

Article Idea Development

The story behind the success **THE SHARPSHOOT STORY**

The article

Written in a mature professional style with a touch of fun and young energy.

The story behind the success

SharpShoot Entertainment. Is the kpop company name we all know, but what is the story behind the success? In this article the directors of this remarkable company themselves, talk to you about the company's triumph and fame in the world of kpop and the world globally. Keep on persevering and YOU will reach that end goal, as Mr Logan Kang states "success comes in time."

SharpShoot Entertainment has been rising in global popularity for the past five years since it first debuted the kpop group FNF aka Fun and Free back in March 2015. Both Logan Kang and Hyun-Wu Kim state that the dream of developing and building a unique and professional kpop industry goes back to when they were both in senior school after finishing a project on music industries and how they operate. "That was the day I realised what I wanted to do, what my dream was." Hyun-Wu Kim

After being separated by work ambitions once finishing school in Korea, they reunited once again after eight years to start aiming for that unforgettable dream of directing their own kpop company. As a result SharpShoot Entertainment was born in 2015, and has been a major flourishing company that has produced some of the best undisputed groups and idols in the kpop industry. "When FNF debuted the weight of our work had finally been lifted in success." Logan Kang

The two directors have been close friends since the age of seven and like any friendship have had their ups and downs, and moments of disagreements disappointment. However, their connection is as strong as family as they are "like brothers" to one another. Sometimes the strongest bonds do not always start out in the most positive of lights. "I have to admit... I thought Logan was quite bossy when I first met him. Even as a seven year old things were always done his way." Hyun-Wu Kim (Both men laugh)

Let's look at the background of these directors and how they came to be friends through what many will call fate, as these men have brought a momentous amount of success in the world of kpop.

Logan Kang was born in the city of Busan, located in Korea and is the older brother of a younger sister. It is my great sorrow to say that he lost his older brother to a horrific car crash in 2016, but has handled the situation with admirable maturity and professionalism as a growing director. He moved to Seoul when he was five years old where he met Hyun-Wu Kim at Dwight School and their friendship developed.

Hyun-Wu Kim lived on the island of Jeju for the first seven years of his life before he moved to the city of Seoul and attended Dwight school, he is the oldest sibling of four and has had his own experience of grief when he lost his father to lung cancer back in 2011 but he remained strong as a stone for the sake of his younger siblings and took the role of father. Despite their life experiences, both men support each other and stay in close contact to their families even in their chaotic lives as the directors of SharpShoot Entertainment.

The aim for SharpShoot Entertainment is to create a large range of music both sung in Korean and English for all audiences that open up the door of kpop to them. Keep the music changing and building and people will remain fascinated by the music, the high quality of the music videos that partner with the songs further emphasize a story to the song and have the enchanting qualities that bring viewers back over and over again.

The idols, trainees and other people who work with the company and directors hold a significant amount of respect for them as this company is directed and conducted in a professional but gracious manner. What further makes this company exceptional is that they refuse to hold the strict rules and regulations which admittedly some of you will find hard to believe but Hyun-Wu Kim and Logan Kang view the rules as “absurd and controlling” the idols are allowed to have their own phones and are granted the ability to date.

The trainee idols and idols themselves choose how long they want their contract to last and can alter this after the debut and being part of the company for two years, these changes in the company make the idols happier and more dedicated, bringing more energetic music to the industry. “We cannot control the idols and their lives, what they do outside the company is their choice not ours.” Logan Kang
“They are individuals not slaves.” Hyun-Wu Kim

The KDREAM is making moves

Now we can discuss what you all want to hear, SharpShoots new rising girl group, KDREAM.

Logan Kang wanted this group to have energy and passion resulting in their music being fun and energetic, whilst Hyun-Wu Kim requested that the group have the touch of youth so the members in this group are all under twenty. The directors wanted to expand the group past Korea so all of the members are from different areas of Asia, both directors are confident that KDREAM will make moves in the kpop world as they received such a momentous uproar from global audiences when their debut song “Chase that” was released. We look forward to new songs from this group, keep up the good work! “The girls have worked hard for their debut and we hope they continue this in the future.” Logan Kang

The future of KDREAM looks bright and positive says the whole company and directors, the girls’ have the most lovely personalities and are just what the industry needs for something new and fresh, daebak! “KDREAM will take the world by storm.” Hyun-Wu Kim

The girls

The KDREAM. This growing girl group consists of the members:

Rina from China, Mariko from Japan, Hana from Korea and SR from America/Korea.

These girls have been working together for a large hard year and have built powerful friendships with one another. As a result of friendship bonds so strong they decided together to not have a leader of the group as they thought it would have a drastic change in the dynamic of the group. "There is a clear bond between them, everyone is equal in KDREAM."

Hyun-Wu Kim

We are impressed that these girlies not only create their own song lyrics but are permitted access to choreograph the dance routines for their songs and music videos, of course with the help of a professional choreographer.

Whilst SR, initials coming from the name Sakura Rim takes on the role of rapper within the group due to her fluency in English and Korean, Rina chose the place of lead dancer as she has danced for the majority of her life and to word it simply, she slays at it. Mariko was awarded the role of lead vocalist of the group, her enchanting voice can indeed capture the attention to the group. And, finally. Hana, placed at 5th in the most beautiful Asian faces of 2019 is the visual and lead song writer of these incredible young girls. "They are very mature for idols who have not reached full adulthood yet." Logan Kang

The groups concept is unique to them as the directors wanted their music to feel fun and free but with a gentle touch of a few slower softer songs for any audience. The girls all pull of the appearance in the media of being young yet mature, and sweet with the quiet dash of sexiness to help with their popularity and confidence as individuals.

KDREAM have their own dream of working with many other famous kpop groups and western singers in the near future to help popularize the genre of kpop in the modern world. The girls each mentioned other stars they would love to work with in future productions, this list includes the very well known kpop group ATEEZ as well as BLACKPINK. The western stars would have to be Selena Gomez, Harry Styles and of course the Queen B herself. They have reluctantly admitted that working with these remarkable celebrities is highly unlikely, but don't worry girls I'm sure those dreams are on their way. "The group aims high, and that is exactly what we want from them." Logan Kang

The Officer Jinho?

In the last moments of the interview I requested for Hyun-Wu Kim and Logan Kang to share with all of you their personal opinions on the idol Jinho leaving RXN to join the Korean army. Jinho Lee is not with SharpShoot Entertainment but his little sister Rina Lee is as lead dancer of KDREAM, crazy huh? It is Jinho's decision to leave RXN if he desires to be in the army and serve in Korea, although he may be abandoning one of the most rewarding roles as an idol there are many other doors in life that have to be opened to all of us at some point. RXN will most likely continue as a group of five to create the music fans love and enjoy so much, despite the lost member they will continue building as a group with confidence and open minds that the future brings high hopes. "Good luck Jinho in the army, we are honoured to have you serve us." Hyun-Wu Kim

“Your fans many miss you but you will indeed make Korea proud.” Logan Kang

Thank you Hyun-Wu Kim and Logan Kang for allowing me to interview you on these subjects of SharpShoot Entertainment please continue producing outstanding groups and idols for that growing audience out there. Once again, Kamsamnida!

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