

RAD CREATIONS

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DESCRIPTION

At RAD Creations, we are driven by a commitment to honesty and truth in all our endeavors. Our team strives to blur the lines between reality and play, crafting imaginative and unique products that captivate and inspire.

Established with operating rules that require ownership of products to be shared among their creators, we select only those we completely trust to join our ranks. We focus on developing only game-ideas that are innovative, offer high production value, and are primarily designed to be completed with our own resources.

HISTORY

Vitor and Lucas have met on a course-track of Characters for Digital Production in 2014. During this course, they teamed up to launch a simple mobile game called "Bubble Richard". The game was small and unpretentious, but it allowed them to learn the process from start to launch.

In 2015, joining a newly formed studio named Garage 227 Studios, they helped author the game *Shiny: A Robotic Adventure*, that released 2016 for PC and Consoles. The game was featured at E3 indie games, nominated for best Brazilian game at BGS 2016 and won the development award from ID@Xbox same year.

By 2017, Shiny had opened many doors but financial stability was still elusive. Lucas doubled down becoming a partner, acting as COO and CTO for Garage 227 Studios as it became an outsource company, whereas Vitor couldn't and left the company to explore the industries of Advertising and Product Design, winning at least two awards of his own. Vitor would come back by the start of 2020.

As an outsource team the company grew solid, gaining know-how and helping many games, both local and international, becoming a partner for many studios and publishers. The portfolio includes development, art, and porting services for many games like Among the Sleep, Niche, Supraland, Defunct, Starlit Adventures and even Overkill's The Walking Dead.

Near the end of 2020, Garage 227 was acquired by Bertha Capital, becoming DX Gameworks, where Lucas continued as COO/CTO while Vitor was made Creative Director. It grew from 15 to 120 people, and it was a home for many Brazilian developers that later joined, incorporating top-talented people from all over.

DX aimed to help smaller teams bring their IPs to market, leveraging its expertise and network to provide structure, development, and multi-platform launches; having maintained close relationships with partners like Xbox, Nintendo, PlayStation, Humble Games, Fulcrum, and Plug In Digital.

At the end of 2023, with the burst of the pandemic bubble, the company faced rough times, and seeing a total misalignment between the shareholder's values and goals against their own, Vitor and Lucas decided that, after nearly 10 years of experience in the field and helping more than 40 games, they should start a company where they could put into practice what they had learned.

Founded in November 2023, **RAD Creations** is a new endeavour that aims to create a new path to making high-quality indie products, trying to forge a new way to structure game authoring and to present a fresh sense of responsibility and simple openness with players.