

LUMANIS

Born from the Moon. Destined to shine.



A creative project developed and produced by ARCWAVE, an independent international music label.

Conceived as a global artistic experience, LUMANIS explores the connection between sound, imagery, and storytelling, revealing its universe progressively through emotion, atmosphere and visual identity

Rather than exposing everything at once, the project relies on suggestion, contrast and balance – inviting the audience into a world shaped by light, shadow and imagination.

Production Status

- Fully produced music
- Ready for release
- Progressive reveal strategy
- International artistic positioning

Digital Presence



Website

<https://www.lumanis-official.com>

Contact

For professional inquiries, collaborations or press information:

contact@lumanis-official.com

THE CONCEPT / ARTISTIC DNA

LUMANIS — ARTISTIC VISION

LUMANIS is conceived as a long-term artistic project built around identity, contrast and progression.

Rather than following traditional pop group structures, LUMANIS develops its universe gradually, allowing sound, imagery, and narrative to evolve together over time. Each release is designed as a chapter, contributing to a wider story without revealing everything at once.

The project explores the balance between light and shadow, strength and vulnerability, control and emotion — creating a refined, cinematic atmosphere inspired by contemporary global pop and K-pop aesthetics, while maintaining a distinct artistic signature.

A PROGRESSIVE CREATIVE APPROACH

LUMANIS does not rely on instant exposure or overexplanation. The project embraces suggestion over demonstration, allowing the audience to discover its universe step by step through music, visuals and storytelling. This progressive reveal strategy reinforces long-term engagement and positions LUMANIS as an evolving artistic experience rather than a single release-driven act.

MUSICAL DIRECTION

The musical identity of LUMANIS is rooted in modern global pop, influenced by contemporary K-pop production standards.

- strong melodic structures
- cinematic textures
- modern electronic elements
- emotional vocal expression.

Production choices emphasize clarity, atmosphere and emotional impact, designed to meet international release standards while preserving a distinctive artistic tone.

STRUCTURE / PRODUCTION & DEVELOPMENT

PROJECT STRUCTURE & PRODUCTION

LUMANIS is developed and produced by ARCWAVE, an independent international music label focused on long term artistic development and global positioning.

The project is structured to meet professional international production standards, combining artistic vision with controlled development processes. From conception to release, each phase is designed to ensure coherence, scalability and sustainability.

ARCWAVE oversees the creative direction, production coordination and strategic positioning of LUMANIS, ensuring alignment between music, visuals and narrative.

DEVELOPMENT FRAMEWORK

The development of LUMANIS follows a phased approach, allowing flexibility while maintaining clear artistic and production benchmarks.

Key development pillars include:

- structured creative direction
- progressive content release
- controlled visual identity deployment
- long-term audience engagement strategy.

This framework allows the project to evolve organically while remaining adaptable to international collaborations and partnerships.

PRODUCTION STATUS

At the time of this press kit release:

- Music production is completed
- Initial releases are ready for distribution
- Visual and narrative elements are defined
- A progressive reveal strategy is in place

CREATIVE DIRECTION & TEAM

CREATIVE DIRECTION

LUMANIS is guided by a centralized creative direction, ensuring consistency across music, visuals and narrative development.

The project is built around a unified artistic vision rather than fragmented creative inputs. This approach allows the universe of LUMANIS to remain coherent, controlled and recognizable as it evolves over time.

Creative direction decisions prioritize long-term identity over short-term trends, reinforcing the project's durability and international relevance.

ARTISTIC & PRODUCTION ROLES

The development of LUMANIS involves a structured creative ecosystem, including:

- **Executive & Creative Direction**
Overall artistic vision, project supervision and strategic coherence.
- **Music Production & Composition**
Songwriting, arrangement, sound design and production aligned with international pop and K-pop standards.
- **Vocal & Performance Development**
Vocal direction, performance coaching and artistic interpretation.
- **Choreography & Movement Direction**
Performance identity, stage presence and visual rhythm.
- **Visual Direction**
Artistic visuals, graphic identity, cinematography and imagery consistency.

SELECTION & COLLABORATION PHILOSOPHY

LUMANIS prioritizes quality-driven collaboration.

Creative contributors are selected based on artistic alignment, professional standards, and long-term compatibility with the project's vision. This selective approach ensures that every collaboration reinforces the identity of LUMANIS rather than diluting it.

The project remains open to international creative partnerships when they align with its artistic and strategic objectives.

RELEASE STRATEGY & ROADMAP

RELEASE STRATEGY

LUMANIS follows a **progressive release strategy**, designed to build long-term engagement rather than short-term exposure.

Instead of launching with a single, fully revealed concept, the project unfolds through carefully timed releases that introduce music, visuals and narrative elements step by step. Each release acts as an entry point into the universe, strengthening audience connection while preserving mystery and anticipation.

This strategy allows LUMANIS to grow organically while maintaining control over its artistic identity.

PHASED ROADMAP

The development and release of LUMANIS is structured around clear creative phases:

- **Phase 1 – Introduction**
 - Initial releases establishing musical identity
 - Visual foundations introduced with restrained imagery
 - Focus on atmosphere, tone and artistic positioning
- **Phase 2 – Expansion**
 - Broader sonic and visual exploration
 - Deeper narrative elements introduced through progressive storytelling
- **Phase 3 – Consolidation**
 - Stronger visual presence and performance identity.
 - Potential live or showcase formats
 - Preparation for extended international deployment.

This phased roadmap allows flexibility while providing a clear framework for long-term development.

CONTENT & PLATFORM STRATEGY

Content distribution is aligned with the project's artistic philosophy.

- Music releases are supported by curated visual content and storytelling elements designed to reinforce identity rather than saturate platforms.
- Digital presence is treated as an extension of the artistic universe, not a promotional overload.

PARTNERSHIPS & CONTACT

CLOSING STATEMENT

PARTNERSHIPS & OPPORTUNITIES

LUMANIS is open to strategic partnerships that align with its artistic vision and long-term development approach.

Potential collaborations may include.

- international production partners
- music distributors and platforms
- visual and creative studios.
- performance and showcase opportunities

All partnerships are considered with a focus on artistic coherence, professional standards and long-term value creation rather than short-term exposure.

A SELECTIVE COLLABORATION APPROACH

LUMANIS does not seek mass exposure or indiscriminate collaborations.

Partnership discussions are approached selectively, ensuring that every collaboration strengthens the project's identity and contributes meaningfully to its evolution. This approach preserves the integrity of the artistic universe while allowing for international growth and adaptation.

CONTACT

For professional inquiries, partnerships, collaborations or press information:

contact@lumanis-official.com.

CLOSING STATEMENT

LUMANIS is conceived as a global artistic experience, evolving through sound, imagery and narrative.

Rather than presenting a finished story, the project invites discovery — unfolding progressively and allowing space for interpretation, imagination and emotional connection.

LUMANIS — A global artistic project developed and produced by ARCWAVE

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