

72 x SHOH

Project Introduction

ABOUT 72 SECONDS

WE CREATE FUN!

Asia's only Int. Emmy Nominated Digital Studio (2018 & 2019).
Specialists in digital content. Platform originals, digital formats and ready-made.
Watched globally.

Name	72Seconds
CEO	Chiehwan Sung
Founded	13th of February 2015
Currently available IP's:	Total IP's available: 22 <i>Including:</i> 72Seconds Series dxyz* Miss O Banana Actually *dxyz, 2019 Int. Emmy nominee *Available IP's including 'The Sensible Life of Director Shin', 2018 Int. Emmy nominee

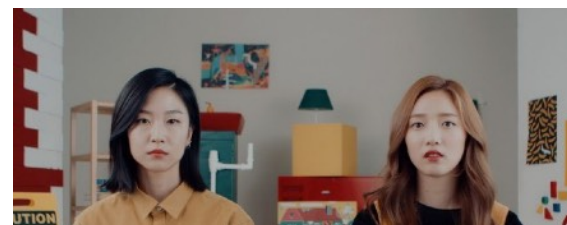
주요 포트폴리오 | [72 SECONDS 채널 바로가기](#)



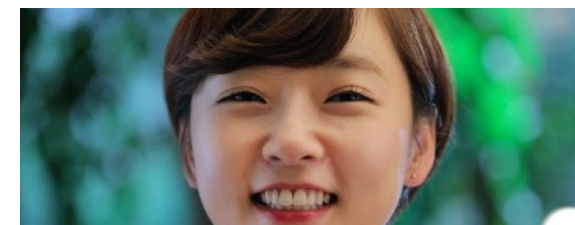
72 SEC DESK
생활 밀착형 뉴스 예능 | 72초 데스크



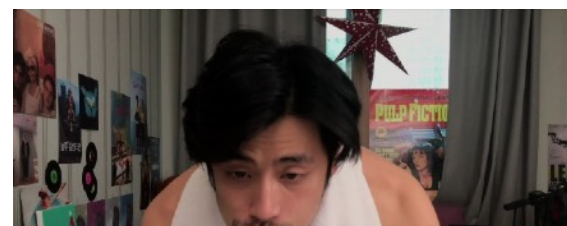
72 SECONDS
초압축 드라마 | 72초



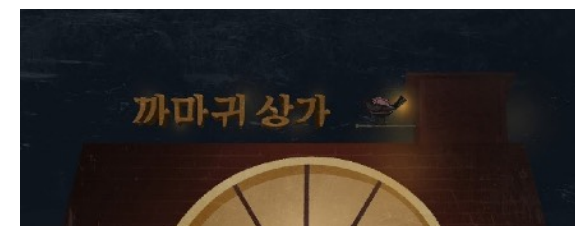
DEUX YEOZA
초압축 비주얼 드라마 | 두여자 Deux Yeoza



OHGUSIL
초압축 감성 드라마 | 오구실



THE SENSIBLE LIFE OF DIR. SHIN
대환장 드라마 | 신감독의 슬기로운 사생활



THE CROW BUILDING
뜻밖의 오피스 시트콤 | 까마귀 상가

ABOUT SHOH

SHOH’s Performance Korea/Japan/US/Indonesia

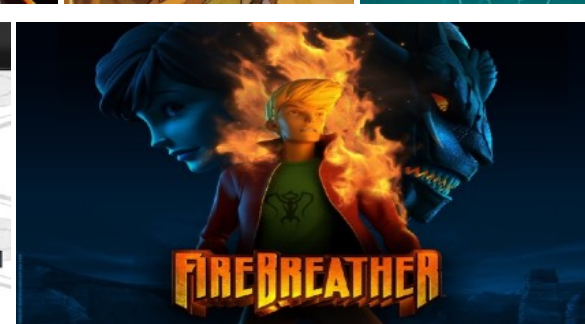
Over the past 10 years SHOH has had a solid career as storyboard artists with over 20 titles.
With 10 titles in the United States alone, and an award winning slate, SHOH has world-class pre-production capabilities with a successful track record.

SHOH’s History

Tin House - Animator, Story Board	Wonderful Days (First domestic animation blockbuster)
Tin House - Ass. Director, Director	Macross Zero (Assistent director to Japan’s top animation director Shōji Kawamori) Debut as a Director : Aquarion TVS
Nickelodeon Animation - Director, Design, Storyboard, Artist	Avatar the last airbender (Netflix Accumulated Viewer Rank 1, Forbes) (Emmy / Annie / Peabody / Satellite / Genesis Award)
Disney ABC Television Group - Director, Storyboard, Artist	Tron : Uprising (Emmy / Annie Award)
Disney Toon - Storyboard, Artist	Tinker Bell, The Pirate Fairy (Feature Film, DVD) Tinker Bell and Legend of the Never Beast (Feature Film, DVD)
Cartoon Network - Director, Storyboard, Artist	Generator Rex Season 2,3 (Emmy Award) Fire Breather (TV special movie) (Emmy Award)
Warner Bros. Animation - Storyboard, Artist	Lego DC Super Heroes : Justice League (Special DVD) (Annie : Nominee) Justice League : Gods and Monster(Special DVD) Mike Tyson Mysteries (Annie : Nominee)
DreamWorks Animation - Storyboard, Artist	Avatar the last airbender (Netflix Accumulated Viewer Rank 1, Forbes) (Emmy / Annie / Peabody / Satellite / Genesis)
SHOH - Executive Producer, CCO	KIKO TVS (FTA Level 1) Zak Storm (FTA Level 1)

ABOUT SHOH

SHOH's Portfolio



72 x SHOH project

Question:

“What do I want for my home life?”

“What effect is my daily coffee capsule having on the environment?”

“That Insta post I made.. Was it just to brag? Or am I really like what I posted?”

Important questions permeate our daily lives,
but don't necessarily see the light of day.

This series brings those questions to light in a friendly way.

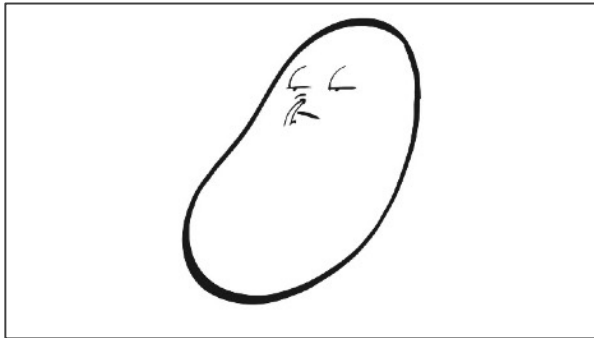
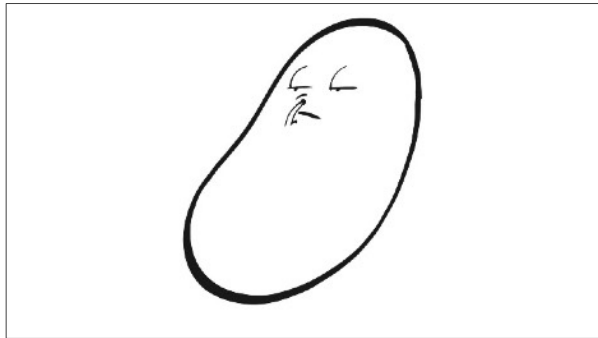
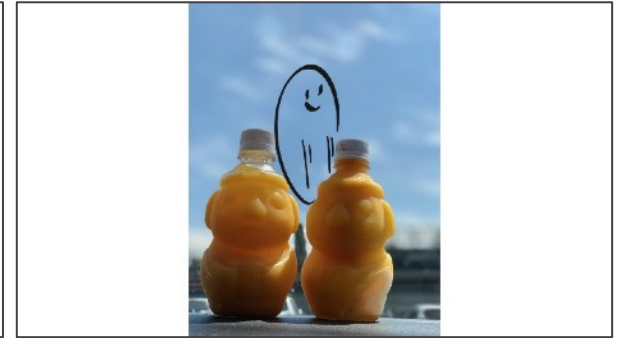
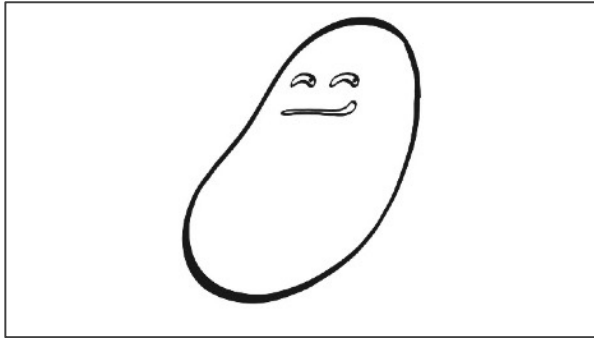
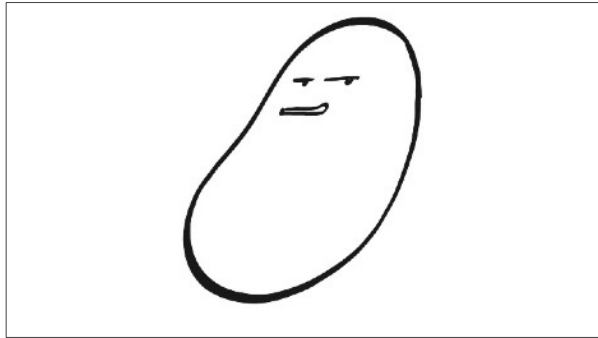
Visual concept

Animated Character (in development)

In the series', there is a line animation character called Word Bubble (or Wobbo for short).

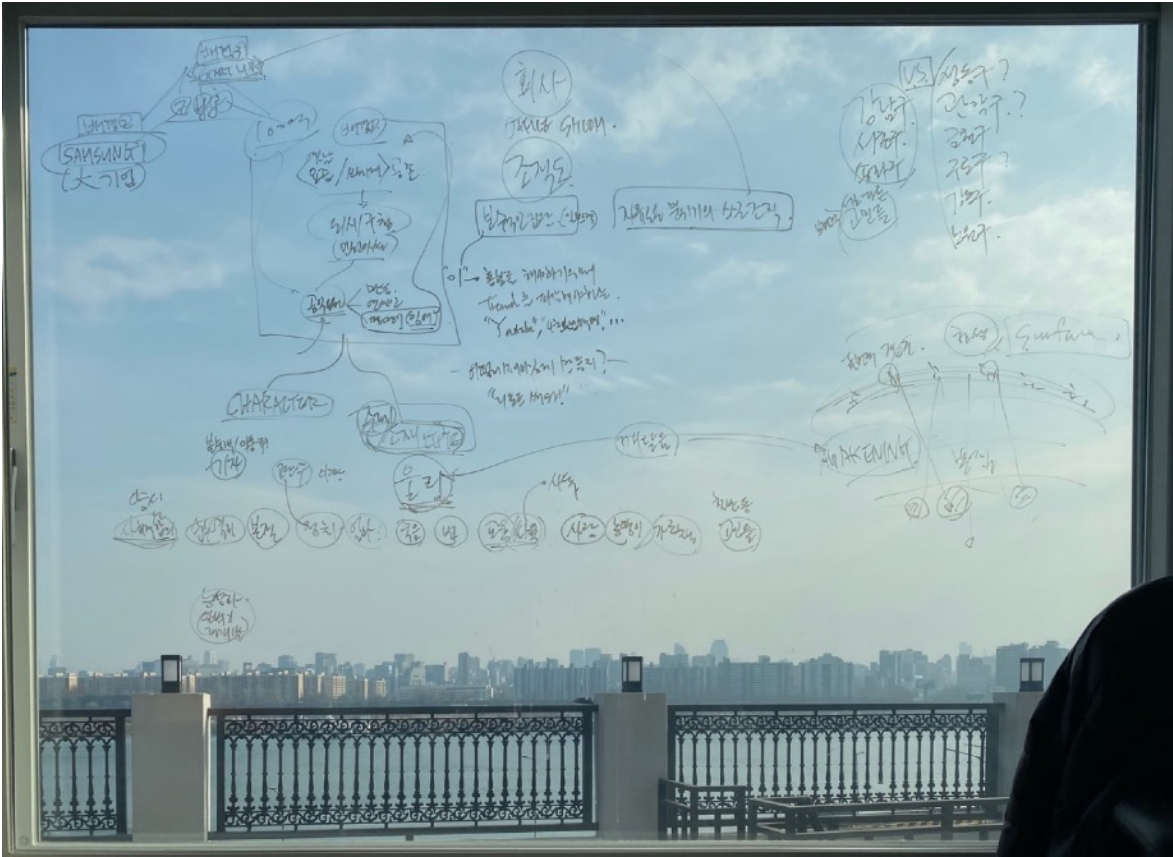
Wobbo will occasionally appear to spice up the drama, show the inner feelings of the characters, or play a role in conveying the feelings between the characters. Sometimes Wobbo can become the main focus of an episode.

Wobbo (Word Bubble) Character Prototype



First Series – ‘Happy Town’

콘텐츠 개요



구분	내용
IDENTITY	<ul style="list-style-type: none">The story of a rural district that becomes part of greater Seoul.
REFERENCE	<ul style="list-style-type: none">Soonpoong Clinic (순풍산부인과)Platform Original DocumentaryMisaeng (미생)
CORE PLOT	<ul style="list-style-type: none">The story of the inhabitants of ‘Happy Town’ - a neighborhood that dreams of winning the “national citizen’s satisfaction award”.
IDEA	<ul style="list-style-type: none">A once quiet rural district near Seoul is reorganized as a ‘Gu’ - or part of greater Seoul.The story centers around the local government’s Complaints Office.With vast differences between the local residents and the newly arriving city folk, the complaints they get are varied and many...
GENRE	<ul style="list-style-type: none">A friendly sitcom about challenges in society.
RUNNING TIME	<ul style="list-style-type: none">20 min x 12 Episodes

행복구청 사람들

Logline

A 'Civil Service Office Comedy' about the 'Happytown District Office' and their dream of winning the top spot in the 'national citizen's satisfaction award'. This won't be easy in a town where new city inhabitants constantly bump heads with the rural locals.

Background & Plot

"Happytown"

Happy District is located outside the Seoul metropolitan area. It was a rural "eup" district until a few years ago, but it became a "gu" district of Seoul when the administrative district was reorganized. With one large boulevard between them, existing rural residents live in the east, and newly moved city residents live in the urban planned west. Even though it's the same town there is a big difference in land prices between new town areas and rural areas. As such, the standard and style of living among the residents are extremely different. Of course, the complaints that reach the 'Happytown District Office' are also many and hugely varied.

행복구청 사람들

Background & Plot Continued

"Double Happiness Hotline" (in development)

On a sunny spring day, the Happytown District Office is turned upside down by an article on the front page of a local newspaper. The headline reads: "The District Office Turns a Blind Eye. Are We Okay With That!?". The angry article reads: "We called the District Office to handle our complaint, but they ended up making us go in circles." To make matters worse, the complainer was the press director of the newspaper no less!

Anyway, as this article erupts, the Happytown District Office declares a PR emergency. The fire falls hottest on Na Jeong-do, the head of the district office, who was about to run for mayor next year, and Ko In-seok, who is dreaming of becoming his right-hand man and the next mayor. If it goes wrong here, it's all over! So Ko In-seok suggests a daring idea to tackle complaints in the town:

The 'TF Team' and their "Double Happiness Hotline" are born!

"A.k.a. The Happy Hotline" is launched with the ambition of offering a one-stop solution for all complaints in the town. Whether it is administration, welfare, or urban environment. Residents all welcome the good news. But an invisible war begins among officials in the district office. If one joins the TF team, which is sure to have all the complaints and hard work, one will probably die working. After a heated death-match of rock-paper-scissors, drawing lots, and ladder games, the 'elite troops' were eventually selected, complete with some unlucky new office recruits. The TF 'Happy Hotline' team is formed! Will they survive in the sea of complaints?

E.O.D