Driven by creativity

Three youngsters merge their great minds to produce award-winning video

From a humble looking studio called DK Pictures, three promising young men, aged 25 to 28, have been producing award-winning videos that have been garnering international attention.

Dexter Lo Ka Fatt and Kenneth Tan Jian Yi were schoolmates who did not fare well in studies and worked aimlessly for five years before some friends introduced them to the Hanxing School of Journalism in Kuala Lumpur. The school helped them discover their potential and changed their lives.

Lo’s brother Jason was a business management student from University Tunku Abdul Rahman, who, armed with a business mind, was quick to spot Lo’s and Tan’s creativity and its potential.

As if wanting to take back what they had lost, Lo and Tan treasured the opportunity to return to school for a course in video production, and participated enthusiastically in various activities and competitions.

Best known among their peers for their good sense of humour and wild imagination, the duo was encouraged to put their strengths to good use.

With these elements thrown in, their works are unmistakably creative.

Their music video Black Dresses and short film Morbid bagged 13 out of the 18 awards presented in the 20th Han Xing College Film Festival and Awards Ceremony.

Half-a-year ago, the duo produced videos on a freelance basis, but now, they are focused on establishing their own brand.

Dexter said going full-time had brought about significant changes to the company, through increased demand and bigger clients.

"Video production used to be a freelance job and therefore we accepted only small projects. However, now we are into it full time and it’s a completely different story,” he said.

The duo are driven by creativity, but Jason, the manager, looks at things differently.

He sees his brother’s video production
as a business with good prospects and thus joined in as business partner.

“I am very interested in video production and I think my forte, business management, will enhance what they are working on. I suggested forming a production company to create more opportunities for them, and at the same time bring their works to a wider audience,” he said.

The three partners have an interesting way of working together — they argue a lot. They say it is their “mode of communication” and their way “to understand each other”.

Kenneth said there would be no good productions if there were no arguments, since there would be a lack of communication and understanding.

Still, the arguments do not affect their bond because they do it for the good of the company: none of them hold a grudge.

The younger generation of this age prefer establishing their own business instead of working for others, but it is no denying that there is much to worry about.

They understand well that they have to shoulder everything together as they stand as partners.

At the start of the business, each invested in a piece of equipment, while Jason took care of all matters concerning public relation, human resources and equipment usage.

Each of them assumes full responsibility of their specific roles.

“If you want to run your own business, go all out, it does not matter if you succeed or not, but it does matter if one day when you get older, you regret not pursuing your dreams simply because you dare not take on the risks,” Jason said.

DK Pictures can be reached at production.dkp@gmail.com.

Get your copy of Red Tomato, the country’s first free Chinese weekly, every Friday at most RapidKL LRT and Monorail stations, as well as selected convenience stores and shopping centres nationwide.
In action: DK
Picture artists working on one of their projects.