

SILVERFISH COMPANY PROFILE

I. OVERVIEW

SPACE DIRECTION & MEDIA CONTENTS PRODUCTION

Design Silverfish is a company which simulates space and digital media contents complexly.

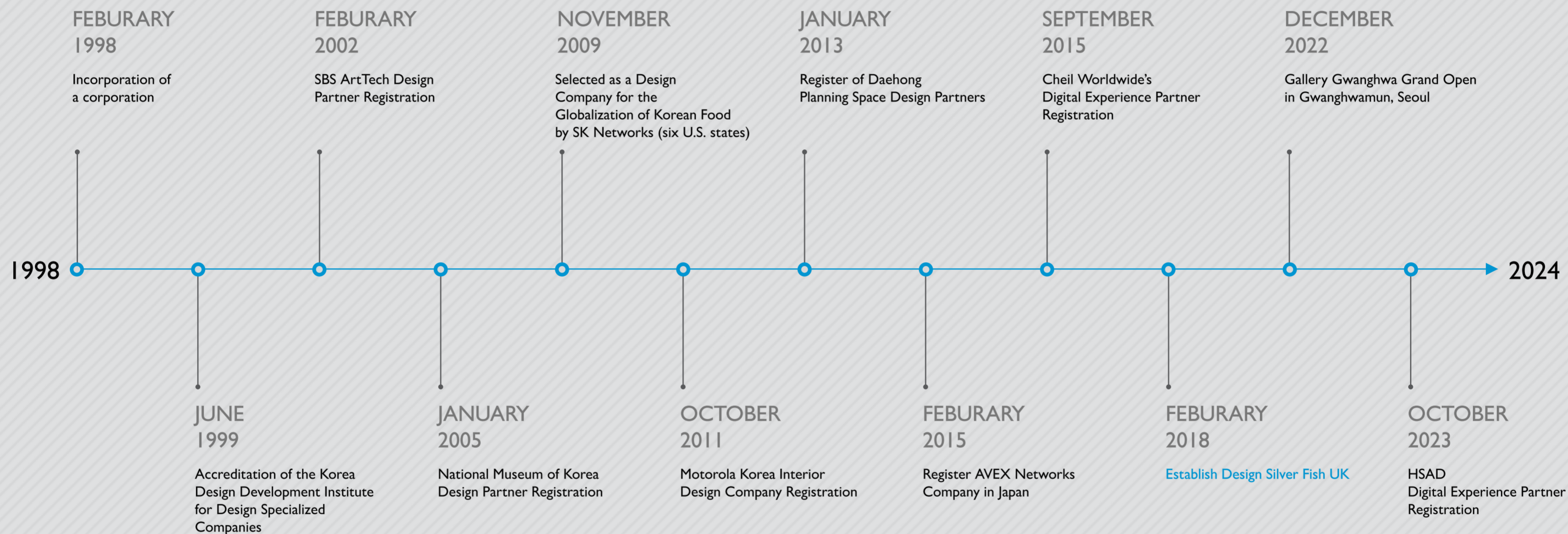
We interpret the space and suggest the best way to display the space with proper concept.

Now, we domestically have top technology in digital media field. We will always keep challenging the creative project with plenty of experience and knowledge for steady rising.

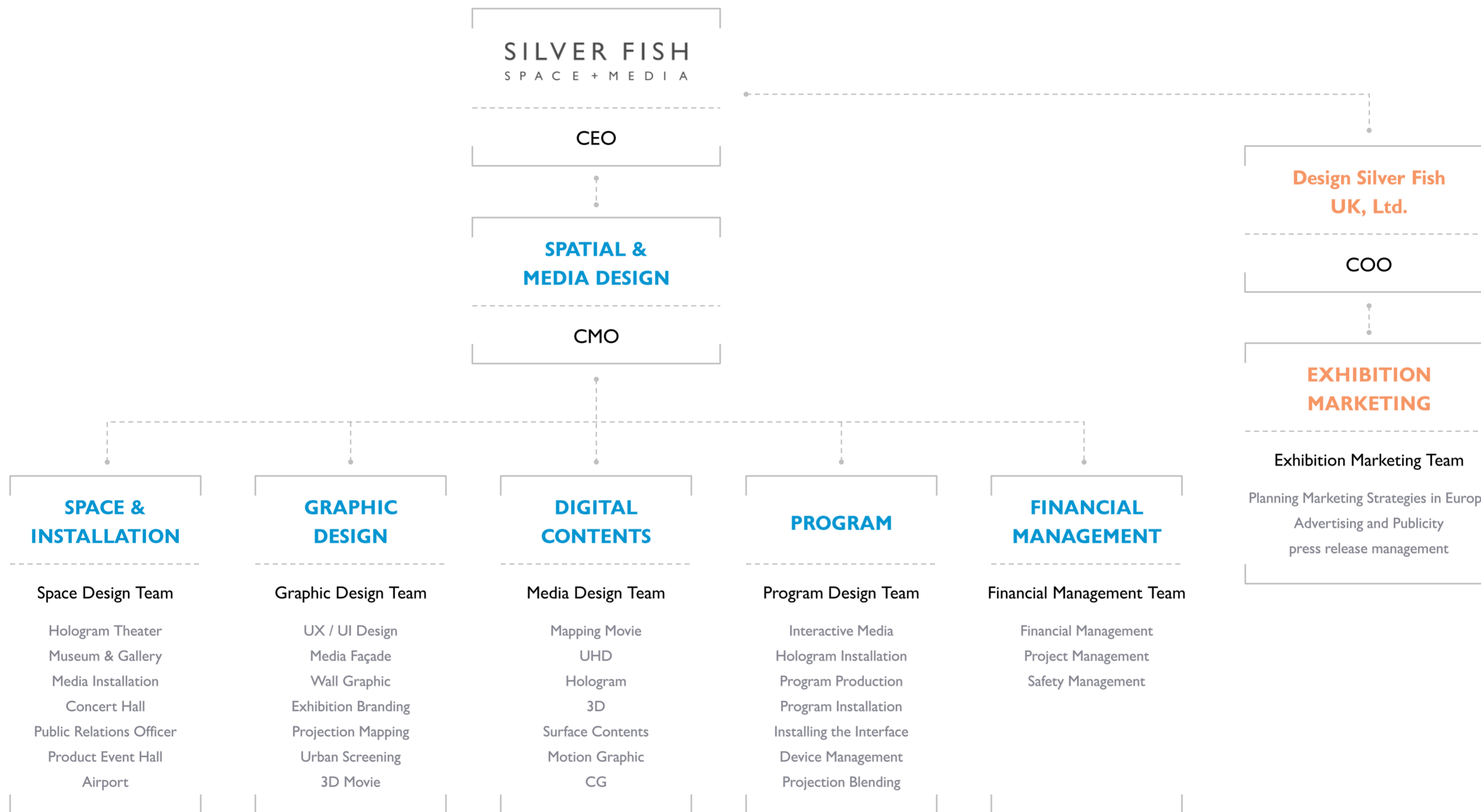
COMPANY INFO

Corporate name	Design Silverfish Co., Ltd.
Business license number	105-81-96310
date of establishment	10. Nov. 1998
capital amount	400 Million Won
Address	Silver Fish Building, 90-4 Samcheong-ro, Jongno-gu, Seoul
Phone	+82-2-3444-2208
Staff	15
Sales	10.5 Billion Won (2022)
Homepage	designsilverfish.com

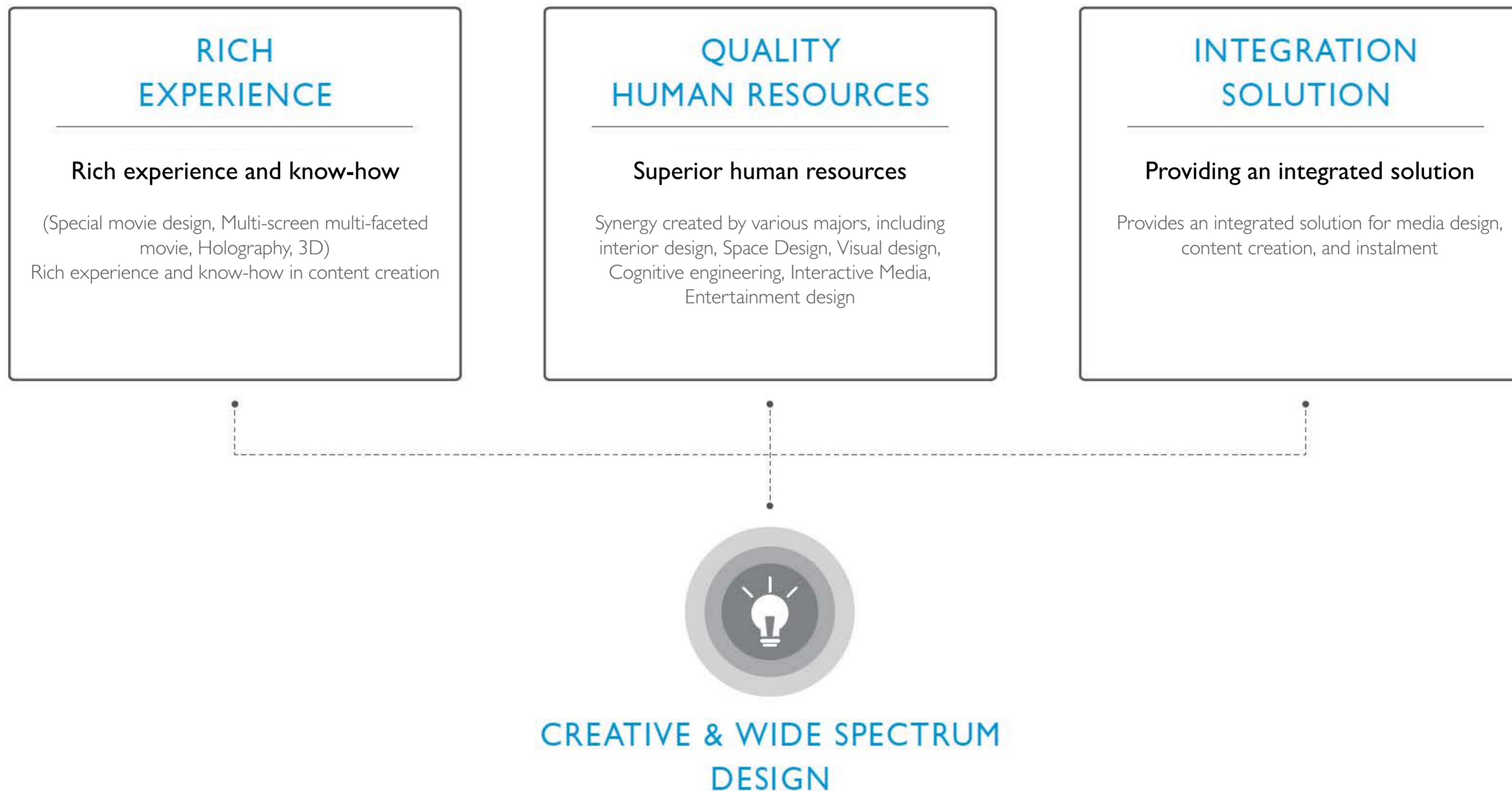
2. HISTORY



3. WORKFIELD



4. COMPETITIVENESS



5. RECENT PROJECTS

<u>DATE</u>	<u>CLIENT</u>	<u>AGENCY</u>	<u>PROJECT NAME</u>	<u>CONTENTS</u>
2023.10			Delight Exhibition in London	Space, Media Planning & Design, Video Production, Interactive Program
2023.06			Alchemy of Souls Immersive Media Exhibition	Space, Media Planning & Design, Video Production, Interactive Program
2023.02	Samsung Electronics	Cheil Worldwide Inc	2023 MWC Samsung Portrait Gallery	Space, Media Planning & Design, Program Development and System Install
2023.02	Samsung Electronics	Cheil Worldwide Inc	2023 Galaxy Experience Space	Space, Media Planning & Design, Program Development and System Install
2023.01	Samsung Electronics	Cheil Worldwide Inc	CES 2023 Samsung Ecosystem, Sustainability Solution	Space, Media Planning & Design, Video Production
2023.01			SEOUL VIBE	Space, Media Planning & Design, Video Production, Interactive Program
2022.12	KOCCA, Incheon Airport		VIVID SPACE	Media Planning & Design, Video Production
2022.09	Bulgarian Embassy in Korea		Hidden Letters	Space, Media Planning & Design, Video Production, Interactive Program
2022.09			Delight Exhibition in Damyang	Space, Media Planning & Design, Video Production, Interactive Program
2022.09	Samsung C&T Corporation	Cheil Worldwide Inc	Everland Panda World	Space, Media Planning & Design, Video Production, Interactive Program
2022.08	National Folk Museum of Korea		The Mysterious Village	Space, Media Planning & Design, Video Production, Interactive Program
2022.08	SK ecoplant	Cheil Worldwide Inc	DE'FINE Popup Gallery	Space, Media Planning & Design, Video Production, Interactive Program
2022.08	The Hyundai Mokdong		A Midsummer Night's Dream	Space, Media Planning & Design, Video Production, Interactive Program
2021.12			Curious 12 Tales	Space, Media Planning & Design, Video Production, Interactive Program
2020.12			2021 Delight Seoul	Space, Media Planning & Design, Video Production, Interactive Program
2020.11	Samsung Electronics	Cheil Worldwide Inc	Samsung KX Click & Collect	Media Planning & Design, Video Production, Interactive Program
2020.01	Samsung Electronics	Cheil Worldwide Inc	CES 2020 Samsung VD Solution, MED media Totem, Ballie	Space & Media Plan, Content Production
2019.10	Samsung Electronics	Cheil Worldwide Inc	SDC "Dream of Display"	Space, Media Planning & Design, Video Production, System Development and Installation
2019.09	Samsung Electronics	Cheil Worldwide Inc	IFA 2019 Samsung VD Zone Solution, MDE media Totem, Docent app	Space & Media Plan, Content Production, App Development & Install
2019.05	Samsung Financial Networks	Cheil Worldwide Inc	Korea Fintech Week 2019	4 Sides Media Plan, Content Production, App Development & Install
2019.05	Samsung Pay	Cheil Worldwide Inc	Korea Fintech Week 2019	Media Plan, Content Production, App Development & Install
2019.03	Samsung Electronics	Cheil Worldwide Inc	Galaxy Harajuku	Media Plan, Content Production, Interactive Media Install
2019.02	Samsung Electronics	Cheil Worldwide Inc	Galaxy Studio (Ikseon-dong, Seoul)	Space production planning in collaboration with artists, Contents
2019.02	Samsung Electronics	Cheil Worldwide Inc	Galaxy Studio S10 S10 5G	Plan, Content Production, App Development & Install
2019.01	Samsung Electronics	Cheil Worldwide Inc	Korea Electronics IT Industry Convergence Exhibition (Korean CES)	Plan, Content Production, Interactive Media
2019.01	Samsung Electronics	Cheil Worldwide Inc	CES 2019 Samsung Media Contents	Plan, Content Production, Interactive Media
2019.01	Samsung Electronics	Cheil Worldwide Inc	CES 2019 NAVER LABS	Space & Media Plan, Interactive

5. RECENT PROJECTS

<u>DATE</u>	<u>CLIENT</u>	<u>AGENCY</u>	<u>PROJECT NAME</u>	<u>CONTENTS</u>
2018.09	Samsung Electronics	Cheil Worldwide Inc	IFA 2018 Samsung MDE ,VD Zone Solution, Media	VD Docent APP Design & Development / Intelligent Home / Experience Media Plan, Production / SAMSUNG S Pen Gallery x Doodle App, System / Cooking Show Opening Contents
2018.08~09	Samsung Electronics	Cheil Worldwide Inc	Mr.DOODLE in Korea ARA ART CENTER	Kiosk Installation, Interactive Design
2018.08	Samsung Electronics	Cheil Worldwide Inc	SAMSUNG S Pen Gallery x Doodle New York-unpack	Plan & Media Design, App Develop and Operating Interactive Systems, Hardware Installation
2018.08	Samsung Electronics	Cheil Worldwide Inc	SAMSUNG S Pen Gallery x Doodle (Berlin IFA, London, Dubai, Australia, Malaysia, Spain, Indonesia, Italy, Taiwan, China Unpack, Hong Kong, India, Mexico, Bucheon, Hongdae)	Plan & Media Design, App Develop and Operating Interactive Systems, Hardware Installation
2018.06	Samsung Electronics	Cheil Worldwide Inc	S9 Relaunching media Totem	Media Contents, Kiosk Installation
2018.05	SM.ENTERTAINMENT		SMTOWN MUSEUM	Space Plan & Design, AR Program
2018.04	Samsung Electronics	Cheil Worldwide Inc	SAMSUNG in Eurocucina 2018	Plan, Media Design, Contents
2018.02	Samsung Electronics	Cheil Worldwide Inc	SAMSUNG in Forum 2018	Create Presentation Video Content, Media Plan
2018.01	Samsung Electronics	Cheil Worldwide Inc	CES 2018 Samsung Get your message across Experience Zone	Plan, Media Design, Contents, Interactive System
2018.01	Samsung Electronics	Cheil Worldwide Inc	CES 2018 Samsung Connect your world with SmartThings Experience Zone	Plan, Media Design, Contents, Interactive System
2017.11			Media facade for 2018 PyeongChang Olympics	Media Contents, Projection Mapping
2017.09	Samsung Electronics	Cheil Worldwide Inc	IFA 2017 Samsung IoT Smart home Experience Zone	Plan, Media Design, Contents, Interactive System
2017.09	Samsung Electronics	Cheil Worldwide Inc	IFA 2017 Samsung Galaxy Note 8 S-pen gallery Experience Zone	Plan, Media Design, App Development Interactive System, Hardware Installation
2017.04	Samsung Electronics	Cheil Worldwide Inc	Samsung Electronics Galaxy S8 Experience Zone	Plan, Media Kiosk Installation, Media Contents
2017.03	Samsung Electronics	Cheil Worldwide Inc	QLED TV Global Launch Event	Experience Space and Stage Plan, Space and Graphic Design, Media Wall, Media Contents
2017.02	Samsung Electronics	Cheil Worldwide Inc	MWC2017 Samsung Electronics Mobile Service Zone	Plan, UI Design, Interactive System Design, Programming
2017.01	Samsung Electronics	Cheil Worldwide Inc	CES2017 Samsung Electronics Highlight Zone	Plan, Space Design, Media Design, Contents
2016.12	Samsung Electronics	Cheil Worldwide Inc	Samsung Electronics SIM-EBC Renovation	Plan, Space and UI Design, Media Contents, Projection Mapping, Hologram Contents
2016.09	Samsung Electronics	Cheil Worldwide Inc	IFA2016 Samsung KNOX Experience Zone	Plan, Space and UI Design, Interactive System Design, Programming
2016.06	Alba Heaven	Mediawill Networks	Campaign Interactive Media Wall	Plan, Media Wall, Interactive Kinetic System, Media Contents
2015.11	Samsung Electronics	Cheil Worldwide Inc	Samsung Electronics SIM EBC Interactive Experience Zone	Plan, Media Wall, Interactive Kinetic System, Media Contents
2015.08	Samsung Electronics GMO	Cheil Worldwide	IFA2015 Samsung Business Experience Zone	Plan, Media Install, Interactive System, Media Contents
2015.04	HUIS TEN Bosch	AVEX Media (JAPAN)	Hologram Theater	Plan the Interior of Theater, Construction
2015.02	SM.ENTERTAINMENT		SMTOWN@coexartium	Coexartium (1~6F) Design Consulting / Hologram Theater Design, 5~6F Hall Design, Construction / 2~4F Public Space Design and Construction / Interactive Amusement Media Install, Contents

5. RECENT PROJECTS

<u>DATE</u>	<u>CLIENT</u>	<u>AGENCY</u>	<u>PROJECT NAME</u>	<u>CONTENTS</u>
2015.04	Samsung SDS	Cheil Worldwide Inc	HQ Multi-wall Media Contents The 30th anniversary of foundation	1,920 x 4,680 Pixel Video
2015.01	SBS VIACOM		KARA 6 th Album Showcase UHD Contents	Title, Intro, Showcase UHD Contents
2014.09	Samsung Electronics	Cheil Worldwide Inc	NONA9ON Media Installation	Synchronize Galaxy Tab(8.4") 82ea, Interactive System Media Contents, Realtime Message Board Display
2014.08	Samsung Electronics	Cheil Worldwide Inc	VD B2B AUTOMOBILE	Presentation Media Contents
2014.05	SONY KOREA	Mate Communications	Bluetooth Speaker X Series Experience Zone	Design Experience Zone, Interactive System Projection Mapping, Video Contents (20ea)
2014.02	NIKE KOREA	Mate Communications	FLYKNIT Series Interactive OOH	Interactive Media, Media Contents
2014.01	Samsung Electronics	Cheil Worldwide Inc	Semiconductor Rider in Delight Samsung	Renovation Design, Construction Install Media in Rider (LFD 30ea) 5-Sides Media Contents (16K)
2013.12	Universal Studio Japan		Hologram Theater (Interactive System)	Theater Interior Design, Interactive System, Program
2013.11	Samsung Electronics	Cheil Worldwide Inc/SBC	UHD 4K Demo Video (VS. Brazil)	UHD 4K Demo Video (International / Domestic ver. 2'30")
2013.11	Samsung Group	Cheil Worldwide Inc	The 20 th anniversary of New Management Ideology - Opening Video	4K 2'10" Video
2013.10	Lotte Confectionery Co., Ltd.	Daehong Communications	Interactive Kiosk for Company Promotion	HQ Lobby Kiosk Design, Media Contents
2013.09	GSG	Cheil Worldwide Inc/SBC	GSG Promotion Video	HD/ 6'30" / 5'00"(Summary)
2013.08	Samsung Electronics	Cheil Worldwide Inc	AB GSI GUIDE Video	HD/ 3'00"
2013.08		Cheil Worldwide Inc	WISP Promotion Video	HD/ 4'00"
2013.01	SBS VIACOM		K-POP EXHIBITION IN TOKYO (Tokyo Skytree Tower)	Exhibition Space Design Media Contents 9ea Interactive Media 5ea
2012.05	Samsung	Cheil Worldwide Inc	2012 Yeosu Expo Samsung Pavilion	Media Director and Video Content Production (Floor 20 x 25M, Wall 34 x 39M / 6.5K / 13:00")
2012.05	Samsung	Cheil Worldwide Inc	S.M.ART EXHIBITION IN SEOUL	Media Director and Contents Production
2012.08	SM.ENTERTAINMENT	Cheil Worldwide Inc	Fantasy Tree	Projection Mapping Contents (stereoscopic) (36 x 36 x 15M / 8K / 3:00") 11ea
2012.08	SM.ENTERTAINMENT	Cheil Worldwide Inc	Panorama 3D Theater	3D Contents (40 x 5M / 6.5K / 180 degree VIEW / 6:30")
2012.05	Daelim Cultural Foundation		Finn Juhl Exhibition Interactive Zone	Interactive Exhibition, Media Contents
2012.05	Samsung Life Insurance Headquarters		HQ Lobby LFD WALL Maintenance	Media, Motion Graphic Contents
2012.02	Samsung Fire & Marine Insurance Co., Ltd.	Cheil Worldwide Inc	Samsung Fire & Marine Insurance HQ advertising pillar Media Facade	Design, Implementation design
2011.09	Samsung Life Insurance Headquarters	Cheil Worldwide Inc	HQ Revitalization	Creation of the Cultural Square Digital Information System, Contents
2011.09	Samsung Electronics	Cheil Worldwide Inc	COEX G20 Memorial Square	Media Pole Design, Media Contents

6. MAP

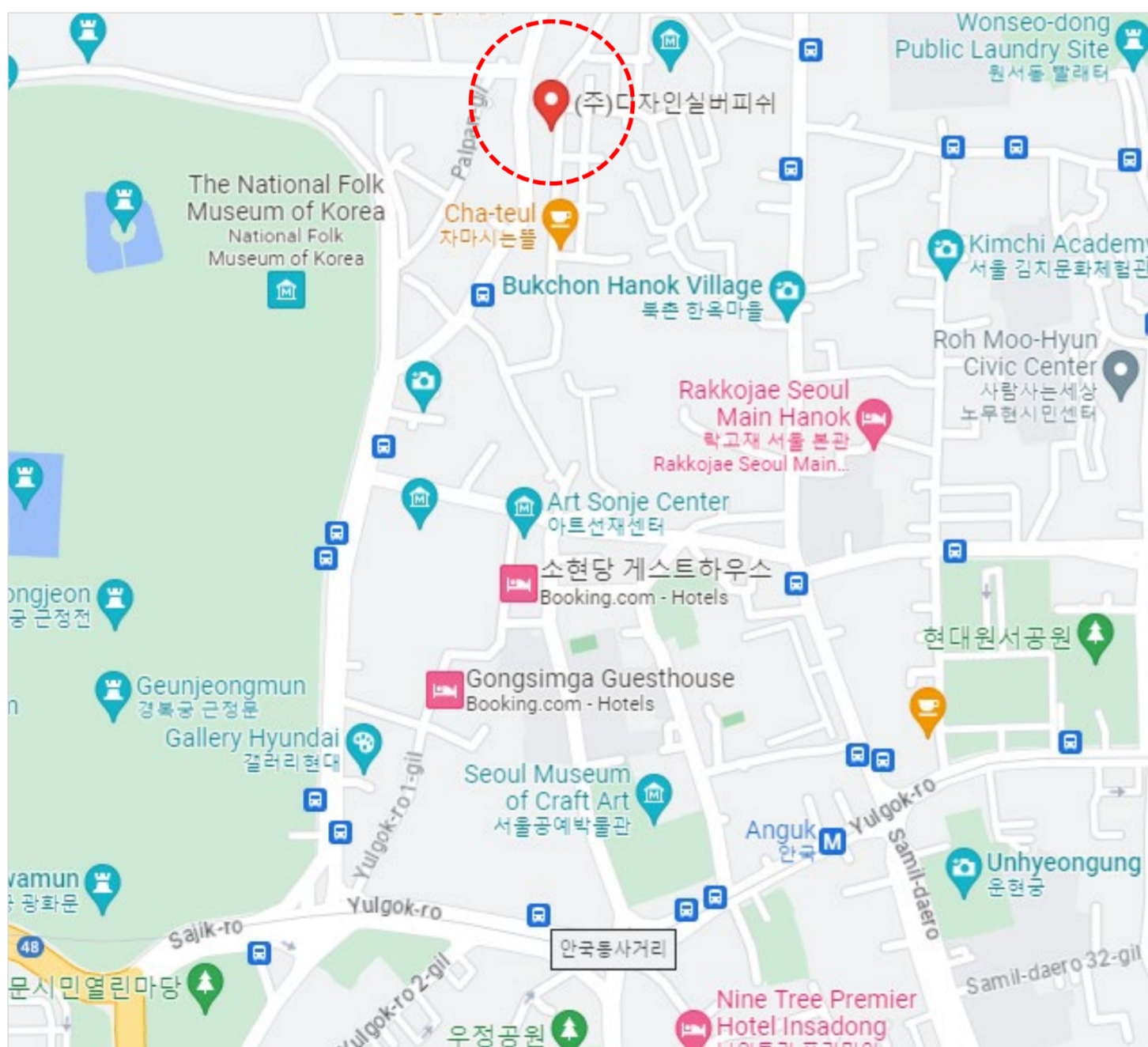
HEAD OFFICE

Silver Fish Building, 90-4 Samcheong-ro,
Jongno-gu, Seoul, Korea 03053

Tel: +82-2-3444-2208

Mob: +82-10-6323-0054

Email: contact@designsilverfish.com

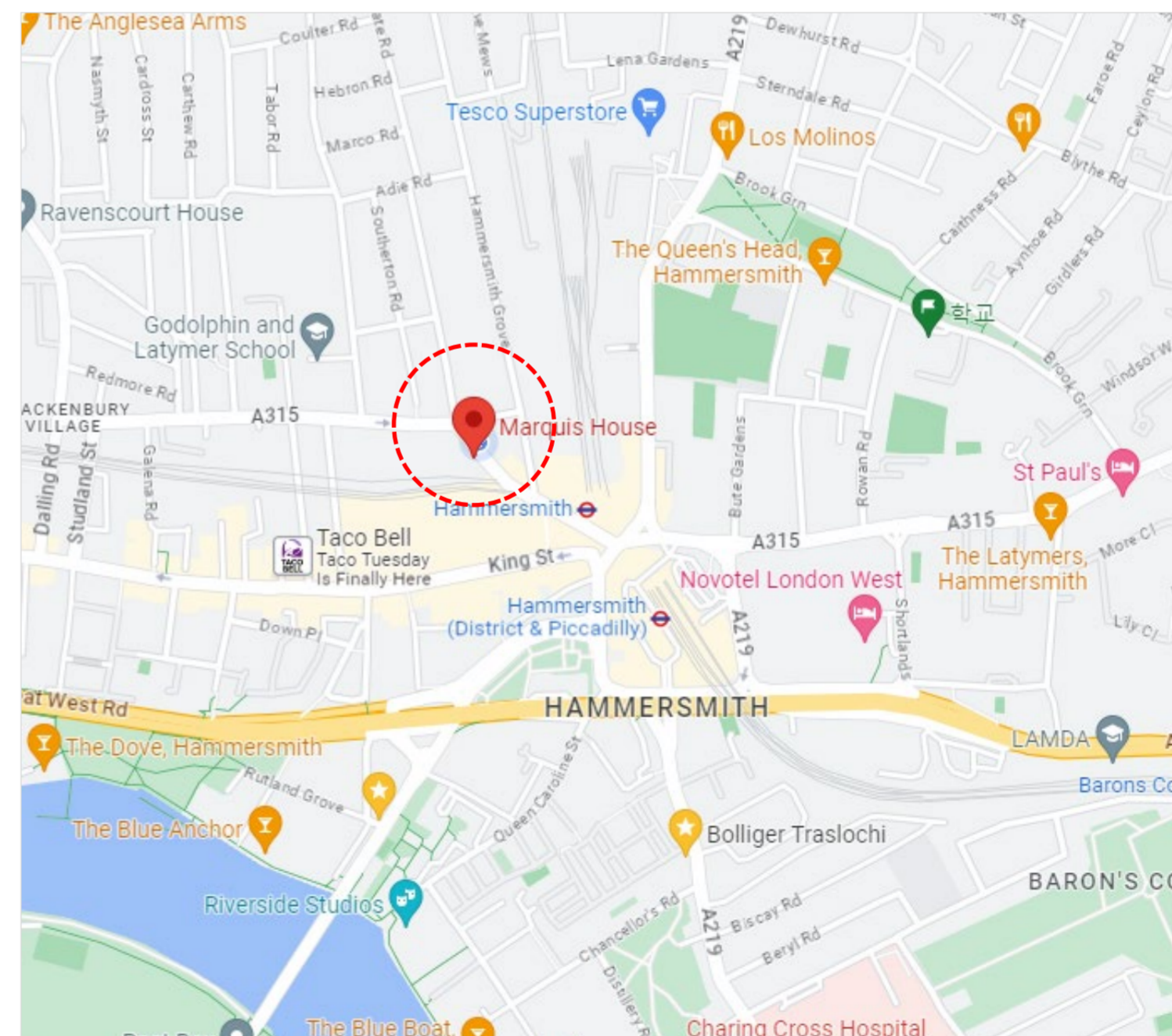


UK OFFICE

64 Marquis House, 45 Beadon Road,
Hammersmith, London W6 0BT, UK

Mob: +44-7444-368-543

Email: contactuk@designsilverfish.com



DESIGN PORTFOLIO

DIGITAL MEDIA

CONTENTS DESIGN

SPACE & INSTALLATION

Delight Exhibition in London

(2023. 10)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

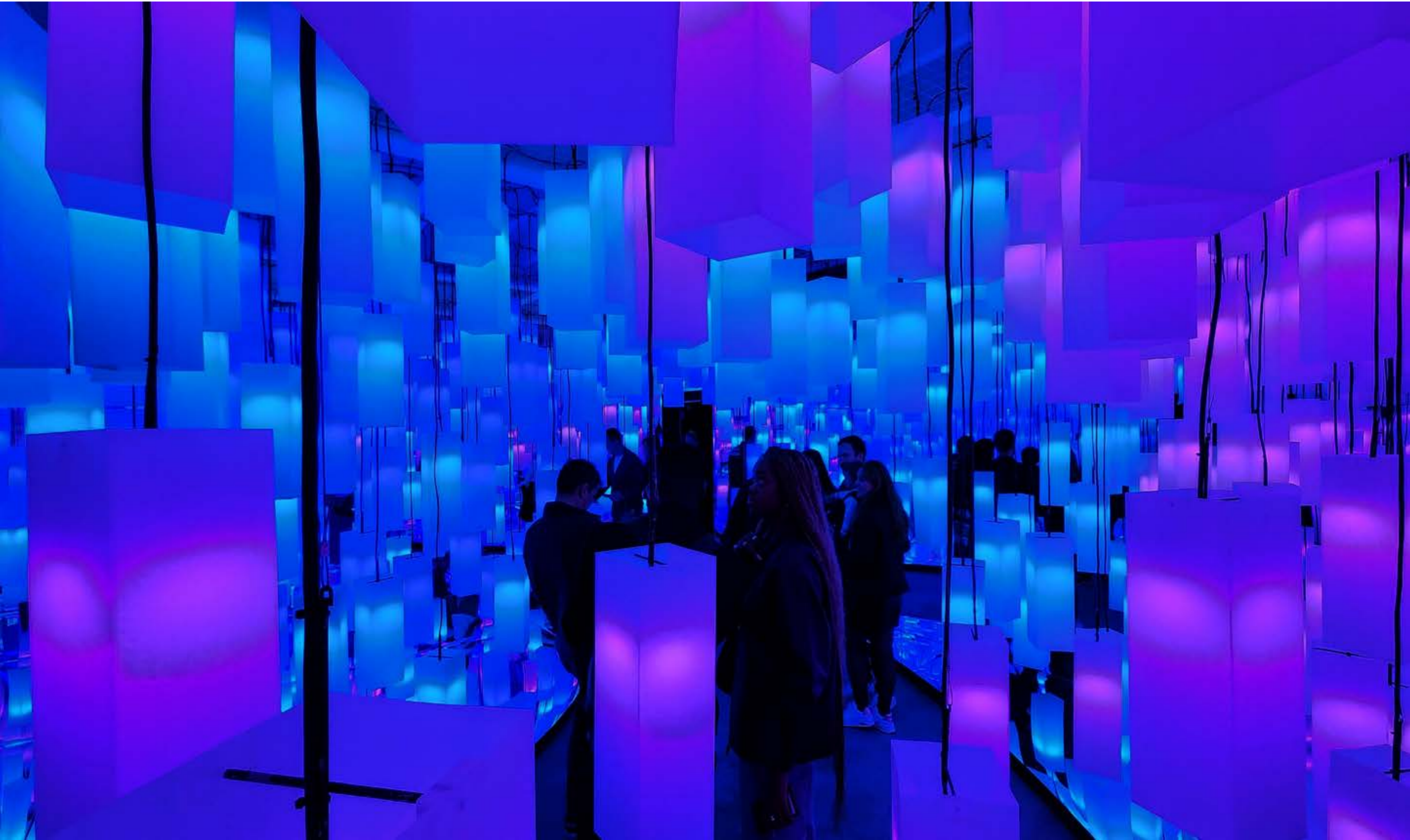
Delight Exhibition in London (2023. 10)

■ Space, Media Design, Interaction



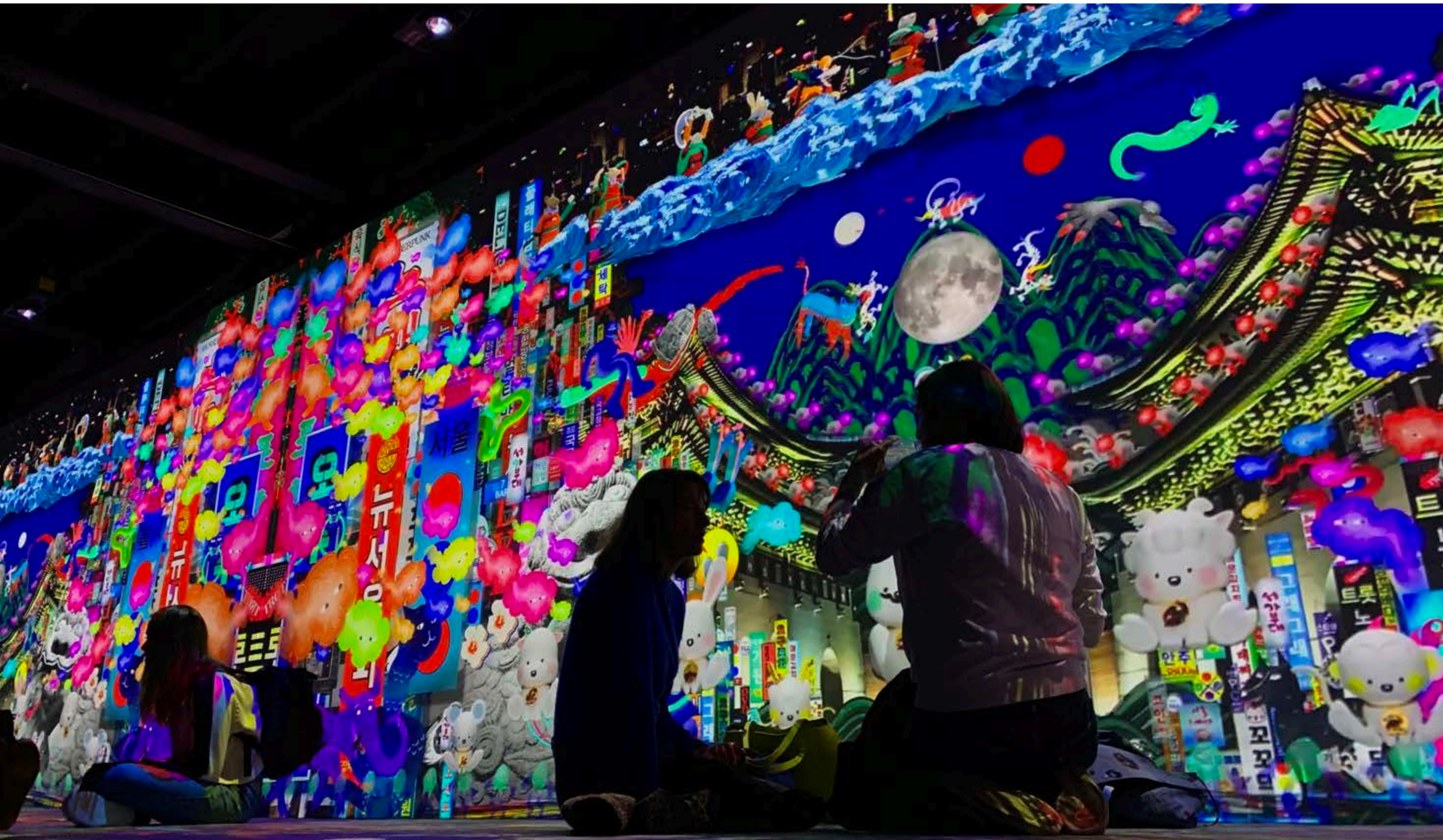
Delight Exhibition in London (2023. 10)

■ Space, Media Design, Interaction



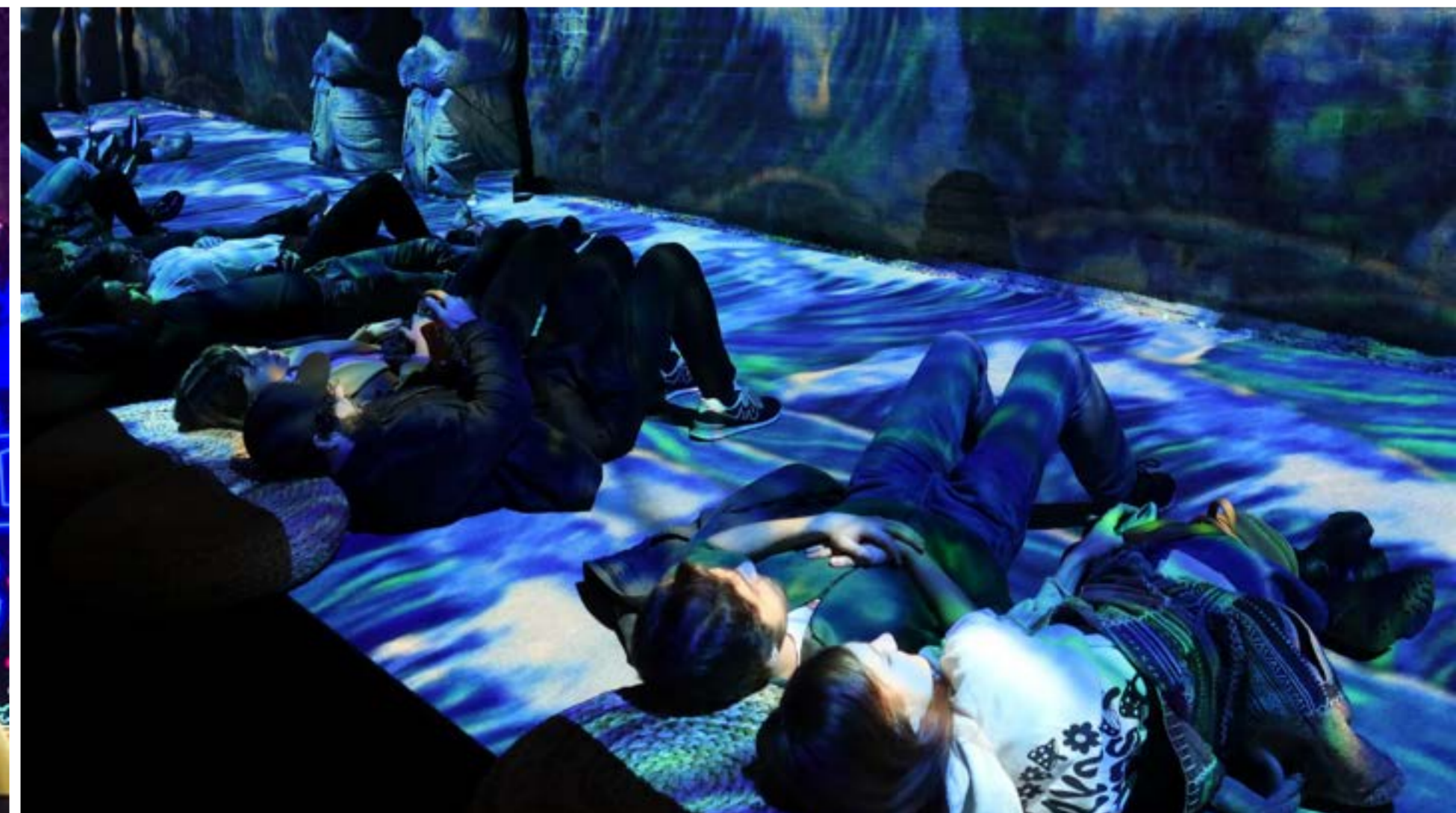
Delight Exhibition in London (2023. 10)

■ Space, Media Design, Interaction



Delight Exhibition in London (2023. 10)

■ Space, Media Design, Interaction



Delight Exhibition in London (2023. 10)

Media, Press

THE TIMES

The Guardian

The Telegraph

The JoongAng



Article
News in pictures

An image of Delight London, by Elliott Franks, features at the beginning of the article. Large digital art installations will offer a flavour of the culture of Seoul at the Delight media exhibition when it opens on Friday at Borough Yards, south London

[News in pictures: Friday October 13, 2023 \(thetimes.co.uk\)](https://www.thetimes.co.uk/news-in-pictures-friday-october-13-2023)



Article
Eye witnessed Picture of the week (Print Edition)

Delight at Borough Yards, London, takes visitors on a multisensory exploration of the bustling city of Seoul through the use of art, lighting, visuals and sound, through 12 immersive zones



Article
Korea Opportunity (Print Edition)

An immersive art exhibition ,Delight, dedicated to Seoul open today at Borough Yard in central London. It aims, through visual and sound, to show the cultural heritage of the South Korean capital. The exhibition is created by artist Gyung Tae Hong. Director Younsook Im and curator Daehyung Lee.



Article
'해리포터 도시'에 뜬 도깨비·12지신 "마법 같은 경험, 정말 재미있어요" (Print Edition)

런던의 관광명소인 천년 된 재래시장 버로우야드에서 템스 강변을 향해 1-2분 걸으면 버로우야드(Borough Yards)가 나온다. 최근에 도시재생 사업을 통해 고풍스러운 건축물 외관에 현대적 시설이 자리잡은 쇼핑가로 재탄생했다. 이곳의 옛 창고 건물 중 하나에 지금 '서울'이 펼쳐지고 있다.

['해리포터 도시'에 뜬 도깨비·12지신...런던 '달라이트' 전시 \(daum.net\)](https://www.daum.net/...)



Outernet London

(2023. 10)

- Video Media Planning, Directing, and Production

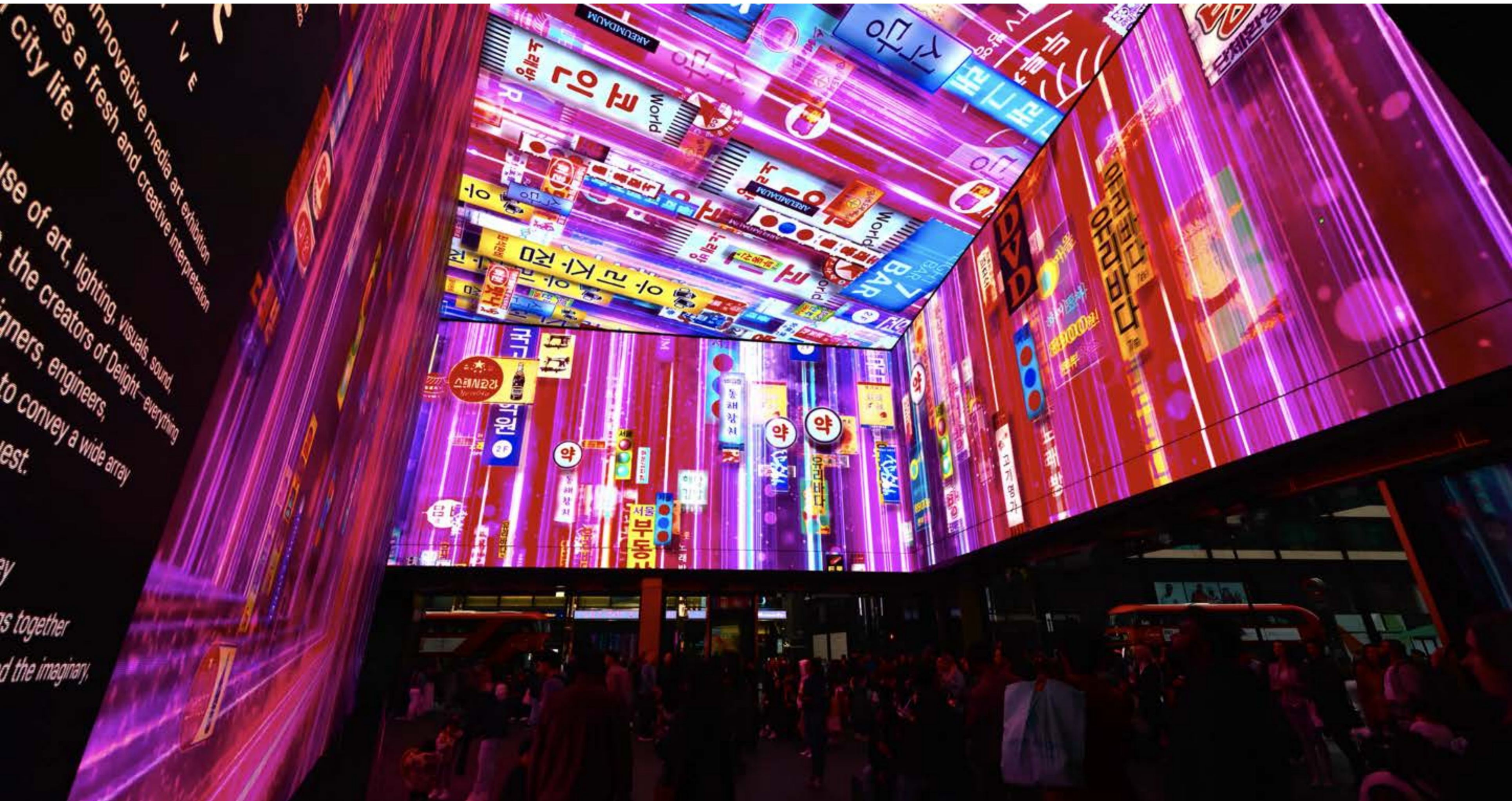
Outernet London (2023. 10)

■ Space, Media Design, Interaction



Outernet London (2023. 10)

■ Space, Media Design, Interaction



SAMSUNG in IFA 2023

(2023. 09 Berlin)

- LED Media Production and Design in the SAMSUNG IFA 2023
- VD Zone Interactive Solution

SAMSUNG in IFA 2023 (2023.09 Berlin)

Space, Media Design



Alchemy of Souls

Immersive Media Art Exhibition

(2023. 06 Seoul)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- Wall Graphics

Alchemy of Souls Immersive Media Art Exhibition (2023.06 Seoul)

■ Space, Media Design, Interaction



Alchemy of Souls Immersive Media Art Exhibition (2023.06 Seoul)

■ Space, Media Design, Interaction



Alchemy of Souls Immersive Media Art Exhibition (2023.06 Seoul)

■ Space, Media Design, Interaction



Galaxy Experience Space

(2023. 02 San Francisco)

- Immersive Portrait Gallery in 'Galaxy Experience Space'
Space, Media Planning & Design
- Program Development and System Installation

Galaxy Experience Space (2023.02 San Francisco)

■ Space, Media Design



Galaxy Experience Space (2023.02 San Francisco)

■ Space, Media Design



SAMSUNG in CES 2023

(2023. 01 Las Vegas)

- LED Video Production, Media Design in Samsung CES 2023 Exhibition Hall
- Ecosystem Zone, Sustainability Zone Solution

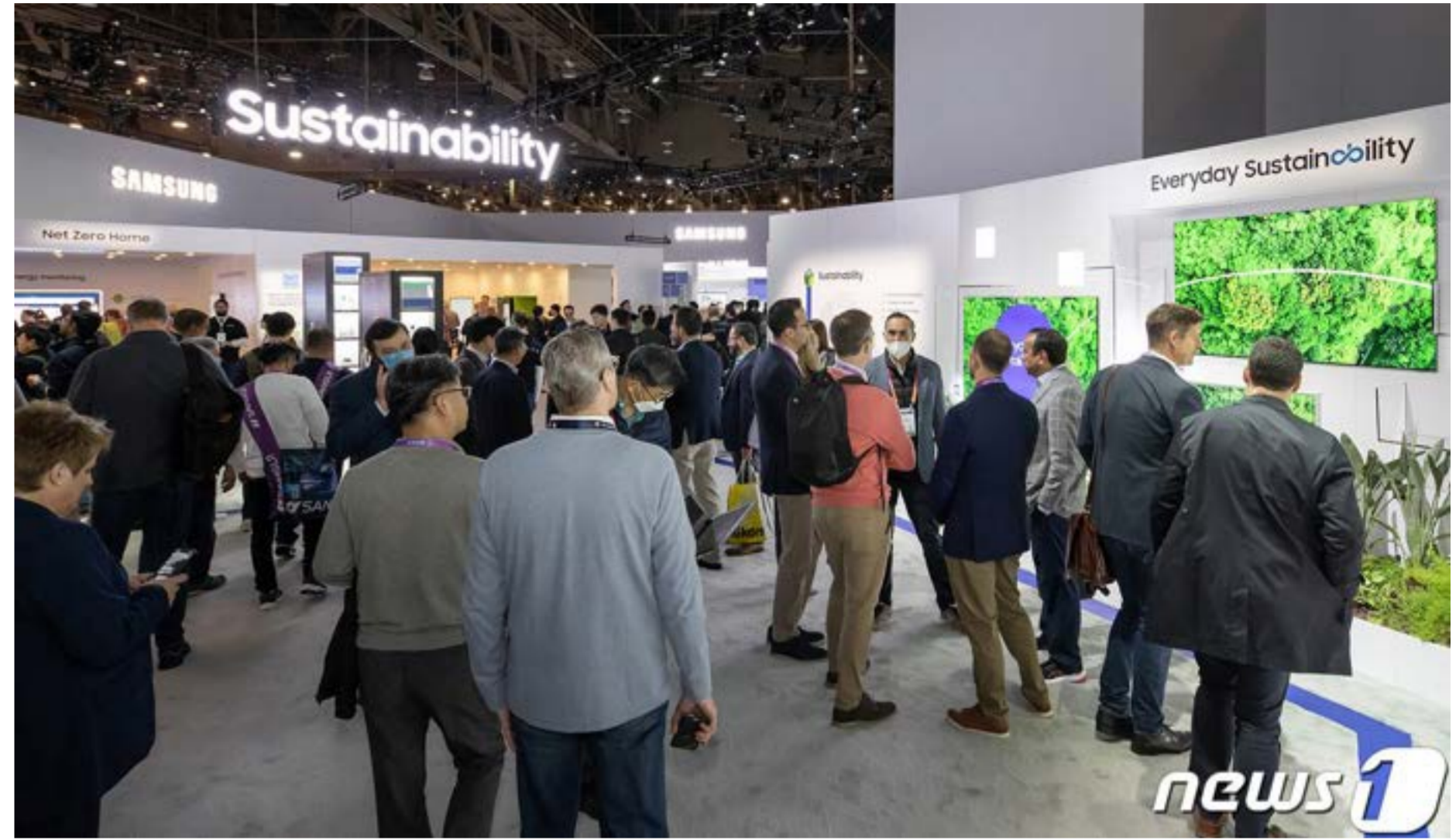
SAMSUNG in CES 2023 (2023.01 Las Vegas)

Space, Media Design



SAMSUNG in CES 2023 (2023.01 Las Vegas)

Space, Media Design



SEOUL VIBE

(2023. 01 Seoul)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- Wall Graphics

SEOUL VIBE (2023.01 Seoul)

■ Space, Media Design, Interaction



SEOUL VIBE (2023.01 Seoul)

■ Space, Media Design, Interaction



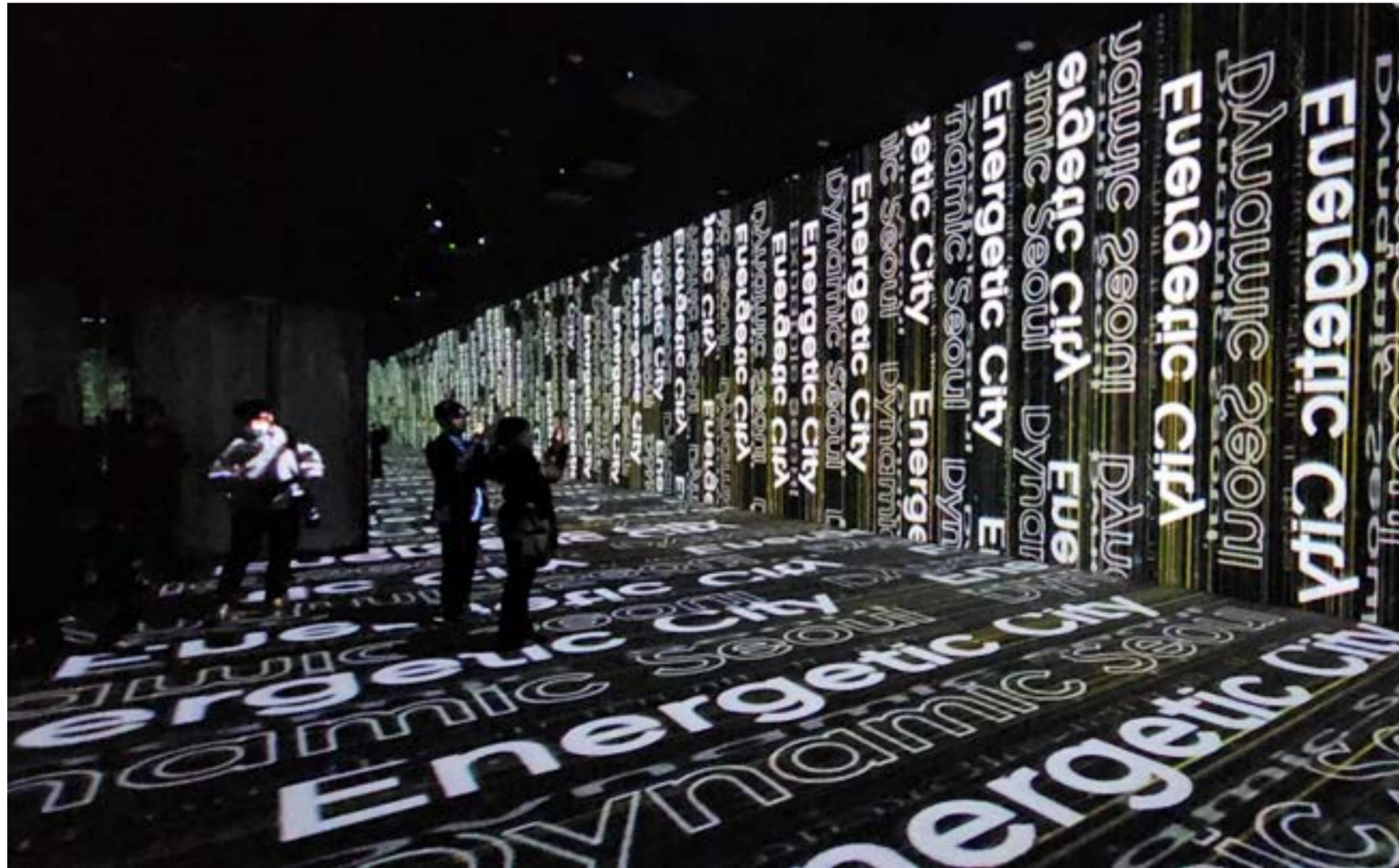
VIVID SPACE

(2022. 12 Incheon Airport)

- Video Media Planning, Directing, and Production

VIVID SPACE (2022. 12 Incheon Airport)

Media Design



Everland Panda World

(2022. 09)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

Everland Panda World (2022.09)

■ Space, Media Design, Interaction



Everland Panda World (2022.09)

Space, Media Design, Interaction



Delight Exhibition in Damyang

(2022. 09)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

Delight Exhibition in Damyang (2022.09)

■ Space, Media Design, Interaction



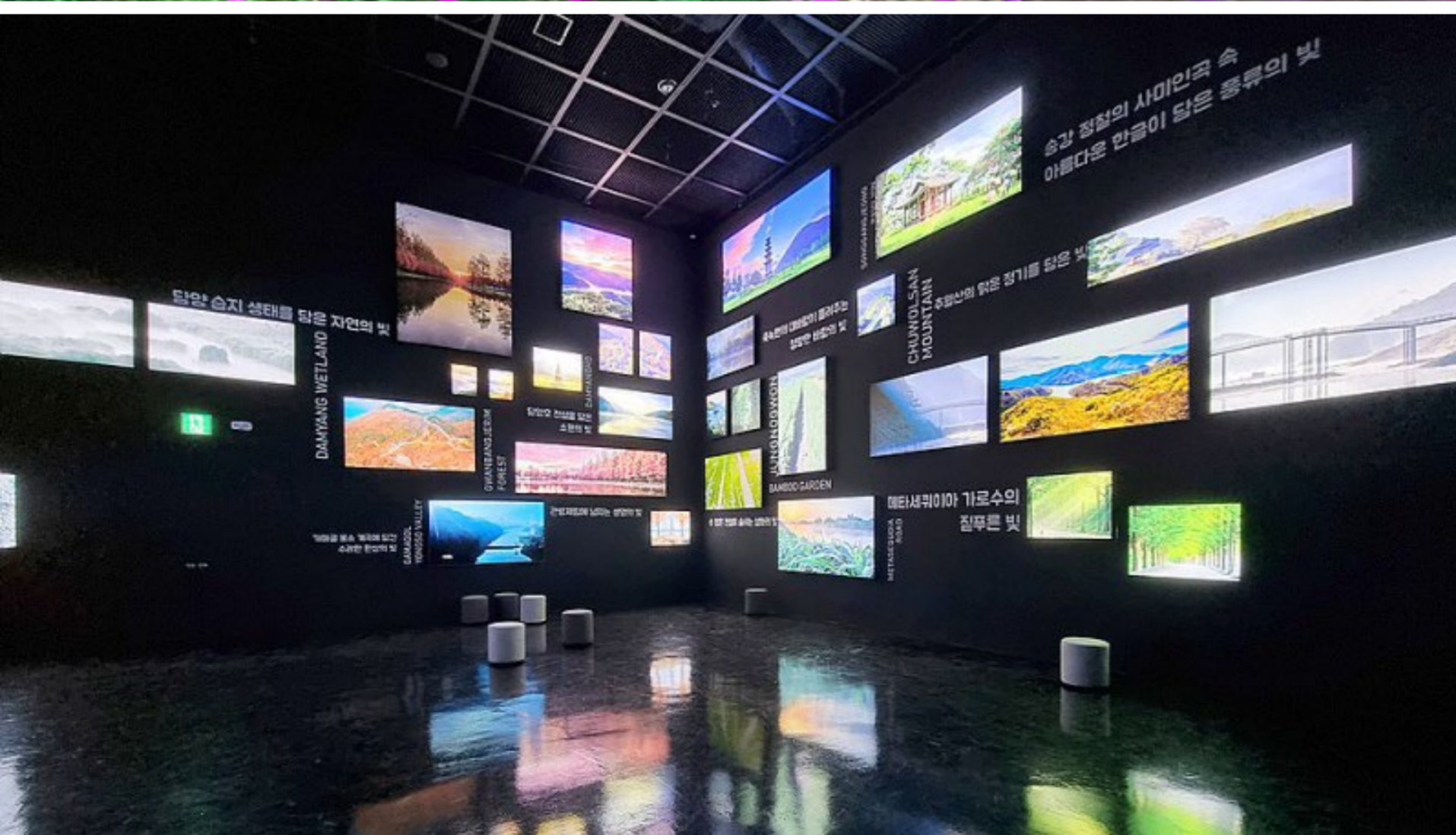
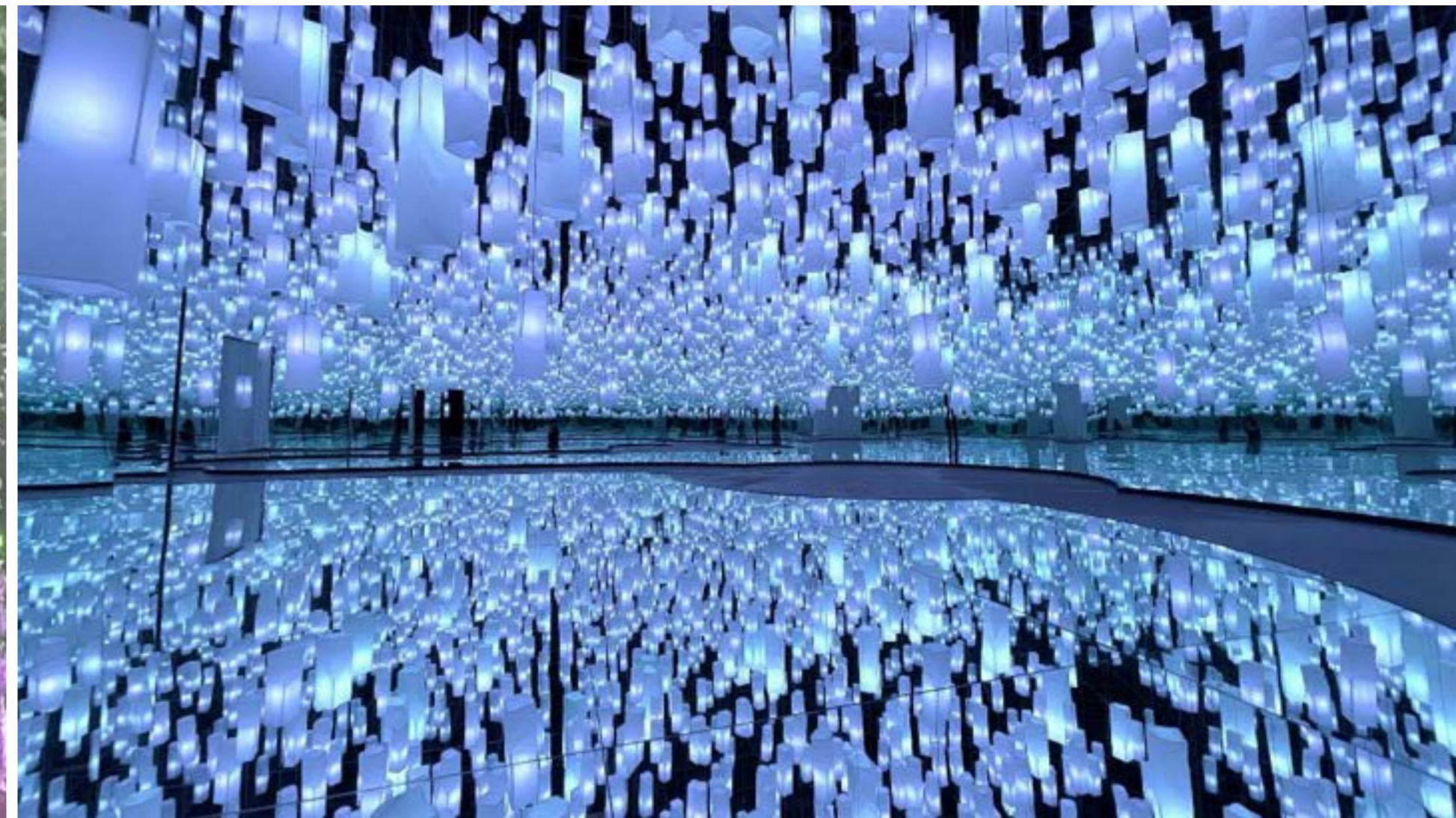
Delight Exhibition in Damyang (2022.09)

■ Space, Media Design, Interaction



Delight Exhibition in Damyang (2022.09)

■ Space, Media Design, Interaction



The Mysterious Village

(2022. 08 Seoul)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

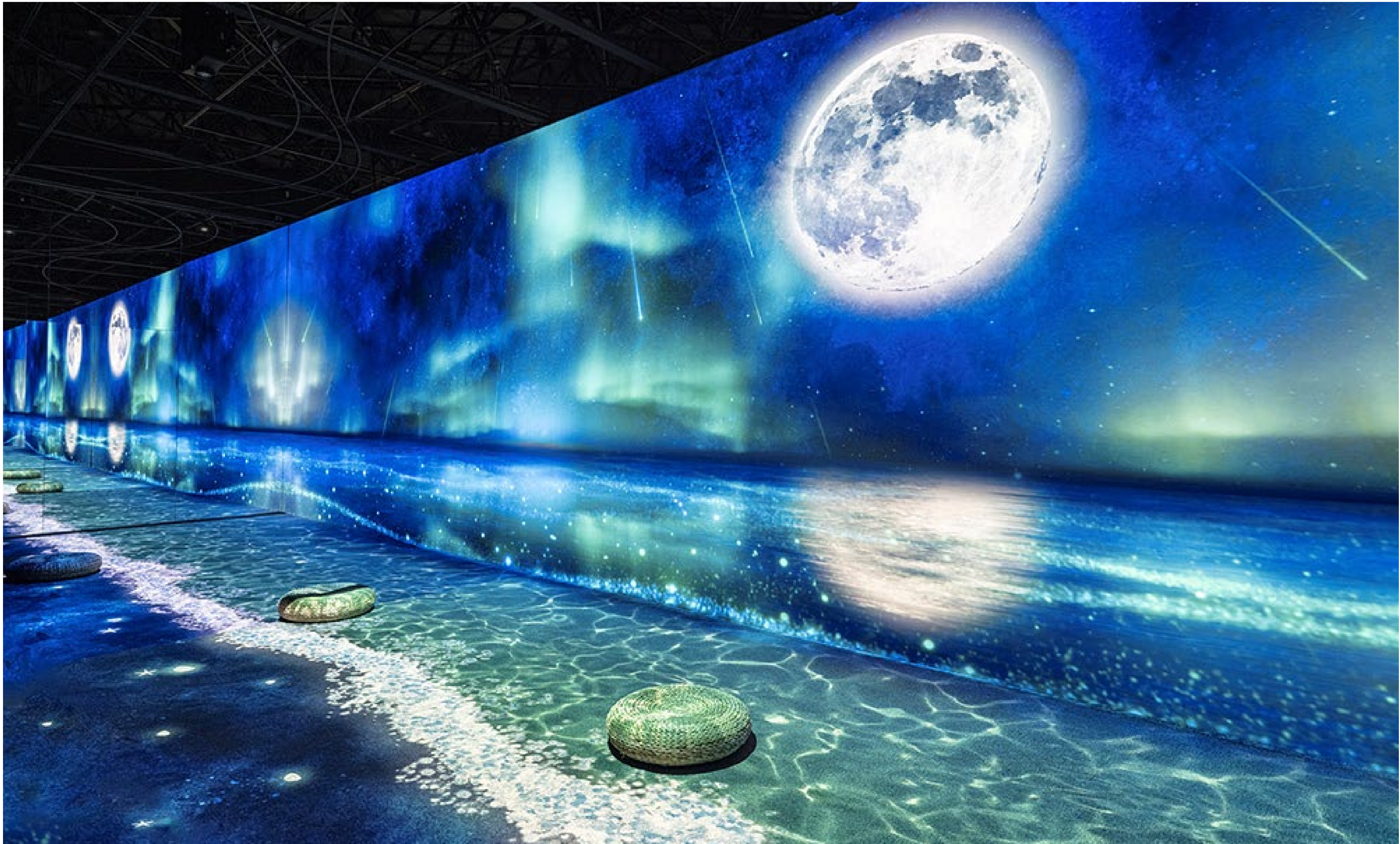
The Mysterious Village (2022. 08 Seoul)

■ Space, Media Design, Interaction



The Mysterious Village (2022. 08 Seoul)

■ Space, Media Design, Interaction



The Mysterious Village (2022. 08 Seoul)

Media, Press

CHRISTIE



National Folk Museum of Korea lights up

Christie laser projection shines at immersive digital exhibition

Sharing

Laser projectors light up digital exhibition in Korea

September 18, 2022

SEOUL - Christie® laser projectors have vividly brought to life various deities from ancient Korean folktales at an ongoing exhibition taking place at the National Folk Museum of Korea, which highlights the daily life and culture of Korean people over the ages.

Titled "The Mysterious Village", this immersive digital exhibition consists of six fascinating themed zones that are each dedicated to a specific deity that has lived among people from past till present. Cutting-edge technology such as projection mapping and augmented reality (AR) have been utilized for various displays to invoke a greater sense of realism and immerse visitors in the mythical world. The exhibition runs until October 11.

Renowned media production firm Design Silverfish was responsible for the content and projection design, as well as the installation of 17 Christie D20WU-HS 1DLP® laser projectors across all exhibition zones. Known for its masterful space direction and media content production, Design Silverfish had previously mesmerized guests with enchanting visuals at the Delight Seoul, Curious 12 Tales and Delight Seongnam multimedia exhibitions - also executed with Christie laser projection.

Gyeongtae Hong, CEO, Design Silverfish, said, "This exhibition has been meticulously planned with the active participation of our UK branch as a new immersive and realistic content production that goes beyond conventional methods of expression used by existing national museums. In particular, the direction was conceived through data collection on various European exhibitions by our London-based designer Younsok Im."

"In order for these unique contents to be realistically displayed on multiple surfaces, we require a high-performance projection system that can deliver excellent color and contrast, and yet provide us with the installation flexibility to set up multi-projector arrays quickly and reliably. The Christie D20WU-HS, with its high lumen output, enhanced color accuracy, compact footprint and omnidirectional capabilities, easily emerged as our top choice," Hong added.



Jangseung and Sotdae Protect Their Town



Samsin Gives Peace



Dokkaebi Returns with a Big Catch



Jeoseungsin Works Together with the Death



Yongsin Brings Rain

Visitors can enjoy amazingly detailed images displayed on numerous large screens and surfaces by the Christie D20WU-HS laser projectors fitted discreetly overhead in all exhibition zones, namely "Jangseung and Sotdae Protect Their Town", "Samsin Gives Peace", "Jeoseungsin Works Together with the Death", "Gasin Protects Their Home", "Yongsin Brings Rain", and "Dokkaebi Returns with a Big Catch".

In "Jangseung and Sotdae Protect Their Town", the deities that dwell in Jangseung (village guardian posts) and Sotdae (sacred poles) to guard and protect villagers are given a new lease of life through vibrant displays achieved using two D20WU-HS projectors. Other crowd favorites include the "Yongsin Brings Rain", and "Dokkaebi Returns with a Big Catch", which are each lit by four D20WU-HS projectors. The former features floor and curved screen projections to provide a highly immersive viewing experience of a tale about two dragons. The latter showcases a mischievous goblin set against images of the sea and night sky on an ultra-wide screen that are so lifelike, visitors feel as if their feet could get drenched by the splashing sea waves.

Paul Lee, sales manager for Korea, Enterprise, Christie, commented, "The Mysterious Village' immersive digital exhibition has brilliantly combined state-of-the-art projection and AR technology with a passion for the retelling of classic Korean folktales. Design Silverfish has once again demonstrated its expertise in the creation and execution of innovative and stunning visual contents that are flawlessly displayed using our D20WU-HS laser projectors to provide visitors with an extraordinary museum experience."

Ranging in brightness levels from 7,000-20,600 lumens and resolutions including WUXGA, HD and 4K UHD, the Christie HS Series offers a powerful, reliable and cost-effective option for almost any high-use application. Setting benchmarks in brightness, color accuracy, power requirements, and form factor, the HS Series pushes the envelope of what's possible with 1DLP technology.

Colors look natural and true-to-life thanks to our BoldColor Technology while the onboard Christie Twist™ warping and blending software and optional Christie Mystique™ automated camera-based alignment tools make setup, alignment, recalibration and maintenance of multi-projector systems quick and easy. With their compact and lightweight form factor and omnidirectional capabilities, HS Series projectors are perfect for challenging, space-limited installations.

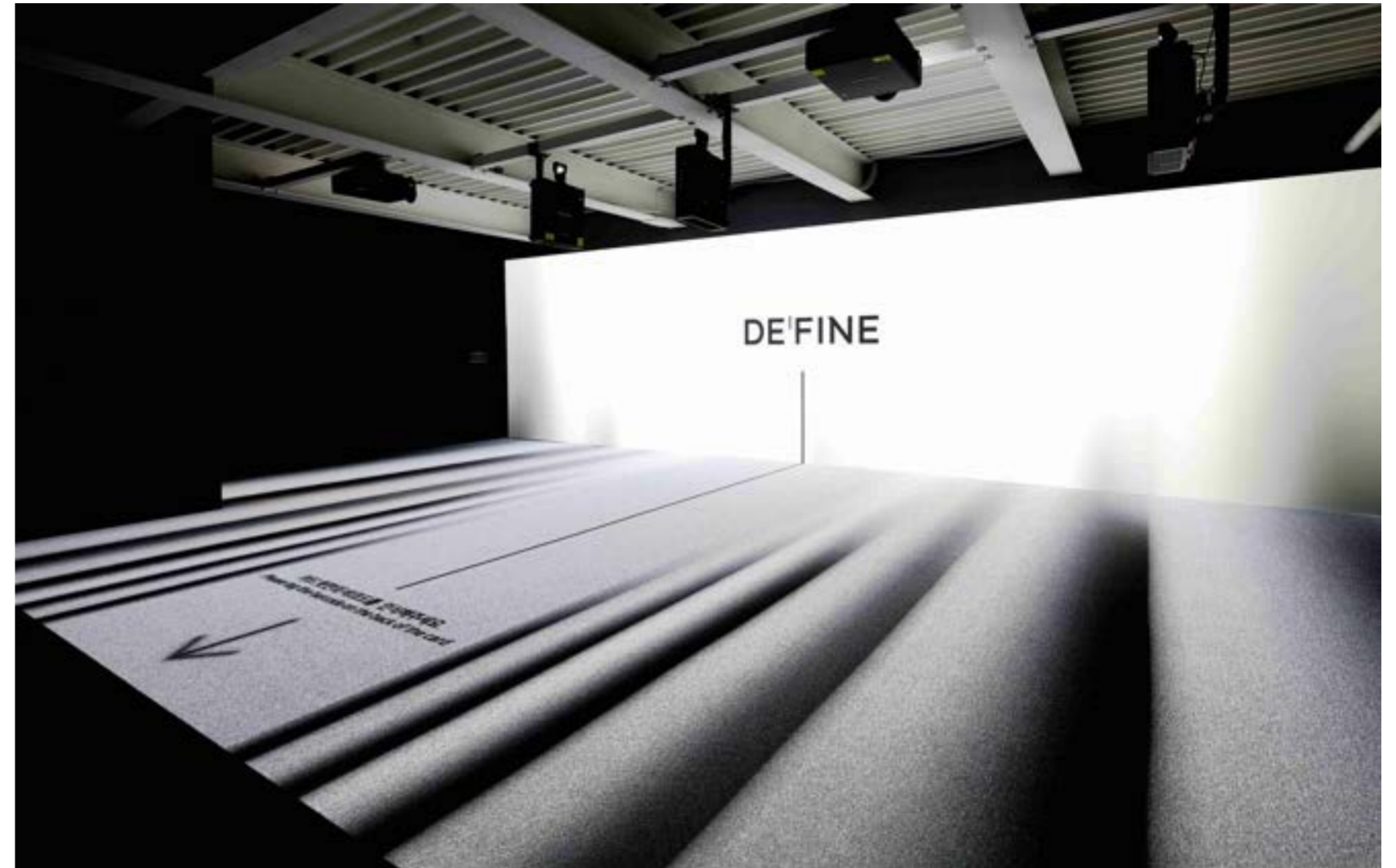
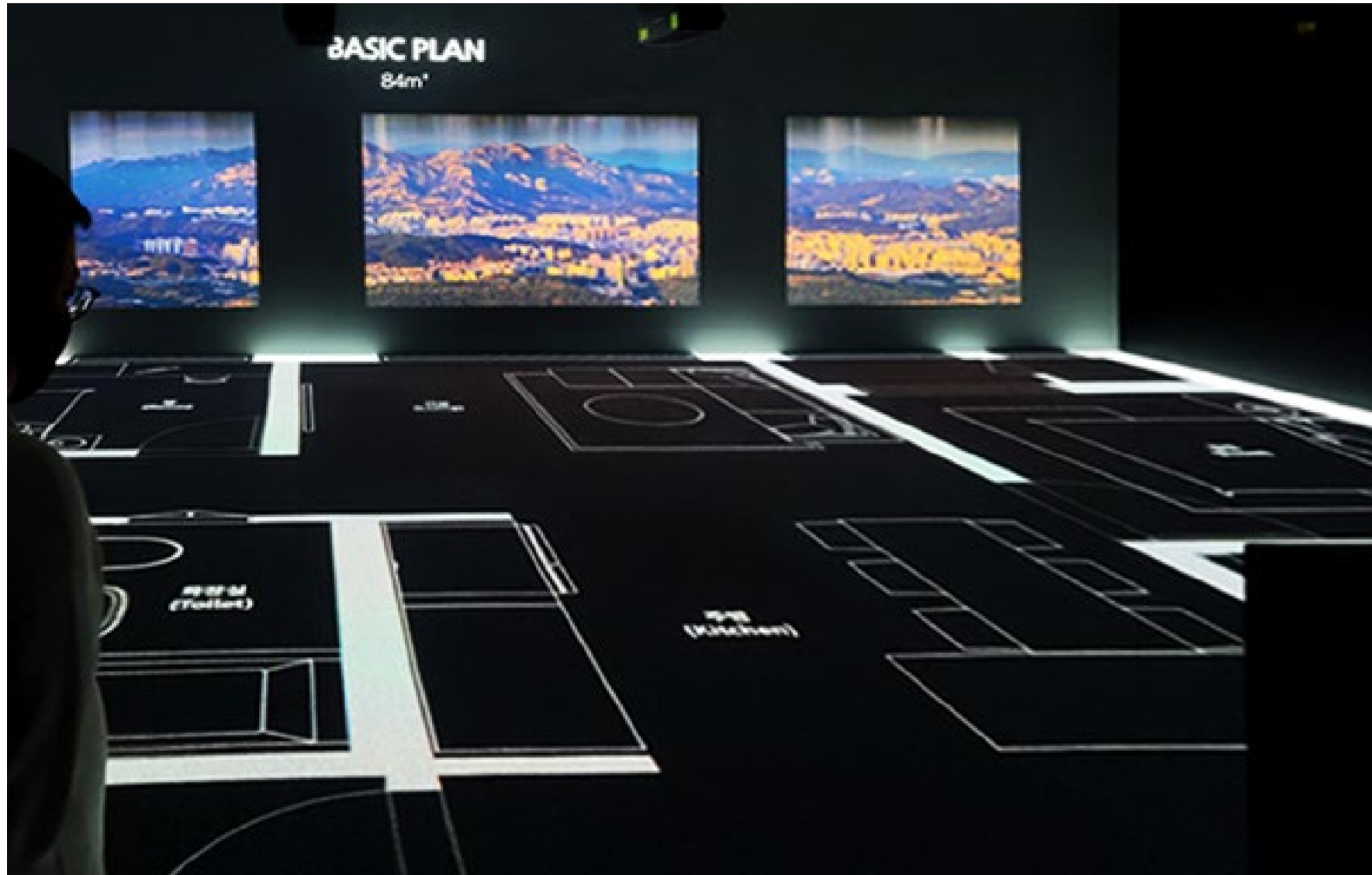
SK ecoplant DE'FINE Pop-up Gallery

(2022. 08 Seoul)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program

SK ecoplant DE'FINE Pop-up Gallery (2022. 08 Seoul)

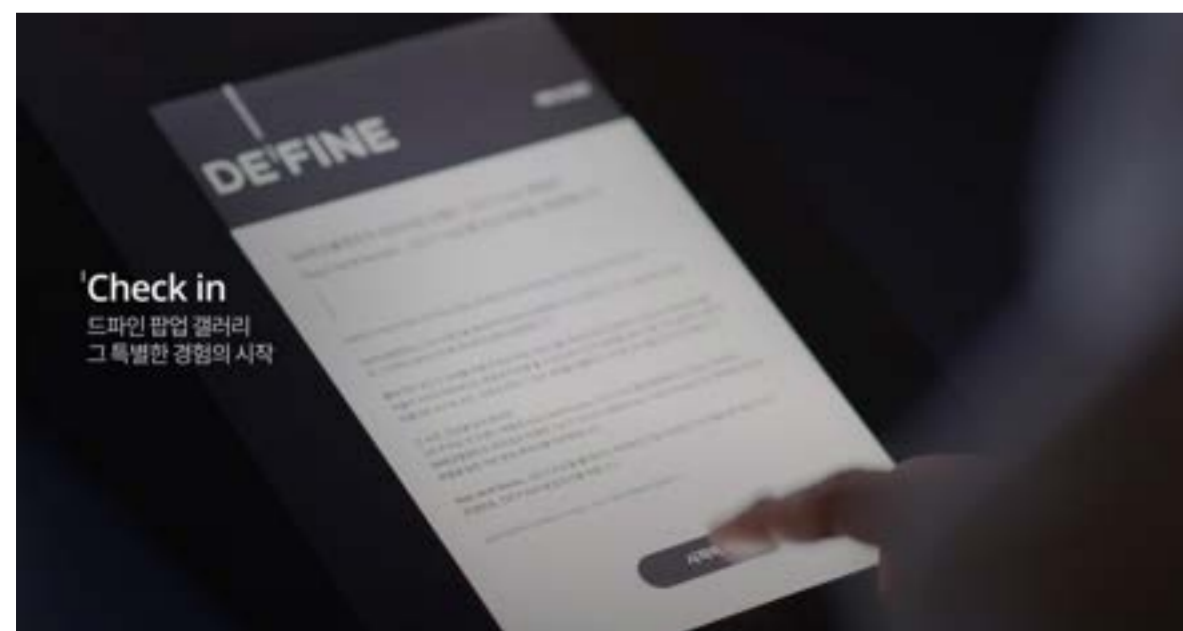
■ Space, Media Design, Interaction



*영상 속 평면도는 예시이며 실제 시공 시 다르게 반영될 수 있습니다

SK ecoplant DE'FINE Pop-up Gallery (2022. 08 Seoul)

■ Space, Media Design, Interaction



Curious 12 Tales

(2021. 12 Seoul)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

Curious 12 Tales (2021. 12 Seoul)

■ Space, Media Design, Interaction



Curious 12 Tales (2021. 12 Seoul)

■ Space, Media Design, Interaction



Curious 12 Tales (2021. 12 Seoul)

■ Space, Media Design, Interaction



Curious 12 Tales (2021. 12 Seoul)

Media, Press - Korea: Cubically Imagined (2022. 05. New York, Washington DC, Hong Kong, Paris)

WASHINGTONIAN

This New (and Free!) Exhibit Will Immerse You in Korean Culture, From BTS to “Parasite”

“Korea: Cubically Imagined” explores Korean pop culture through augmented and virtual reality.

WRITTEN BY DAVID TRAN | PUBLISHED ON MAY 24, 2022

TWEET

SHARE



“Dynamic Seoul” is one of 15 installations at the “Korea: Cubically Imagined” exhibit. Photo courtesy of the Korean Cultural Center.

The front row of a BTS concert. A Joseon Dynasty landscape painting. The National Museum of Korea. These are some of the places you can visit without leaving DC (or straining your budget) when the exhibit “Korea: Cubically Imagined,” opens at the Korean Cultural Center at the Embassy of Korea on May 27.

The immersive experience features 15 installations created by Korean designers and artists that explore the country’s art, music, and film through virtual reality, projection mapping, and other digital technologies. “It’s so cutting edge,” says Hungu Lee, project manager at the Korean Cultural Center.

TimeOut



Photograph: Courtesy of Korea: Cubically Imagined

A free immersive Korean pop culture experience is coming to NYC

“Korea: Cubically Imagined” includes the film set of Best Picture winner Parasite.

Written by Anna Rabmanan Tuesday April 19 2022

f t p e w

A new immersive experience is about to hit New York, this one focusing on all things Korean.

Presented by the Korea Creative Content Agency (KOCCA) alongside the Ministry of Culture, Sports and Tourism of the Korean government, “Korea: Cubically Imagined” is set to open at Chelsea Industrial (549 West 28th Street) from May 2 through 14. Tickets, which you can snag right [here](#), are free to the public but, beware, you’ll only be able to secure one per person (multiple reservations under one account will be canceled).

The exhibition is comprised of 15 different immersive installations that include an up-close-and-personal look at performances by the wildly popular South Korean boy band BTS; a reproduction of the *Parasite* film set, Bong Joon-ho’s Oscar-winning movie; and an augmented reality installation inspired by Korean folklore and the city life of Seoul.

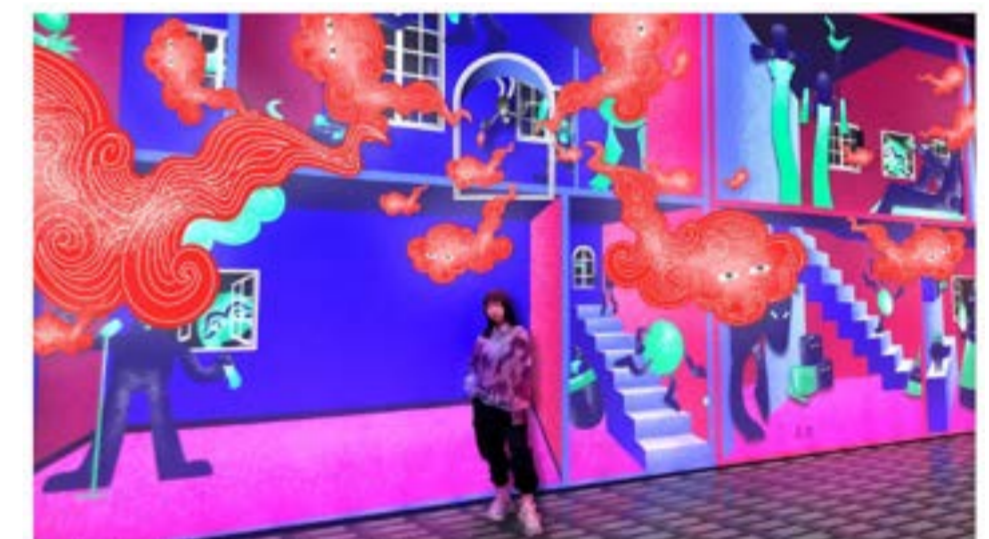
Running the gamut in terms of genres explored and mediums used, “Korea: Cubically Imagined” will move to Washington, DC after its New York run. The show has already toured the world, having previously set up shop in Paris, Hong Kong, Moscow and Beijing to much fanfare back in 2021.

“We are thrilled to introduce Korean creative content to audiences in New York and Washington, DC,” said Jo Hyun-rae, president of KOCCA, in an official statement. “We hope the exhibition will be an opportunity for visitors to have a unique experience with groundbreaking works by Korean creatives that are powered by new technologies. KOCCA will continue to support creative minds for diverse content creation and build a mutual network for future collaboration.”

Check out some photos of the various installations, which are sure to engage all of your senses (and your passion for Korean pop culture!) at once:



Photograph: Courtesy of Korea: Cubically Imagined



Photograph: Courtesy of Korea: Cubically Imagined



Photograph: Courtesy of Korea: Cubically Imagined

2021 Delight Seoul

(2020. 12)

- Exhibition Planning and Design
- Video Media Planning, Directing, and Production
- Development of Integrated Operating System & Interactive Program
- AR App Planning & Development
- Wall Graphics

2021 Delight Seoul (2020. 12)

■ Exhibition Operation, Space & Media Design, Planning, Content Production and Program Development



2021 Delight Seoul (2020. 12)

■ Exhibition Operation, Space & Media Design, Planning, Content Production and Program Development



Start Page View
(Open the App → Start to Press)



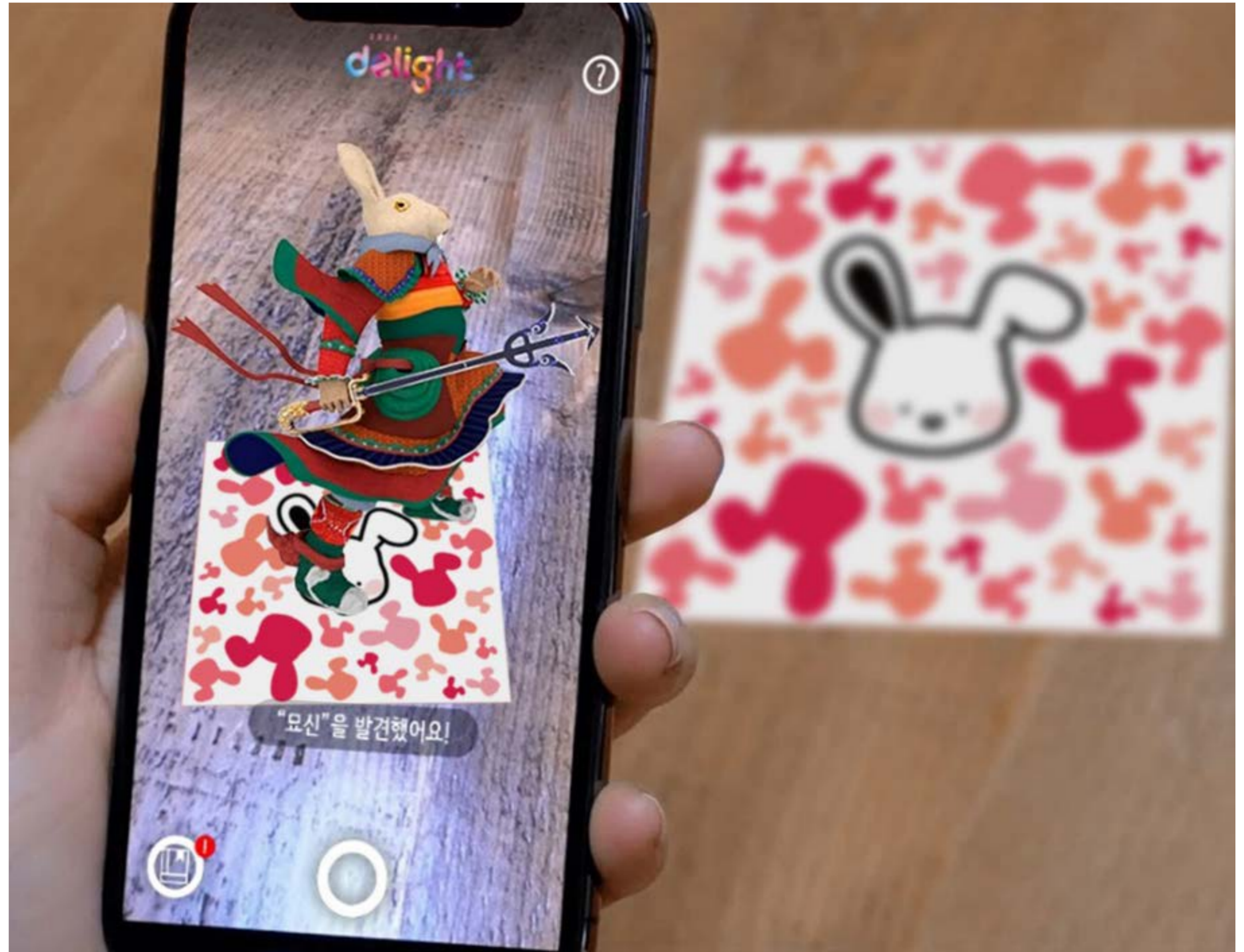
AR Camera View
(Scan QR Code in the box area)
(Collation View Button on left side)



Discovery View
(Text Appear when you discover)
(Display notification on left side)



Collection View
(Check the point for Giveaway)



2021 Delight Seoul (2020. 12)

Media, Press - Korea: Cubically Imagined (2022. 05. New York, Washington DC, Hong Kong, Paris)



Things to Do

BTS and 'Parasite' arrive in NYC in an immersive exhibition

By Myrian Garcia

2 comments Posted on April 22, 2022



Photo courtesy of Korea: Cubically Imagined



Sign up for our [amNY Sports email newsletter](#) to get insights and game coverage for your favorite teams

Korea: Cubically Imagined, an immersive Korean pop culture exhibition, opens up in New York City from May 2 to 14 featuring K-pop group BTS and the Oscar-winning film "Parasite."

The [Korea Creative Content Agency \(KOCCA\)](#) and the [Ministry of Culture, Sports and Tourism of the Korean Government](#) collaborated to present the exhibition as a showcase of today's leading creative voices from South Korea.

JING CULTURE & COMMERCE

CULTURETECH

"A New Phase Of Hallyu": Korean Culture Gets The Immersive Treatment

Min Chen / May 4, 2022



Making its American debut this week, the traveling exhibition merges Korean art with digital technologies in 17 installations. Image: *Dynamic Seoul* by Design Silverfish / © Design Silverfish

ICYMI: the Korean wave is real. The past few decades have seen the global arts, culture, and technology spheres won over — nay, dominated — by Korean creativity and innovation. Whether it's cornering the pop culture conversation with productions from *Squid Game* to BTS' "Butter," providing *The Frame* on which to display our NFTs, or sweeping the Oscars — the country has not lacked for voices and talents that are actively and vividly coloring in its cultural profile.

And now, there's *Korea: Cubically Imagined*, an exhibition spotlighting the nation's leading creatives in 17 tech-powered installations, further boosting Korea's presence on the cultural landscape. Masterminded by the Korea Creative Content Agency (KOCCA) and the Ministry of Culture, Sports, and Tourism of the Korean Government, the touring showcase opens this week in New York and will travel to Washington D.C. on May 27. Its American launches follow its openings in cities including Beijing, Moscow, and Paris.

"A key objective of the exhibition is to integrate traditional and contemporary Korean culture, along with cutting-edge technologies, to showcase a new phase of *hallyu* [Korean wave] to a global audience," Young-joon Namkung, Senior Manager of KOCCA's Global Business Division, tells *Jing Culture & Commerce*.

And indeed, as KOCCA intended, *Cubically Imagined* offers a blend of what he terms "flagship Korean content" and up-and-coming design studios that are reimagining how art and technology intersect. There's a XR experience of BTS' 2020 *Map of the Soul ON:E* concert, a digital gallery by the National Museum of Korea that immerses audiences in animations of two historic paintings, and a VR art film based on Bong Joon-ho's cinematic triumph *Parasite*. But included here too are works by studios and artists such as d'strict, Design Silverfish, and YeSeung LEE, whose respective installations leverage new media technologies from AR to projection mapping.

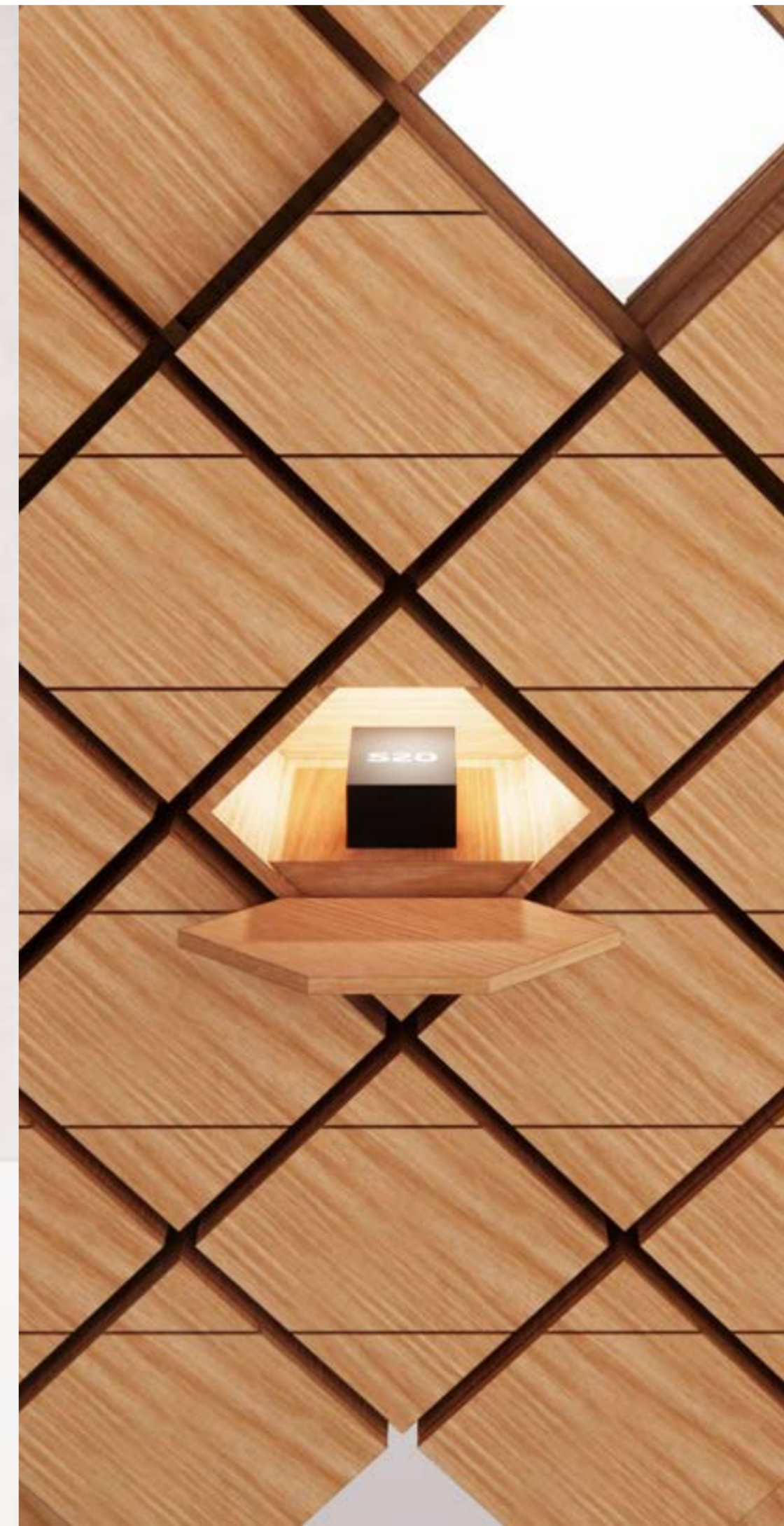
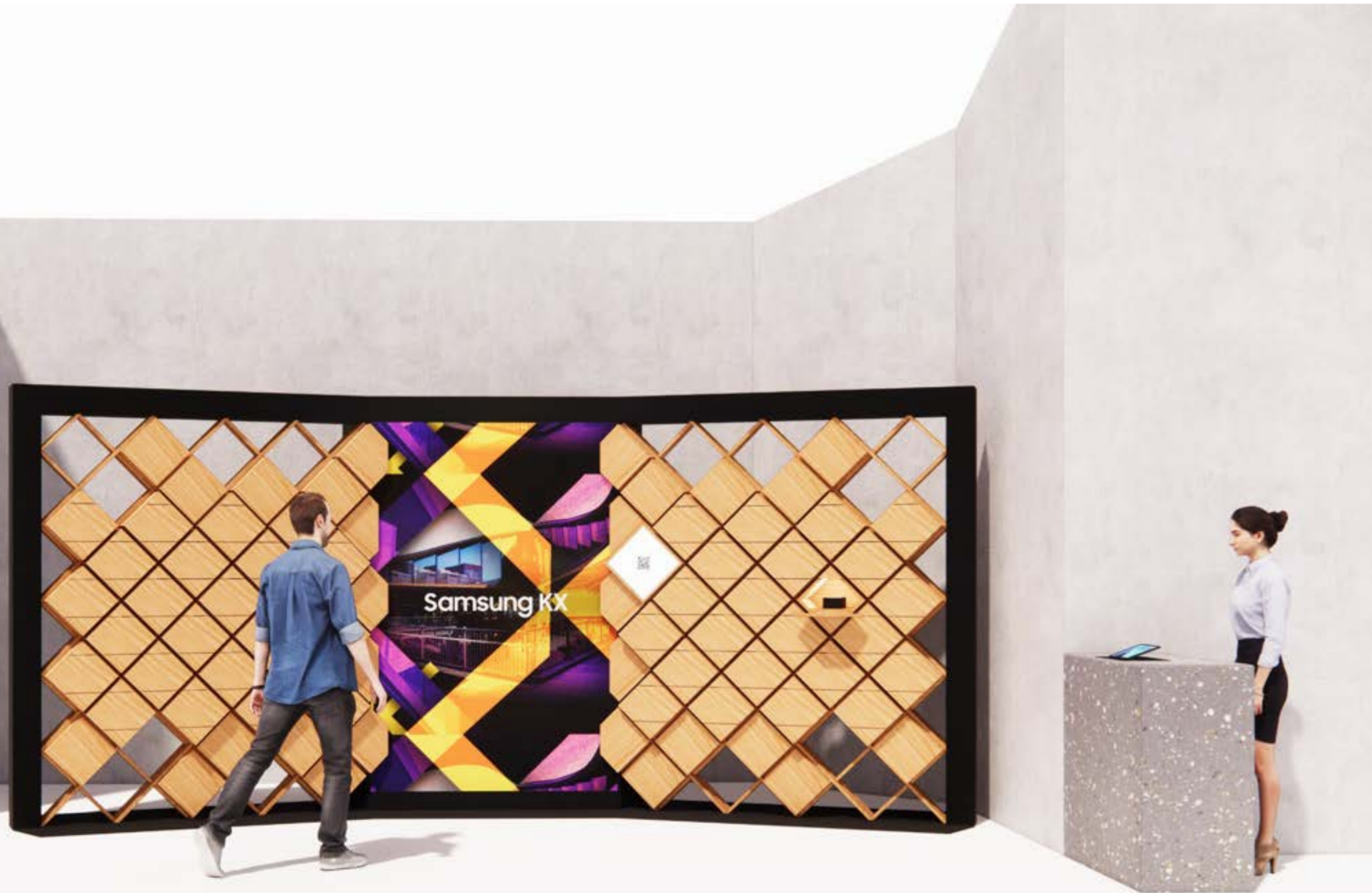
SAMSUNG KX Click & Collect

(2020. 11 London)

- Development of Integrated Operating System & Interactive Program
- Media Planning, Directing, and Production
- App Planning & Development

SAMSUNG KX Click & Collect (2020. | London)

■ Interactive Program Development, App Development, Media Planning & Design, Production



SAMSUNG KX Click & Collect (2020. | London)

■ Interactive Program Development, App Development, Media Planning & Design, Production



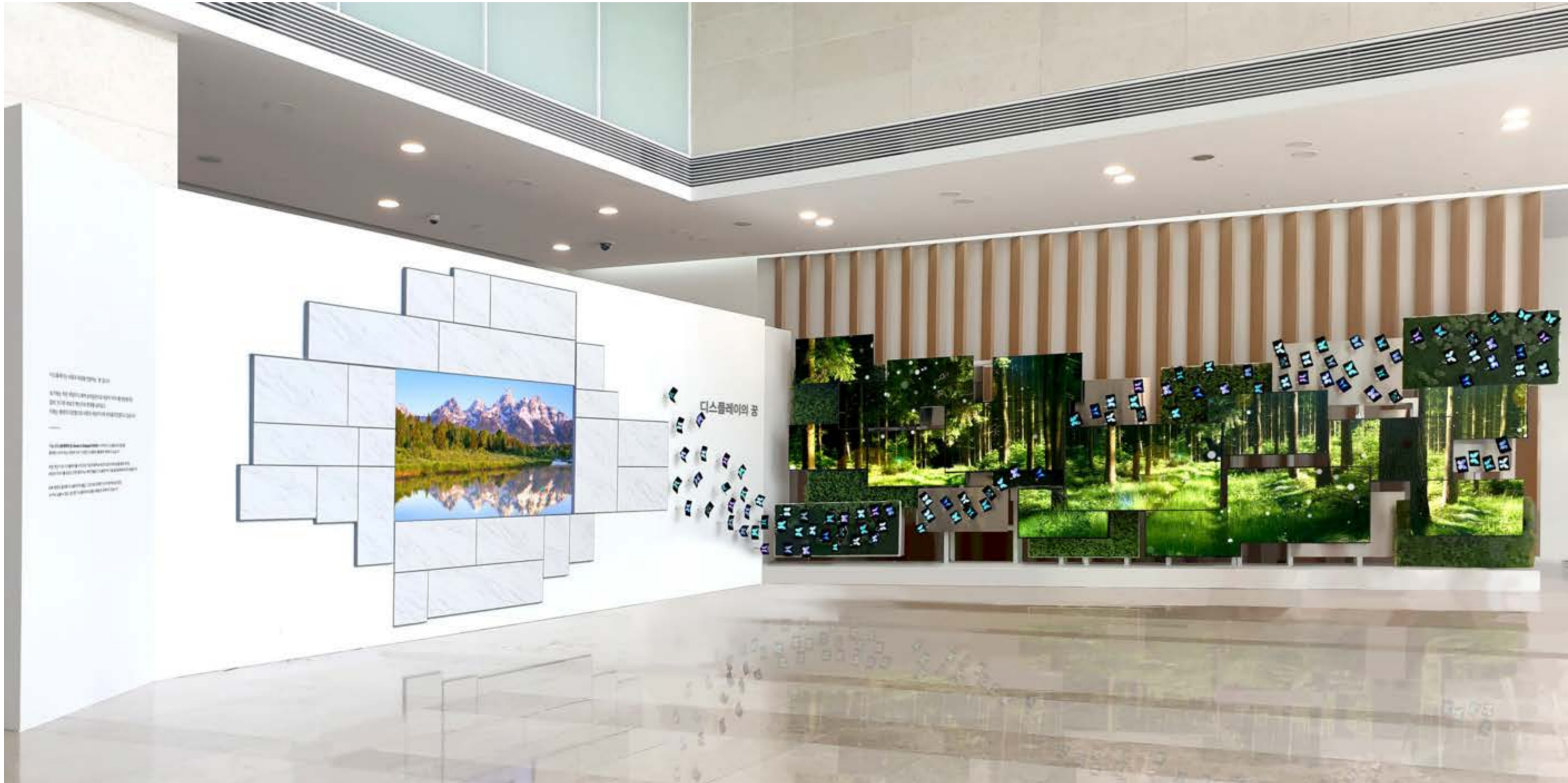
SDC “Dream of Display”

(2019. 10 Asan)

- Content Planning & Design
- Video Scenario and Artwork Planning
- System Configuration

SDC “Dream of Display” (2019. 10 Asan)

■ Contents Planning & Design



SDC “Dream of Display” (2019. 10 Asan)

■ Contents Planning & Design



SAMSUNG in IFA 2019

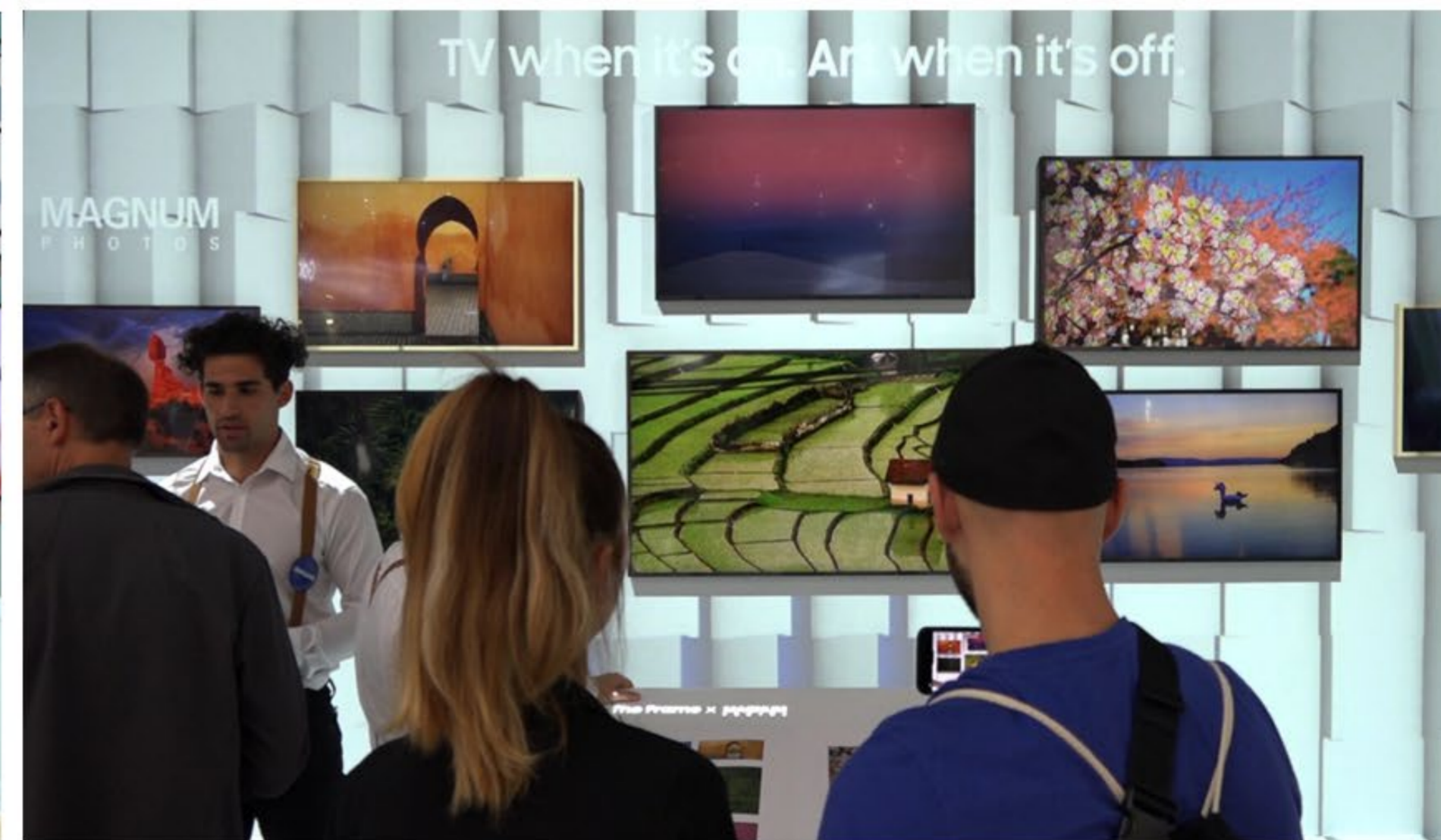
The Frame Highlight

(2019.09 Berlin)

- The Frame TV High-light Zone Planning
Content Creation and Implementation
- Analog book and frame TV 12ea / 3 sided projection video are linked.
- Multi-media interactive gallery implementation

SAMSUNG in IFA 2019 –The Frame Highlight (2019.09 Berlin)

■ Contents Planning & Design, Program Development



SAMSUNG Finance

in Korea Fintech Week (2019.05)

- Planning, design, and video production of representative functions of Samsung Pay.
- Media structure design and image artwork design
- Program Product to selects the description of the video with the app.

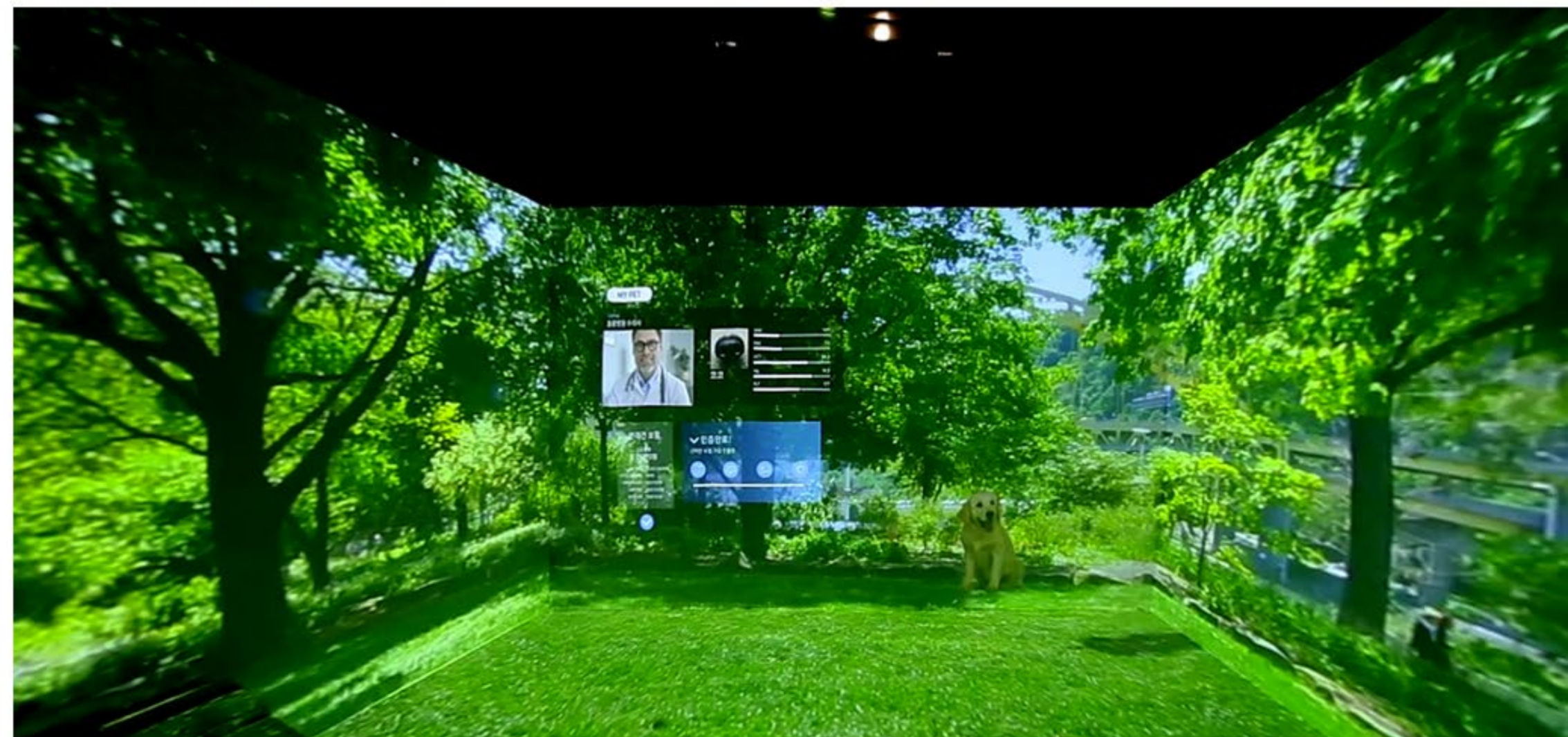
Samsung Finance in Korea Fintech Week (2019.05)

■ Video planning and design, program development, media structure design



Samsung Finance in Korea Fintech Week (2019.05)

■ Design of exhibition hall structure, planning & design of 4 sided video media scenarios



SAMSUNG in CES 2019

(2019.01 Las Vegas)

- LED Video Planning & Production in Samsung CES 2019
- Video and system design to encourage visitors to participate in social media

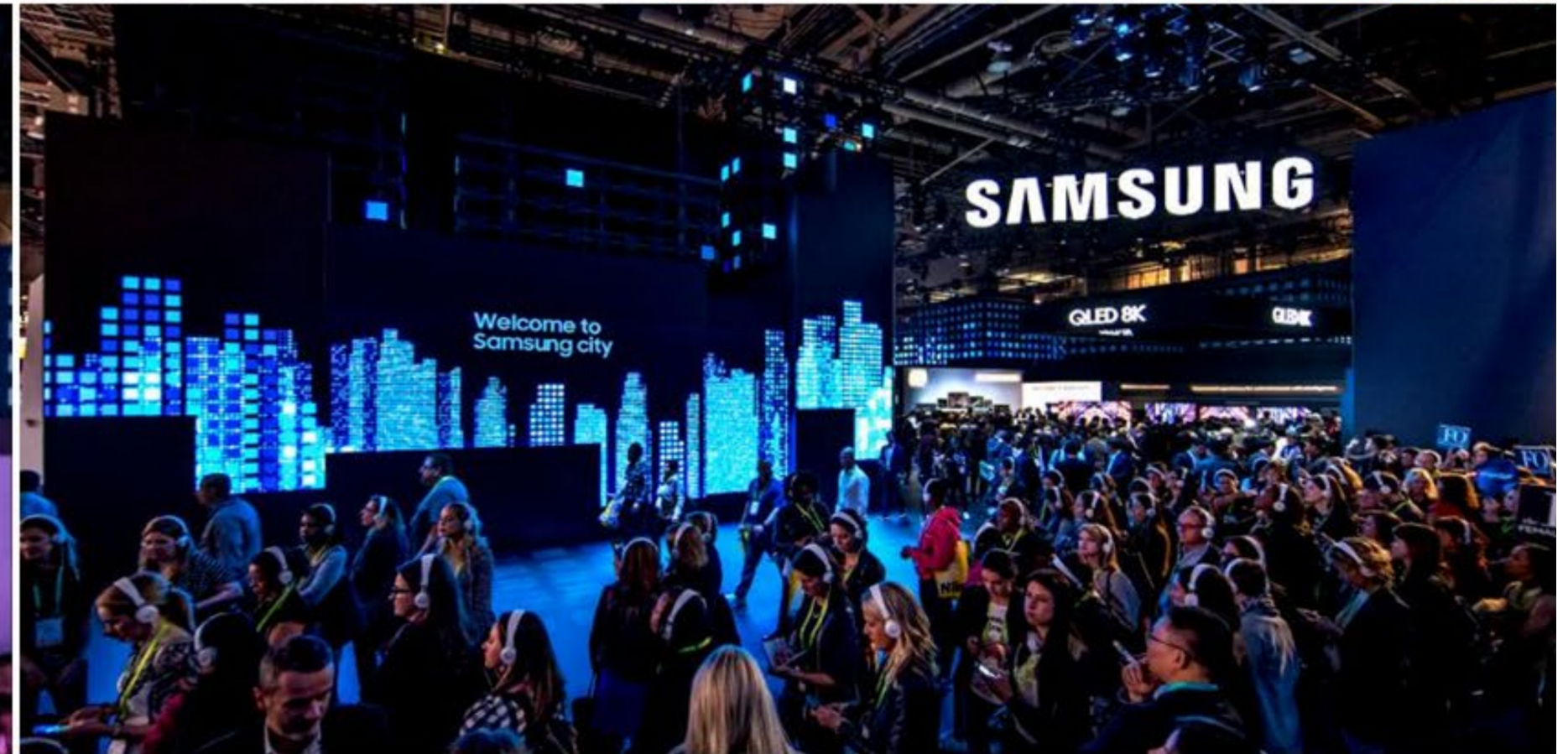
SAMSUNG in CES 2019 (2019.01 Las Vegas)

■ Scenario, content creation, and multimedia design



SAMSUNG in CES 2019 (2019.01 Las Vegas)

■ Scenario, content creation, and multimedia design



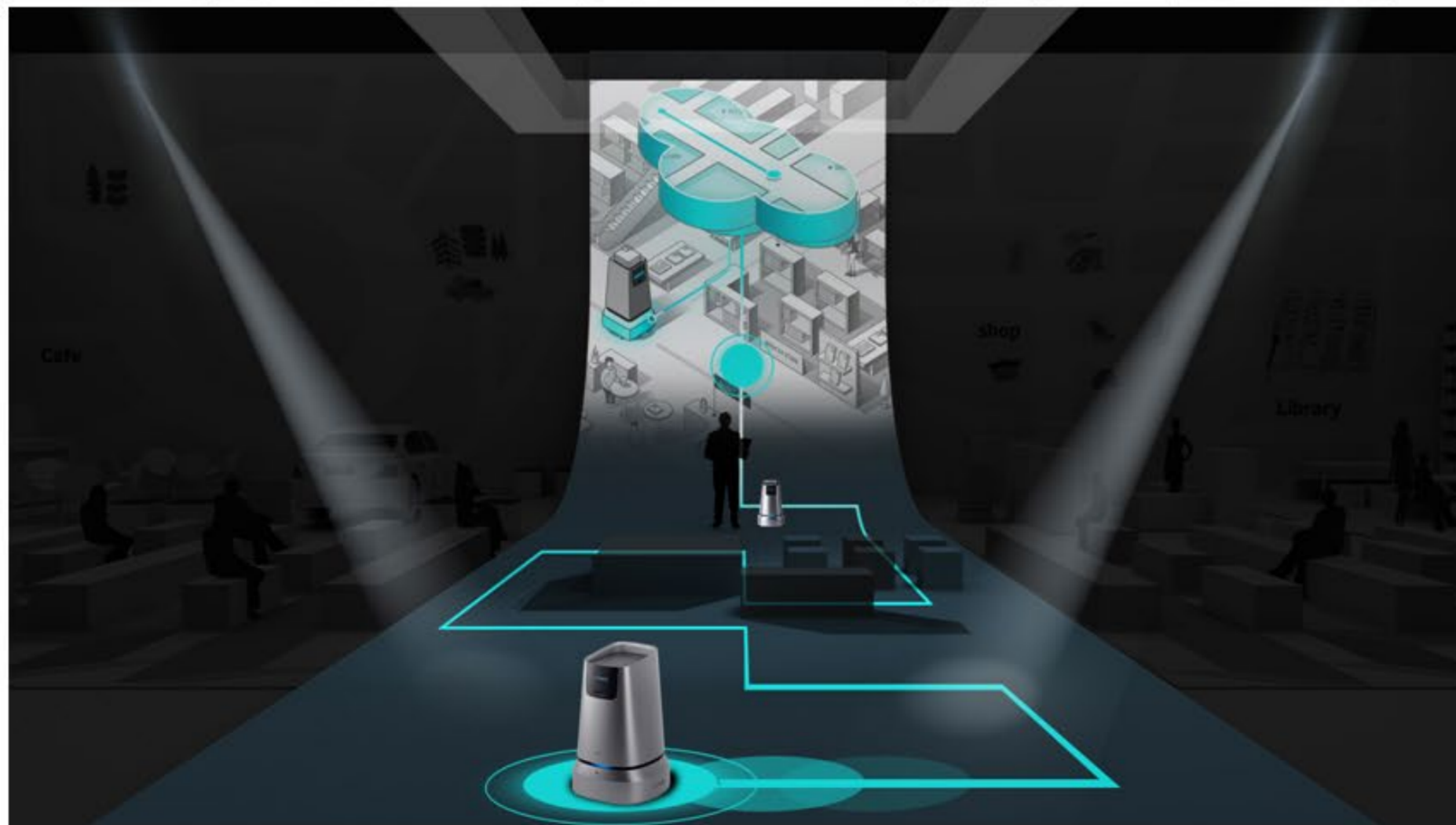
NAVER LABS in CES 2019

(2019.01 Las Vegas)

- NAVER LABS CES 2019 Exhibition Space Planning & Design
- Storyline and experience-oriented exhibitions help visitors understand the product/technology intuitively
- Demonstrate AROUNDG through large media walls introduced and directed by xDM platform, showing visitors the scalability of NAVER LABS

NAVER LABS in CES 2019 (2019.01 Las Vegas)

Space Planning & Design



NAVER LABS in CES 2019 (2019.01 Las Vegas)

■ Space Planning & Design



SAMSUNG Intelligent home / Experience Zone in IFA 2018

(2018. 09 Berlin)

- Video production and media design of intelligent home presentation in SAMSUNG IFA 2018 exhibition hall
- Planning and production of video content that makes it easier for visitors to understand the technology used in Samsung Intelligent Home.
- Utilizing a combination of real-world space with products and media such as projectors and LFDs to create an effective scenario
- Planning and directing interactive experiences using animation videos and mobile APP in Samsung Intelligent Experience space.

SAMSUNG Intelligent home in IFA 2018 (2018.09 Berlin)

■ Scenario, technical presentation video content creation and multimedia design

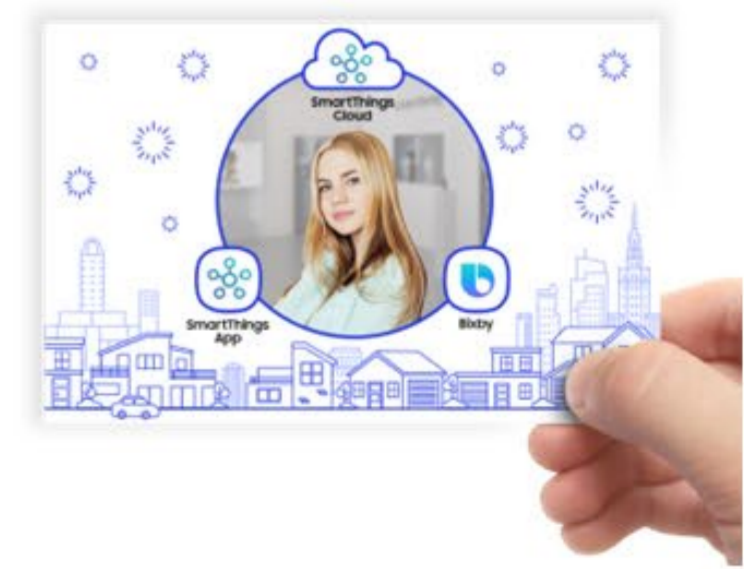


SAMSUNG Intelligent Experience in IFA 2018 (2018.09 Berlin)

Effectively create content through interactive experience using animation videos and mobile APP.



Mobile App/ Giveaway



SMTOWN MUSEUM

(2018. 05 Seoul)

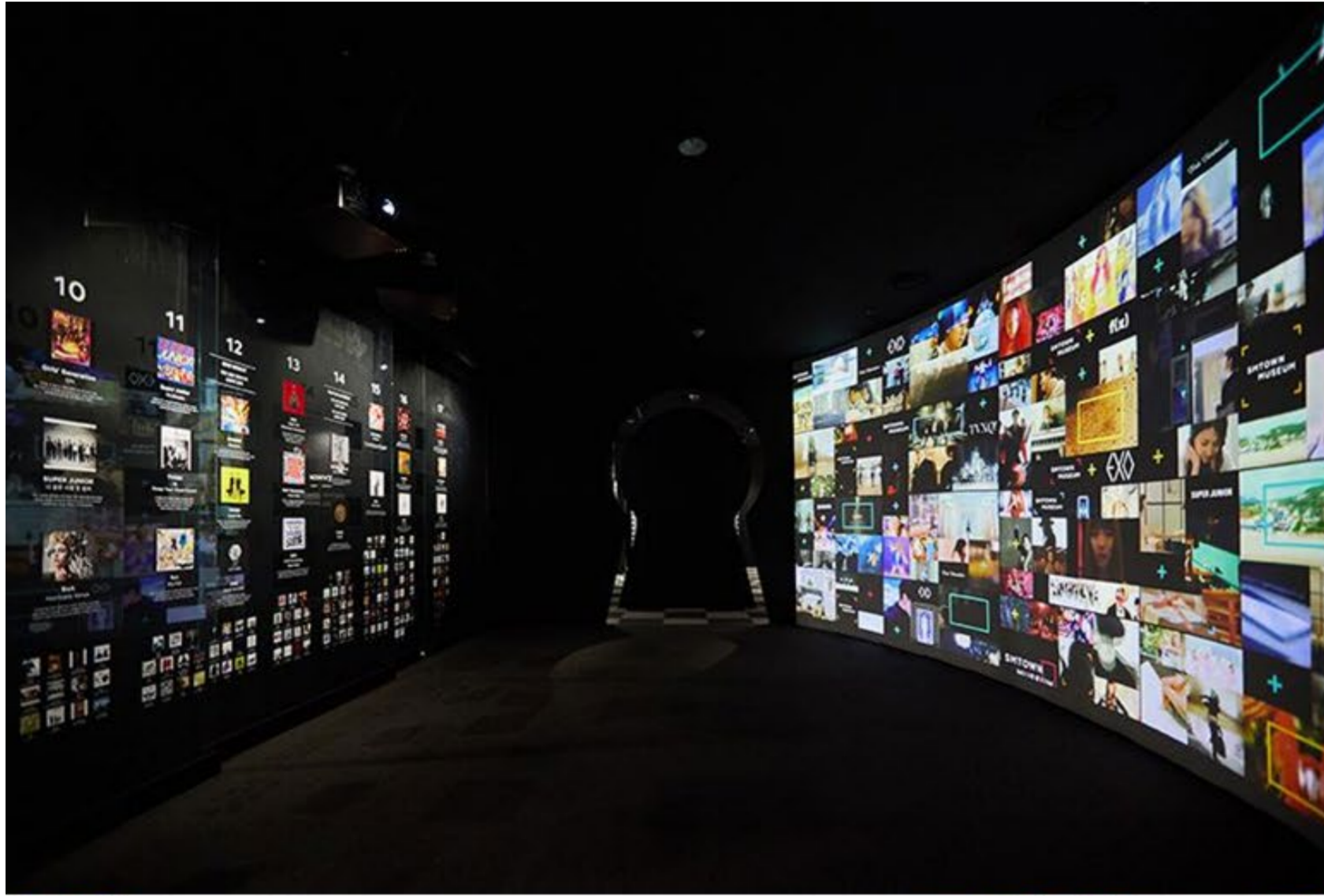
- Designing and producing MUSEUM exhibition space and media content in SMTOWN@coexartium
- Based on SM's archive contents and artist characteristics, Display space interior, graphics and display design
- Editing and producing interactive content and video media such as AR Photo and projection
- Total area: 1135m² (3 floors + 4 floors + stairs)

3rd floor – Archive, SMTOWN Beyond Story, Special Gallery, Artists AR Room, Dreams come true with NCT

4th floor – Artist, Museum Shop

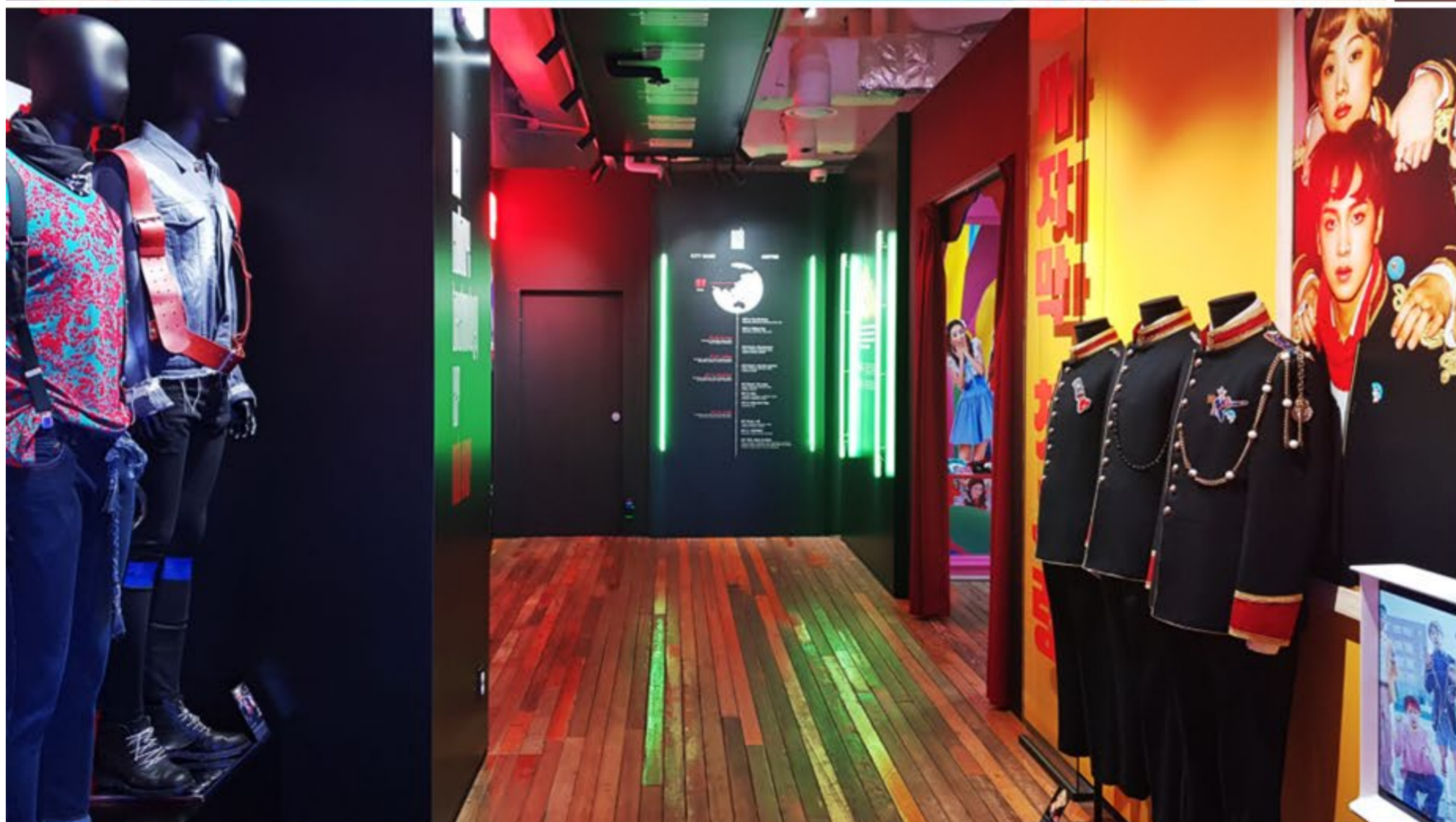
SMTOWN MUSEUM (2018. 05 Seoul)

■ Artist Gallery : Display space interior, graphics and display design



SMTOWN MUSEUM (2018. 05 Seoul)

■ Artist Gallery : Display space interior, graphics and display design



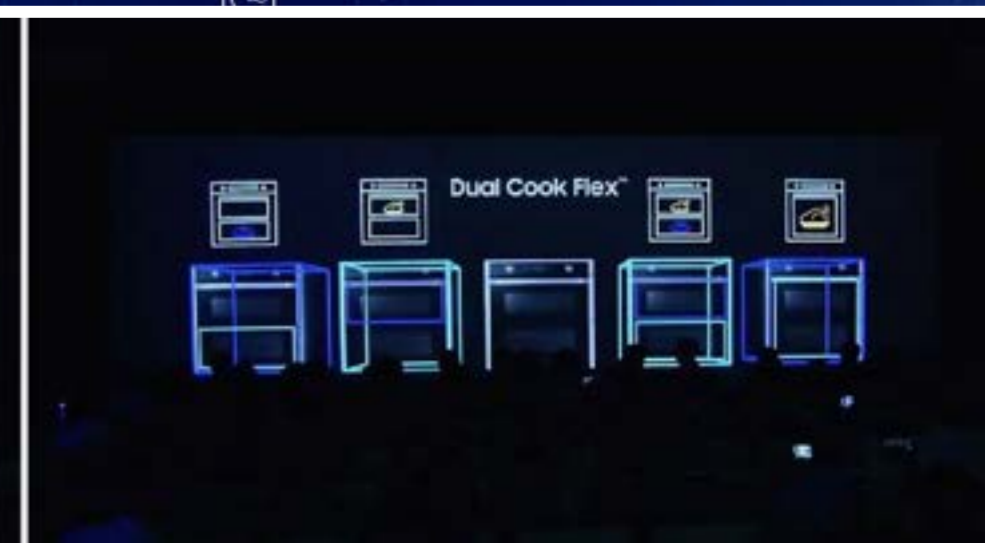
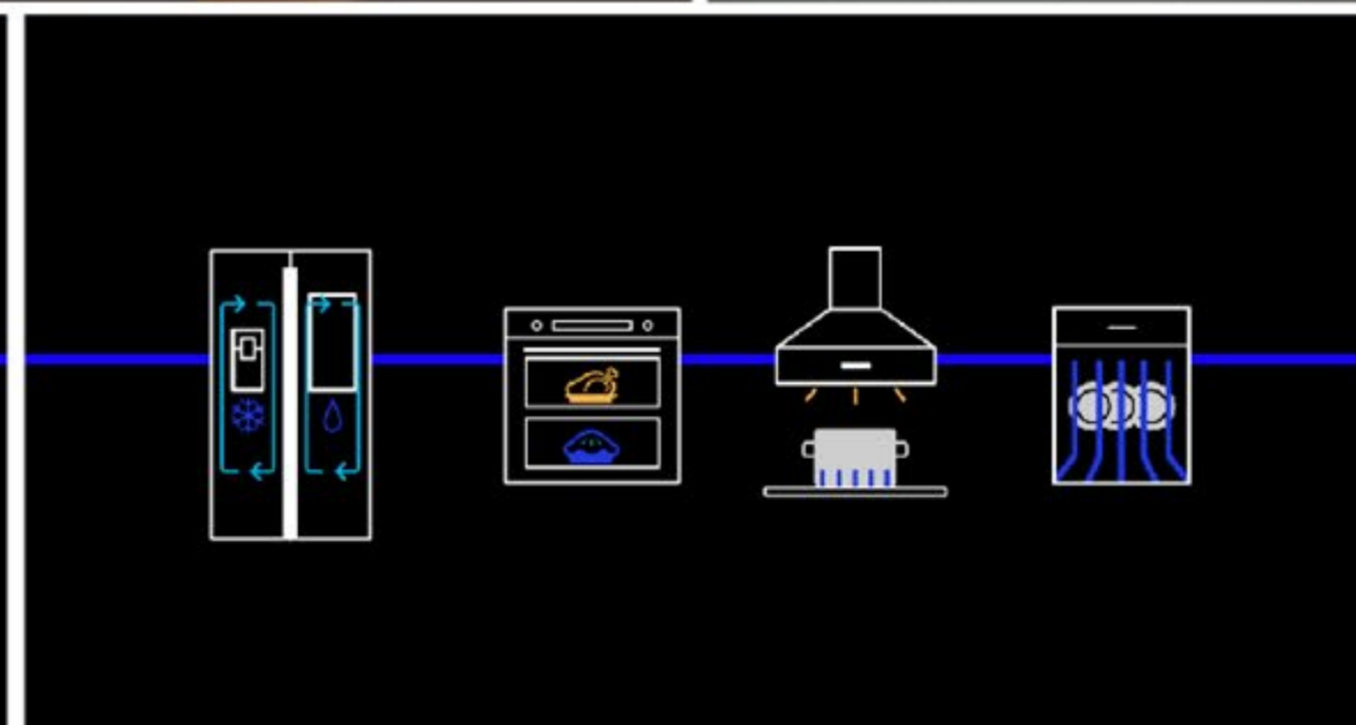
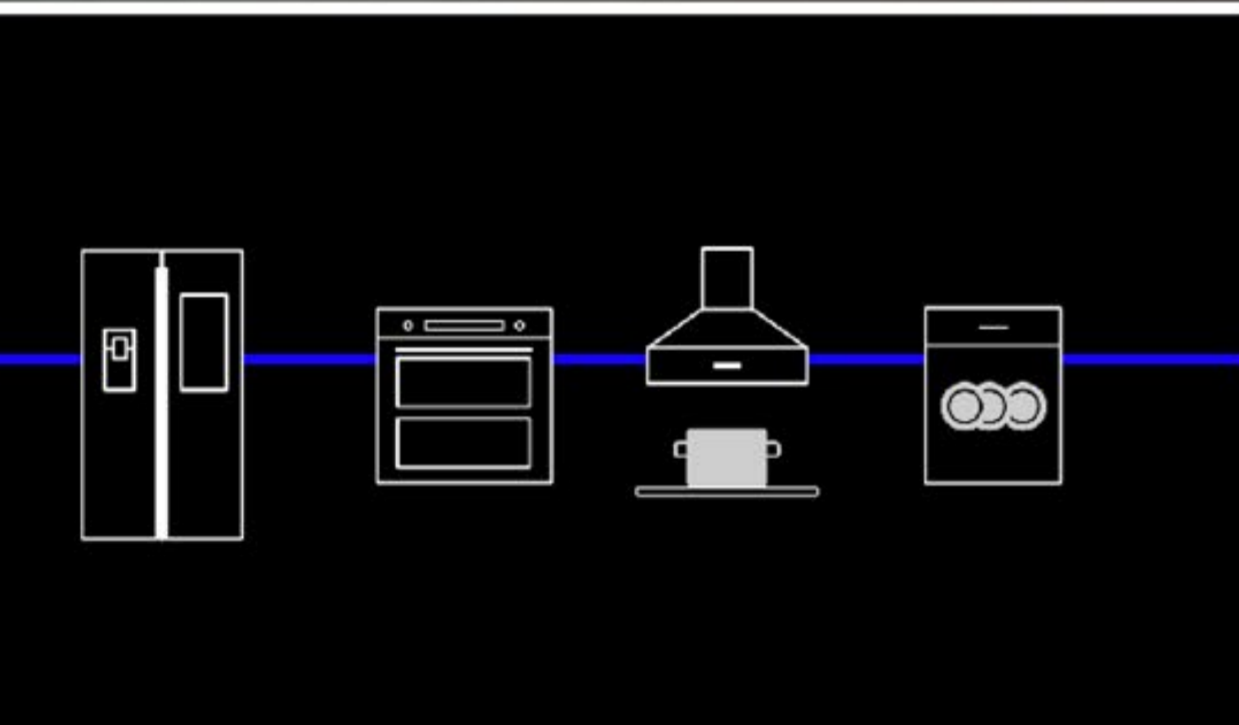
SAMSUNG in Eurocuina 2018

(2018. 04 Milano)

- SAMSUNG Eurocuina 2018 Exhibition Hall Vision Zone Facade Content and Composite Media Design
- Dual Cook Flex Launch Show Opening and Unveiling Show Video Content and Media Planning
- SAMSUNG Eurocuina 2018 Opening Video and Vision Content Production and Planning of Cooking Show in Exhibition Hall

SAMSUNG in Eurocuina 2018 (2018.04 Milano)

■ Planning and media design, video filming and planning production

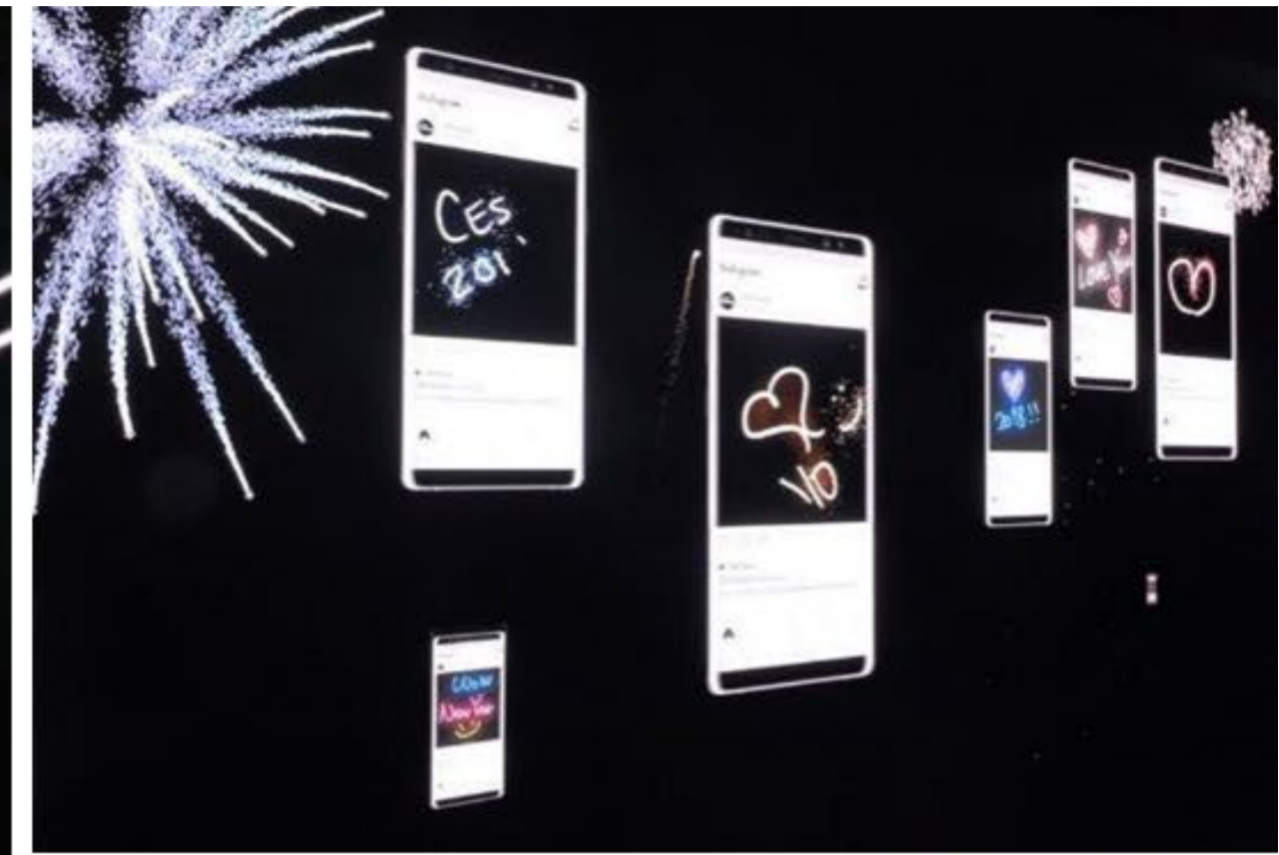


SAMSUNG Get your message across in CES 2018 (2018.01. Las Vegas)

- Get your message cross planning and media design/video production in SAMSUNG CES 2018 exhibition hall
- Interactive experience zone using Galaxy Note 8 and Family Hub's live messaging function. Real-time message display, output, and Utilize SNS
- Improving the understanding and participation of visitors by directing video scenarios suitable for the experience and effective media production.

SAMSUNG Get your message across in CES 2018 (2018.01 Las Vegas)

■ Planning and media design, video production, and interactive production



SAMSUNG Connect your world with SmartThings in CES 2018

(2018. 01 Las Vegas)

- Planning and media design/video production of Connect your world with Smart Things Zone in the SAMSUNG CES 2018 exhibition hall.
- Samsung IoT's scalability is shown in a large media wall that connects SAMSUNG Smart Things Cloud and various partner's actual products.
- More effective with presentations from projections, physical, live moving products and promoters

SAMSUNG Connect your world with SmartThings in CES 2018 (2018.01 Las Vegas)

■ Planning and media design, video production, and interactive production



SAMSUNG Shape your health in CES 2018 (2018.01 Las Vegas)

- Shape your health Zone in SAMSUNG CES 2018 Mobile & Family Hub Interlinked Media Table Planning / UI Design
- Experiential exercise simulation media table production to induce visitors to experience and understand.
- Mobile and Family Hub interactive media design, Planning and directing a natural look at Samsung's solutions with implementation

SAMSUNG Shape your health in CES 2018 (2018.01 Las Vegas)

■ Planning and Interactive Media Table UI / Interworking with Mobile & Family Hub



Media facade for 2018

PyeongChang Olympics (2017. 11 Seoul)

- Producing media content with the work of Hong Ji-yoon.
- Directed a video wishing for the successful hosting of the Pyeongchang Olympics through projection mapping in Gwanghwamun, Seoul.
- Using Gwanghwamun, Seoul's landmark, the media facade effectively conveys the image of the Pyeongchang Olympics.

Media facade for 2018 PyeongChang Olympics (2017. 11 Seoul)

■ Planning and media design, video production



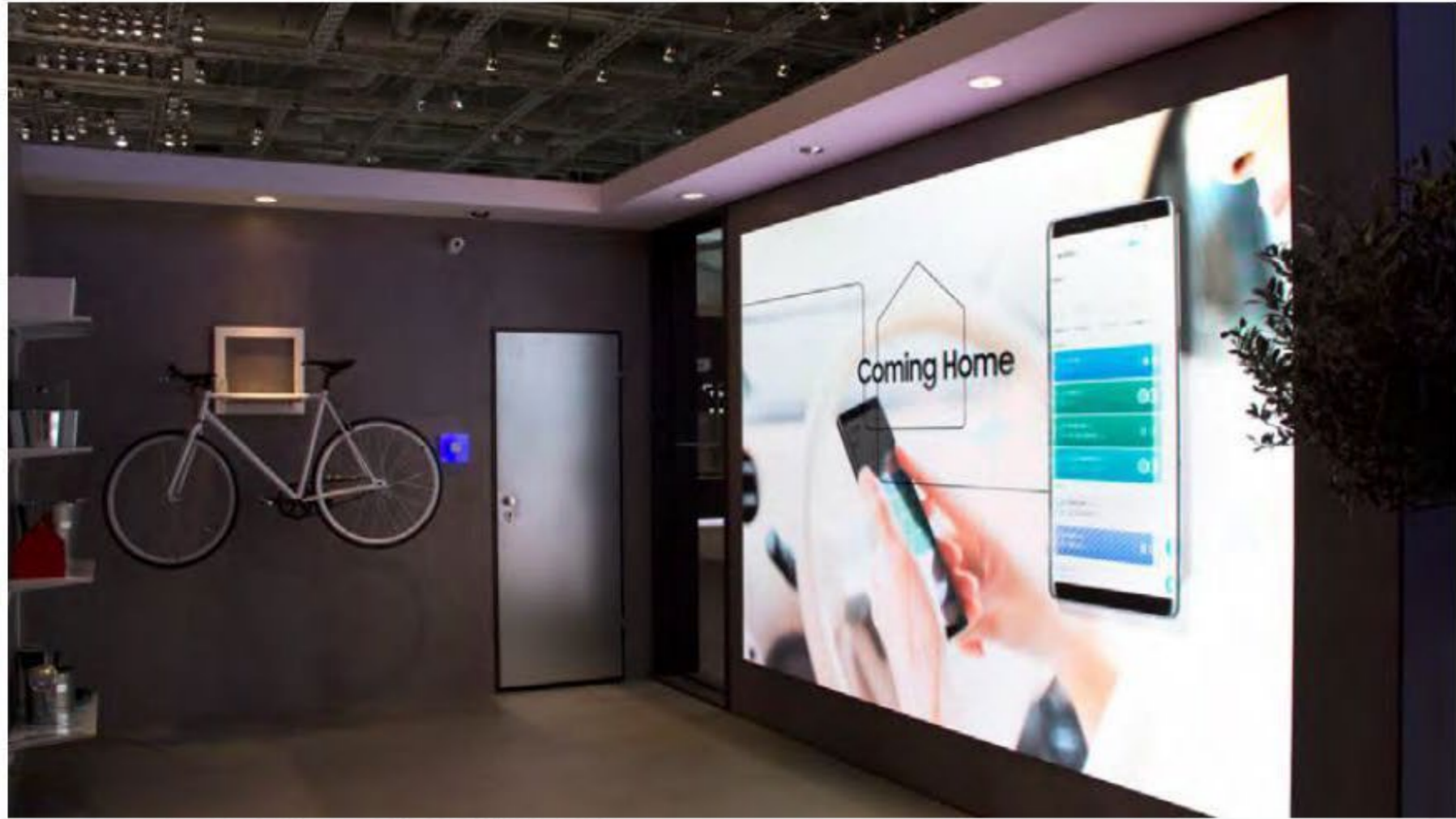
SAMSUNG IoT Smart home Experience Zone in IFA 2017

(2017. 09 Berlin)

- Design and video production of IoT smart home media in SAMSUNG IFA 2017 exhibition hall
- Provide visitors with explanations and experiences of various features of Samsung IoT in conjunction with large media content.
- Use various media such as projectors, LEDs, and LFD for effective viewing

SAMSUNG IoT Smart home Experience Zone in IFA 2017 (2017.09 Berlin)

■ Planning and media design, video production, and interactive production



SAMSUNG Galaxy Note 8

S-pen gallery in IFA 2017

(2017. 09 Berlin)

- SAMSUNG IFA 2017 Exhibition Hall Galaxy Note8 S Pen Gallery Experience Zone Planning and Design
- Induce active participation and fun of visitors by planning content that reflects the characteristics of artists and products.
- Create a photo app using S Pen and implement an interactive system to realize a dynamic experience.

SAMSUNG Galaxy Note 8 S-pen gallery in IFA 2017 Berlin (2017.09 Berlin)

■ Planning and media design, app production, interactive system operation, and hardware installation implementation



SAMSUNG QLED TV

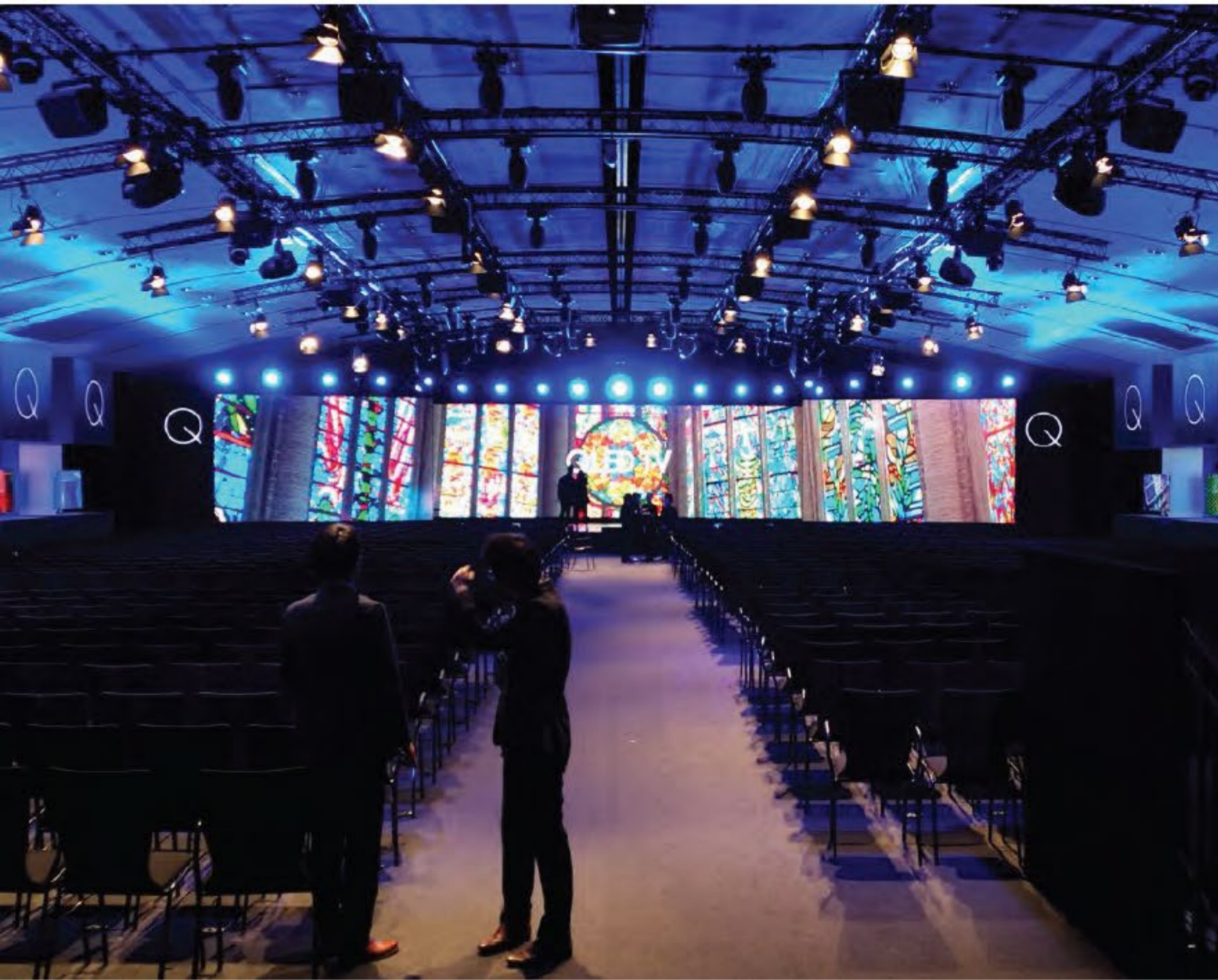
Global Launch Event

(2017. 03 Paris)

- SAMSUNG QLED TV Launch Event Keynote Stage and Experience
Zone Planning and Directing
- Conducting the entire space and graphic guide and design in the experience zone.
- Maximize product features with QLED TV Installation video projection

SAMSUNG QLED TV Global Launch Event (2017.03 Paris)

■ Exhibition space and stage planning, space & graphic design, media wall design and video production



SAMSUNG Highlight Zone in CES 2017 (2017.01 Las Vegas)

- Planning and designing highlight zones in SAMSUNG CES 2017 exhibition hall.
- Maximize production effectiveness by designing media and creating content that reflects product characteristics.
- Installation of large media in the exhibition hall creates the atmosphere of the entire space.

CES 2017 SAMSUNG Highlight Zone (2017.01 Las Vegas)

■ Planning, spatial design, media design and video content creation



Interactive Campaign Media Wall

(2016.06 Seoul)

- Alba Heaven's "Talk about the New Part-Time Culture" interactive campaign.
- Production of reactive interactive media wall (SNS reflection, Kinetic)
- Media content creation (media infographic, video)

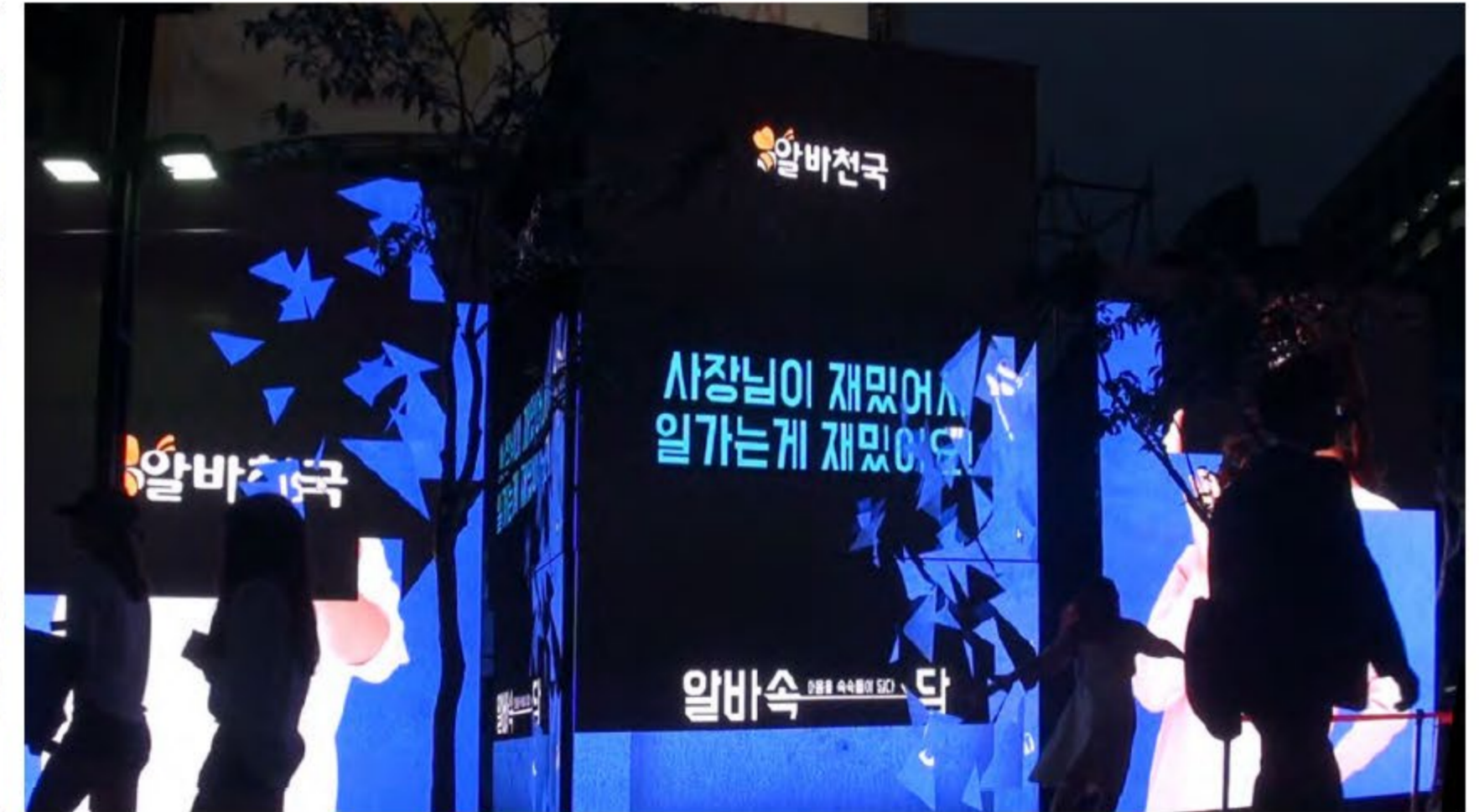
Interactive Campaign Media Wall (2016.06 Seoul)

■ Planning and design, media installation, video content production



Interactive Campaign Media Wall (2016.06 Seoul)

Interactive system design and operation



▲ 인터랙티브 키네틱 미디어



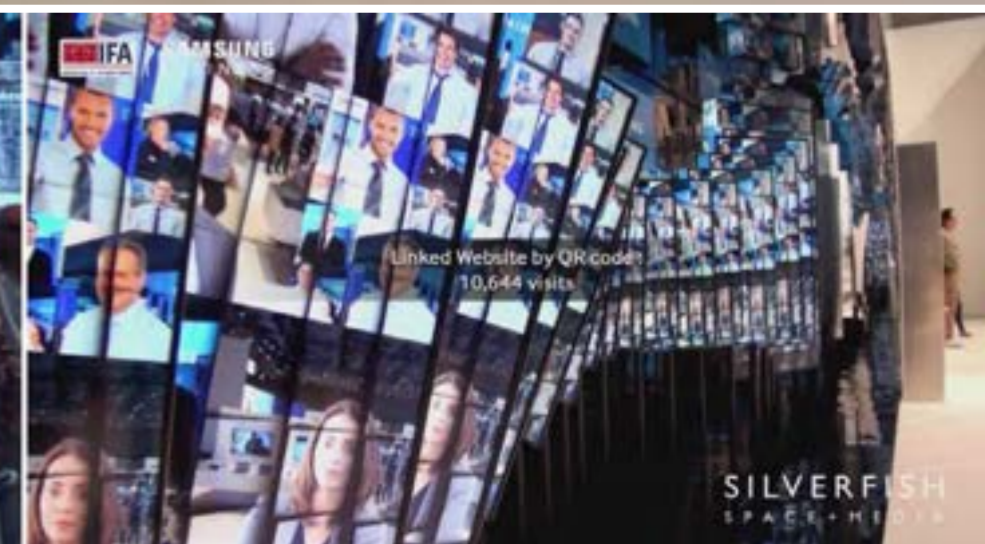
▲ SNS 연동 인터랙티브 미디어

IFA 2015 Samsung Business Experience Zone (2015.09 Berlin)

- Brand experience zone for customers who visit Samsung Business Exhibition Center
- Inducing Fun & Wow through Interactive Experience
- Maximize ripple effect by inducing upload of commemorative photos and uploading on SNS.

IFA 2015 Samsung Business Experience Zone (2015.09 Berlin)

■ Planning and design, media installation, interactive system operation, video content production



Hologram Theater in HUIS TEN BOSH (2015.04 Japan)

- Hologram Theater in Fukuoka Theme Park 'House Ten Bosh' in Japan
- Interior Design and Construction of Theater and Hall
- Direct Agreement with AVEX Live Creative Co., Ltd. in Japan

HUIS TEN BOSH (2015. 04 Japan)

■ Exclusive Exhibition Hall Exterior and SHOP Design



HUIS TEN BOSH (2015. 04 Japan)

■ Hologram Theater Design and Construction



SMTOWN@Coexartium

(2015. 02 Seoul)

- Hologram Theatre Design and Construction
- Planning, designing and installing Interactive Amusement Media
(Panavision, hand printing, photo box, photo kiosk, etc.)
- Interior Design and Construction of Hall

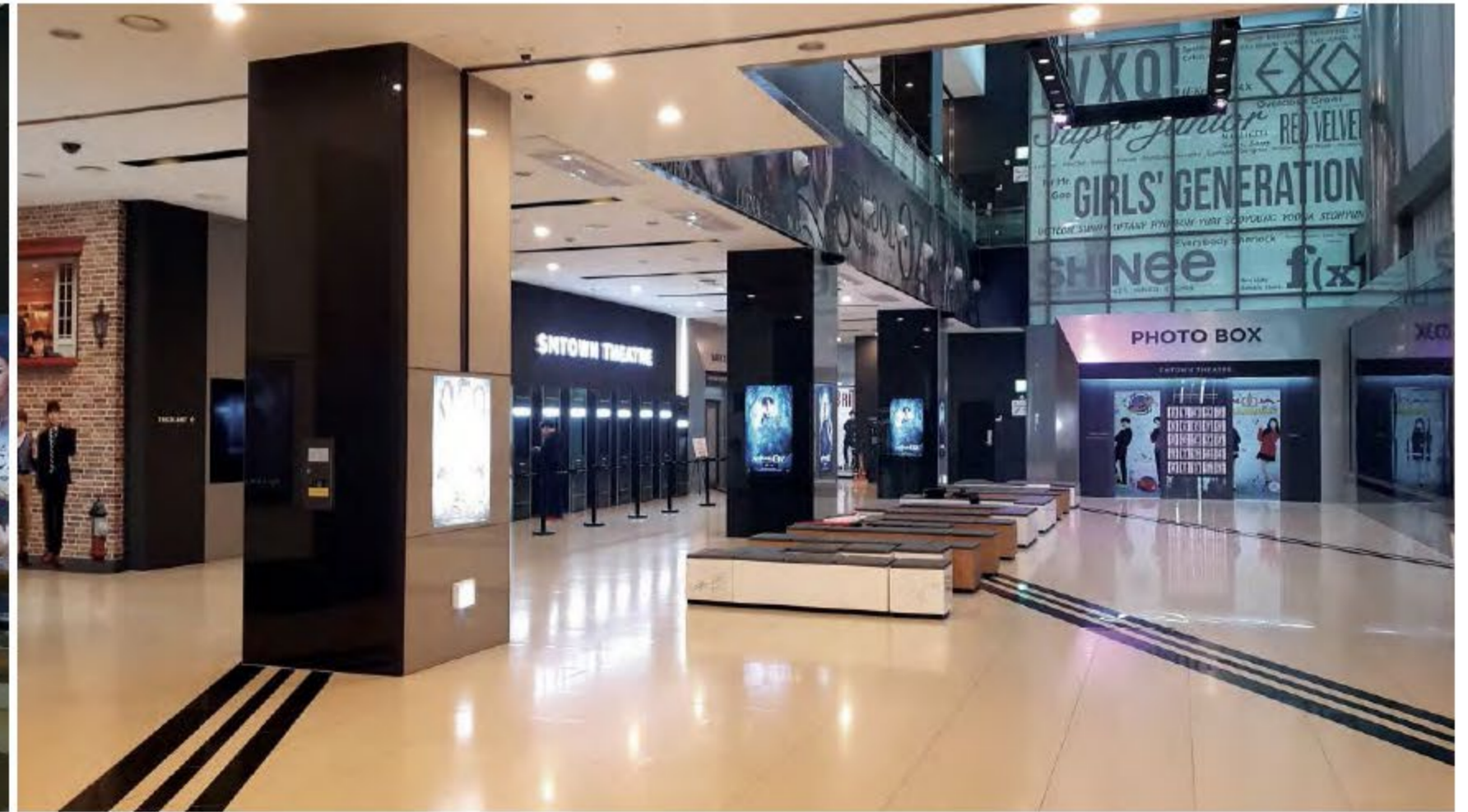
SMTOWN@Coexartium (2015.02 Seoul)

Hologram Theater Design and Construction



SMTOWN@Coexartium (2015.02 Seoul)

HALL Interior Design and Construction (5-6F)



SONY Bluetooth Speaker X Series Experience Zone (2014. 05 Times Square)

- Live Interactive MeInteractive Sound & Visualia Sculpture
- Space Design, Interactive Program, Projection Mapping, Media Installation

SONY Bluetooth Speaker X Series Experience Zone (2014.05 Times Square)

■ Space Design, Interactive Program, Projection Mapping, Media Installation



SMTOWM Hologram Theater

Universal Studios Japan (2013. 12)

- Interactive Media Projection
- Exhibition Space Design
- Wall Graphics

SMTOWN Hologram V-Theater in USJ (2013. 12)

■ Main Sign, Exterior, Wall Graphics



SMTOWN Hologram V-Theater in USJ (2013. 12)

■ Interactive Media Projection – Transmission of visitors' photographs and showing on the Theater screen



2012 Yeosu World Expo (2012)

- Media installation and video content production in Samsung Hall

2012 Yeosu World Expo (2012)

■ Projection Mapping : Floor 20x25m, Wall 34x39m / 6.5K



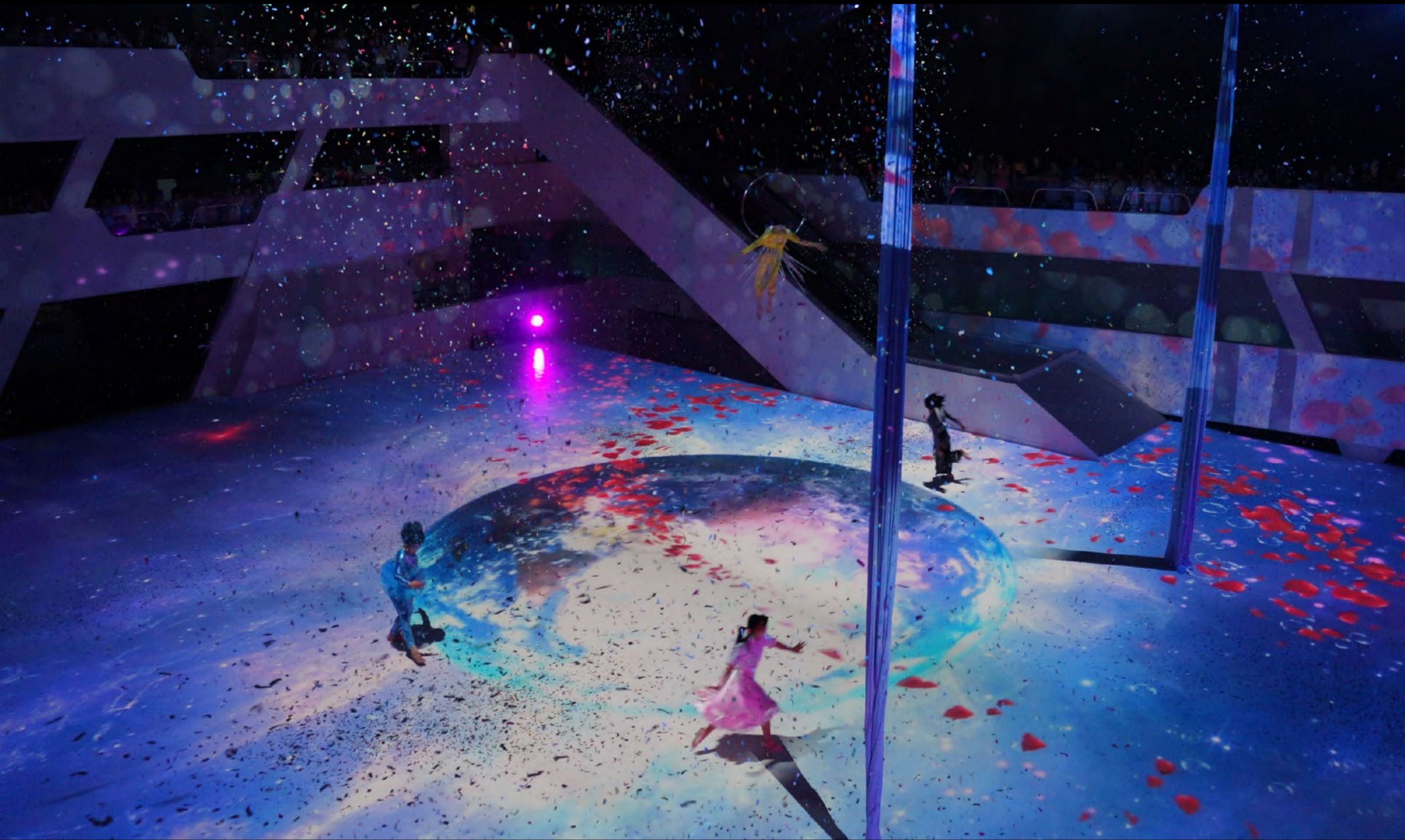
2012 Yeosu World Expo (2012)

Projection Mapping : Floor 20x25m, Wall 34x39m / 6.5K



2012 Yeosu World Expo (2012)

Projection Mapping : Floor 20x25m, Wall 34x39m / 6.5K



S.M.ART. Exhibition in Seoul (2012)

- Design and Construction of Exhibition Space
- Managing total media and installing
- Content creation
- operation

S.M.ART Exhibition Seoul (2012)

■ Space Planning & Design, Install



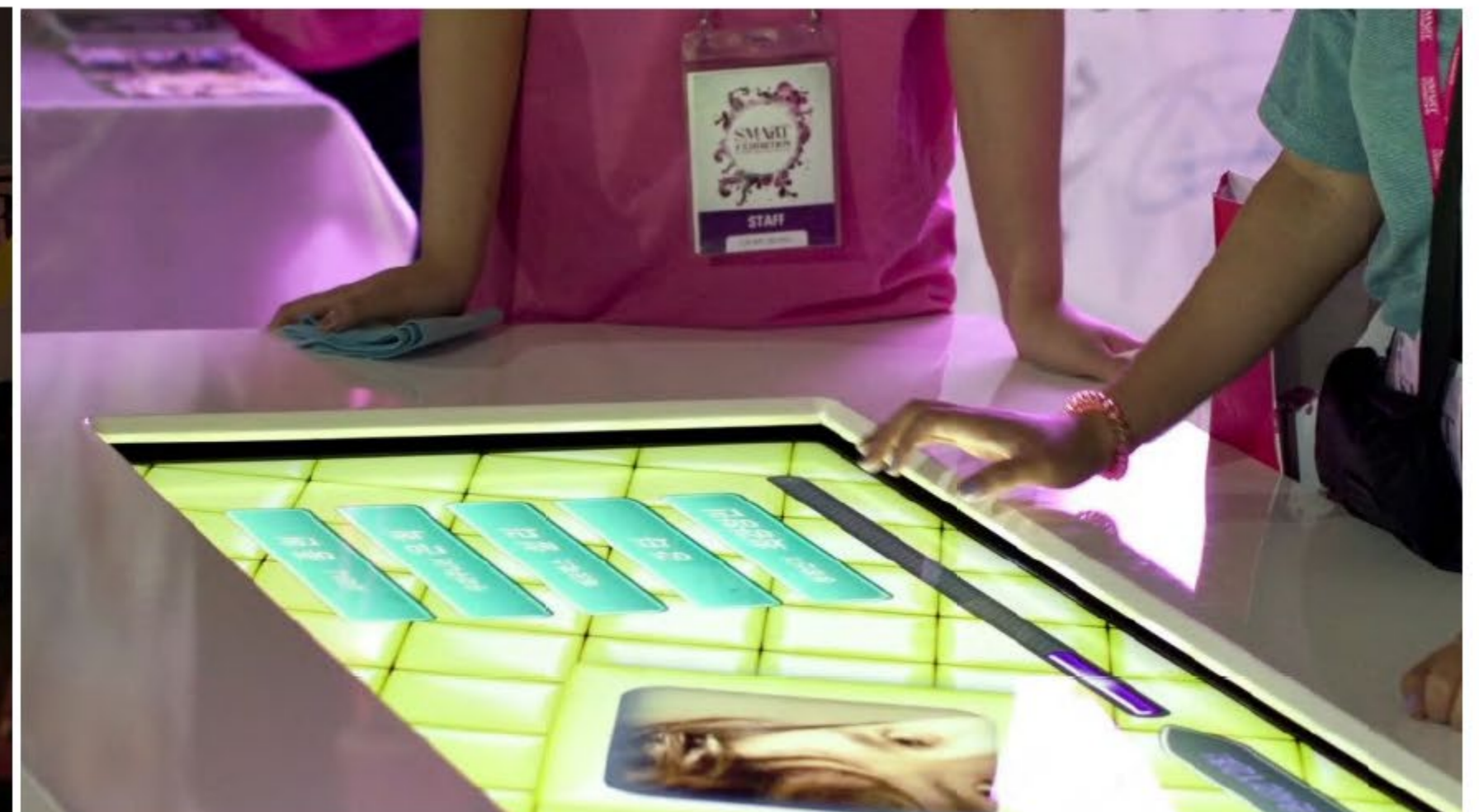
미디어쇼 with HYUNDAI : Projection Car Mapping(4k / 3:30 / 4중)



웰컴 스테이지 : Projection Mapping(17x4m / 5k / 10:30 / 4중)



포토실린더 : 인터랙티브 포토 시스템 콘텐츠



스타퍼즐 : Surface 콘텐츠

S.M.ART Exhibition Seoul (2012)

■ Panorama 3D Theater – 3D images (40x5m / 6.5K Video / 180View View / 6:30")

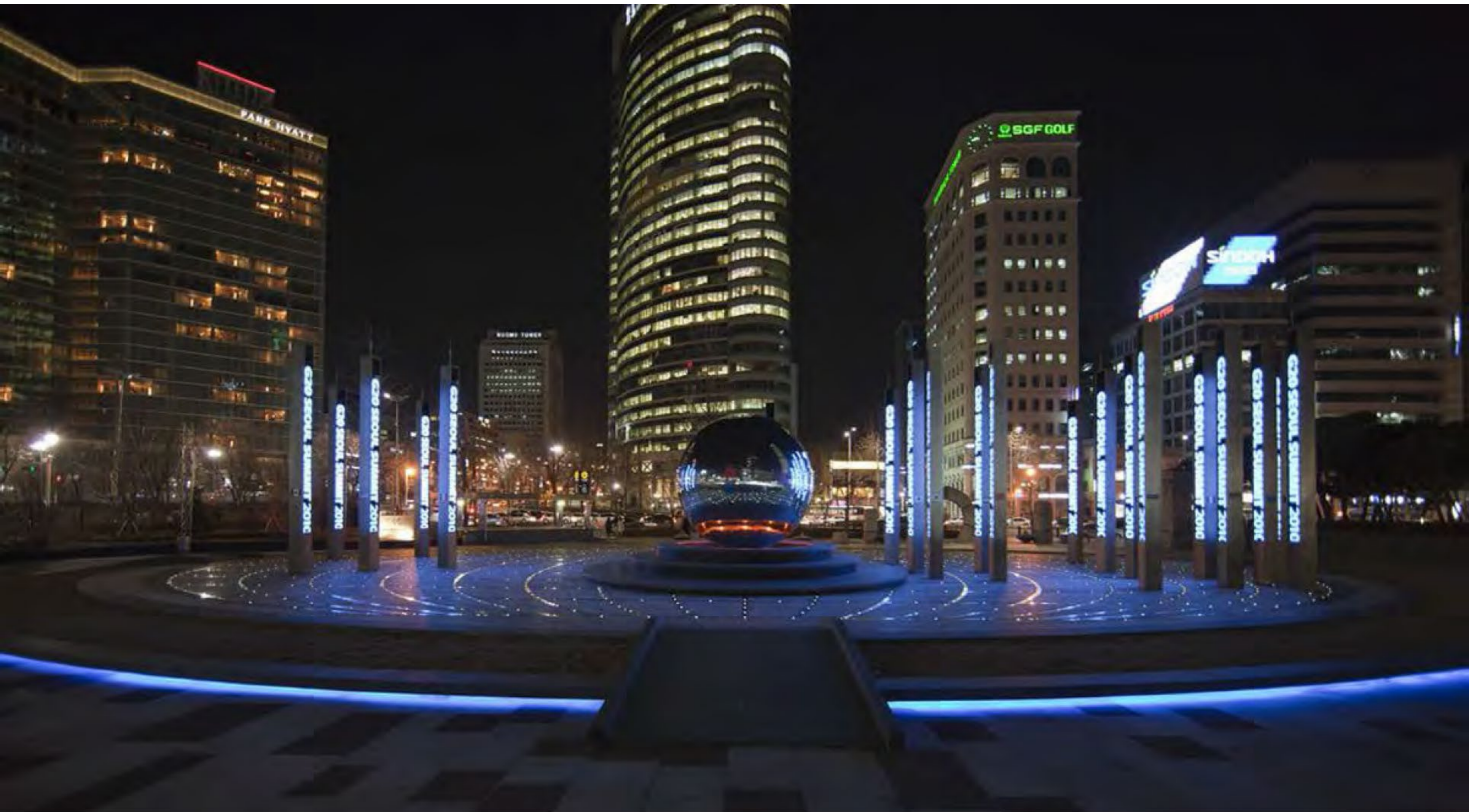


G20 Memorial Square for Summit 2010 in COEX (2010~2011)

- Media sculpture (2010. 11)
- Creating a Media Plaza (2011. 03)

G20 Memorial Square for Summit 2010 in COEX (2011.03)

■ Digital Media Design & Installation: Media Pole 20EA Video Content Production



G20 Memorial Square for Summit 2010 in COEX (2011.03)



- Digital Media Design & Installation: LFD 46 inch x 20EA / 32 inch x 20EA Synchronization
- Video content: 8K video, 3:00", 4 types (the leaders of each country, national, children, nature)



Copyright 2024@ DESIGN SILVER FISH CO., LTD.ALL RIGHTS RESERVED.

Head Office: Silver Fish Bldg., 90-4 Samcheong-ro, Jongno-gu, Seoul, 03053 Korea
T: +82-2-3444-2208 | M: +82-10-6323-0054 | E: contact@designsilverfish.com

UK Office: 64 Marquis House, 45 Beadon Road, London W6 0BT, The United Kingdom
M: +44-7444-368-543 | E: contactuk@designsilverfish.com

[designsilverfish.com](http://www.designsilverfish.com)

<http://www.vimeo.com/designsilverfish>