



LemonYellow

Human Lifestyle Creation Group



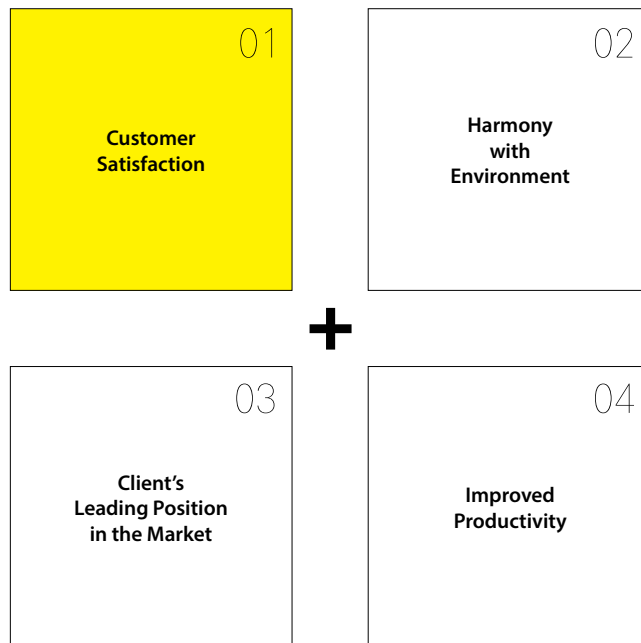
01. Company Profile

02. Business Performance

03. Portfolio

01 philosophy

product design



If a product is not selling, it is not a product.

Today, there can not be any product without knowing the consumer
We compete with products those are more concerned with the consumer characteristic and lead a sense of consumers through constant research on the consumers with different personalities and technology

We make a new value, not a product.

We think that greate design is valuable to users as well as our clients.
We are dedicated to creating a design that meets users and clients, based on the open mind and accumulated know-how.

02 introduction

Company Name	● Lemonyellow Co., Ltd.
CEO	Sup-Hee Sun
Corporate Registration Number	120-86-24047
Date of Establishment	2001. 7. 7
Address	849-22 Bangbae-dong, Seocho-gu, Seoul, Korea
Phone Number	t.02.547.5586 f.02.547.5589
Business Sector	● Design Consulting & Service / Baby Product Development
Member	10 of professional designers , 1 for management support, 3 for strategy
Qualification	Industrial Design Company No. 2001-118 (specialization : product, environment)

02 introduction

● Career of CEO

CEO	Sup-Hee Sun
Academic Background	15 Ph.D. degree in industrial design of Hong-Ik Univ.
	09 Master's degree in industrial design of Hong-Ik Univ.
	93 Bachelor of Industrial Design of Hong-Ik Univ.
Course	05~ KAIST Graduate School or Management AVM course complete
Major career	01~ CEO of Lemonyellow Co., Ltd.
	99~ President of Lemonyellow Design Studio
	94~ 98 IDN Co., Ltd. Han-OI Technology Co., Ltd.
	92~ 94 HyunDai Electronics Co., Ltd.
Award-winning	2014 "Presidential Citation" of Industrial Achievement Award 안전행정부
	2002 ~12 A Number of GD / Pin-up
	06 Award Certificate of Small Business Sector (Presidential Commission on Small and Medium Enterprise)



02 introduction

External Activities

Advisor | SeJong-Si Science & Technology Council 2015

Advisor | SeJong-Si Engineering Council 2014

Commissioned judge | Foundation for the Promotion of Research and Development
Special Zone (Ministry of Science, ICT and Future Planning) 2013

Commissioned judge | Korea Evaluation Institute of Industrial Technology (Ministry of Trade, Industry & Energy) 2013

Commissioned Design Consultant | Seoul Design Foundation 2013

Commissioned judge | InCheon Chamber of Commerce & Industry 2013

Commissioned judge | Small & Medium Business Administration 2013

Commissioned judge | Korea Industrial Design Exhibition 2011

Commissioned judge | Good Design (Ministry of Knowledge Economy) 2009

Commissioned judge | Overseas Workshops of Korea Institute of Design Promotion(KIDP) 2009

The Selection Panel of Judges | Fellowship Designer for Seoul Business Agency 2009

Judge | Design Manpower Cultivation Project(Design Korea Membership) of Seoul Business Agency 2009

Commissioned Expert Member | Design Home Doctor Project for Small & Medium Business
(Korea Institute of Design Promotion(KIDP)) 2004

Product Division Director & Promotion Division Director | Korea Design Firms Association (currently)

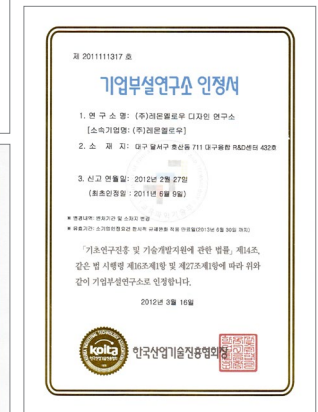
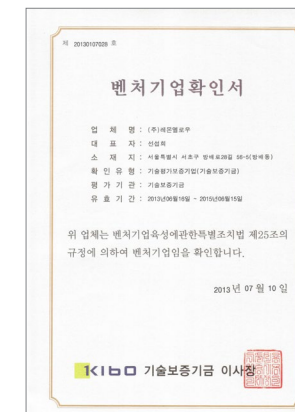
Executive Directors | Korean Society of Industrial Design (currently)

Lecturer | Hong Ik University

Lecturer | Kore National University of Arts

03 history

2015.01	●	Named an Outstanding Design Company from Ministry of Trade, Industry & Energy
2014.07	●	Named an K-BrainPower from Ministry of Trade, Industry & Energy
2013.01		Named an Outstanding Design Company from Ministry of Trade, Industry & Energy
2012.09		Moved to Bang-Bae Dong Building
2011.06		Established R&D Center
2010.11		Participated in Design Korea 2010
2009.12		Participated in Design Korea 2009
2009.12		Participated in World Best Design Exchange Seoul 2009
2009.06	●	Venture Business Confirmation
2008.10		Participated in Korea Electronics Show(KES)
2008.09		Participated in China International Consumer Goods Fair and Market Development Group in Chingtao
2008.09		Participated in Design Korea 2008 Guangzhou
2008.05		Opening Member of Ningbo Design Center in China
2007.11		Participated in World Best Design Exchange Seoul 2007
2006.11		Participated in Design Korea 2006 Shanghai
2005.12		Participated in World Best Design Exchange Seoul 2005
2004.11		Participated in Design Korea 2004 Beijing
2004.09		Opened Studio in Shenzhen, China
2004.08		Joined Korea Venture Business Association
2004.05		Named a Korea's Top Design Company from KIDP
2001.08		Joined Korea Design Firms Association
2001.08	●	Design Company Registration (No. 2001-118)
2001.07		Conversion to a corporation(Lemonyellow Co., Ltd)
2000.09		Established Lemonyellow Design Studio

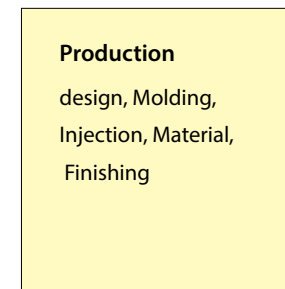
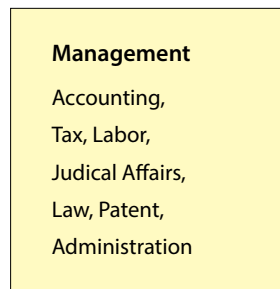


04 organization

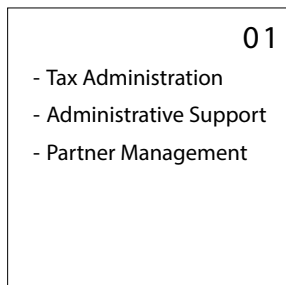
Advisor | Management | Strategy



Subcontractors



Management Support



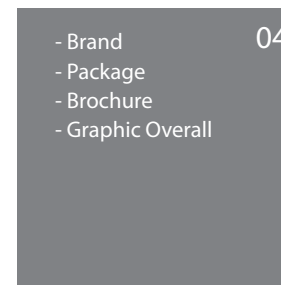
Strategy Support



R & D Center



TFT



Development Team

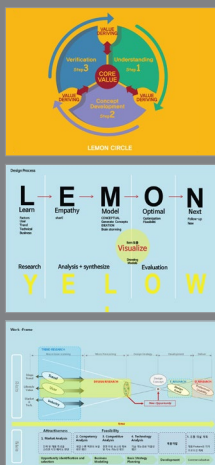


05 business section

section 01

Product Identity Consulting & Strategy

- Corporation Identity
- Product Identity
- New Product Proposal



section 02

Product Development

- New Model Design
- Minor Change Design
- Face Lift Design
- Cosmetic Design



section 03

Graphic Design

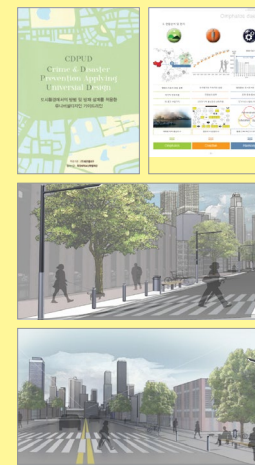
- BI Design
- Package
- Catalogue
- Brochure



section 04

Consulting & Development

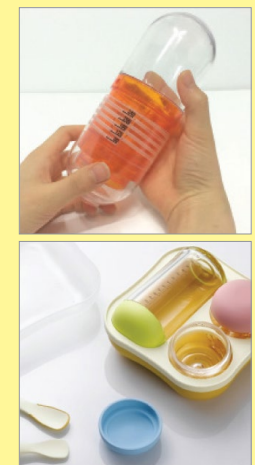
- Public Equipment
- Outside advertising
- Environment
- Color Plan



section 05

Own brand

- Cocobean
- Formula Dispenser
- Toy-Pot
- Baby Picnic



06 work space



07-1 business performance **Mobile**

- KT-Tech - "Smart Phone"
- UTStarcom - "GSM Phone for America : verizon"
- Reliance - "GSM Phone for India"
- Rose Telecom Co., Ltd. - "CDMA Phone for India" | Annual contract of GSM Phone
- SeWon Telecom Co., Ltd. - "GSM"phone Flip type | Dual Folder type
- PanTech Co., Ltd. - Dual Folder type "CDMA Phone" | Dual Folder type GSM Phone for China | "Smart Phone" for America
- CAM - 3G Phone | 3G Digital Camera Phone etc.
- SK telecom Co., Ltd. - "Kids Phone"
- SK telecom Co., Ltd. - "IMT-2000" Folder type phone | "Folder tyle camera phone" etc.
- maxon telecom co.,ltd. - "Color Camera phone"
- MiRae Telecom - Bar type GSM Phone for China | Folder type Phone | "GSM Phone for woman" | Annual contract of Dual Color phone
- Celinx co., ltd. - "Swing Phone" | "Swing Phone" with Intenna | "Swing Phone" with Wheel Key
- Teleworks co., ltd. - "Mini slide phone" | "Wide phone" | "Intenna phone" | "MP3 Camera phone etc.
- KCM co., ltd. - "Slim Series"
- Ningbo Bird - "Low-Tier GSM Phone"
- Quasar - "Low-Tier GSM Phone"
- EastCom - "proposal for 3G Phone " etc.
- Number of mobile phone design development for North America, South America, Indea and Russia

07-2 business performance Etc...

- ENEX - "Furniture Series"
- Hyun Dai Motors - "Grandeur HG - Pattern development"
- Sam Sung Electronics - "Flash SSD" Design
- Montessori "English Educational Device for Infant" series
- Dongmoon Construction co., Ltd. - Home security system "LENECO" series (Wall Pad | Door Camera)
- Hyundai Digitech co., Ltd. - "BS Anttna." "Home Automation system" "Home Network System" "Digital Door Lock" "GPS System" "Navigation system" etc.
- ID-teck co., Ltd. - "RFID Access Control System , PI, "Multi-Modal Control System"
- Youngshin ELC co., Ltd.- "Two-way type" burglar alarm system | Many alarm-related products
- Newell co., Ltd. - "Digital Door Lock " (Open type | Slide type / RFID type | Secondary Key etc.)
- H&T co., Ltd. - "Stereo Bluetooth headset"
- N3 co., Ltd. - "BlueTooth handsfree for vehicle"
- CoolTech co., Ltd. - "Wrist Type RFID Reader "
- ICom Systems co., Ltd. - "Note Phone"
- NoahTech co., Ltd. - "Satellite dish"
- Allmedicus co., Ltd. - "Personal glucose meter" "Hospital glucose meter"
- AproTech co., Ltd. - "Soip phone for KT"
- Sungwoo Mobile co., Ltd. - "Voip phone"
- Kae Sun Sports co., Ltd. - "Treadmill"
- Aramhuvis co., Ltd. - "Video Equipment"
- OsCom co., Ltd. - "Hi-Pass Terminal" etc.

Support Organization	Project	opening day	complete day
Foundation for the Promotion of Research and Development Special Zone (Ministry of Knowledge Economy)	2011 Total Design Support Project	2011.10	2013.06
Korea Evaluation Institute of Industrial Technology (Ministry of Knowledge Economy)	2011 Generic Technology Project - Public Service Design	2011.09	2012.08
Small & Medium Business Administration	Fingerprint recognizer development	2011.09	2011.12
InCheon Regional Intellectual Property Center (InCheon Chamber of Commerce and Industry)	Diagnostic consulting of SLIDE PEN product design	2011.07	2011.11
InCheon Regional Intellectual Property Center (InCheon Chamber of Commerce and Industry)	Vibration speaker using bone conduction system	2011.07	2011.11
Korea Institute of Design Promotion	Urine test kit for self-diagnosis design development	2011.07	2011.10
InCheon Regional Intellectual Property Center (InCheon Chamber of Commerce and Industry)	Massage roller for body design development	2011.07	2011.10
JeonBuk Regional Intellectual Property Center (JeonChoo Chamber of Commerce and Industry)	Waste water treatment equipment - Product design development and for patents right acquisition	2011.06	2011.10.
JeonBuk Regional Intellectual Property Center (JeonChoo Chamber of Commerce and Industry)	4D MOTION CHAIR - Patented technology product design development and right acquisition	2011.06	2011.10
Gyeonggi Small and medium Business Center	ISDB - PMP embedding T(for Japan) Development	2011.06	2011.08
Small & Medium Business Administration	Vehicle Smart Key Development	2011.03	2011.06
Seoul Design Foundation	Design consulting on vehicle blackbox	2011.03	2011.05
Seoul Design Foundation	Design consulting on the smallest complex card printer	2011.03	2011.04
Seoul Design Foundation	Design consulting on the wallking assist stick for disable person and elderly	2011.02	2011.03

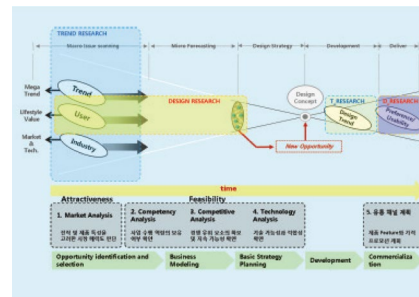
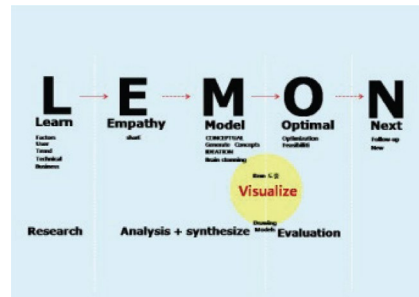
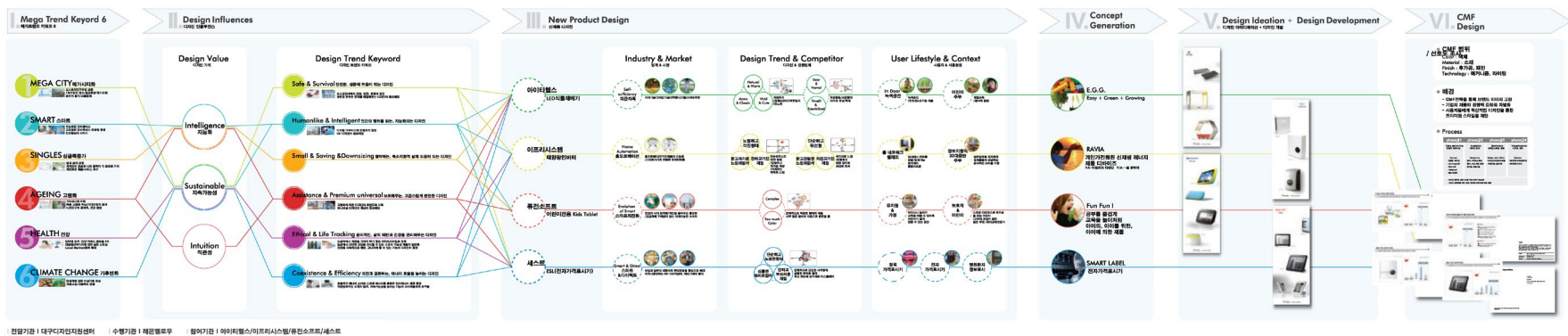
08 expected effect

01. Product design which meets user's functional needs and comply with user's personality and sensibility
02. Stable Design excluding the formal uncertainties
03. Differentiated product design from existing products
04. Productivity increase by design development considering the mass production
05. Improvement in product level by new concept with the new idea and new technology and future development direction proposal
06. Product design that is suitable for the customer's business environment based on understanding of the customer's business
07. Product competitiveness reinforcement through improving brand image
08. Image Establishment as a leading company in related industries at home and abroad

09 project process

step1.design Strategy

2011 토탈디자인지원사업
Process Flow Map



09 project process

step2. Design Development

« Base Design Phase »

step 01

Design Research

- Research
- Ideation
- Soft Research
- Brainstorming
- Design Workshop
- Repeating the process of exploring and filtering
- New Concept Proposal



step 02

Concept Proposal

- idea Sketch
- 2D Drawing on Actual Scale(Auto CAD or Rhine Data, Illustrator)
- Exploring design detail variation
- We can show 2D shape variations or 3D Solid study for a selected concept sketch



step 03

Concept Development

- 2D Rendering
- 3D Rendering
- 2D Rendering of 3 to 5 views on Actual Scale
- Review with marketing team or mechanical engineering team is possible
- Detail can be refined if it is necessary
- Spec. should be determined in this step
- Rhine 3D Surface/3D Max or Alias Rendering
- We can offer 3D surface data to model maker



step 04

Concept Refine

- 2D Drawing
- 3D Drawing
- 2D(Auto CAD) or 3D (IGS/Pro-E) Final Outline
- Data for Design Mock-up



« Detail Design Phase »

step 05

Arrangement

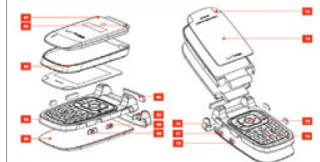
- Design Mock-up
- Design Mock-up for validation of Final Design



step 06

Follow-up

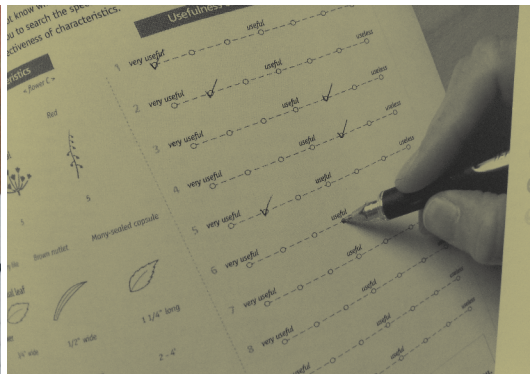
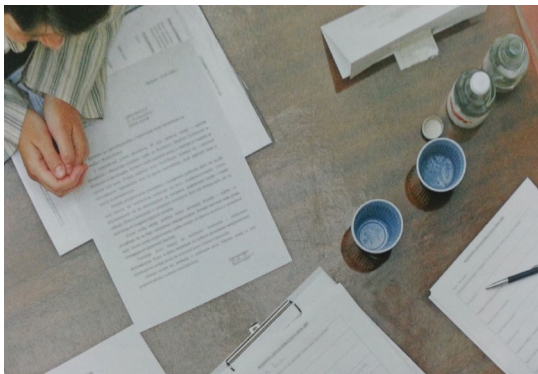
- TP Support
- MP Support
- Data(3D Specification) Transfer / Color Proposal



09

step3. Design Evaluation

- FGI(focus group interview) ; a consumer research that find informations through intensive interview with a small number of respondents
- participant observation - user interview - index survey - participational and ethnographical methodology - extraction of the types of customer experience management

[illegible][illegible]

10-1 project process detail

step1. Design Research

step 01

Design Research

- Research
- Ideation
- Soft Research
- Brainstorming
- Design Workshop
- Repeating the process of exploring and filtering
- New Concept Proposal

Step 3. IDEATION
1. Reference image / CMF

* 샤워기, 수전, 욕조, 싱크대 등 참고 할 수

Step 1. 디자인문화단계
4. 국제문화

국제 사이즈	
인도네시아 평균치	남성: 173.8cm, 여성: 160.7cm
말레이시아 평균치	남성: 173.2cm, 여성: 159.8cm
싱가포르 평균치	남성: 173.2cm, 여성: 159.8cm
아랍에미리트 평균치	남성: 173.2cm, 여성: 159.8cm

↓
필요한 단계를 목적으로 하기 때문에 남녀 평균치를 기준으로 선정

Step 2. 디자인 방향성 제시
2. Keyword를 바탕으로 컨셉 도출

컨셉 A
현대적인 기술을 접목
기능성 디자인을 접목하여 디자인을 구현
기능성 디자인을 접목하여 디자인을 구현
기능성 디자인을 접목하여 디자인을 구현

컨셉 B
이탈리아의 현대 디자인
최신 디자인 방식
이탈리아의 현대 디자인
최신 디자인 방식

컨셉 C
이탈리아의 현대 디자인
최신 디자인 방식
이탈리아의 현대 디자인
최신 디자인 방식

컨셉 D
이탈리아의 현대 디자인
최신 디자인 방식
이탈리아의 현대 디자인
최신 디자인 방식

컨셉 E
이탈리아의 현대 디자인
최신 디자인 방식
이탈리아의 현대 디자인
최신 디자인 방식

Step 1. 디자인문화단계
4. 국제문화

Step 1. 디자인문화단계
4. 국제문화

"중동지역이나 이슬람국가 안에서도 평균키가 크게는 10~15cm 이상 차이가 남"

10-2 project process detail

step2. Concept Proposal

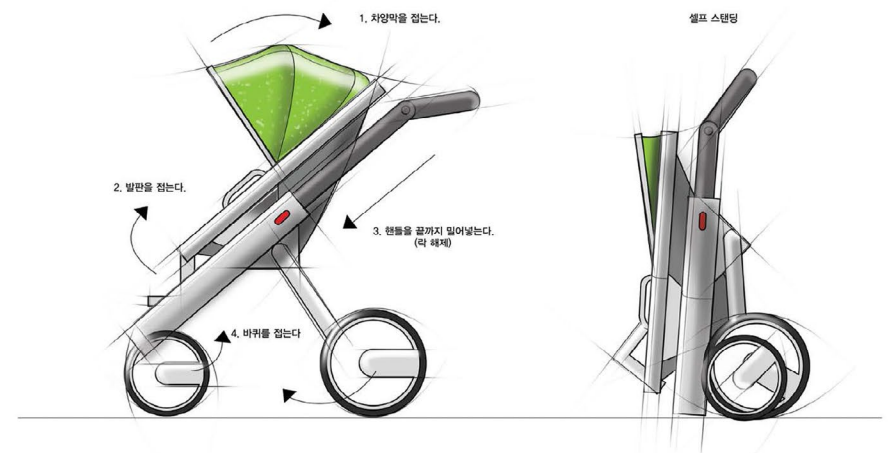


section 02

Concept Proposal

- Idea
- Sketch

- 2D Drawing on Actual Scale(Auto CAD or Rhine Data, Illustrator)
- Exploring design detail variation
- We can show 2D shape variations or 3D Solid study for a selected concept sketch



10-3 project process detail

step3. Concept Development



section 03

ConceptDevelopment

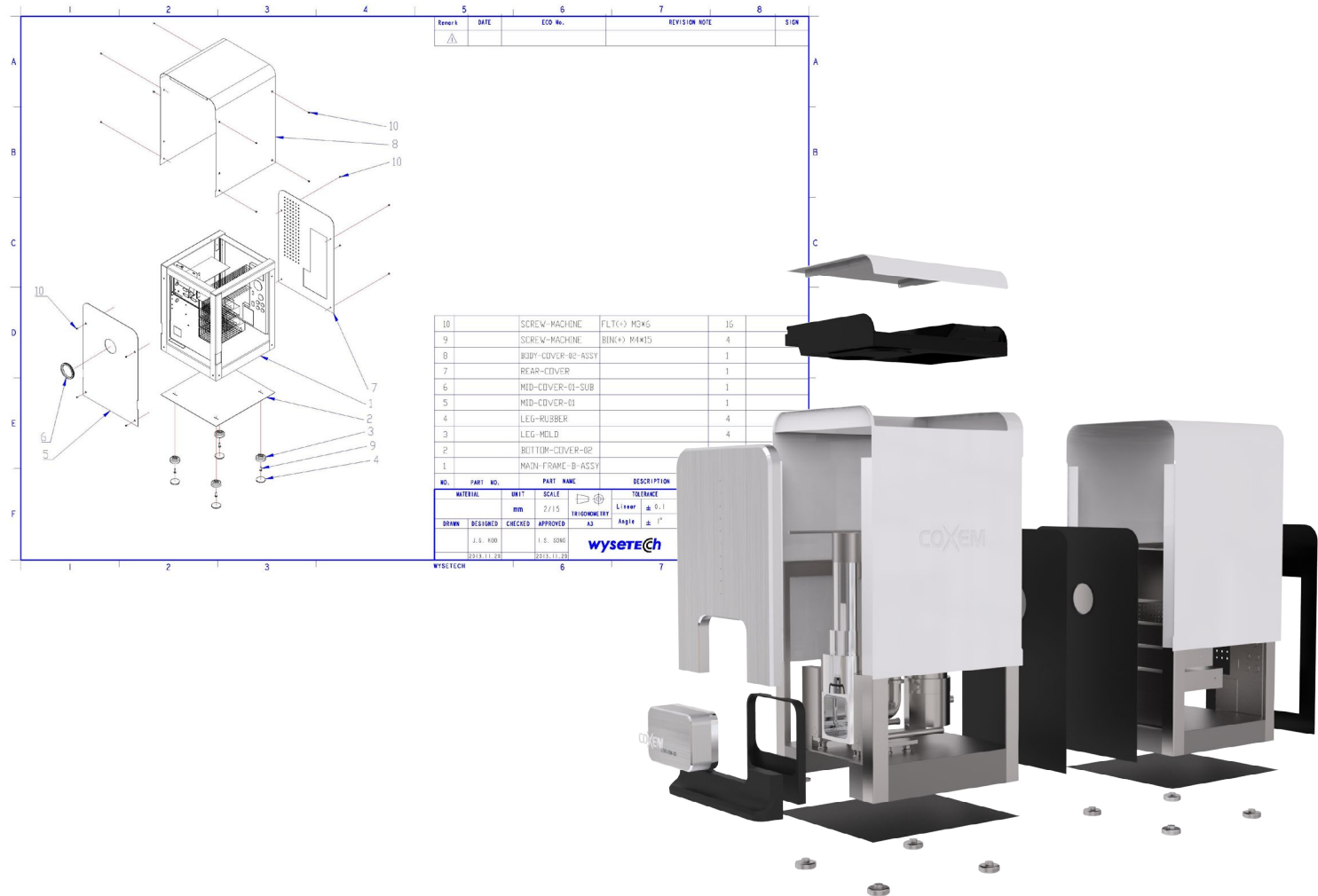
- 2D Rendering
- 3D Rendering
-
- 3D Simulation is possible

10⁴ project process detail

step4. Concept Refine

step 04 Concept Refine

- 2D Drawing
- 3D Drawing
- 2D(Auto CAD) or 3D (IGS/Pro-E) Final Outline
- Data for Design Mock-up



10⁻⁵ project process detail

step5. Arrangement



step 05

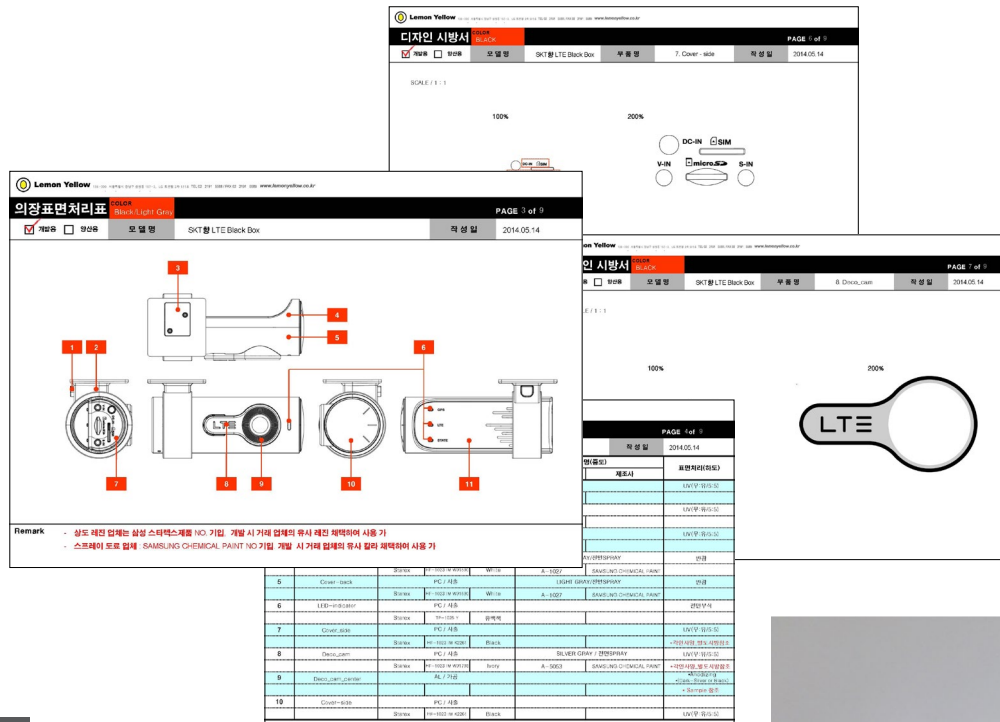
Arrangement

- Design Mock-up
- Design Mock-up for validation of Final Design



10⁻⁶ project process detail

step6. Follow-up



step 06

Follow-up

- TP Support
- MP Support
- Data(3D Specification)
Transfer / Color Proposal

success
project since 1999

11-1 project

Design Consulting / Establishment of a strategy - Design Development - Prototype proposal & Design Rights

Agricultural corporation Chamotdeul

**Design consulting / Establishment of strategy - Design development -
Prototype proposal & design rights**

- Charm Ot Del is The first lacquer specialized company in Okcheon lacquer industrial zones (Okcheon-gun, South Korea)
- Strategy Establishment : Established design strategies for the company (considering that the company is technology-based company) based on status of the company, domestic and international market trends, technical trends, design trends and consumer surveys
- Design Development
Product Design – Proposed PI design by modernizing the traditional image of lacquer products
Package Design – Proposed package design using ready-made goods for cost reduction
- Design Rights : Made a design mock-up and transferred the data definitely for securing design rights



Design Consulting / establishment of a strategy - Design Development - Prototype proposal & Design Rights

ECOPHYCOTECH.,LTD

Development of cosmetics container series :

Product design identity development through the design support

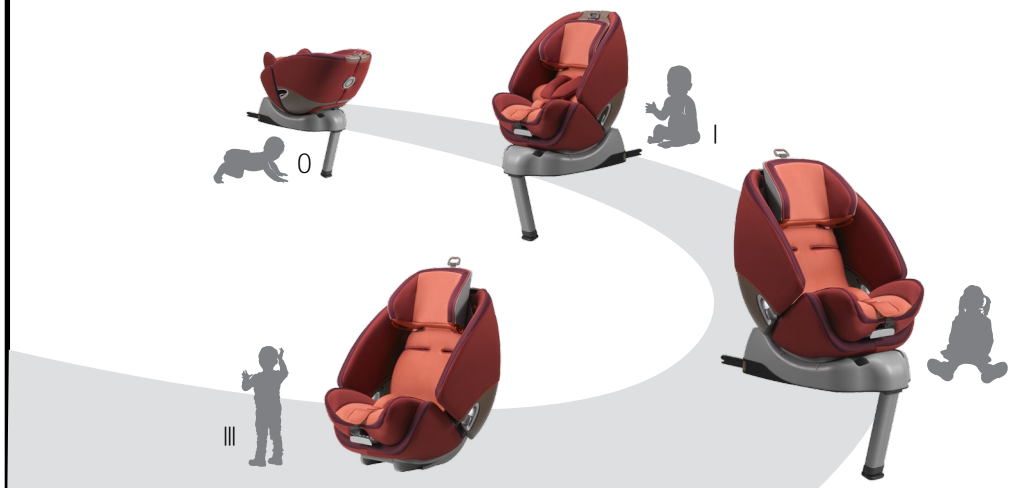
- ECOPHYCOTECH is a research company of eco-friendly cosmetics
The company runs a microalgae lab. and a microalgae bank for eco-friendly cosmetics development
- PI construction : Proposed product identity(PI) and family look for products in same brand
- Increase in sales by the effect of brand awareness rising



Product Planning - Design Development-Prototype proposal

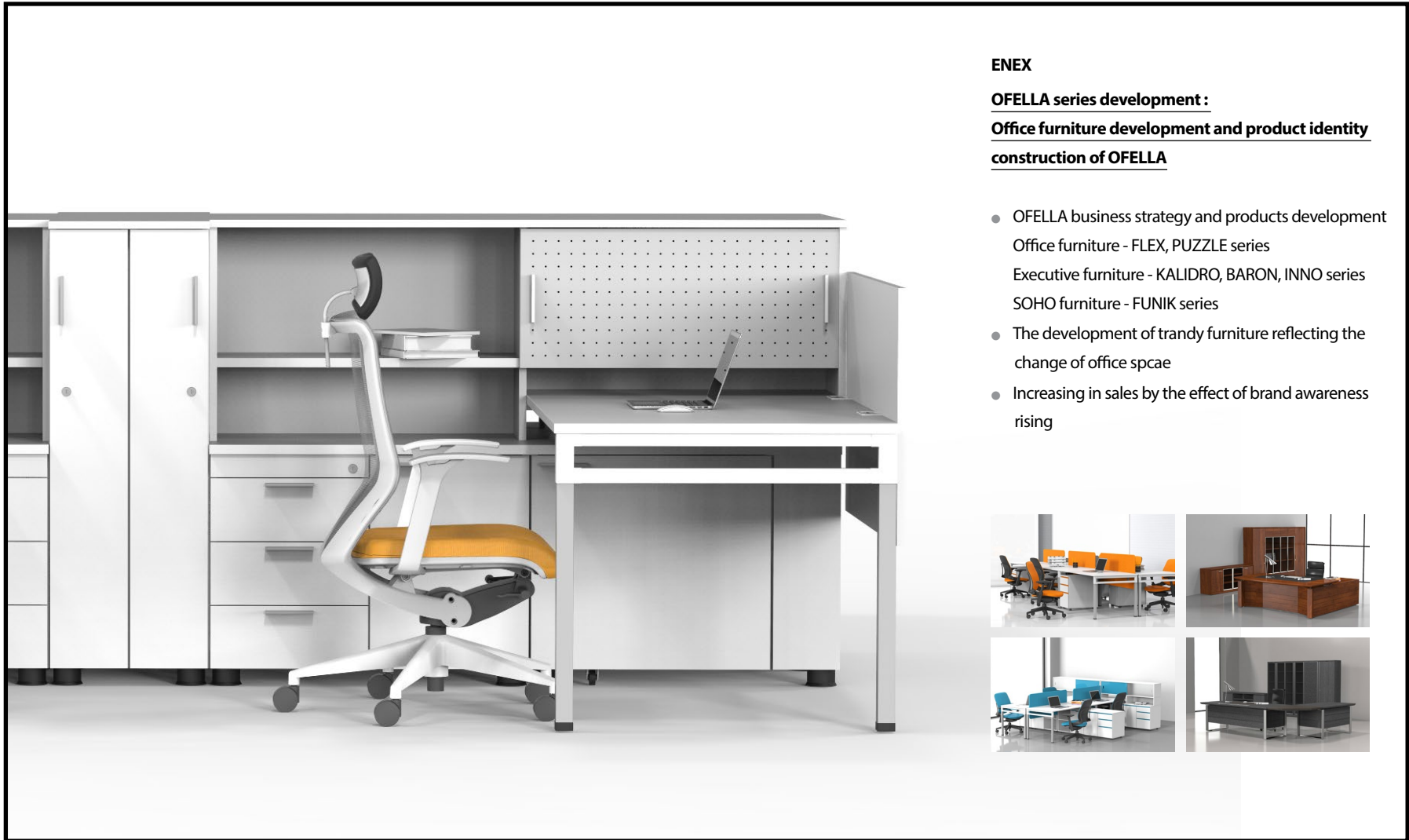
Flexible car seat which can be used continuously from infants to schoolchildren,
regardless of the type of seat for the growth stage

- Proceeded product planning, design and mechanical design
- Presented the company's long-term business model
- Acquired the development capacity and professionalism in baby goods for going out
- Offers consulting for related products continuously



11⁻⁵ project

Design Consulting / establishment of a strategy - Design Development



11-6 project

Design Consulting / establishment of a strategy - Design Development - FGI

DONG IN ENTECH CO.,LTD

Technology development of Cmapping carrier for easy camper :

A camping carrier can height control and transform into cooking table

- Dong In is a company that is specialized in developing and producing high-end backpack, leports equipments and ambulance CART
- Established design strategies through mega-trend research, industry trend research, user lifestyle research, market analysis and consumer survey (IDI, FGI)
- Design Development : Multipurpose carrier that can be transformed into a cooking table with height adjustable AI frame. We adapted wheel carrier technology and considered easy of storage and space utilization.
- Analysis of Consumers Receptivity : Verified and evaluated new product through the product acceptance research (FGI method)



11-9 project

Leading Product Development applying New Technology



idteck co., ltd.

Security system development including RFID & Biometrics and Access Control system / PI

- 30 kinds product design development and product development as proposal partnership for 6 years since 2005
- Design development support considering the product's long life cycle
- Design Development applying the company's holding new technology (organism recognition including iris recognition)

11-8 project

Design Consulting and Development



KCS co., ltd
Elderly Supplies consulting and development, including walker

- The company has domestic market share of 30%, but dependence on import and selling was high. Through own product development, the company was secure its own brand.
- Expectations:
 - With sale of new product, Sales increase
 - Import substitution effect and reexportation
 - Ongoing collaborative research and development for the relevant product group



11-7 project

Patent Technology (Industry-academic collaboration) : **Design Research / Design Consulting & Design Development**



11-5 project

PI Construction / BI - Products - Package Identity Construction



GlucoDr.

Allmedicus co., Ltd.

World Class Product Korea Certification

- 4 models of blood glucose meter development and product and package identity for 4 years
 - 1) Low-cost mobile blood glucose meter
 - 2) Blood glucose meter combined with cholesterol measurements
 - 3) Hospital blood glucose meter
 - 4) Ubiquitous mobile blood glucose meter
 - 5) product package development for 6 models / PI construction
- They had sales increase with brand awareness rising.

11-3 project

Total Design - Advanced Design - Product Development - Business Matching



PIN UP
DESIGN AWARDS



11-1 project

Own brand products




11-2 project

Own brand products



11-4 project

Patent - Product Planning - Design Development



The image shows three portable magnifying mirrors, each with a circular Fresnel lens mounted on a thick, L-shaped base. The bases are colored blue, green, and red. The mirrors are arranged in a cluster, with the blue one at the top, the green one to the right, and the red one at the bottom left. The background is white.

GOD DESIGN

Dong In Optical
Portable magnifying mirror applying the Fresnel lens Development

- Military and civilian optical panoramic sight(dot sight, scope) specialty in manufacturing
- They have optical product development, manufacturing know-how and have secured competitive prices.
- Prior to the development of new products, they excavated items through design consulting.
- We planned products applying their patented technology 'Fresnel Lens' and succeeded in commercializing

Environment



1

mm

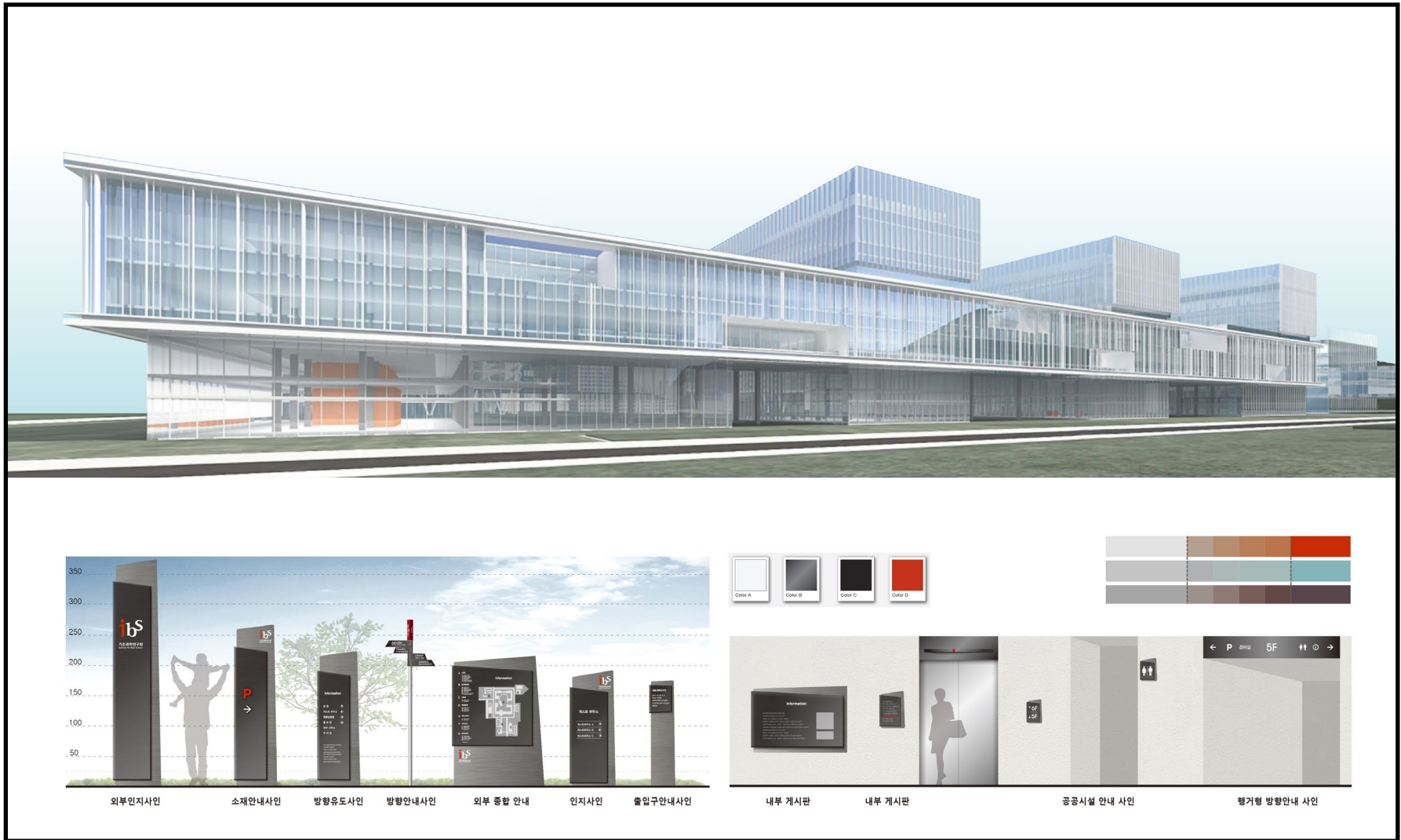
success project



visualization environment⁺

12-1 visualization environment⁺

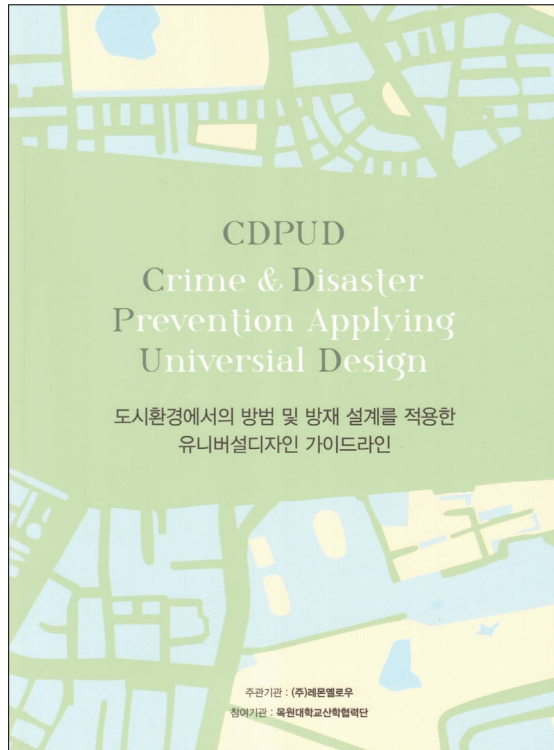
ibs Institute for Basic Science



12-2 visualization environment⁺

Crime prevention applicable city environment universal design study





Crime prevention applicable city environment universal design study (detail image)

12⁻³ visualization environment⁺

Daejeon - Public facilities design development and urban environmental color characterization project proposal

Omphalos Daejeon
『공공시설물 디자인 개발 및 도시환경색채 특성화 사업계획』

4. 공공시설물 현황

대전시의 특성을 반영

이용자 측면의 디자인

시설물 유지관리의 필요성

Omphalos Daejeon

Universal

Identity

-11-

Omphalos Daejeon
『공공시설물 디자인 개발 및 도시환경색채 특성화 사업계획』

디자인 제안

2. 공공시설물 가이드라인 체계

■ **MUST**
기능성충실

▲ **SHOULD**
최소한의 디자인 형태

○ **COULD**
디자인

 조도/휘도	 규격 점합	 디자인
 회전	 형태 점합	 점합
 텐션	 형태 점합	 점합

Universal Design

Fair Design

-22-

1. 도시환경 색채 기본계획을 기본으로 한 디자인 기본방향

1.1 융화 + 조화 + 강조



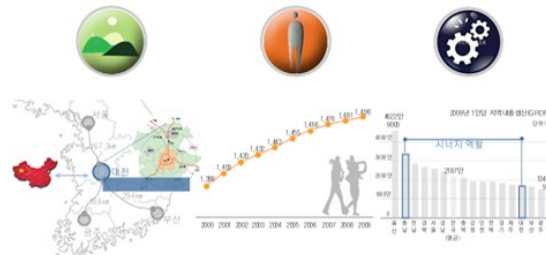
2. 디자인 컨셉

2.1 활기차고 희망찬 녹색도시 대전 → 친환경 감성도시

- 독자성: 특별한 거리만의 아이덴티티를 구현할 수 있는 공간으로 조성
- 감성성: 누구나 다가가기 쉬운(좋은) 장소로 모든 시민이 행복을 느끼는 공간으로 조성
- 심미성: 그 공간의 아름다움을 더욱 강조하는 쾌적한 공간으로 조성
- 청소성: 다시 가고 싶고 머무르고 싶은 열렬한 공간으로 조성



3. 현황분석 및 정리



인구증가와 지속적인 성장

행정중심 도시로서의 역할강화

국가적 안보이론

다양성의 활용

교육·문화 중심지

대 중국 산업기재

GRDP 2위 충남과의 상호작용

국가 R&D사업의 전초기지



Education R&D

대한민국의 중심도

젊은도시-성장도시

행정·교육·R&D가 조화된 도시

Omphalos

Creative

Harmony

1. 도시의 환경색채

1.1 자원회수시설

자원회수시설 이미지 개선사업을 통해 혐오시설에 대한 인식의 변화를 준 사례

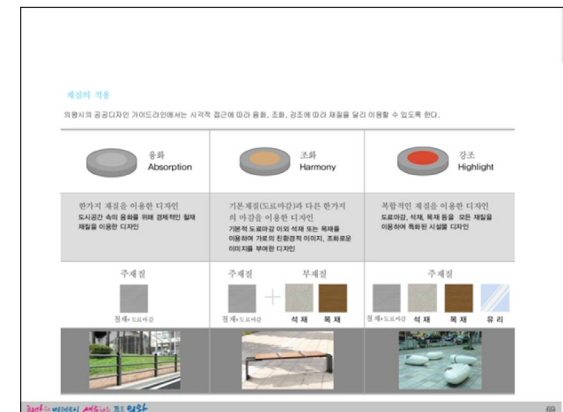
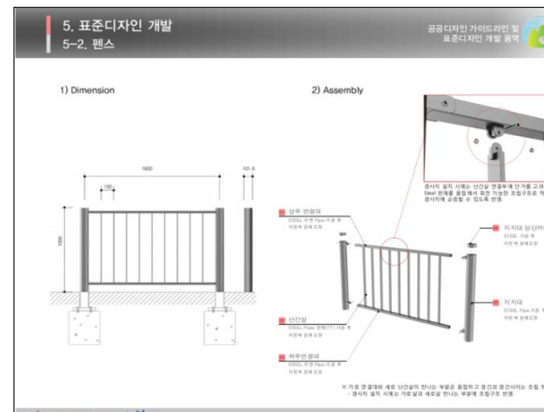
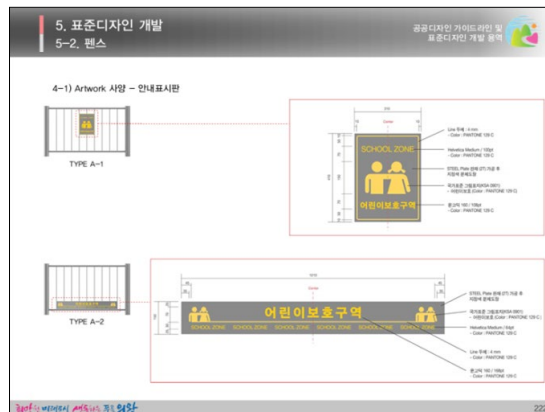
- 1) 지역의 **랜드마크** 요소 창출
- 2) 긍정적으로 다가갈 수 있는 **열린공간**으로 열매
- 3) 여간의 조형 연출로 안전성 확보 및 **색깔있는 도시 이미지** 부여
- 4) 머무르는 공간으로 **지역 커뮤니티 공간**으로 활성화
- 5) 지역 도시 이미지 개선



12-4 visualization environment⁺

Uiwang-Si Public Design Guideline and Standard Design Development Service





12-5 visualization environment+

YangJu-Si urban design master plan research service





Part 2. 사전 조사

1. 배경

- 양주의 미래성과 정체성 확보를 위해 양주시에서 실시했던 기존 연구물(예를 들어 기존 시설물)의 검토에 제곱도 필요
- 양주의 현재 상황을 정확하게 진단하고 정체성과 시민들의 의견을 반영한 디자인방향 설정을 위하여 설문 조사와 현장방문 조사 필요
- '방향성 설정'의 기준으로써 시설물의 해외 선진 디자인 사례 조사 필요

2. 디자인 방향성 도출 과정

2.1 조사 범위 및 내용

2.2 방향성 키워드 도출과정

4. 설문 조사 분석

4.1 응답 특성

양주시청 공무원들을 대상으로 실시한 설문 조사 내용 중 시설물 디자인 방향성 설정에 필요한 항목을 선정하여 결과 내역을 반영함.

Q. "양주"를 대표할 수 있는 이미지?

Q. "양주"의 도시개발 속에서도 보존되어야 할 가치?

Q. "양주"의 도시공간을 지향하는 요소?

Q. "양주" 시 공공공간의 시설물이 갖춰야 할 필수 요소?

Part 3. 디자인 방향 제안

1. 시설물 디자인방향 도출과정

양주의 정체성과 미래성에서 시설물디자인시 보존해야 할 가치를 키워드로 도출하고 양주의 현황분석과 해외 선진사례 조사를 통해서 양주의 시설물이 갖추어야 할 핵심 요소를 키워드로 도출한다.

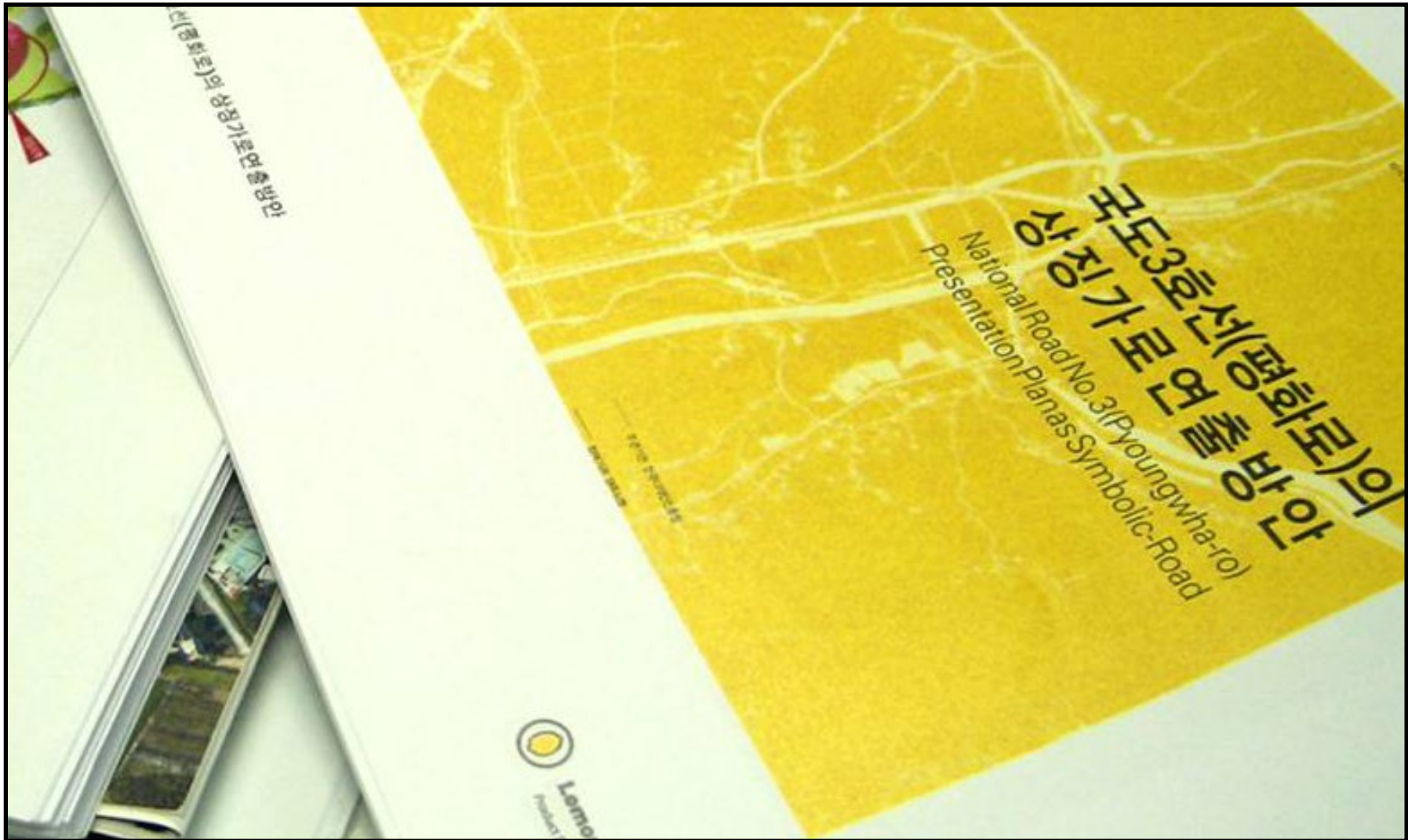
2. 시설물 디자인 기본 요소

- 1) 지속가능성 (Sustainability)
- 2) 스마트 테크놀로지 (Smart technology)
- 3) CMF의 일관성 (Consistency of CMF)
- 4) 표준화 & 유지보수 고려 (Standardization & maintenance)
- 5) 사용자 중심 디자인 (User centered design)
- 6) 심미적인 우수성 (Aesthetic superiority)
- 7) 환경과의 조화 (Harmony with environment)
- 8) 문화의 적용 (Application of culture)

YangJu-Si urban design master plan research service(detail image)

12-6 visualization environment⁺

Public Design Consulting Project - Route 3(PyounHwa-Ro)'s symbol street production plan



12-7 visualization environment+

Kangwonland Landscape design Proposal





12-8 CI+interior design

Shinwon international patent law firm

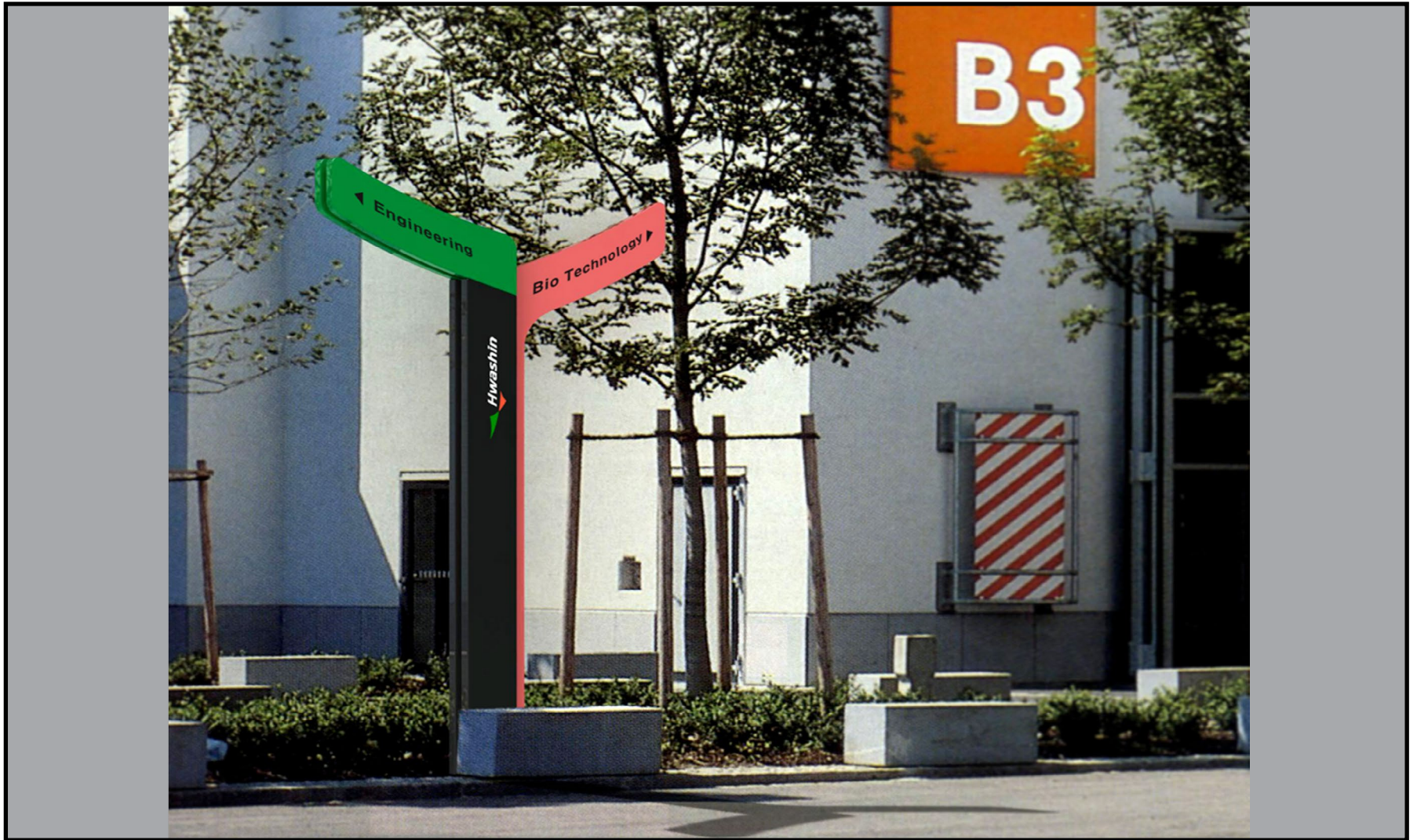


Shinwon Patent & Law Firm



12⁹ CI+interior design

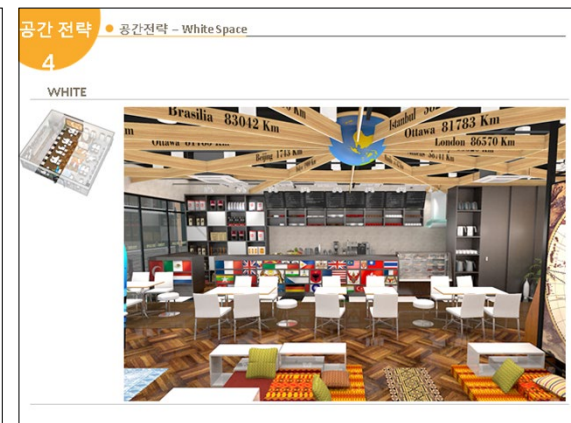
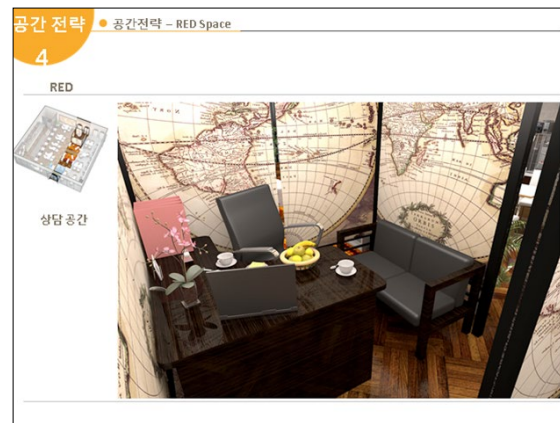
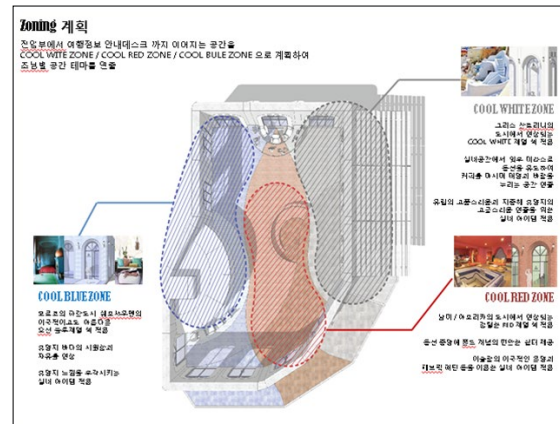
Hwashin



12⁻¹⁰ BI / brand launching

Hana Tour band launching space / BI **TOUR**  **DECAFE**





Hana Tour band launching space / BI (detail image)

Thank you