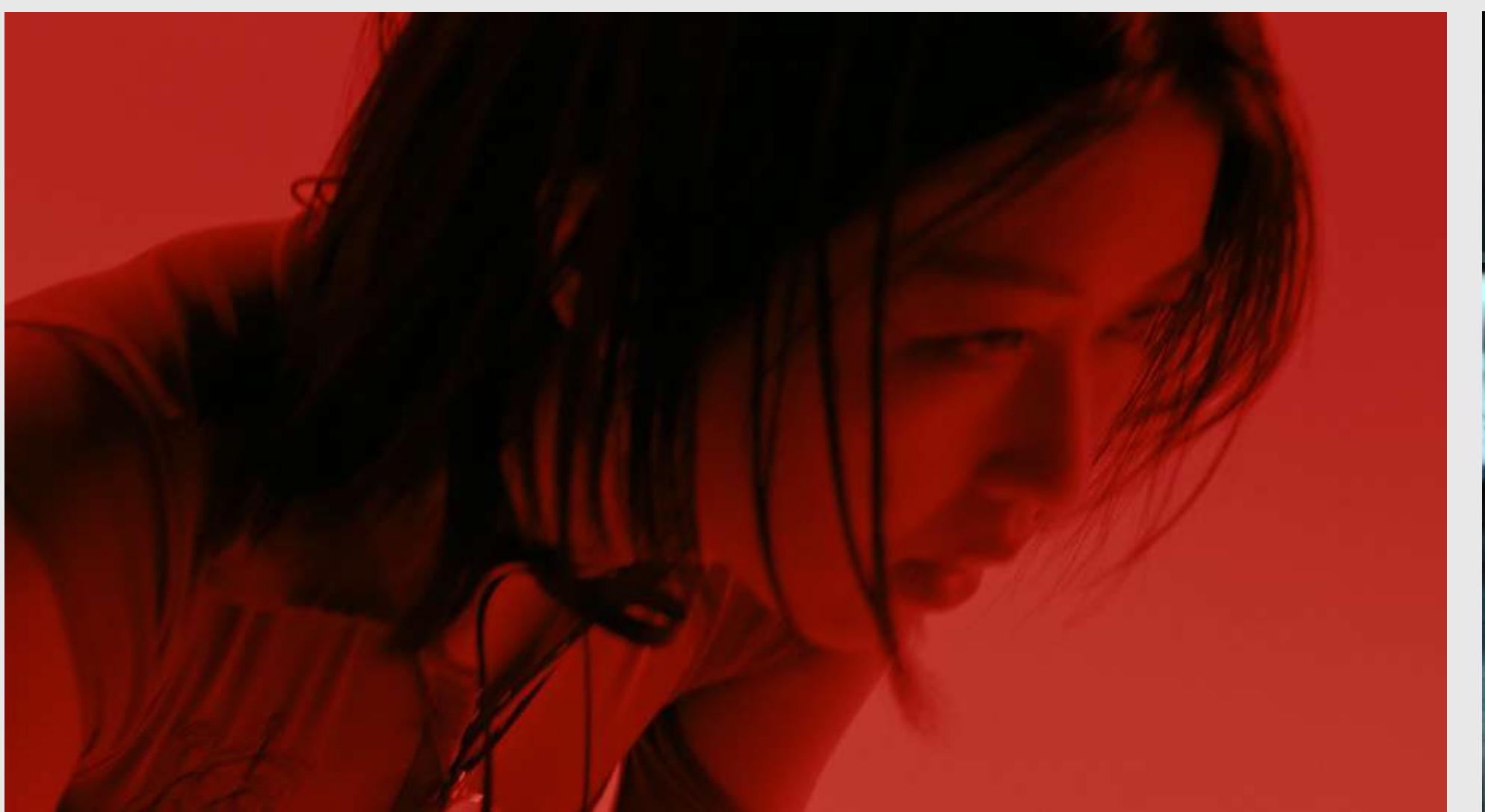
With bold and challenging images, they provide a heart-throbbing experience with their powerful attitudes and performances.

Directing, Editing, 2D VFX

[WATCH THE VIDEO](#)

[WATCH THE TRAILER](#)

[PERFORMANCE VERSION](#)





NCT WISH, *<WELCOME TO CUPID SCOUTING SOCIETY!>*
DEBUT TRAILER / 1' 33" / 2024

<Welcome to Cupid Scouting Society!> is a debut concept trailer for K-pop idol group NCT WISH.

In this project, we had to present the boys trying to be cupid. The first thought that came to mind was 'What would happen if there were an institution specialized in training cupids?'

So we wanted to show episodes of quirky and clumsy cupids in a completely new space, not a typical baby angel myth so that it would be an easy-to-watch video for viewers in their teens and 20s to sympathize with.

We added witty narrations to the situations assigned to each member to represent unique images of the group in a short time.

Directing, Writing, Editing, 2D VFX



[WATCH THE VIDEO](#)





YOUNG POSSE, *<CHEESE HEIST>* DEBUT TRAILER / 2' 17" / 2023

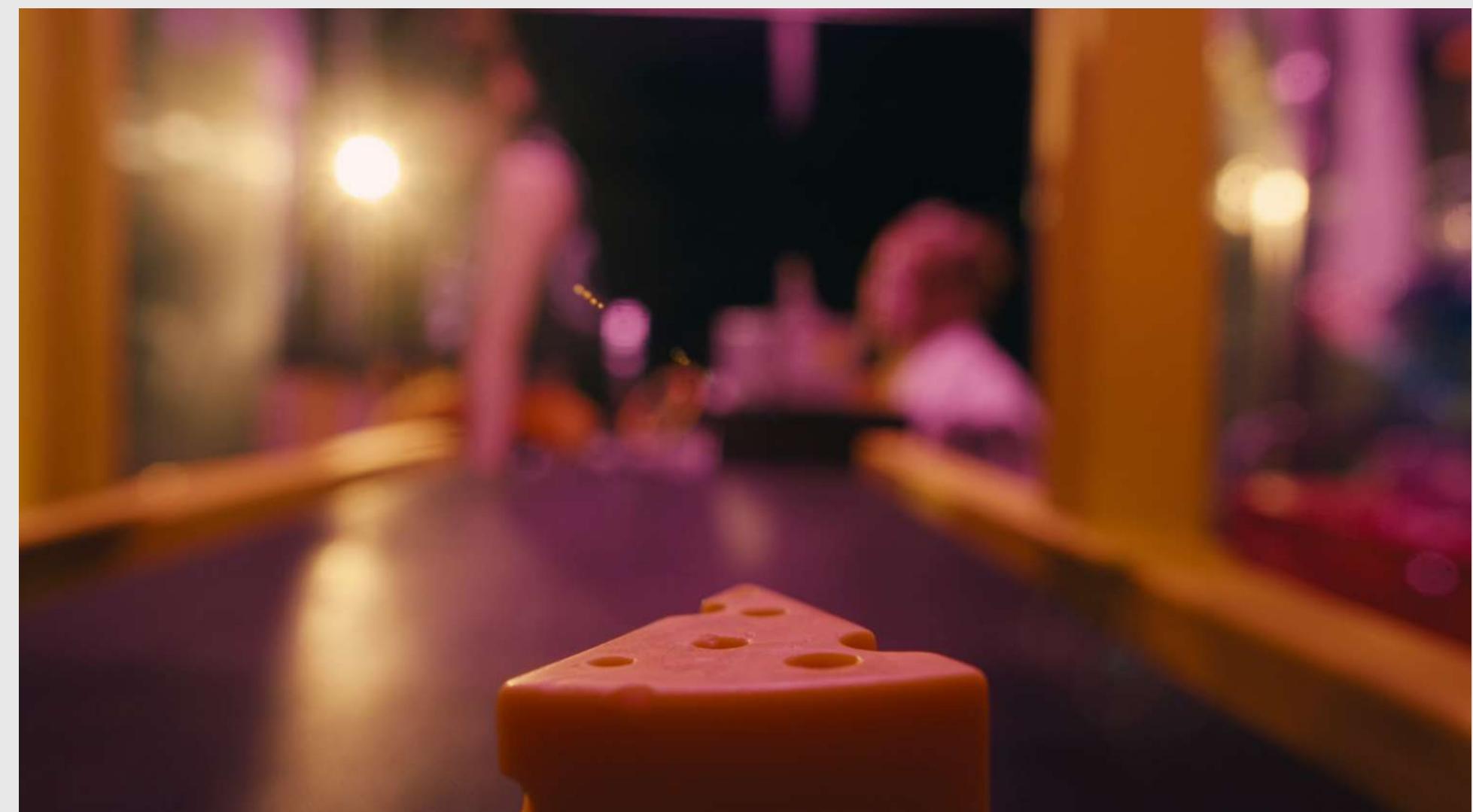
<CHEESE HEIST> is a debut concept trailer for K-pop idol group YOUNG POSSE.

The video shows unique visuals of the group that reveal the strong individuality of each member of the YOUNG POSSE, while delivering the message to spread their color and creativity with cheese all over the world.

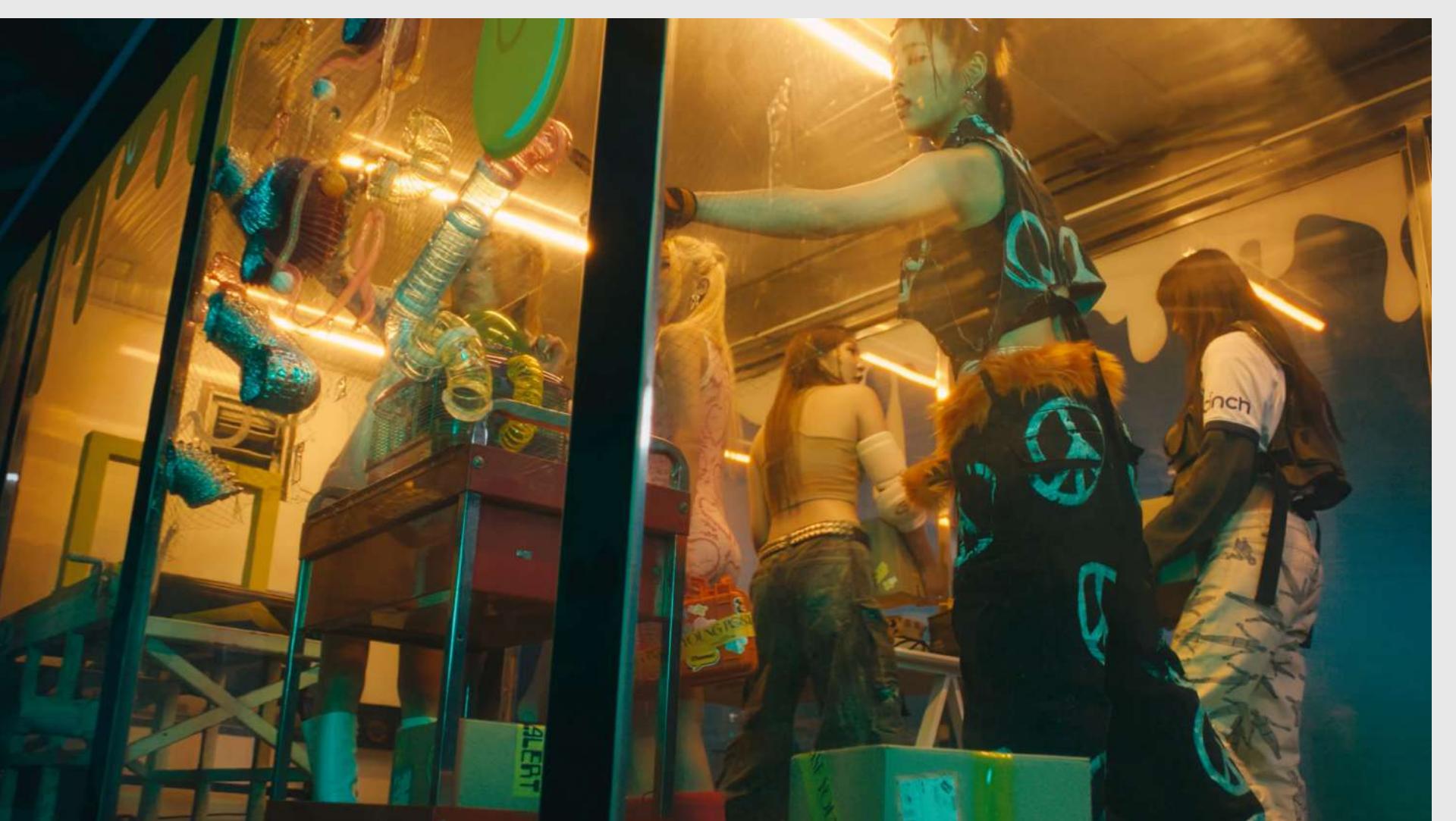
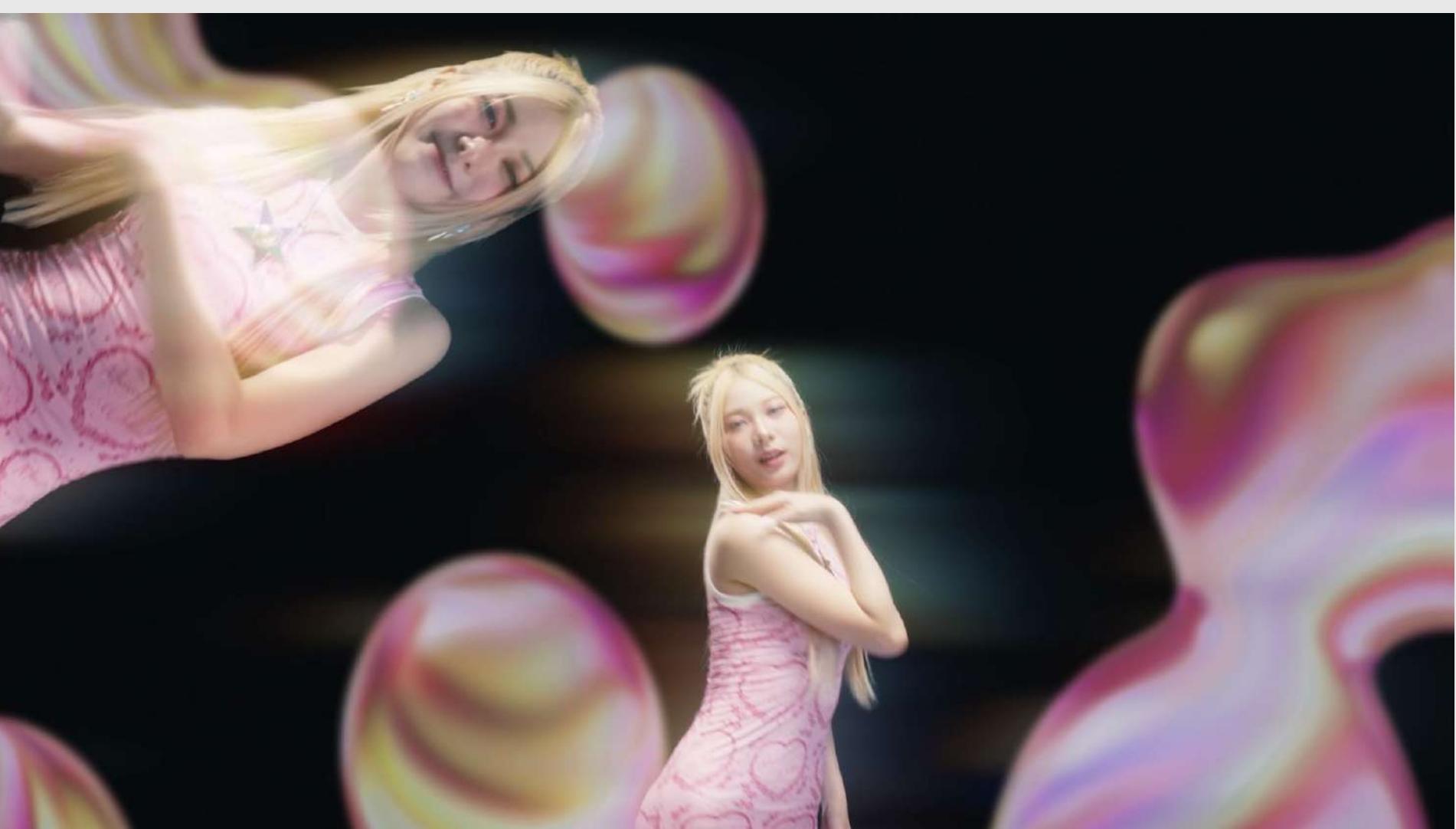
They start to plan at the operation table, carrying out the tasks in a delivery truck, extracting musical frequencies from cheese, and delivering them in an audio device.

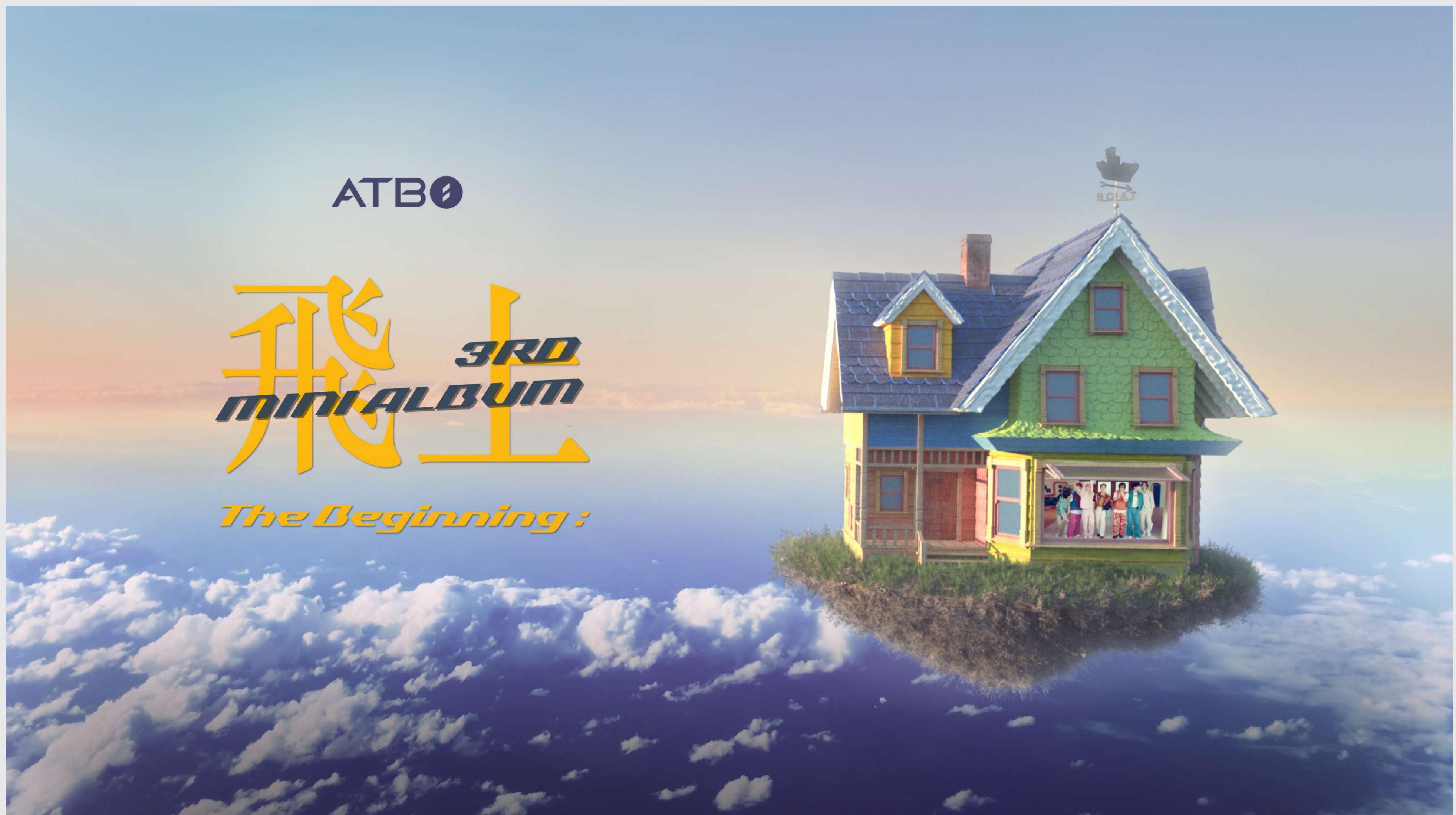
Through various kitsch props, strong colors, and graphic design elements, the video shows the identity of the group YOUNG POSSE which asserts quirky imagination and pleasantness.

Directing, Props, Editing, Colorgrading, 2D VFX



[WATCH THE VIDEO](#)





ATBO, *<THE BEGINNING: 飛上>*
CONCEPT TRAILER / 2' 00" / 2023

<THE BEGINNING> is the concept trailer of K-pop idol group ATBO's third mini album.

In order to convey the bright and witty atmosphere of the album, we tried to interpret the album name “BI-SANG” as a homonym for “emergency” and “ascension” to connect the image of rising into the

sky and the story that members help each other: Jun-min flies a light plane and crash lands in a valley in a remote country and heads to their hideout in mid-air as he asks for help from other members.

The goal was to bring back retro futurism, matte painting, and mise-en-scene in the 1930s black-and-white movies, but not to be uniform and treat them with the senses of the younger generation.

Directing, Editing, 2D VFX



[WATCH THE VIDEO](#)





AHN YE EUN, *<HONG RYEON>*
MUSIC VIDEO / 4' 01" / 2023

<HONG RYEON> is a music video for singer-songwriter Ahn Ye-eun's single album *<HONG RYEON>*.

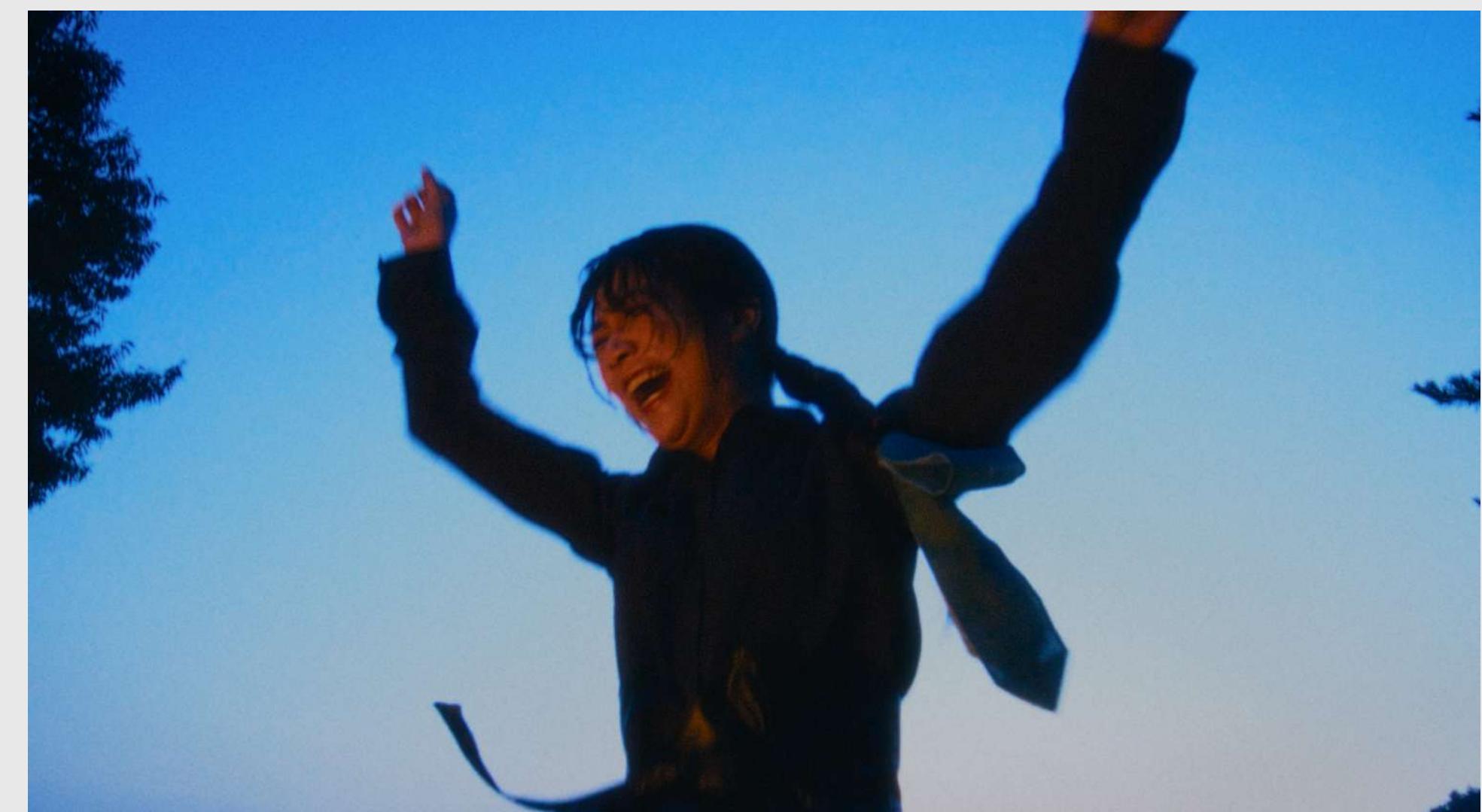
It is the fourth installment of the horror song project based on a Korean classical folktale that singer Ahn Ye-eun has been working on, which depicts a revenge drama written from the point of view of

a character named Hongryeon with Ahn Ye-eun's unique lyricism and aesthetics.

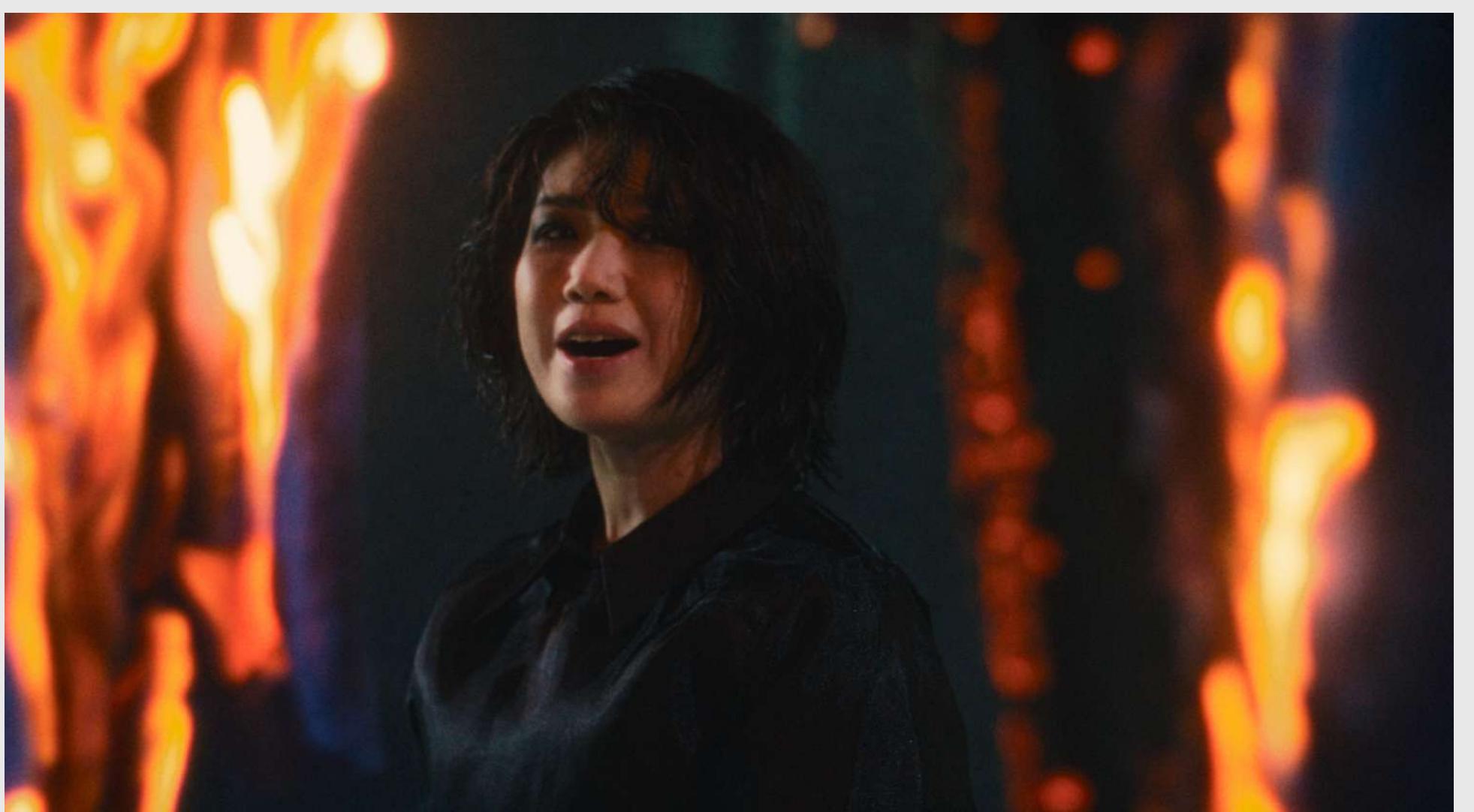
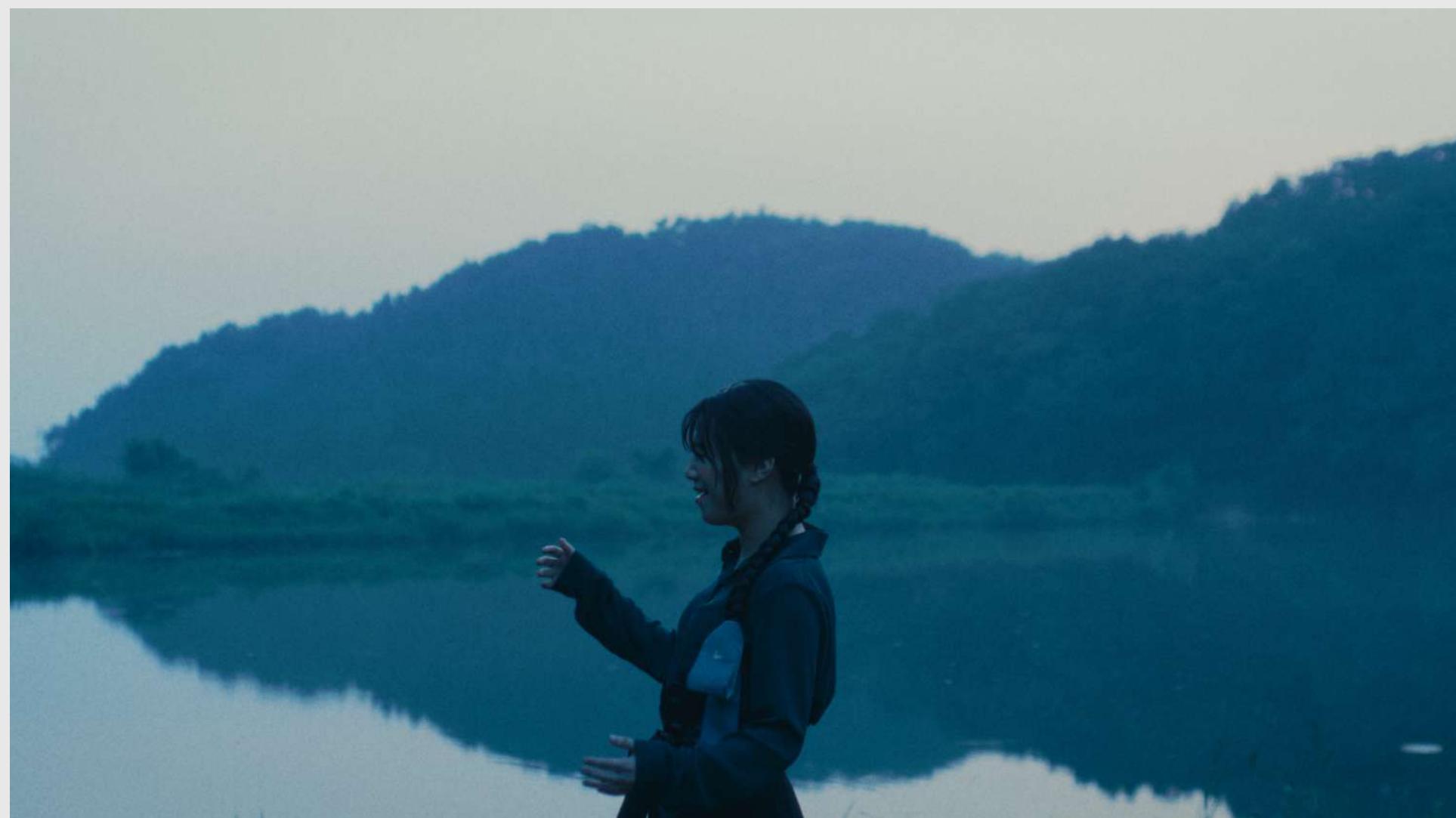
She wakes up from the underworld and meets her sister with her fellow ghosts by a river and dances joyfully.

We tried to express the eerie emotions with those dance scenes and bring traditional images of Korea but removing the historical features to focus on the story itself.

Directing, Editing, Colorgrading, 2D VFX



[WATCH THE VIDEO](#)





ELDON, *<HATE>*
MUSIC VIDEO / 2' 58" / 2023

<HATE> is a music video for singer-songwriter ELDON's single album *<HATE>*.

We tried to express the disparate style of the song by juxtaposing various images of people hating each other for different reasons with ELDON singing about them so that it can provoke contradiction.

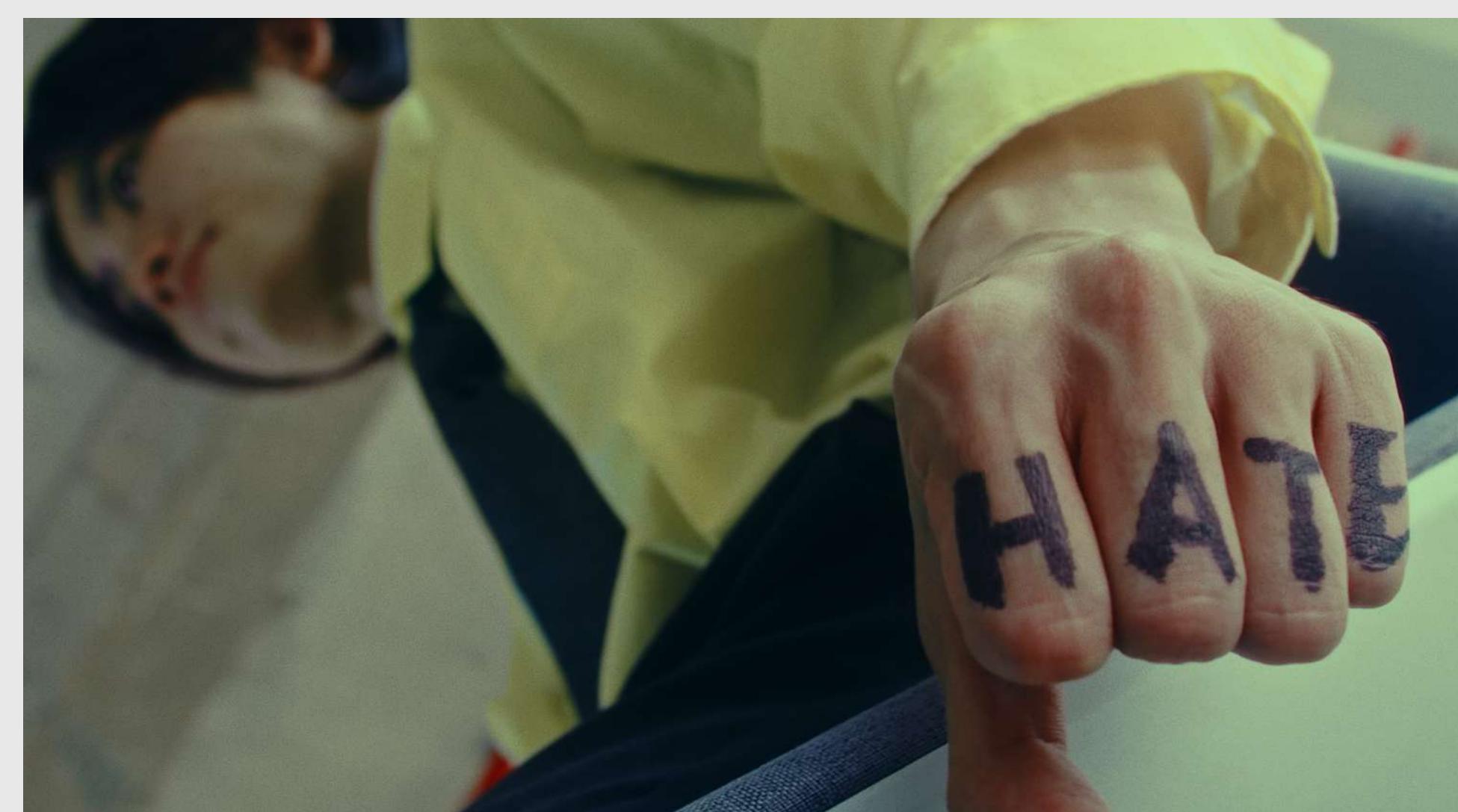
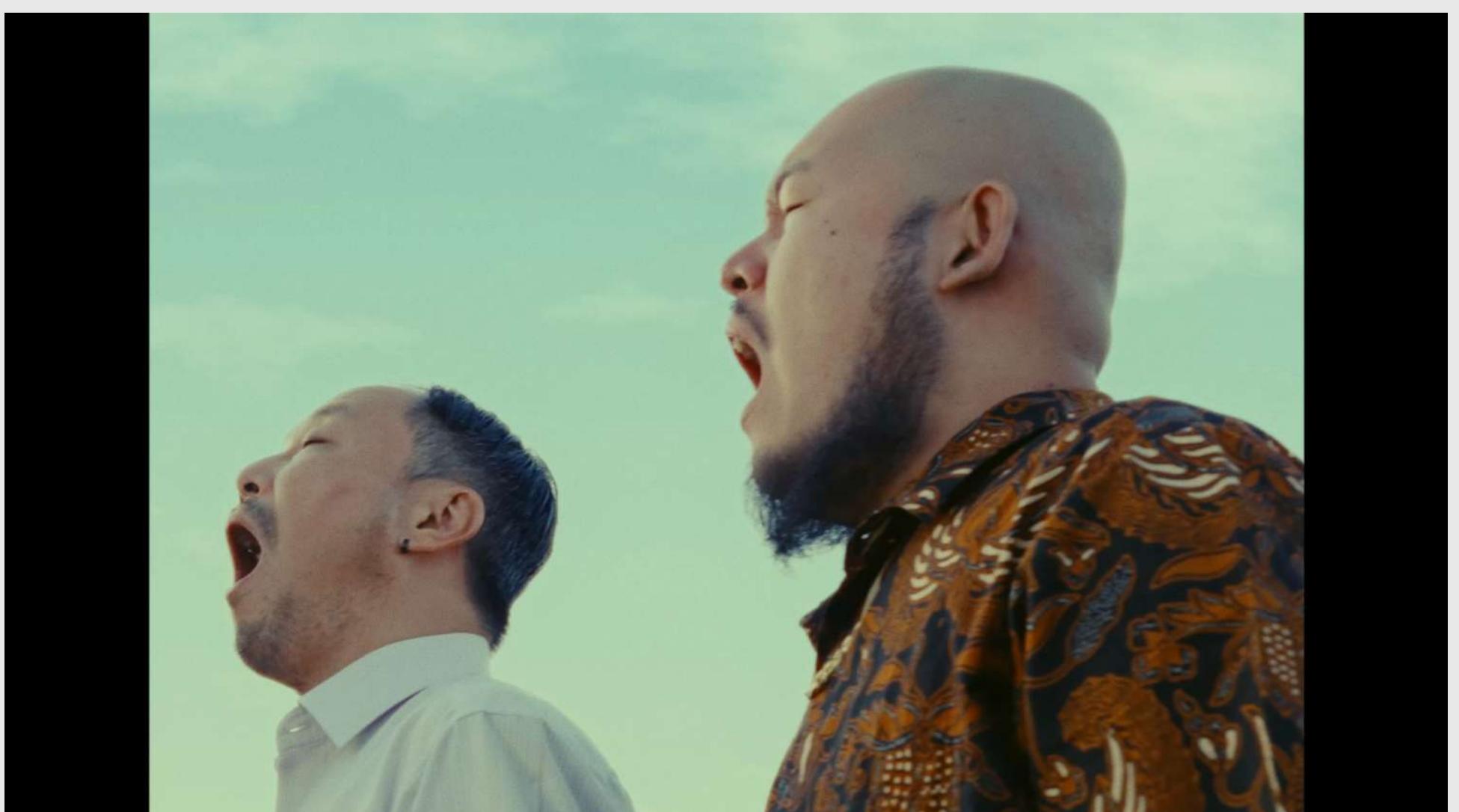
We tried to portray the problems of noise between floors, generational conflict, and social media that can be easily found in the era of hate in which we live now in a simple and pleasant tone.

The music video ends with ELDON singing in a skeptical gesture as if he couldn't help himself in a large group made of anger and irritation in various directions.

Directing, Filming, Props, Editing, Colorgrading, 2D VFX



[WATCH THE VIDEO](#)





X+Y=U, <916>
MUSIC VIDEO / 9' 35" / 2023

<916> is a 9-minute-long music video in the form of a short film in which four songs of UK-based independent artist *Josh Christopher* known as *X+Y=U* are connected.

We reinterpreted the gloomy emotions of the lyrics as spatial-temporal disconnection within human

communication after the covid-19 incident. The film depicts the worst-case scenario where you can experience real human emotion only through virtual reality.

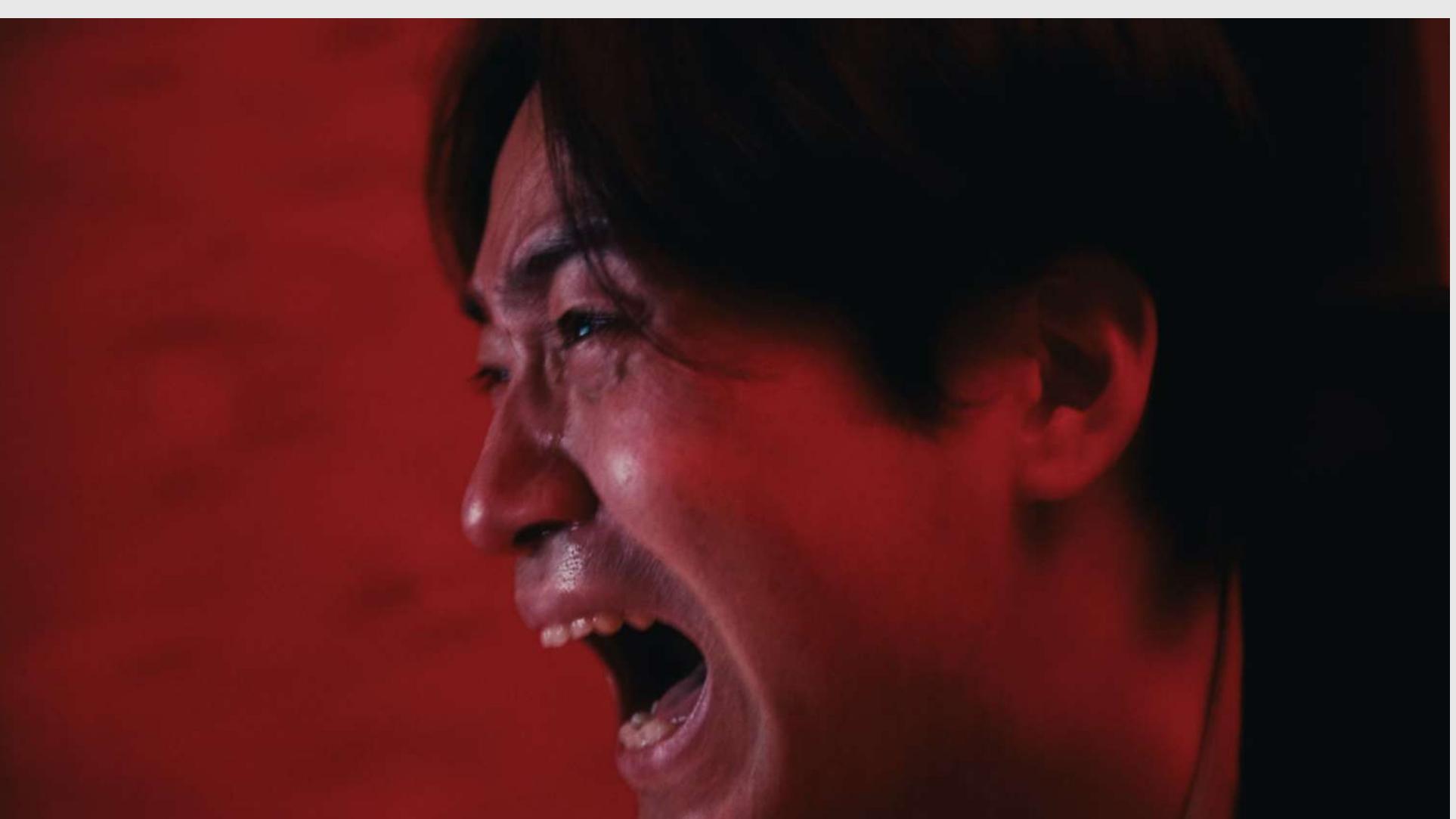
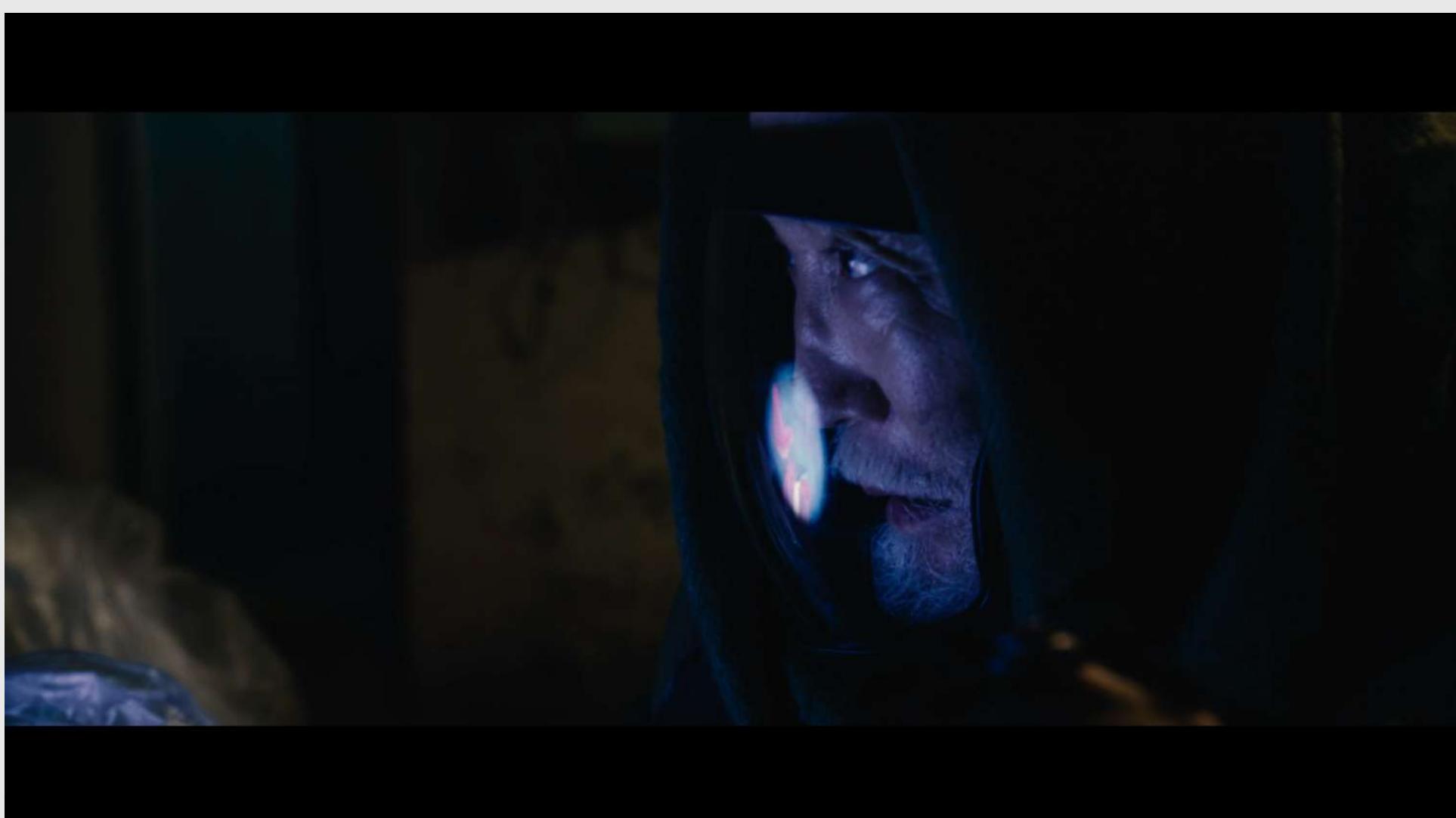
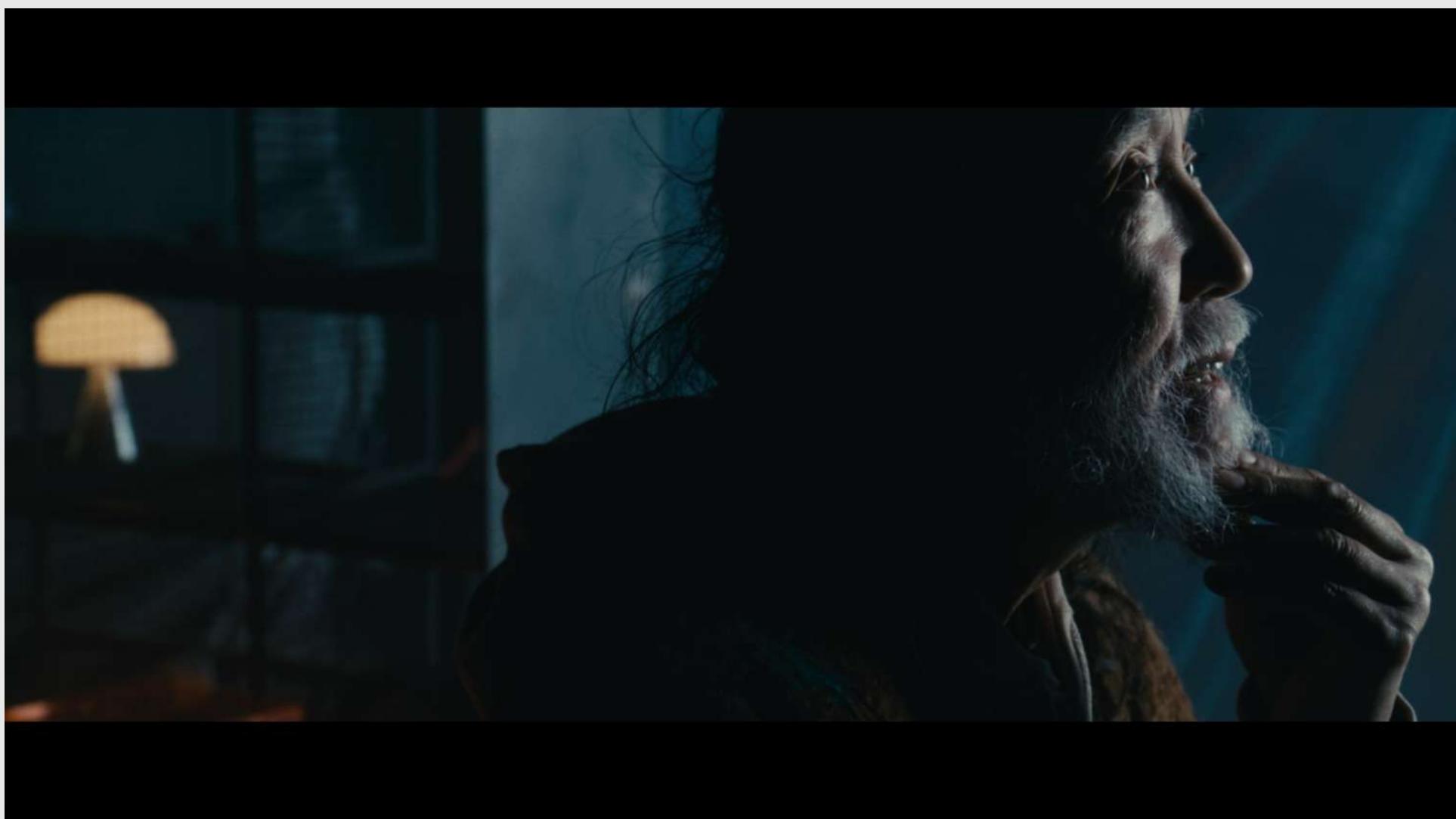
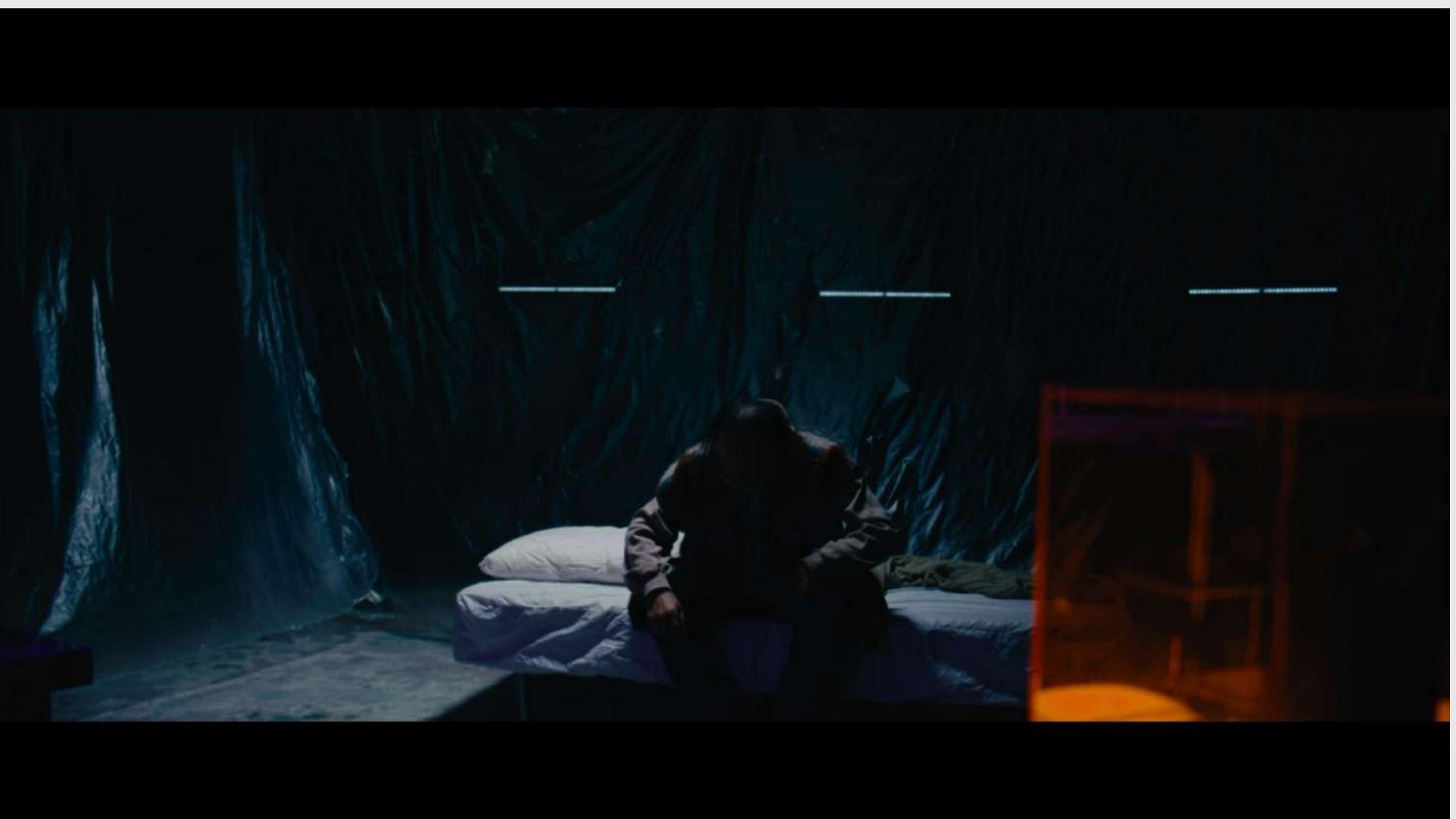
The story follows a lonely old man becomes addicted to virtual reality which simulates his happy memories. But when it turns into a twisted nightmare, he discovers there's something else he hasn't recognized in his past.

Directing, Production Designing, Editing, Colorgrading, VFX



WATCH THE VIDEO

- *Selected at magazines : EARMILK, c-heads*





WEI, *<SPRAY>*
MUSIC VIDEO / 3' 24" / 2022

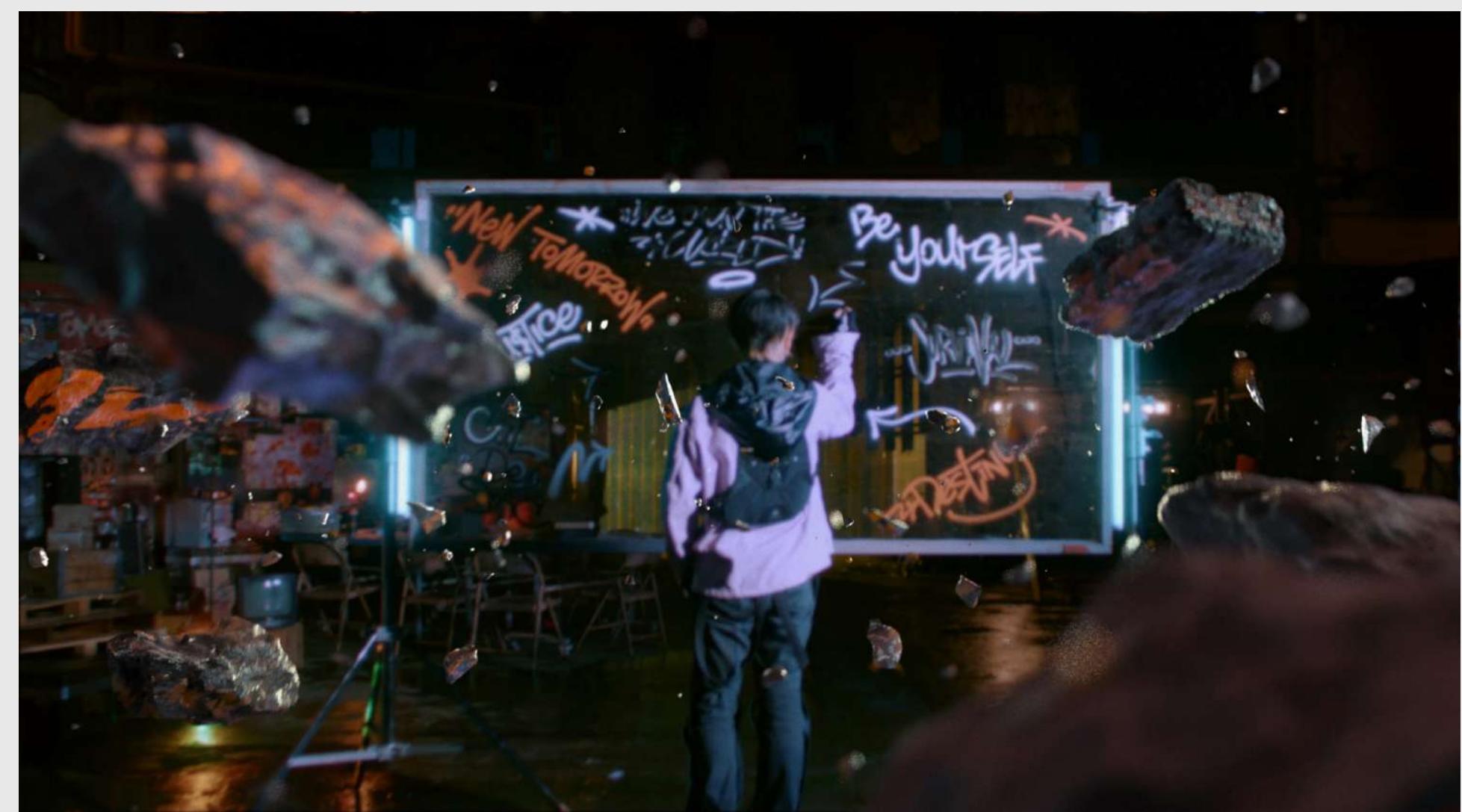
<SPRAY> is a K-pop music video featuring Korean boy group WEI's title song of their fifth mini album. Our challenge in this project was to present this group with a masculine and maniac tone that was different from the existing image.

We set the goal to highlight every single member of

the group with distinctive visuals for each personality and at the same time to maintain overall consistency.

We tried to put the implications of the lyrics surrounding the keyword 'spray' in the music video through various materials such as water, fire, and particles, etc.

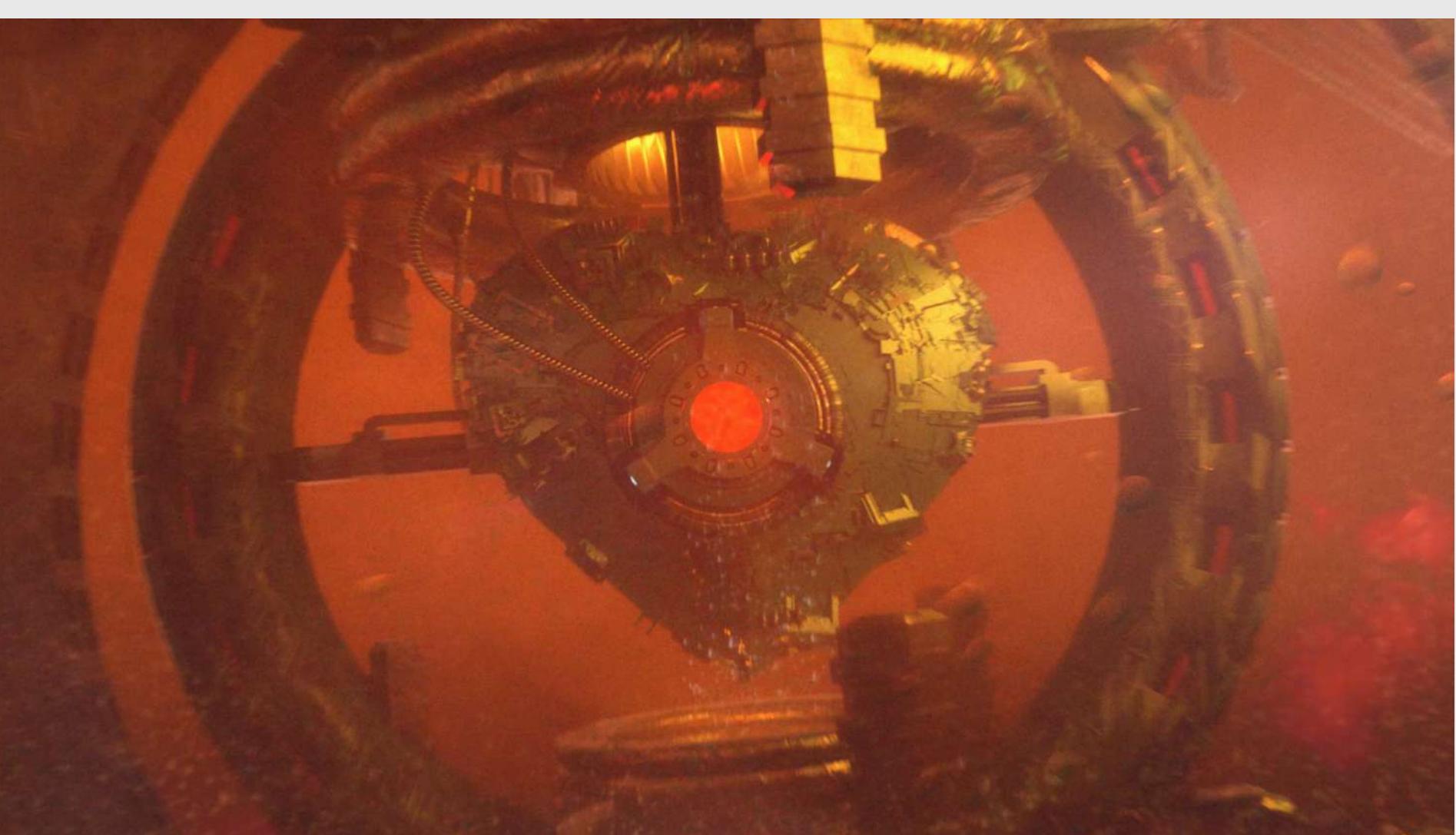
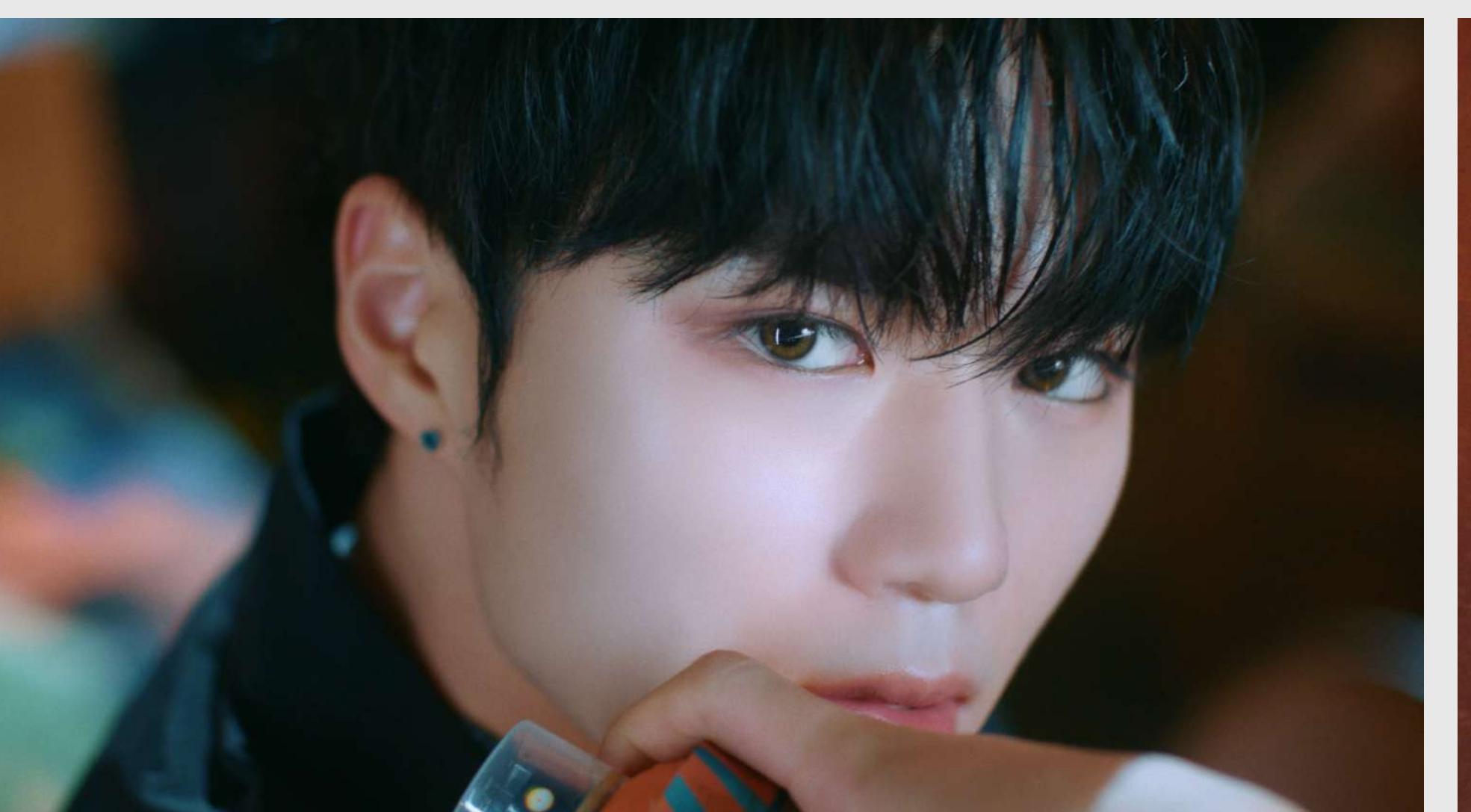
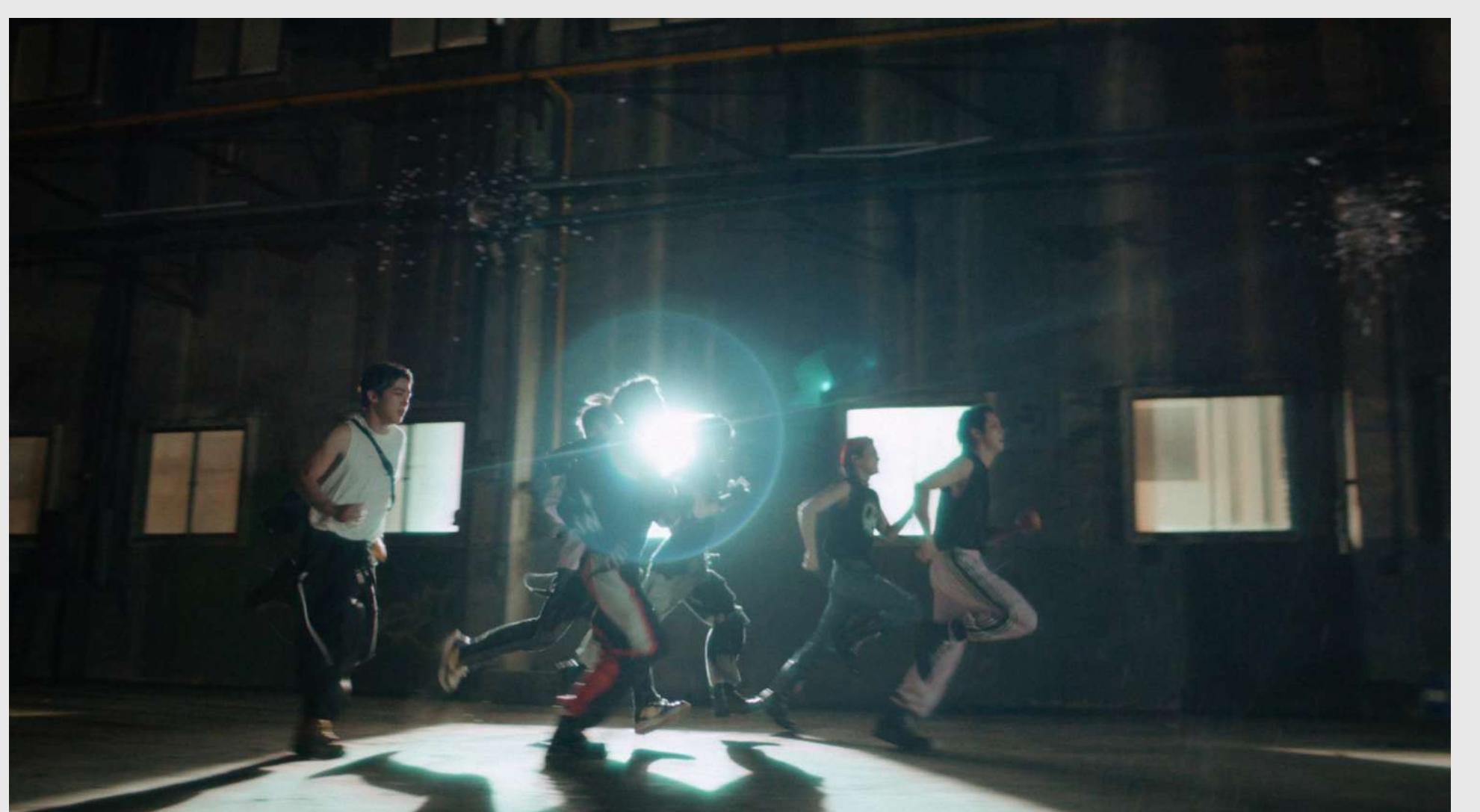
Directing, Editing, 2D VFX



[WATCH THE VIDEO](#)

[PERFORMANCE VERSION](#)

- 10 million views on YouTube





SUMMER SOUL X ROMDERFUL, *<MY WORLD>* MUSIC VIDEO / 3' 29" / 2022

<MY WORLD> is a music video for the collaborated work by South Korean singer-songwriter *Summer Soul* and British producer *ROMderful*.

We wanted to create a hand-crafted dream-like aesthetic reminiscent of *Alice in Wonderland* to the concept, inviting the viewers into her journey to the fantasy world where she meets different versions of her friend *ROMderful*. We put a lot of effort into this project as we made all the character designs, crafted the puppets and sets and of course the vfx / animations on our own.

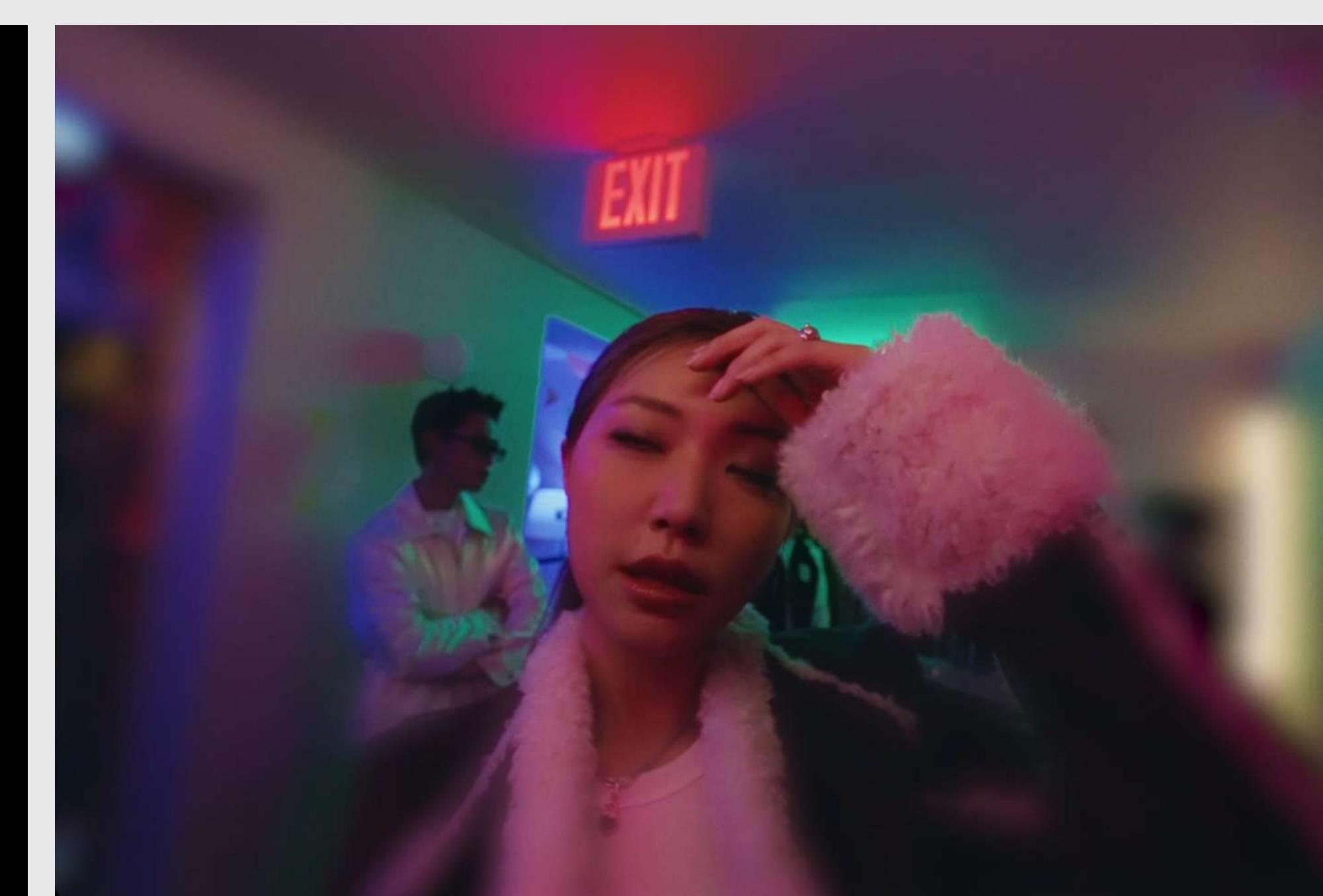
Directing, Props, Editing, Colorgrading, 2D VFX

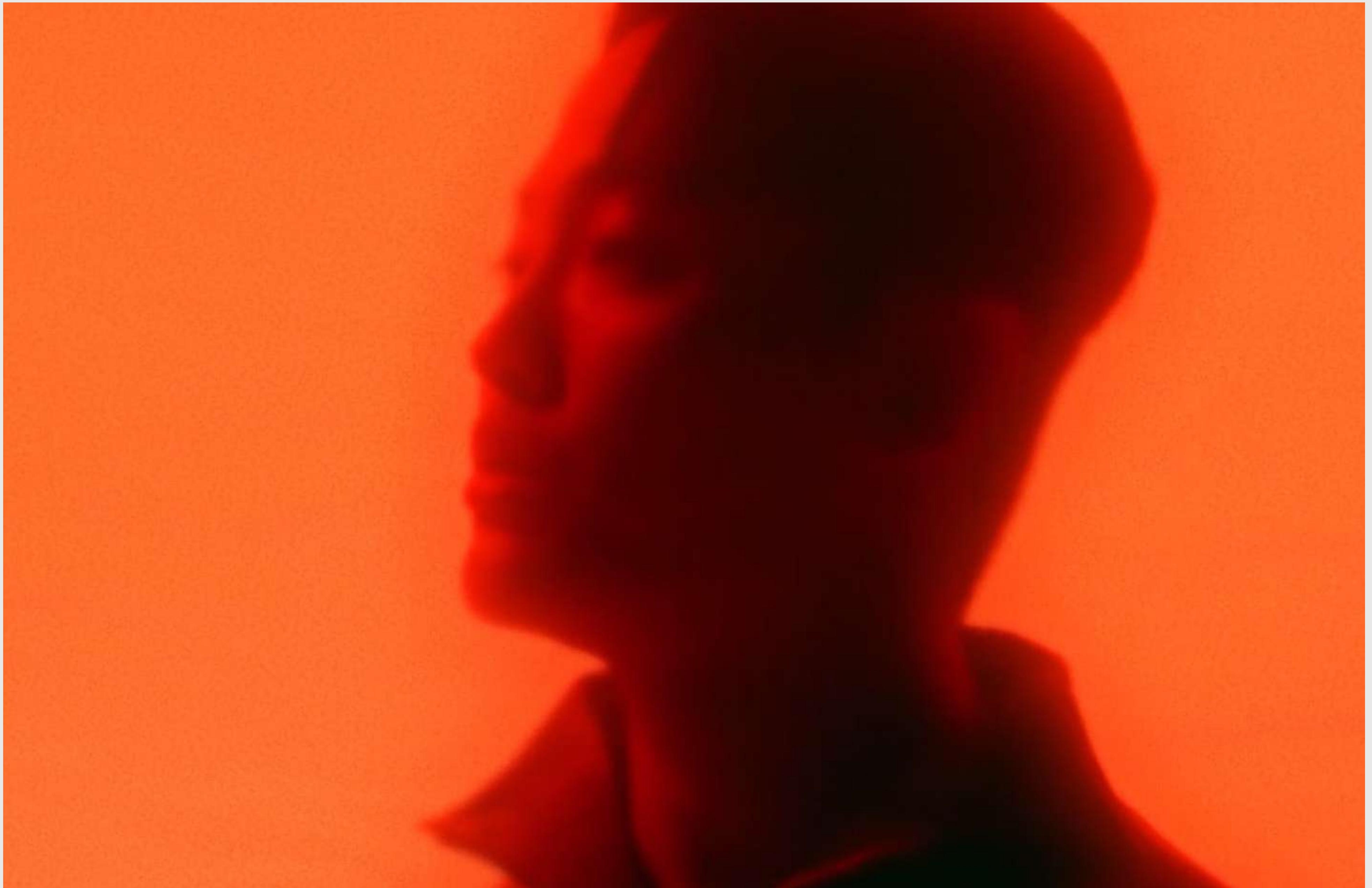


[WATCH THE TRAILER](#)

[WATCH THE VIDEO](#)

- Selected at magazines : *Promonews*, *Videostatic*



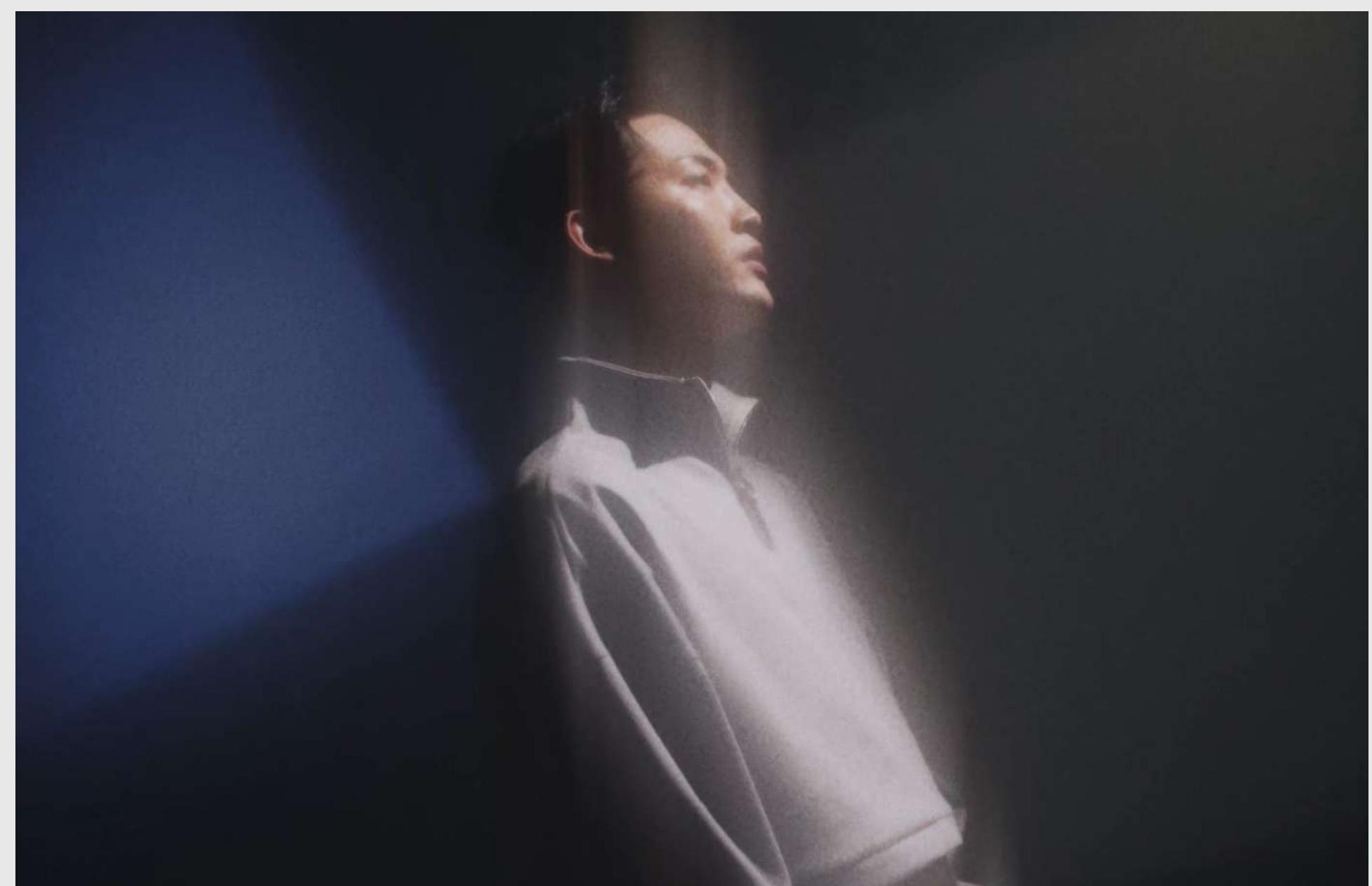


LOW, *<MOVE>* MUSIC VIDEO / 4' 10" / 2020

<MOVE> is a music video for South Korean R&B artist *Low* (currently known as *Haedeun*). We aimed to create surreal images using the most primitive materials - light and color.

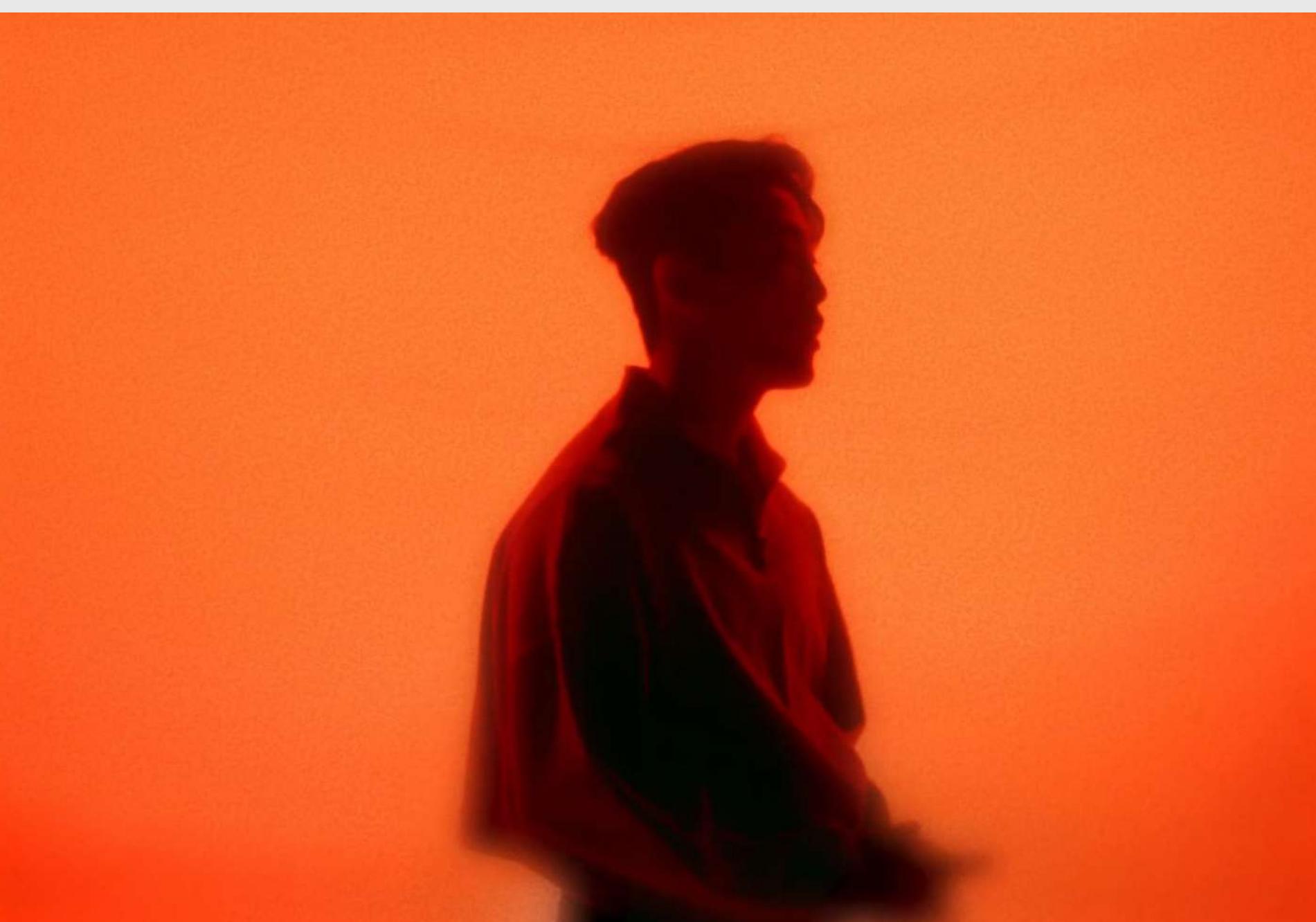
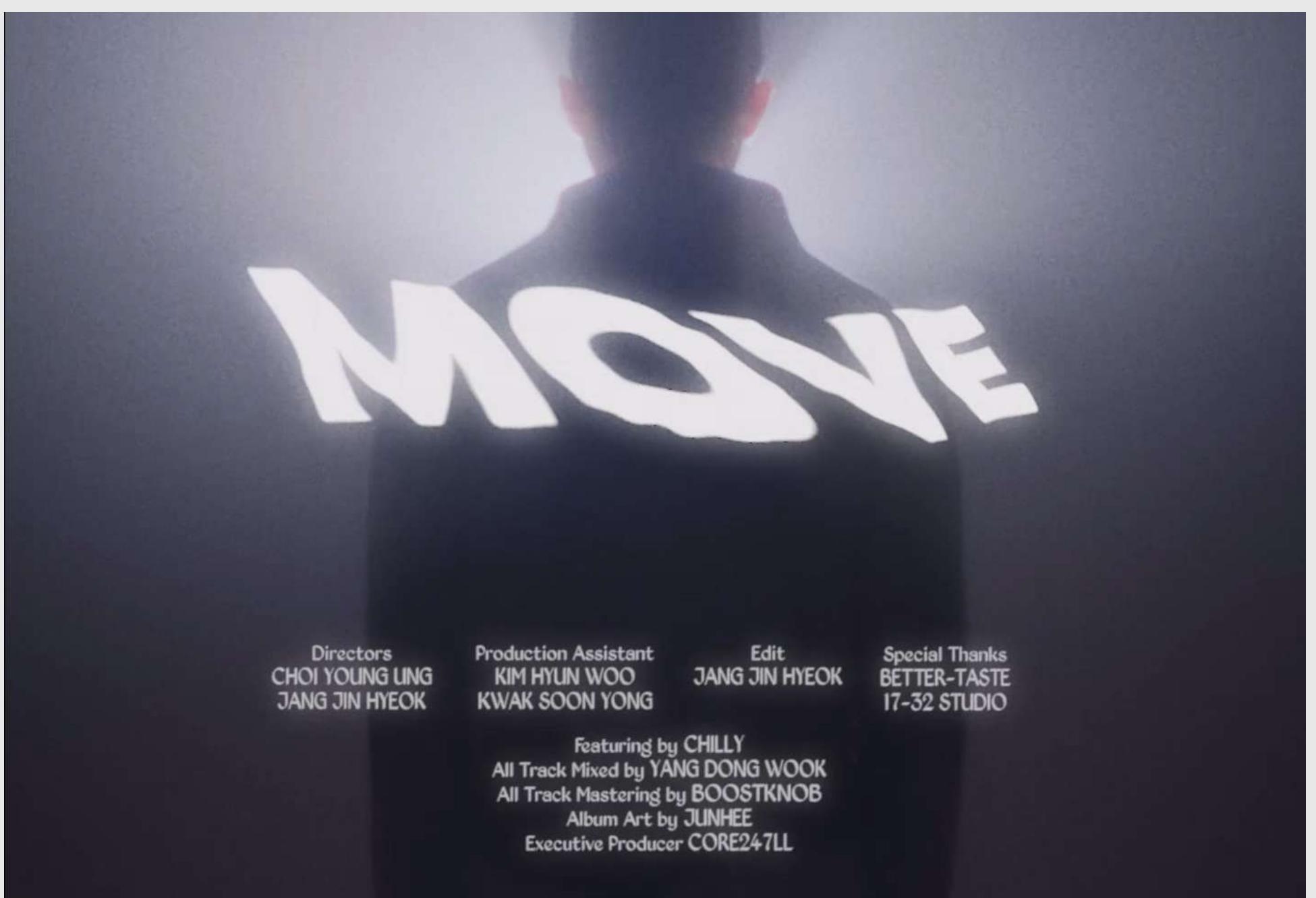
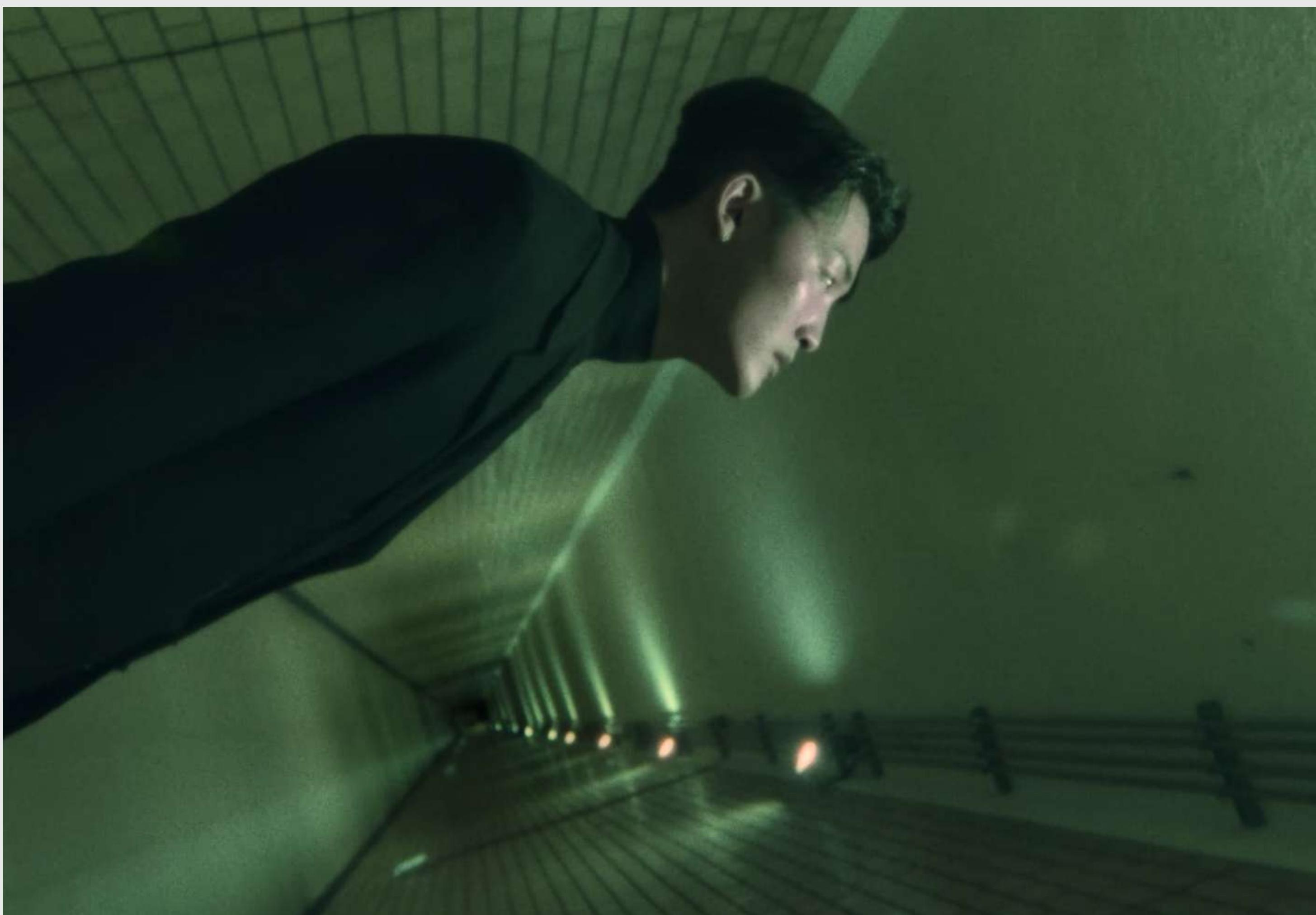
The whole concept of the video began with the following sentence by Hermann Hesse - *“The bird fights its way out of the egg. The egg is the world. Who would be born must first destroy a world. The bird flies to God. That God’s name is Abraxas.”* In order to deliver the simple idea of him moving after the light, we let every visual element as minimal as possible.

Directing, Filming, Editing, Colorgrading, VFX



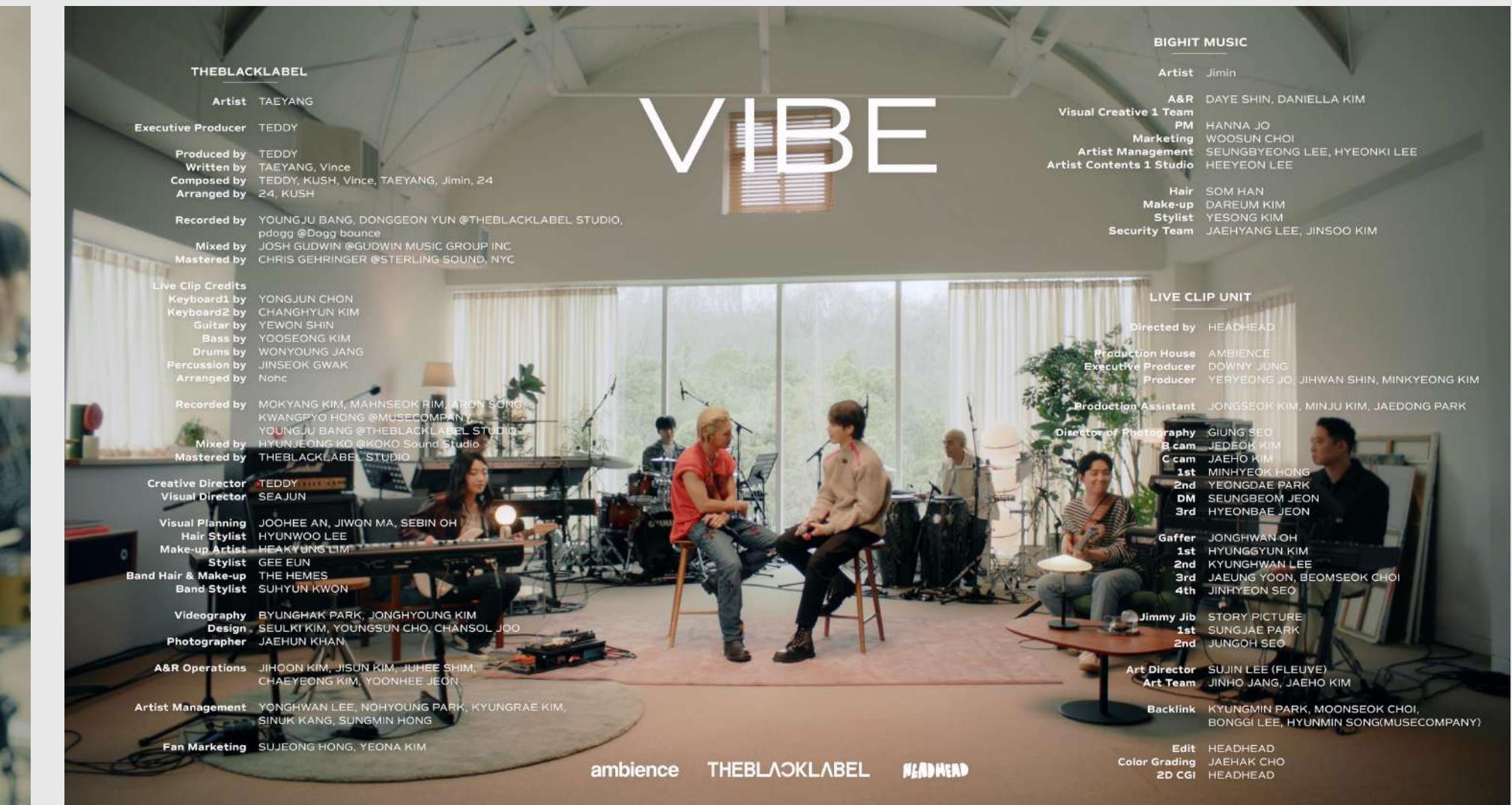
[WATCH THE VIDEO](#)

- Selected at magazine : [Booooooom TV](#)



PERFORMANCE VIDEO

1. TAEYANG, <*VIBE* (feat. Jimin of BTS)> LIVE PERFORMANCE P40
2. BOYNEXTDOOR, <*SERENADE*> & <*BUT I LIKE YOU*> PERFORMANCE VIDEO P41
- 3.INI, <*HANA*> IMAGE LIP VIDEO P42
4. ONEW X PUNCH, <*WAY*> LIVE PERFORMANCE P43
5. SEVENTEEN, <*ATTACCA*> HIGHLIGHT MEDLEY P44
6. 2PM, <*MUST*> HIGHLIGHT MEDLEY P45



TAEYANG, *<VIBE (feat. Jimin of BTS)>* LIVE PERFORMANCE / 3' 56" / 2023

We directed a live performance of *TAEYANG* and *Jimin of BTS* on their new song *<VIBE>*. It was also

important to show two artists well, but in fact, we focused on making the swirling harmony with the other session members visible. We wanted the production design to be a minimalistic modern set in a warm and cozy atmosphere.

Directing, Editing, 2D

WATCH THE VIDEO

- 10 million views on Youtube



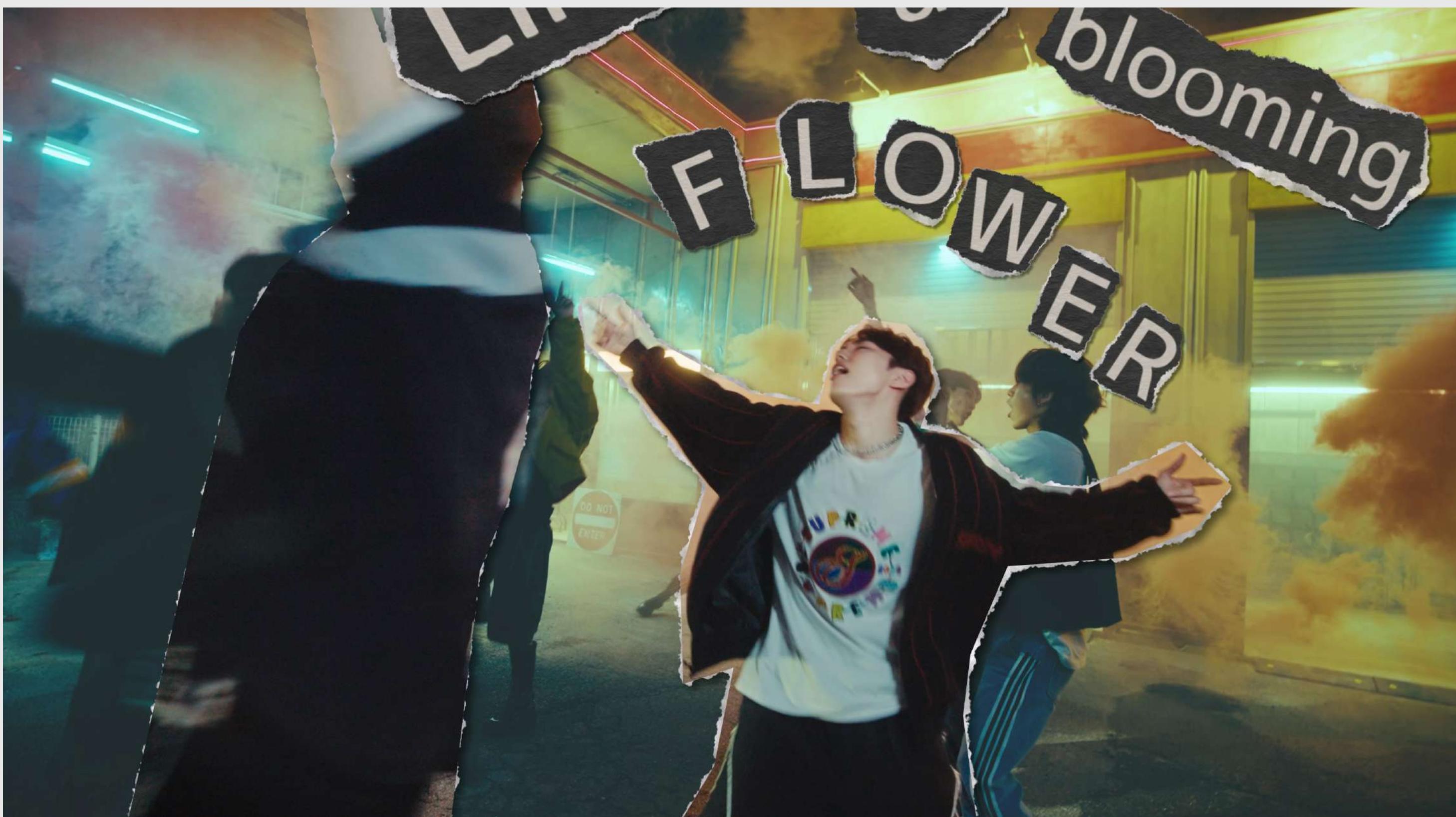
BOYNEXTDOOR,
<SERENADE> & <BUT I LIKE YOU>
PERFORMANCE VIDEO / 3' 21", 2' 31" / 2023

We worked on a post-production of the performance video of the K-pop Idol group 'BOYNEXTDOOR' in editing and 2D VFX. We mainly used paper collages and cell animation hand-drawn effects to their dance performances.

Editing, Colorgrading, 2D VFX

[WATCH THE VIDEO - SERENADE](#)

[WATCH THE VIDEO - BUT I LIKE YOU](#)



INI, <HANA>
IMAGE LIP VIDEO / 3' 29" / 2023

We directed and edited the performance video of the Japanese Idol group 'INI'. We gave each scenes to the eleven members singing according to their characteristics and put 2D effects of younger generations texting each other through social media.

Directing, Editing, Colorgrading, 2D VFX

[WATCH THE VIDEO](#)



ONEW X PUNCH, <WAY> LIVE PERFORMANCE / 3' 58" / 2021

We directed a live performance of <WAY>, a sentimental ballad song of ONEW (a member of K-Pop

Idol SH/NEE) and Korean singer-songwriter Punch.

A serenade singing on the moon in the middle of the night came to our mind when we first heard the song, so we decorated the live stage with such a dreamy nostalgic vibe.

[WATCH THE VIDEO](#)



SEVENTEEN, <ATTACCA> HIGHLIGHT MEDLEY / 4' 34" / 2021

Highlight medley is a new music format that combines the highlights of each song in the album and has been quite a spotlight for the past few years in the K-pop scene.

We directed the highlight medley video for ninth mini album of Seventeen, <ATTACCA>. It consists of seven

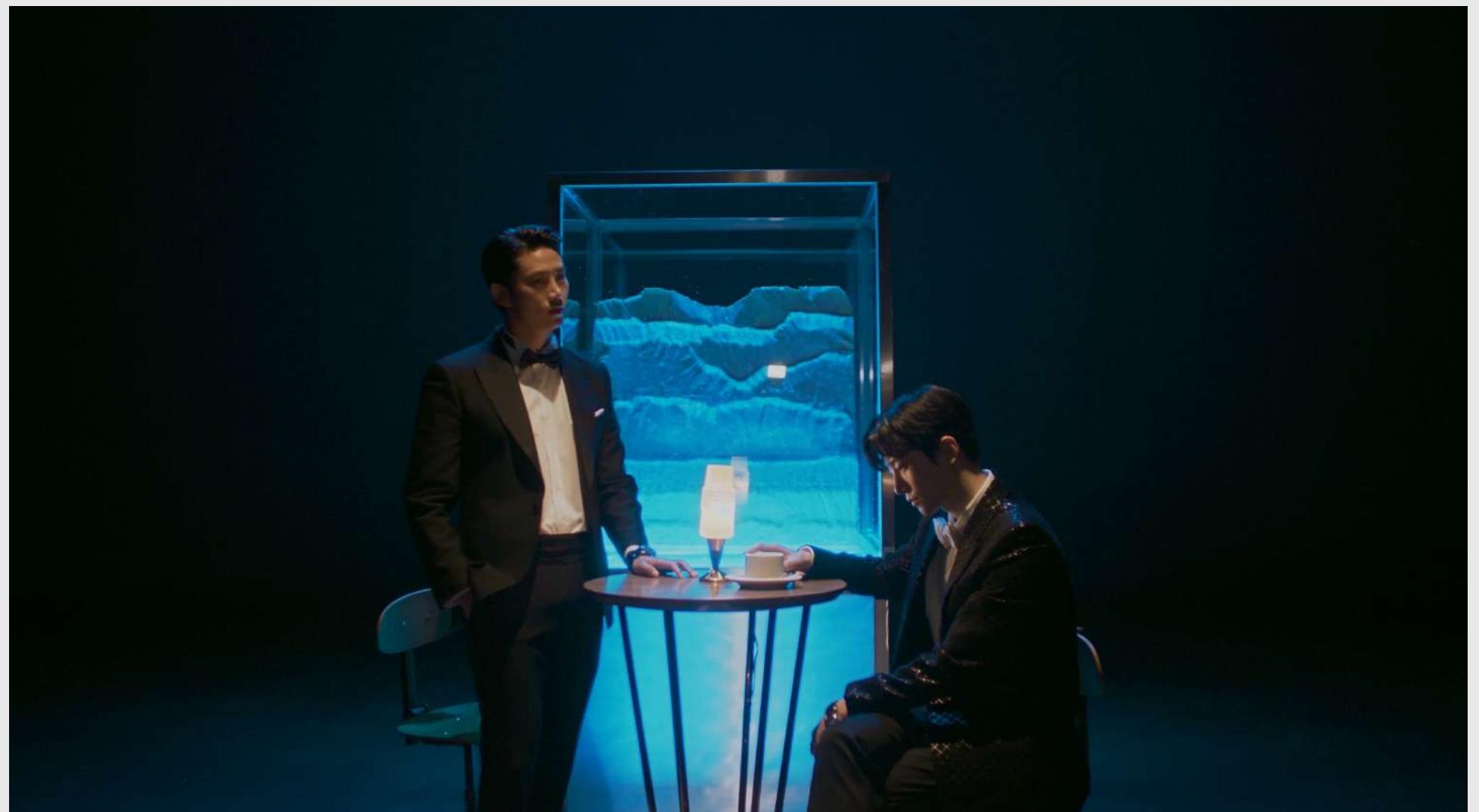
songs of their album, and each song has a different genre so we approached each segment's manner of the video to be different from the other part.

Based on the fact that 'attacca' is a musical term that means 'to constantly play', we differentiated the methods of transitions of each part so that it continues seamlessly such as animation, objects, 2D composition, etc.

Directing, Editing, Colorgrading, 2D VFX

WATCH THE VIDEO

- 2.5 million views on Youtube



2PM, *<MUST>* HIGHLIGHT MEDLEY / 4' 13" / 2021

We directed a highlight medley video for 2PM, one of the most influential 2nd Generation K-Pop group.

The concept of the production design was inspired from *Lars Von Trier's* film *Dogville* which presents every set and props in one stage. To make it a seamless edit like an oner, we rehearsed every action with our staff many times so that we can shoot the artist with one take.

Directing, Editing, Colorgrading, 2D

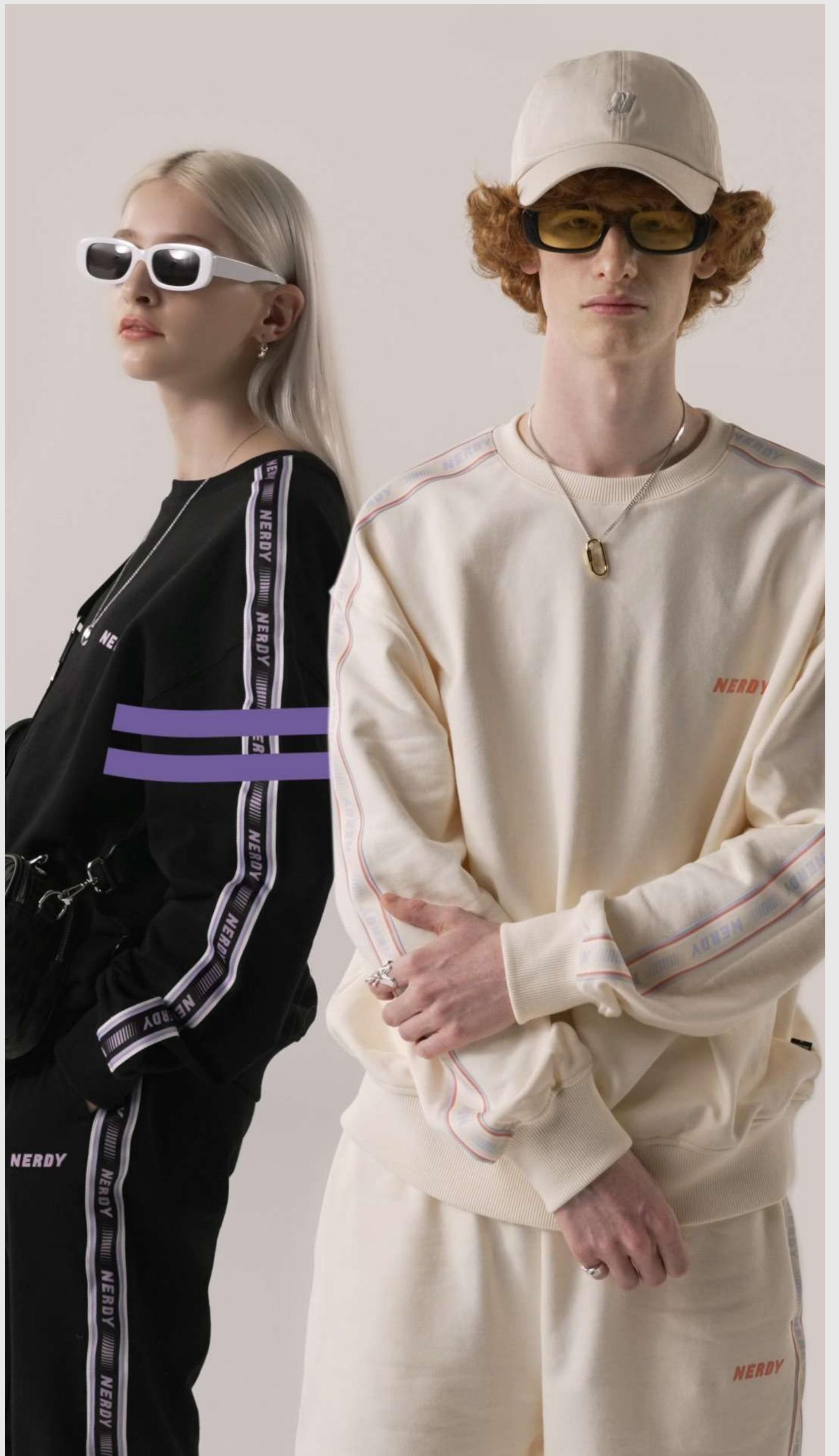
[WATCH THE VIDEO](#)

FASHION FILM

1. NERDY® 2022 SPRING COLLECTION
2. NERDY® 2022 SUMMER COLLECTION

P47

P48



NERDY® 2022 SPRING COLLECTION FASHION FILM / 2022

NERDY® is a street fashion brand that has become popular among young Korean people in past few years. We directed three serial commercials for viral of their 2022 spring collection.

In 'Signature' video, the purple double stripe which is the brand's most iconic design fly across the models so we had to plan every shot for post-production. In 'Windbreaker' video, we shot some photos with Nimslo camera which has multiple lenses, and color-graded it to a vintage style to give nuance to the video that it has a culturally independent and brave attitude.

Directing, Editing, Colorgrading, 2D VFX

[WATCH THE VIDEO - SIGNATURE](#)

[WATCH THE VIDEO - WINDBREAKER](#)

[WATCH THE VIDEO - CAMPUS LOOK](#)



NERDY® 2022 SUMMER COLLECTION FASHION FILM / 2022

We directed three serial commercials for viral of NERDY®'S 2022 summer collection. In this series, the brand focuses on its footwear line-ups for summer.

In 'Graphic' video, we wanted to emphasize the graphic T-shirts and the models so we sliced up some frames of the video and edit it like the pictures pop up from the video. In 'Signature' video, we wanted to make the viewers imagine a dreamy, drowsy afternoon, so we chose the film and editing to be slow-paced and out of place.

Directing, Editing, Colorgrading, 2D VFX

[WATCH THE VIDEO - GRAPHIC](#)

[WATCH THE VIDEO - SIGNATURE](#)

[WATCH THE VIDEO - SLIDE](#)

DIRECTOR. JIN HYEOK JANG

DIRECTOR. YOUNG UNG CHOI

THANK YOU!

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