

A large, dark gray circular graphic with a halftone dot pattern. A thin white vertical line extends from the top edge of the circle down to the letter 'V' in "MOVING".

# MOVING SCULPTURE


BEAUTIFUL TECHNOLOGY  
THAT CAPTURES YOUR HEART

The image features a dense collection of reflective, metallic spheres of various sizes, likely made of polished brass or copper, suspended from thin, dark wires. The spheres are arranged in a way that creates a sense of depth and movement, with some in sharp focus and others blurred in the background. The lighting is dramatic, highlighting the reflective surfaces of the spheres and creating bright highlights and dark shadows. The overall composition is abstract and artistic, suggesting a modern sculpture or installation.

New values formed by the convergence of  
art and technology

# MOVING SCULPTURE





MOVING SCULPTURE is a kinetic sculpture made from new media specialist, MEDIAFRONT. Items such as metal balls and crystal balls are controlled by advanced technology to produce various forms of three-dimensional kinetic shapes. MOVING SCULPTURE provides value more than just the function of space with artistic, splendid, and beautiful arrangements in various spaces.

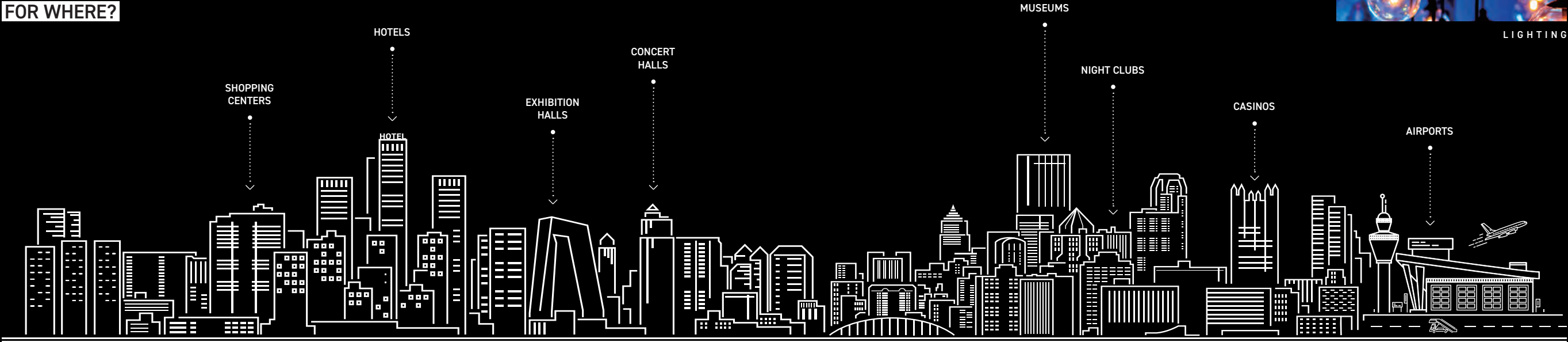


# CREATE EXCEPTIONAL VALUE IN VARIOUS SETTINGS



MOVING SCULPTURE creates special value that is much more than the functions for shopping center, airport, hotel, architectures, exhibition, promotional events and performances.

## FOR WHERE?



EXHIBITION



STAGE PERFORMANCE



BRAND PROMOTION



LIGHTING

## APPLICATION AREA



SHAPE



BULB

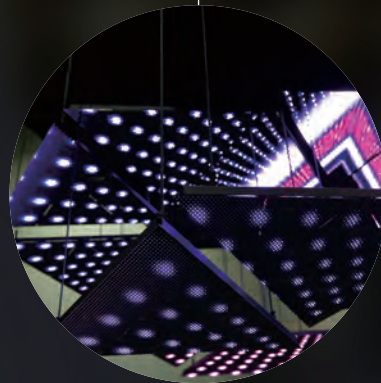
## DELIVERS MEANING THROUGH VARIOUS CREATIVE DIRECTIONS



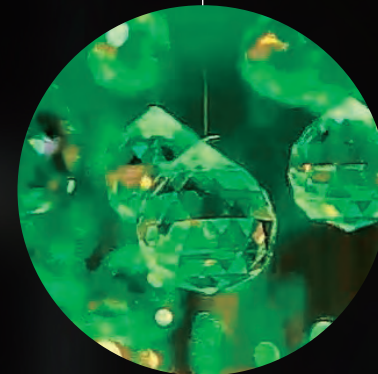
MOVING SCULPTURE of MEDIAFRONT can be used as moving art sculptures for companies or brands in various settings. You can choose the type of object to hang metal balls, crystal balls and more, and make various changes in motion production. In addition, lighting and sound can be added to create a colorful and vivid presentation.



METAL BALL



TRIANGLE LED PANEL



CRYSTAL BALL



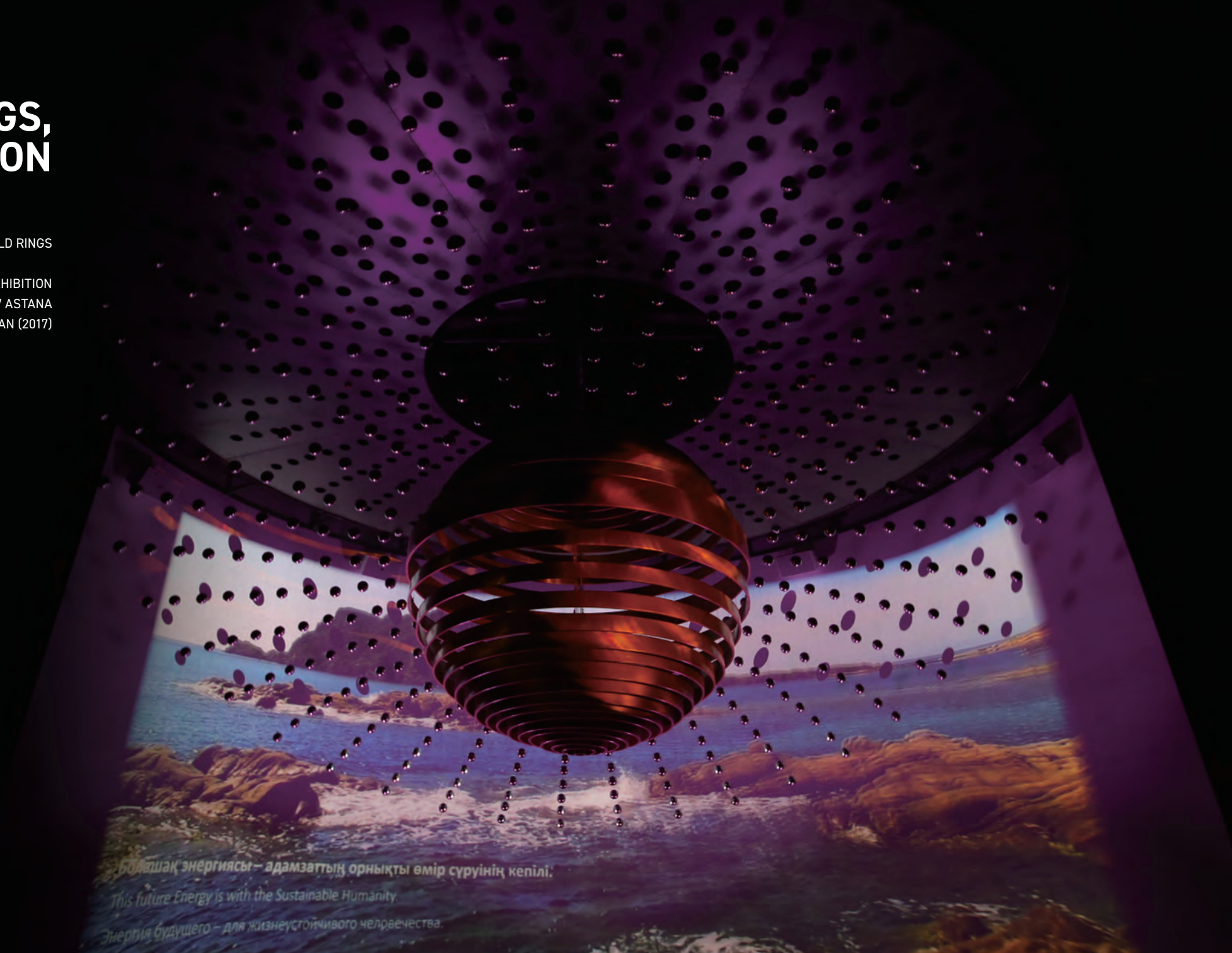
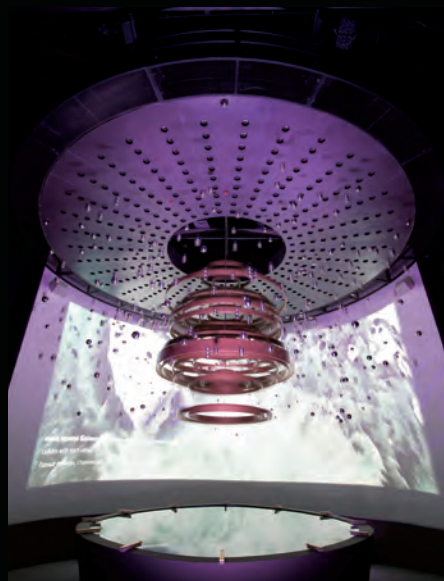
CUSTOMIZED OBJECT



# METAL BALLS, GOLD RINGS, MEDIA PROJECTION

365 METAL BALLS & 34 GOLD RINGS

EXHIBITION  
THEME ZONE , EXPO 2017 ASTANA  
KAZAKHSTAN (2017)



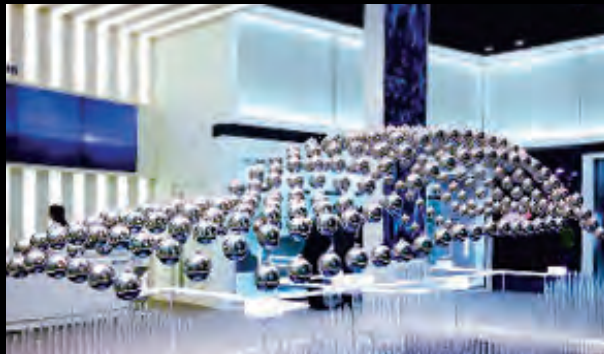
Болашақ энергиясы – адамзаттың орнықты өмір сүруінің кепілі.  
This future Energy is with the Sustainable Humanity.  
Энергия будущего – для жизнеустойчивого человечества.



# METAL BALLS

300 METAL BALLS

EXHIBITION  
KYUNGSHIN BOOTH  
SEOUL MOTOR SHOW  
KOREA (2014)





# METAL BALLS

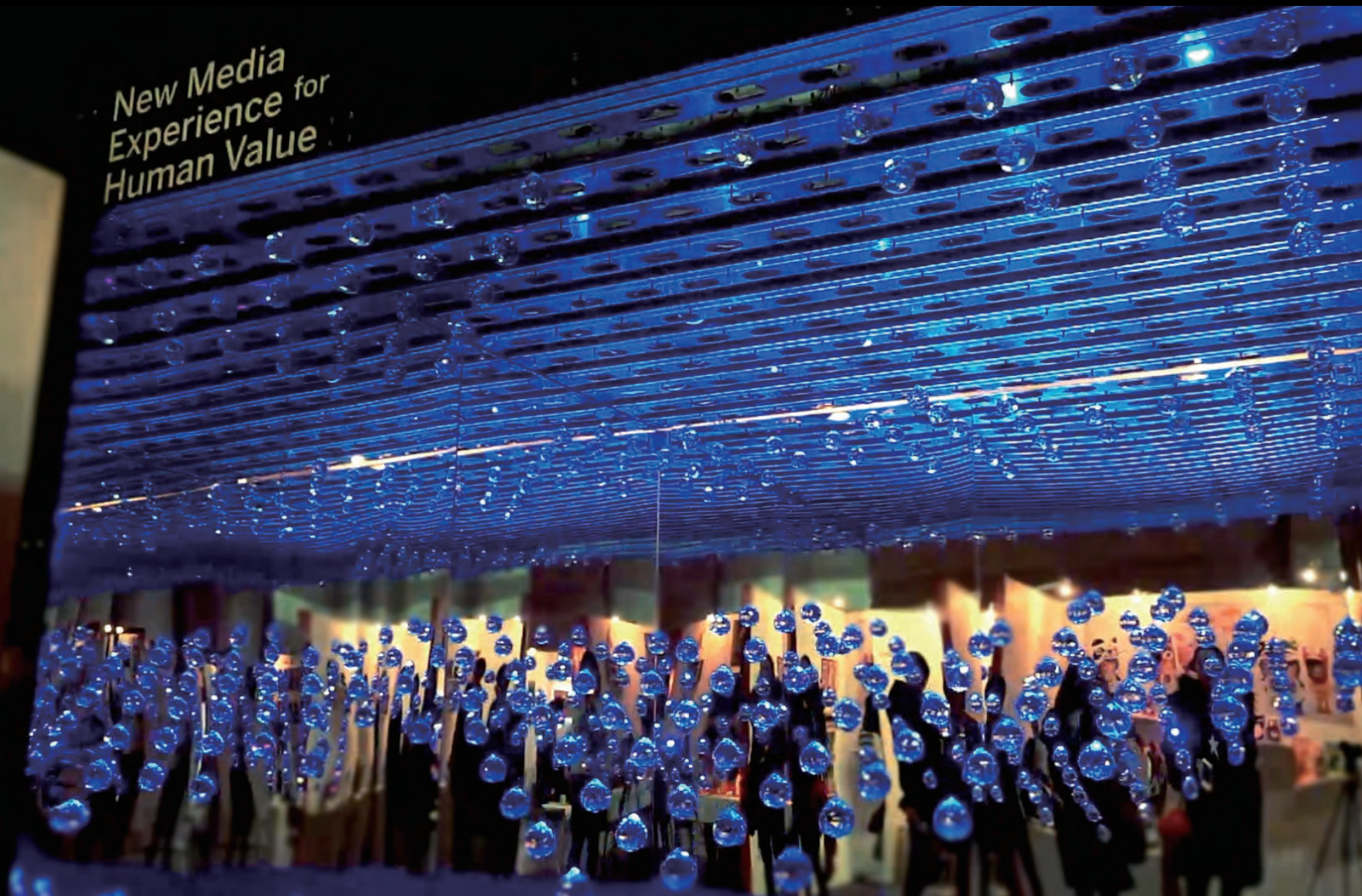
## PERMANENT EXHIBITION

341 METAL BALLS

SK T MUSEUM BUILDING ROBBY  
KOREA (2017)





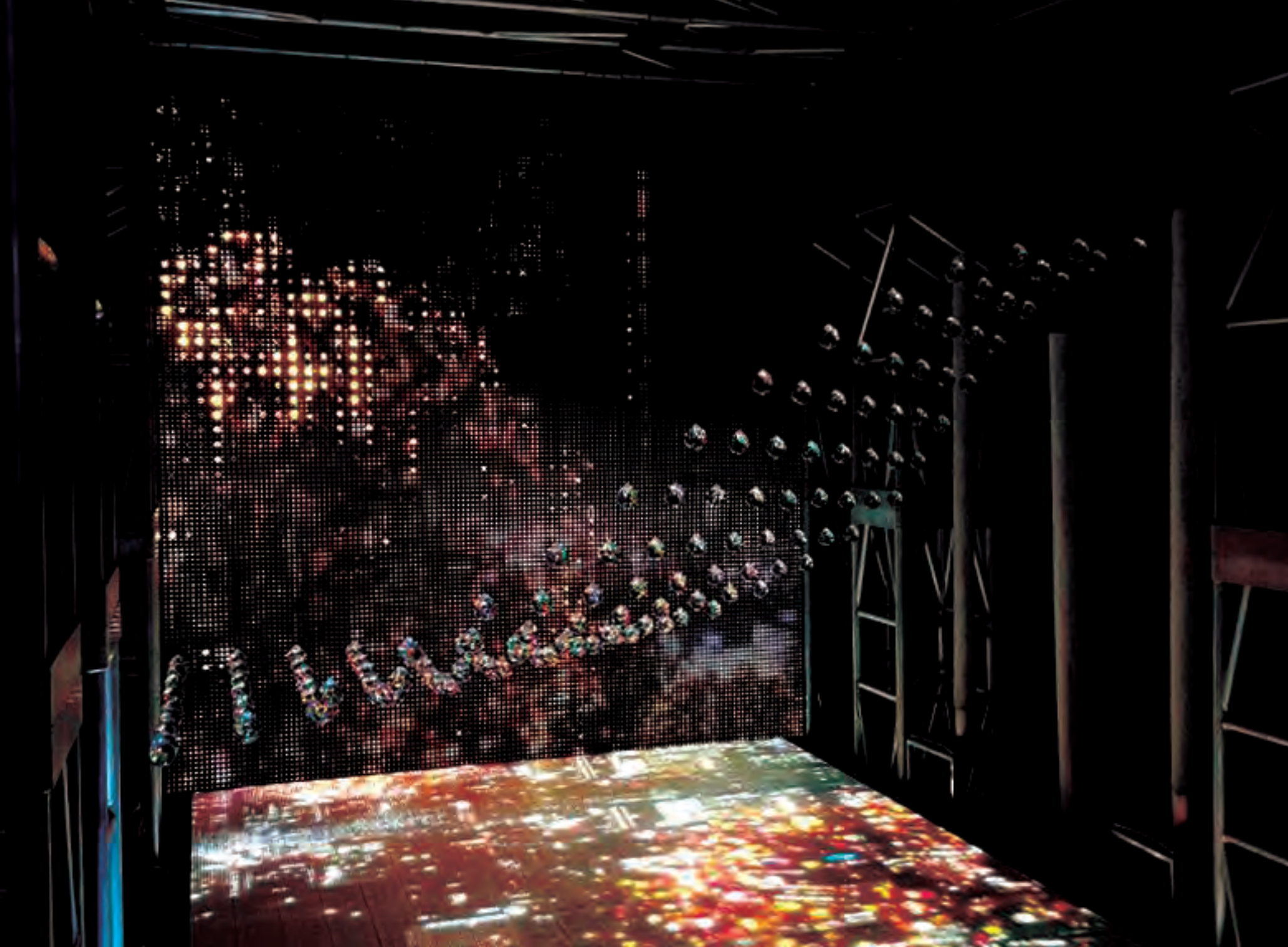


## CRYSTAL BALLS, LIGHTS

268 CRYSTAL BALLS

EXHIBITION  
MEDIAFRONT BOOTH  
SEOUL DESIGN FESTIVAL  
KOREA (2014)





# CRYSTAL BALLS

200 CRYSTAL BALLS & LED LIGHTS

KOMADEN BOOTH  
JAPAN FUJI TV EXPO  
JAPAN (2016)



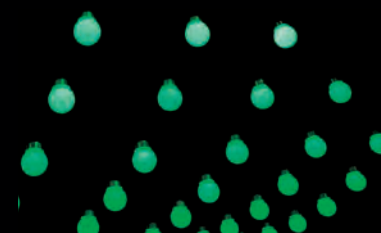




## MOVING LIGHTS

LED LIGHTING BULBS

EXHIBITION  
MEDIAFRONT BOOTH  
CEATEC  
JAPAN (2014)







# WHALE SHAPE SCULPTURE

SLICED WHALE SHAPE

EXHIBITION  
SKT BOOTH, MWC  
SPAIN (2016)





# COLORFUL BULBS, LIGHTS

180 COLORED BULBS

OUTDOOR EXHIBITION  
KOBACO ADVERTISING FESTIVAL  
KOREA (2016)







# BLUE CYLINDRICAL ACRYLS

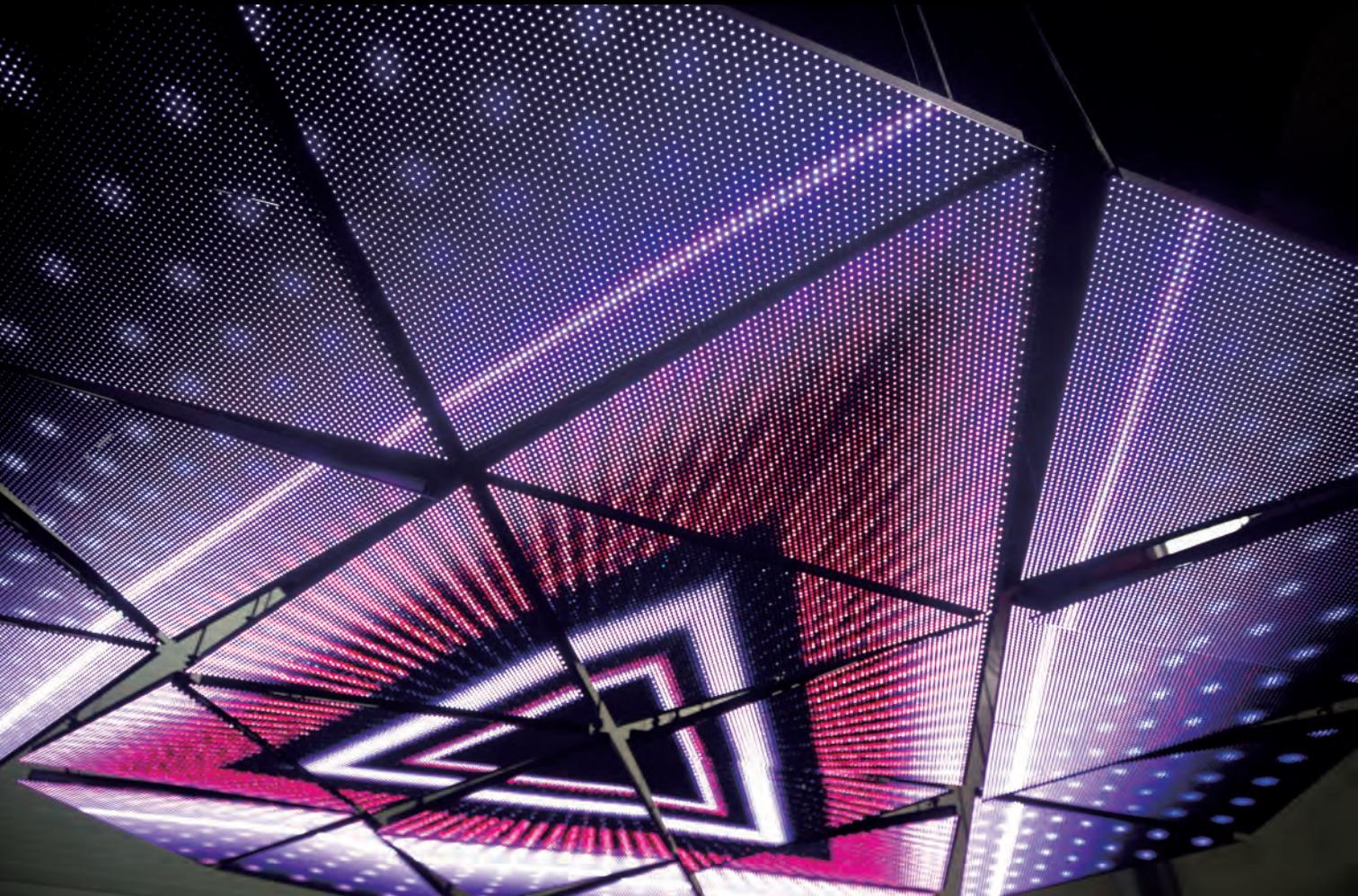
CYLINDRICAL ACRYLS

EXHIBITION  
KYUNGSHIN BOOTH  
SEOUL MOTOR SHOW  
KOREA (2017)





# TRIANGLE SHAPE LED MOVING SCULPTURE



UP & DOWN



RANDOM



DOUGHNUT



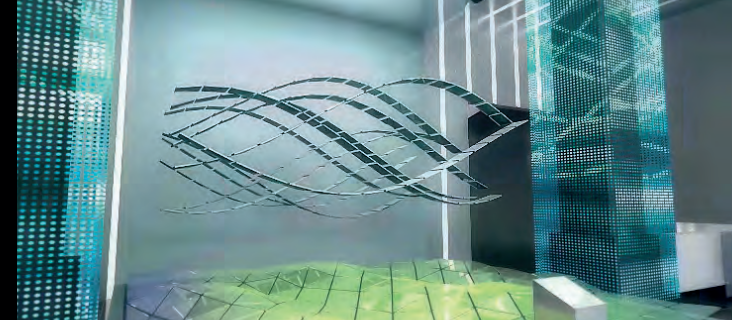
SPIRAL



Triangle LED display module is a new concept of MOVING SCULPTURE that can express various shapes, patterns and shapes. By applying 3D motion technology that allows for fast and flexible motions, you can overcome physical and expressive limitations and freely implement the desired form. It is possible to project various colors and images on LED panels, making it an effective solution for directing image projections, point lighting, and scene transitions in stage performances.

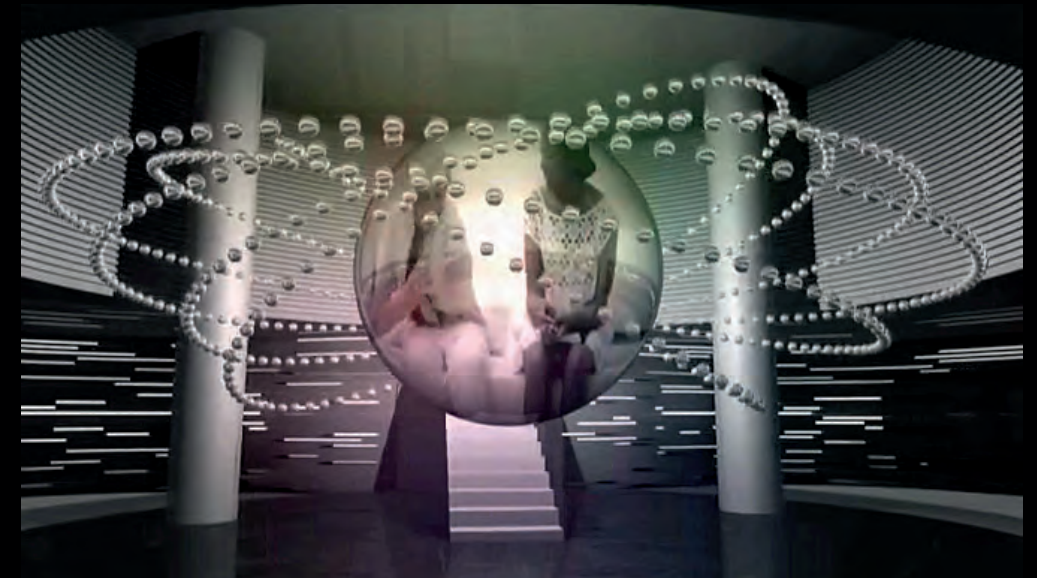






## SIMULATION REFERENCE

You can choose the type of object to hang metal balls, crystal balls and more, and make various changes in motion production. Lighting and sound can be added to create a colorful and vivid presentation.

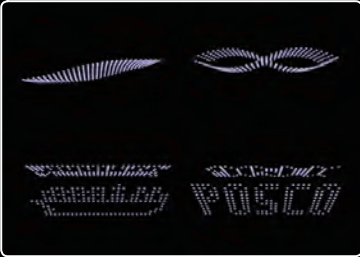




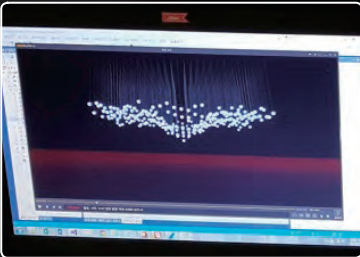
# ONE-STOP SERVICE FROM CONSULTING TO INSTALLATION



MEDIAFRONT consults on optimized MOVING SCULPTURE solutions to suit all needs. We offer the most efficient and convenient one-stop system from pre-simulation to field installation as well as planning object selection and motion production.



01  
Configuration of  
motion rendering



02  
Motion  
Simulations

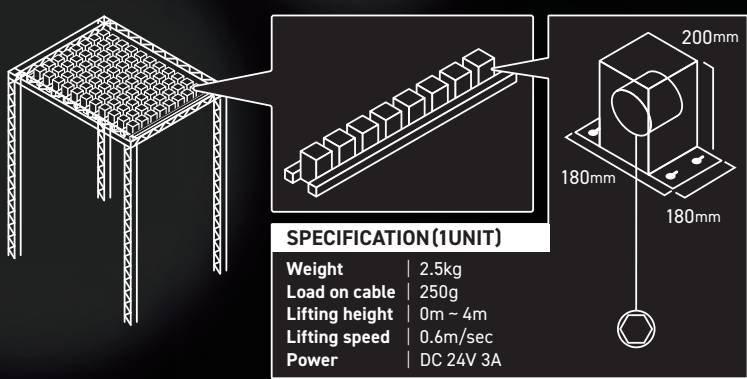


03  
Demonstration and  
management



04  
Site installation  
and testing

## BASIC MODULE SYSTEM



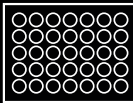
Various module arrangements  
are possible according to the conditions  
of installation environment.



Examples of arrangements 1



Examples of arrangements 2



Examples of arrangements 3

## MOVING SCULPTURE SYSTEM



MOVING SCULPTURE of MEDIAFRONT has adopted a direct drive system in which one motor drive is set for one object. The basic module system is a motor unit that controls the movement of the object, and the modular unit can be configured variably, so that it can be designed according to the size and environment of the production space.





## RENTAL & PURCHASE

The MOVING SCULPTURE system can be rented for temporary applications or purchased for permanent indoor installations worldwide.



## MEDIAFRONT CO., LTD.

We provide New Media Experience for Human Value. Mediafront is one of the leading companies in Korea producing and servicing new media content for over 19 years, under the slogan of: "New Media Experience for Human Value," providing new experiences through new media. Mediafront's main business areas include digital theme park solutions, interactive experiential new media business, AR/VR immersive media, holograms, 3D film, dome film, and other special images, digital signage, mechatronics based on moving sculptures (Kinetic sculpture), split flap display, and other new conceptual media R&D to continuously create media for a new customer experience.

## Contact Information

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