

Legacy Entertainment

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Legacy Entertainment Corporation (Korean: Legacy 엔터테인먼트) is a South Korean entertainment company founded in 2014 by Park Jeong Man and Lee Iseul after the dissolution of **All Star Entertainment**, which ruled the entertainment industry from 2008 to 2013. Notable artists include [BLAZing](#), [Daebak Shidae](#), and [Haru](#).

Since its inception, Legacy Entertainment has been solely putting its efforts into managing their existing artists. However, with a quickly growing trainee roster, the company has decided to execute plans to prepare for the future.

In September 2019, Legacy Entertainment announced at the 2019 Family Concert that it would be launching a new project titled [Legacy Project: Future Dreams](#), a long-term survival type show. The first season of the show premiered several months after the initial announcement with a second season running from February of 2020 to April of 2020.

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Legacy Entertainment



Profile

Native Name	Legacy 엔터테인먼트
Industry	Entertainment
Genre	K-pop
Founded	January 2014

History

1980 - 2013: The Rise and Fall of All Star Entertainment



Building, Front Entrance

Originally known as GS Entertainment, All Star Entertainment found quick success starting in the early 1980s. Its artists, mainly singers, helped the company to become a household name during this time. In the early 90s, the company ventured into the Chinese market, but the failure of entry into this market put the company in financial difficulty. The company was therefore sold off at a low price to a group of individuals who had been impressed by the popularity of the company's artists.

With two Chinese partners, two Korean partners, and two Japanese partners on board, the company took up the challenge of creating a new kind of idol wave that would dominate the Asian and even international entertainment industry. From 2008 to 2013, All Star Entertainment was the name on everybody's lips. The company's three main branches in China, Korea, and Japan ruled the entertainment industry in those years. Each group that was launched became a phenomenon, and their training method became a model for many companies in the industry.

However, with more power came more problems, and in late 2013, the unexpected happened. All Star Entertainment announced its dissolution with the board of the different branches taking over the management of the different groups. The announcement by the company shocked the entertainment world.

2014 - 2018: Legacy Entertainment

In January 2014, two of the previous board members brought three of Korea's biggest groups – BLAZing, Daebak Shidae, and Haru – to the newly established Legacy Entertainment. With the popularity of the groups already established, Legacy Entertainment continued to maintain its positive reputation within the industry. However, since the inception of Legacy, it has ridden on the waves of the popularity of its current groups. By 2018, with no new groups planned for debut and the original three groups disbanding or going on hiatus, there were concerns raised as to how Legacy Entertainment would continue.

2019 - Present: New Generation and Subsidiaries

Finally, in September 2019, the company announced a new project, titled [Legacy Project: Future Dreams](#), to start debuting their current trainees. A show of the same name started airing on tvn from October 2019 to December 2019, followed by a second season that began airing in February 2020. The same month, Legacy Entertainment announced the creation of 3 subsidiaries - LGC Agency, LGC Music and LGC Creatives - to expand and specialize in managing their artists, as well as create content. The company is planning to move to a bigger building some time in 2020.

Senior Artists

BLAZing (2008 to 2017)

BLAZing was the first girl group debuted by AS Entertainment. Their debut single "U-Go-Girl" was released in the summer of 2008. True to their name, the members of this group have since put on fire the stages of Korea and Japan with their charisma, sex appeal and catchy music. Their main talents lie in their dances and music that are sometimes light, sometimes provocative but always catchy. The words 'girl crush', 'sexy', 'refreshing' and 'powerful' were often used to describe them. Although very popular with men, they were equally loved by women for their fashion style, embodiment of feminine strength, and their aura of independence. The group disbanded in 2017 after one last tour as nine. The five members who stayed in Legacy Entertainment released two singles in 2018 to celebrate the 10 year anniversary of BLAZing.



BLAZing in 2016

Daebak Shidae (2009 to Present)

Daebak Shidae brought a breath of fresh air to the industry with their debut in 2009. The group's name is also a direct reflection of the individuals in it. Debuting members in their mid and late adolescence, this always dynamic dance group brings novelty to the industry with their constant new ideas. With their pop music style influenced by hip-hop and R&B, they know how to proudly represent the energetic youth they belong to. It's through that said energy on stage that they made their name. DBSD is a synonym of colorful and fun. Early on, they were ranked in the top groups with a promising future, quickly rising to the top of the charts and winning many awards. It's in 2012 that they truly found their sound with members directly taking part in making the group's music. Their playfulness earned them the title of Korea's Little Brothers. Debuting at a young age made it possible for the members to grow and the group to reach levels unseen in the industry with each member making his own place in the industry. Up to this day, they maintain their spot in the top 3 groups of South Korea and remain favorites in commercials and appearances in various programs.



Daebak Shidae in 2017

Haru (2011 to Present - HIATUS)

In 2011, AS Entertainment announced its first survival show project, "Day & Night", a show aimed to create the company's newest boy group. Over the course of their training, this "real men" type of group, as the fans called them, was formed. Unlike their seniors, Daebak Shidae, they presented a very trendy yet masculine image. They're often described to look high class and expensive without falling into the stereotype of the perfect man. Their performances are always clean, and many have trended high on video portals throughout the years. Far from having the white knight image, they charm women with their sexy and clean style as well as their artistic talents. Their popularity exploded amongst both young women and older ones as well, with their music appreciated by the general public. In 2019, after releasing one single after another, they officially announced their hiatus in front of a crowd of 20,000 fans in Seoul at their last concert. Shortly after this, three of the oldest members enlisted in the army.



Haru in 2018

Subsidiaries

Legacy Entertainment

Legacy Entertainment is the main branch under Legacy Entertainment Corporation. Trainees and idols remain under Legacy Entertainment. Currently, the only group under Legacy Entertainment Corporation is Daebak Shidae.

LGC Agency

LGC Agency will be in charge of managing individuals not pursuing music as their main career. The roster includes actors, entertainers, musical actors and models.

LGC Music

LGC Music will be in charge of managing individuals and groups promoting as artists and not idols. The roster consists of solo singers.

LGC Creatives

LGC Creatives will focus on creating content for the company. Through LGC Creatives, Legacy Entertainment Corporation will be able to produce its own original dramas, movies, variety shows, and more.

Legacy Project: Future Dreams

Future Dreams (TV Show)

Season 1: The first season challenged the trainees individually for a chance to receive a solo on the mini-albums of the season. Winners were Kang Jina for the girls and Kang Yonghwa for the boys.

Season 2: The second season pitched the trainees in teams of different concepts for a chance to release a mini-album. Winners were Jeon Hansol, Ji Haneul, Park Dohyun, Park Viggo and Tsai King who released a mini-album (N1LL) under the name of Type Zero. On its first day, the single sold over 150 000 units on hanteo while the title track peaked at number 9 on MelOn.

References

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