

kvetcch

VISUAL WORLDS MADE TO MOVE

Cinematic generative film, visual direction and campaign systems
for music, fashion and culture.

/ 00A - MOTION REEL

motion / reel 2026

FINISHED TAPES VØL. I

Selected cinematic image-to-video, generative film and motion direction.



/ 00 - PROFILE

karol wystalski

AI Visual Director and generative filmmaker. I have been working with generative AI since 2023, developing projects across music, fashion, culture and brand communication.

My practice combines concept development, cinematic keyframes, image-to-video direction, sequence design and final asset delivery. I use AI as a production method for building controlled, coherent visual worlds that can extend across formats, not as a substitute for the idea.

Selected work includes projects for PRO8L3M, MOON Films and 838 Studio. I am part of the Runway Creative Partnership Program and Krea Creative Partners Program. I am based in Warsaw and available internationally.



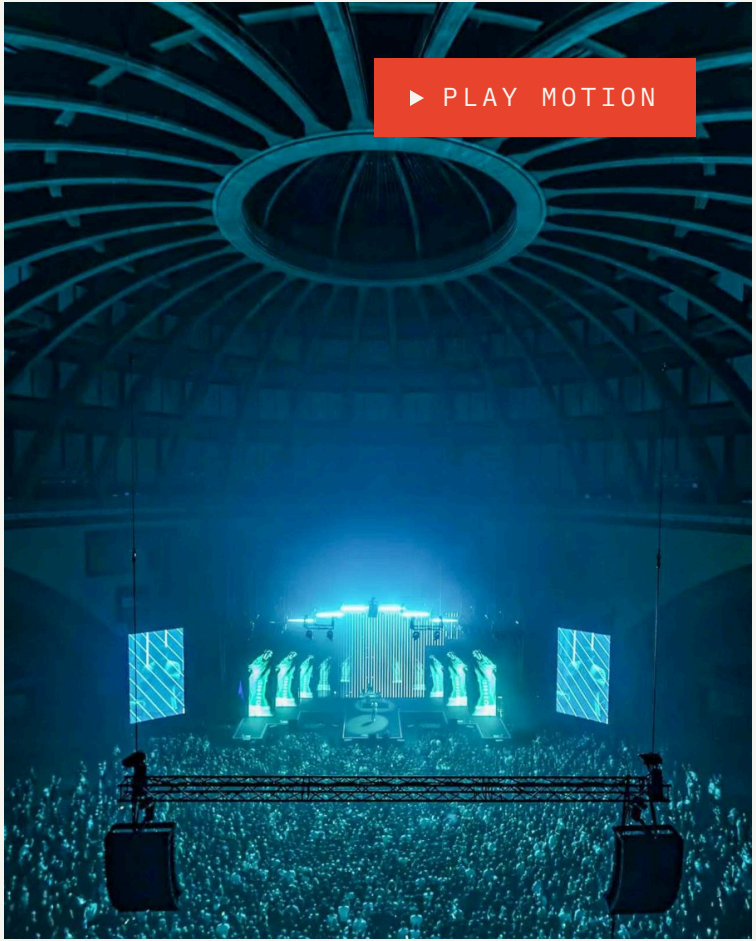
/ 01 - MUSIC / TOUR VISUALS

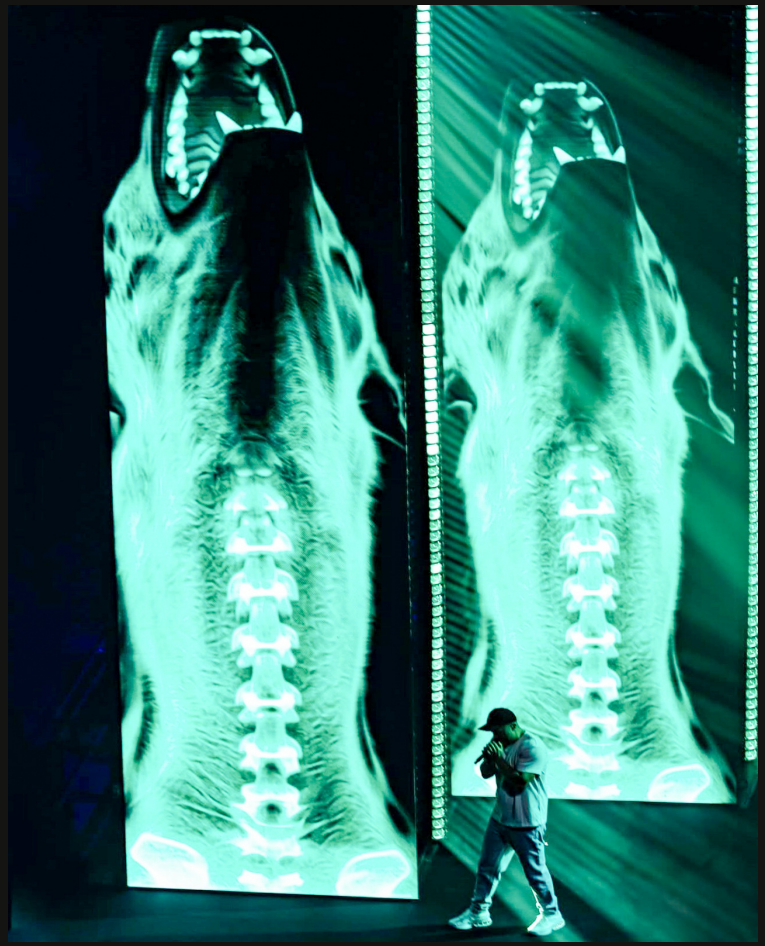
PRO8L3M / EX UMBRA AD LIBERTATEM

Visual direction and motion assets developed for the PRO8L3M album campaign.

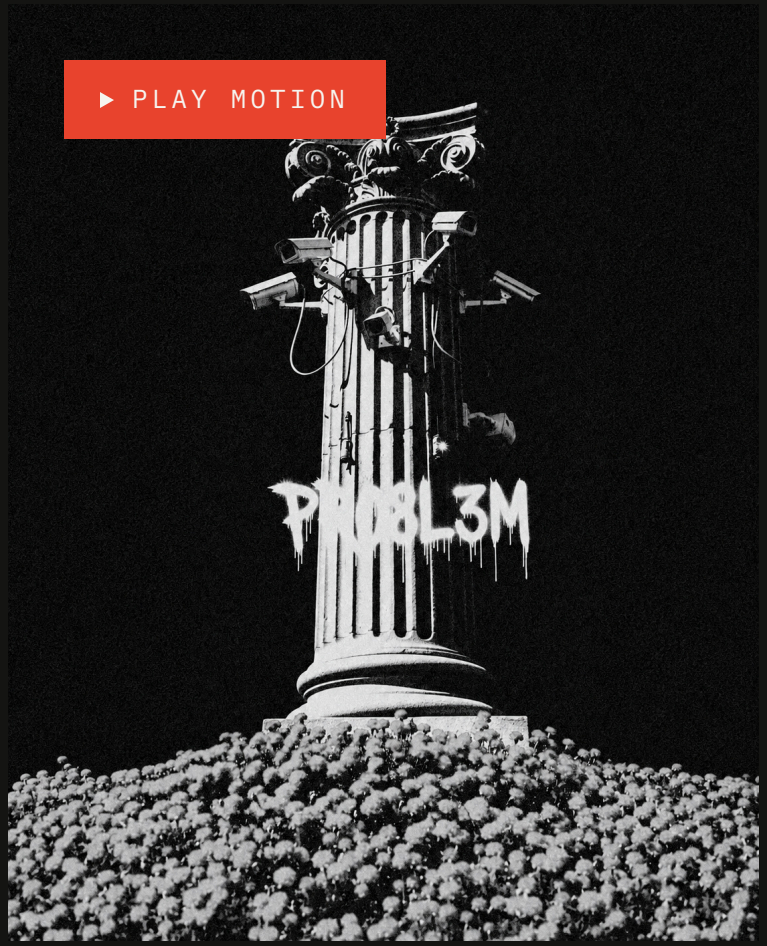
The work included Spotify Canvas loops and tour visuals created in collaboration with Małgorzata Pawińska and the wider project team. One consistent visual language was extended from mobile formats to large-scale concert screens across a six-city Polish tour.

MY ROLE	AI visual direction / generative image and motion / visual development
DELIVERABLES	Spotify Canvas loops / tour visuals / motion assets








▶ PLAY MOTION


▶ PLAY MOTION

/ 02 - ARCHIVE / COLLABORATION

mogłoby się wydarzyć...

OSIEMDZIEWIĘĆ × KVETCCH / PRO8L3M ARCHIVE / 2025

A multimedia collaboration with photographer Piotr Pytel, built from twelve years of photographs documenting PRO8L3M.

The original documentary archive was reinterpreted through generative image and motion, allowing familiar moments to slip into possible memories, distortions and events that never happened.

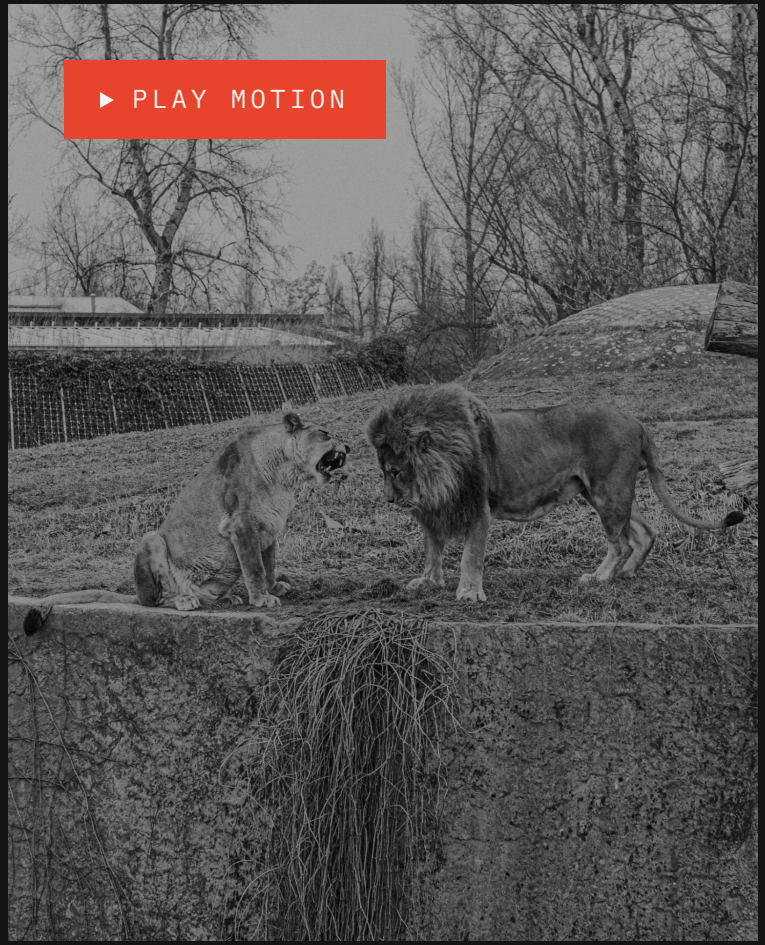
The final work was presented at the closing PRO8L3M after-parties in Warsaw and Gdańsk.

MY ROLE	Generative direction / archive reinterpretation / image-to-motion
DELIVERABLES	Multimedia presentation / generative sequences / event visuals




▶ PLAY MOTION


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/ 03 - CINEMATIC WORLD STUDY

ritual geographies

INDEPENDENT GENERATIVE FILM STUDY / 2026

Cinematic world built around ritual, territory and collective memory.

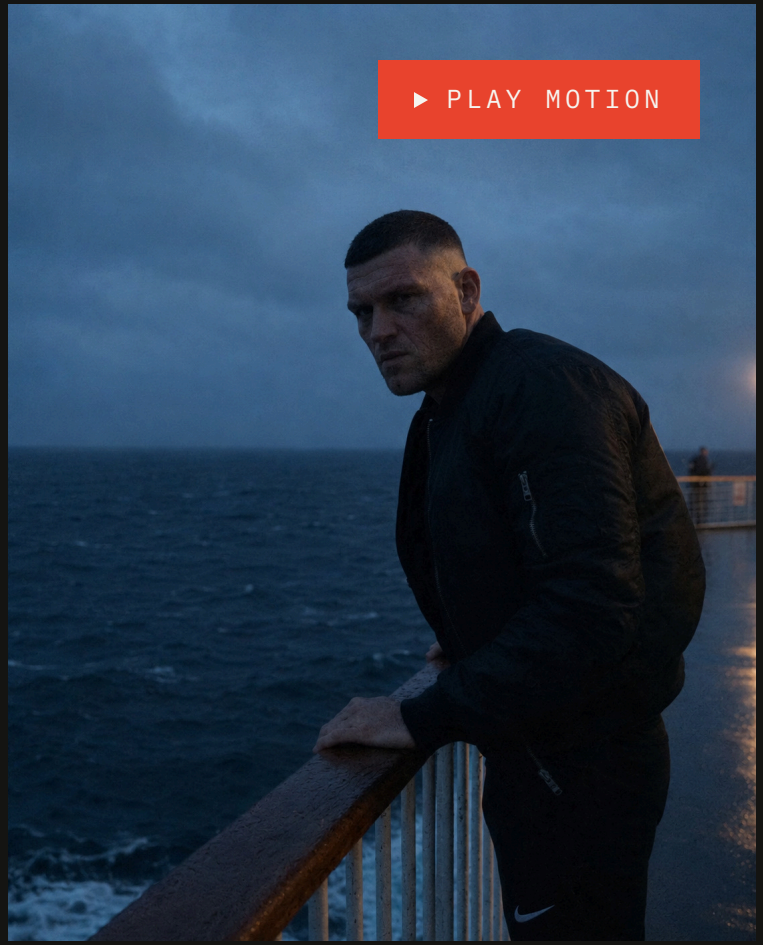
Roadside memorials, nocturnal figures and damaged landscapes move through a place suspended between contemporary Central and Eastern Europe and synthetic folklore.

The project was developed as a coherent visual system, with consistent characters, locations, atmosphere and motion rules carried across multiple sequences.

MY ROLE	Concept / visual direction / generative filmmaking / edit
DELIVERABLES	Cinematic sequences / character studies / motion framework




▶ PLAY MOTION
DON'T DIE
WONDERING


▶ PLAY MOTION


▶ PLAY MOTION


▶ PLAY MOTION

/ 04 - CONCEPTUAL CAMPAIGN STUDY

no exit

A visual study of control, tension and an action that cannot be undone.

The world is built from a limited set of elements: a black car, an ignition source, polished metal and fire. Each frame develops the same chain of events, turning a simple gesture into a coherent visual narrative.

Designed for music, fashion and campaign contexts that need a direct, physical and cinematic visual language.

MY ROLE	Concept / visual direction / campaign system
DELIVERABLES	Key visual series / narrative image sequence / keyframes designed for motion











/ 05 - SPECULATIVE FASHION / EDITORIAL

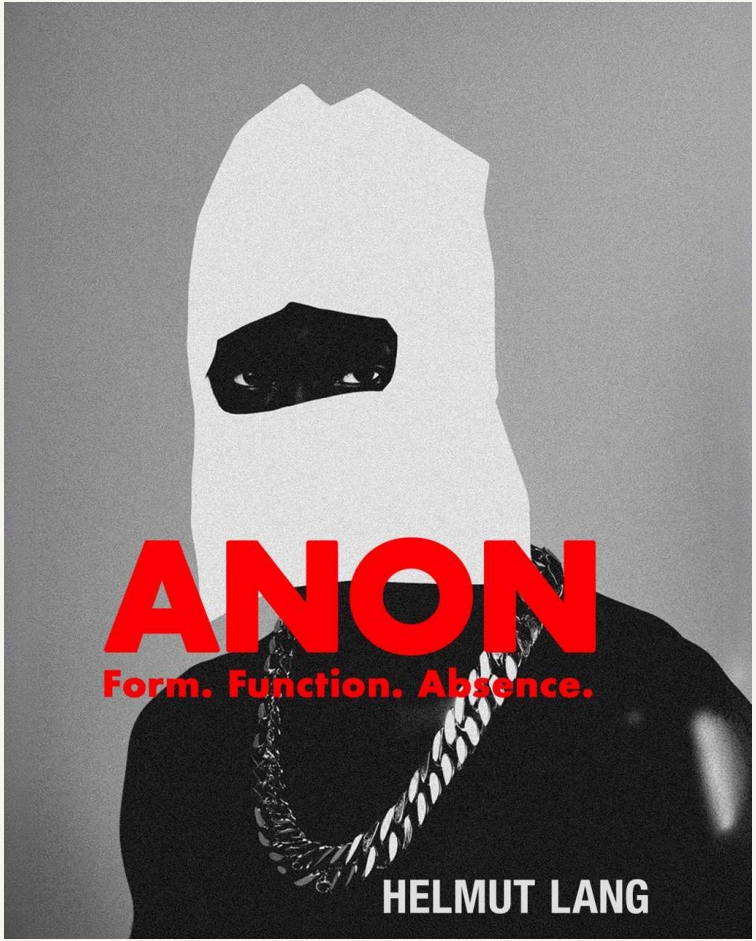
fashion / editorial

Selected speculative fashion and editorial studies exploring how AI-assisted image production can support distinct campaign worlds.

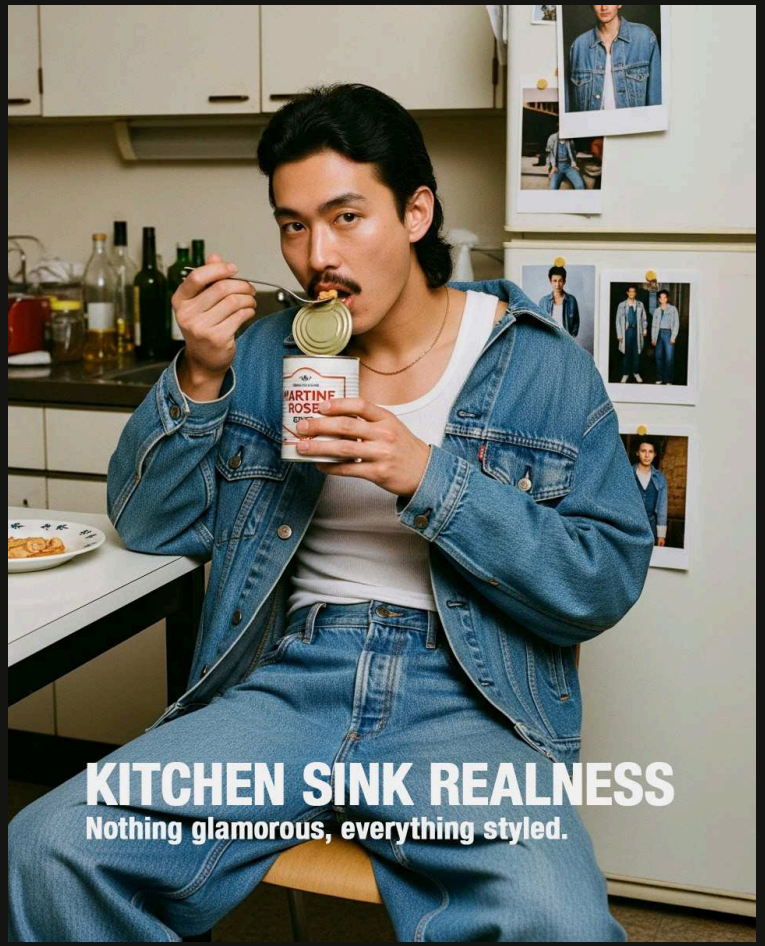
The focus is not on reproducing a single visual style, but on controlling silhouette, casting, material, composition, lighting and tone around a clear creative proposition.

Each study is self-initiated and was not commissioned or endorsed by the brands shown.

UNOFFICIAL SPECULATIVE STUDIES
NOT COMMISSIONED BY THE BRANDS SHOWN




NO APOLOGIES
Cool doesn't care.
RSF


KITCHEN SINK REALNESS
Nothing glamorous, everything styled.


ROOTED IN CHAOS
comfort is ridiculous.
BIRKENSTOCK


Acne

/ 06 - AUTOMOTIVE / MOTION

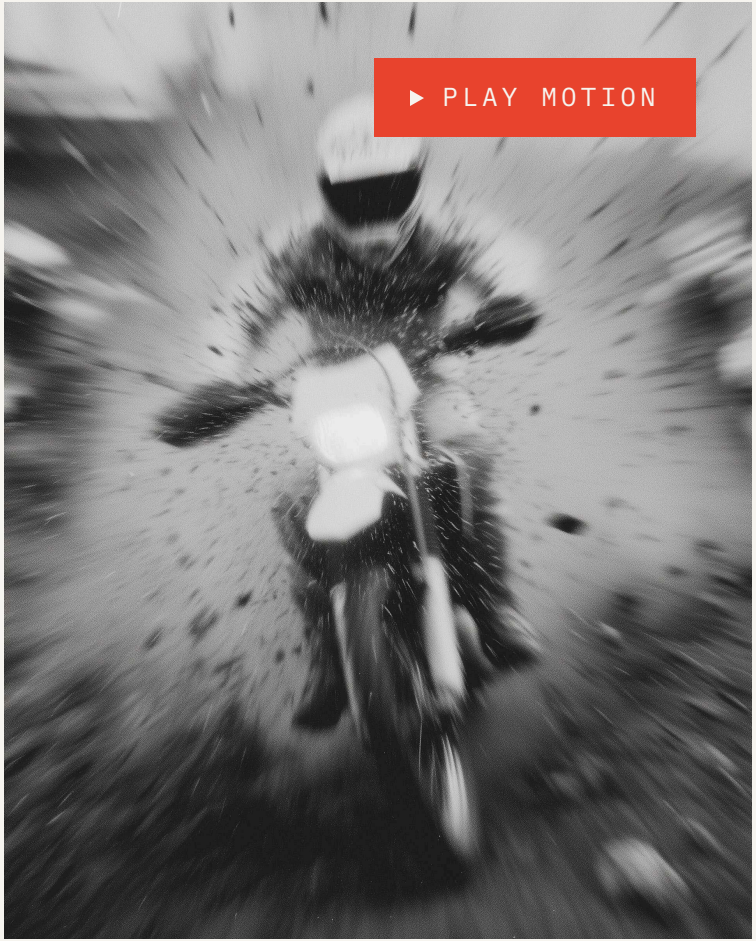
automotive / motion

Motion-led visual direction for automotive and motocross projects.

The work moves between raw documentary energy, polished studio imagery and cinematic driving sequences. Camera direction, vehicle physics, speed, smoke, impact and environmental response are designed as parts of one visual language.

Built for films, campaigns and cultural projects where the machine needs to feel physical, dangerous and present.

MY ROLE	Visual direction / image-to-video / camera direction and physical motion
DELIVERABLES	Cinematic motion studies / automotive keyframes / short-form sequences






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COMMISSIONS / COLLABORATIONS

LET'S BUILD SOMETHING PEOPLE REMEMBER.

Available for visual direction, generative film, campaign development and treatment work.

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WARSAW, PL — AVAILABLE INTERNATIONALLY