

MA-RW201-S3

Kim Sung Hyun (김성현), better known as B1monster is a visual and digital arts designer of Seoul, South Korea as well as the designer of his personal "JIHA" clothing line. He appeared as a contestant on the famous show Project Runway Korea: Season 4 and since then has been leading the idea behind the artistry and direction of various films by the group, Bangtan Boys (방탄소년단). Creating the videography of "I Need U", "화양연화 On Stage - Prologue", and "Run", he constructed a trilogy with profound use of emotion that touched the hearts of people all around the world, connecting fans of his work through a memorable storyline that is not only intriguing but relatable as well. He can be seen in various episodes and behind the scenes of the filmmaking on Youtube and Vapp under BigHit, 1theK, Naver and BANGTANTV.

Further background information:

Born: November 20, 1988

Current Residence: Seoul, South Korea

Collaborations with: Lumpens, "HitMan" Bang, BigHit

Facebook: Sung Hyun K

Instagram: b1monster

Twitter: b1monster

Further information and reference:

"I Need U" <https://www.youtube.com/watch?v=4N7oPqkf6sw>

"화양연화 On Stage - Prologue" <https://www.youtube.com/watch?v=4N7oPqkf6sw>

"Run" <https://www.youtube.com/watch?v=5Wn85Ge22FQ>

"I Need U (Behind the Scenes)" <https://www.youtube.com/watch?v=VjRgG6kZyfE>

"Run (Behind the Scenes)" <https://www.youtube.com/watch?v=9nleEzvypPA>