



# GLOBAL ART NO.1 THEGREAMCOMPANY

**THEGREAMCOMPANY** plans and creates new complex art spaces by combining public art fields such as super graphics, visual art, and media art.

We lead the trend of new complex art spaces through planning and design based on the cultural characteristics of each country.

# BUSINESS

THEGREAMCOMPANY presents impactful planning and design based on understanding of culture, space and concepts.

S



01

## Supergraphic

A large scale graphic on an outdoor space or wall. We produce public art with creative designs and professional construction capabilities

M



02

## Complex art museum

We design the audience's exhibition experience from storytelling to movement. We plan and construct creative spaces that combine various arts

# PROCESS

Through communication with customers, we visualize their imaginations into reality. Professional personnel are involved in all processes. They work with great care and detail to ensure the best results.



01

## Consulting

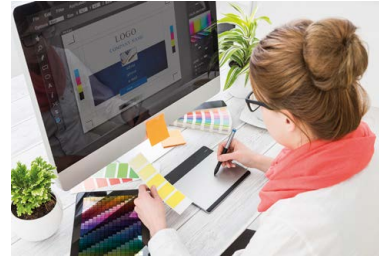
Providing customized consulting for each country based on overseas construction experience.



02

## Planning

Planning the story, concept, movement and audience's gaze according to the purpose of the space and the target.



03

## Design

Operate departments according to the characteristics of design. Providing high-quality design with deep understanding.



04

## Production

Choosing the right materials and methods to visualize our designs.



05

## Construction

Specialized field teams are dispatched to produce high-quality works with efficient.



# TOTAL SOLUTION

# S

## SUPERGRAPHIC

A large scale of graphics that decorate outdoor spaces or walls of buildings.

Through supergraphics, we create a base for culture and art by understanding and storytelling space and culture so that it can have a single cultural value beyond artistic expression.

HIGH-PROFILE



Coop's Paint

PROMOTION



Heineken

LANDMARK



Brooklyn Industry City

SUPER GRAPHIC

## Incheon Port Silo Public Art Project



### Public Art Project in Korea

It was built in 1979 to store grains for feed from foreign countries.

The 22nd floor-high grain storage "Silo" disturbed the surrounding landscape due to its rugged appearance.

Considering the purpose of use and morphological characteristics of the silo, the story was designed that everyone could sympathize with and understand, and in recognition of its novel planning ability.

It won the world 's three major design awards, [IF Design Award], [IDEA Design Award].

In addition, it received the [Presidential Citation] and was listed in the Guinness Book of World Records as the 'world's largest outdoor mural.



# M

## MUSEUM

Complex culture Space with Different Types of Art.

Art that combines various contents (painting, trick art, media art, AR, etc.) based on innovative planning and design provides an immersive and attractive experience to visitors. It proposes and realizes a new concept of cultural and artistic space by breaking away from a single traditional exhibition space.

## K-Exhibition New Trend



### POP-UP STORE



Coca-cola Dream world

### MUSEUM



Arte Musuem  
Théâtre des Lumières

### POP-UP EXHIBITION



<Avatar> Exhibition  
of The Hyundai

# MUSEUM CONTENTS

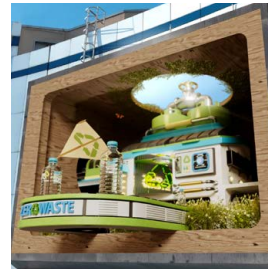
01



## VISUAL ART

TRICK ART  
PAINTING  
BLACK LIGHT ART

02



## MEDIA ART

ANAMORPHIC  
PROJECTION MAPPING  
MEDIA FACADE

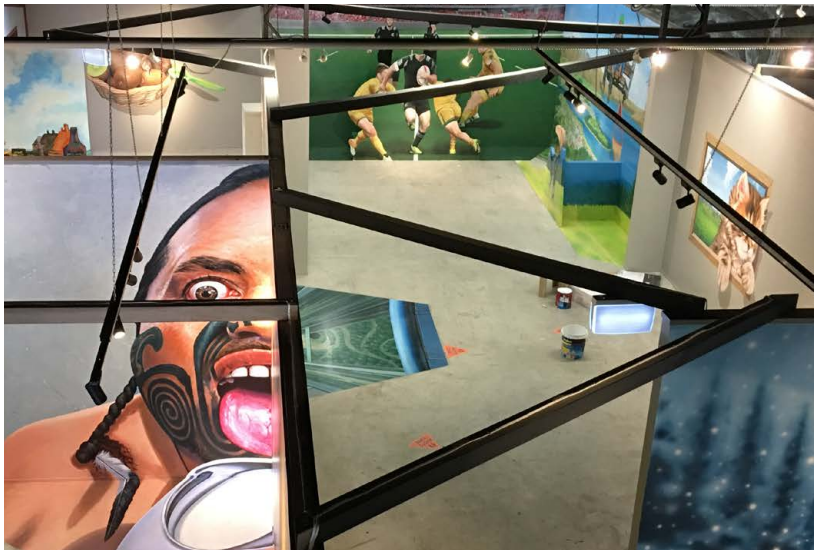
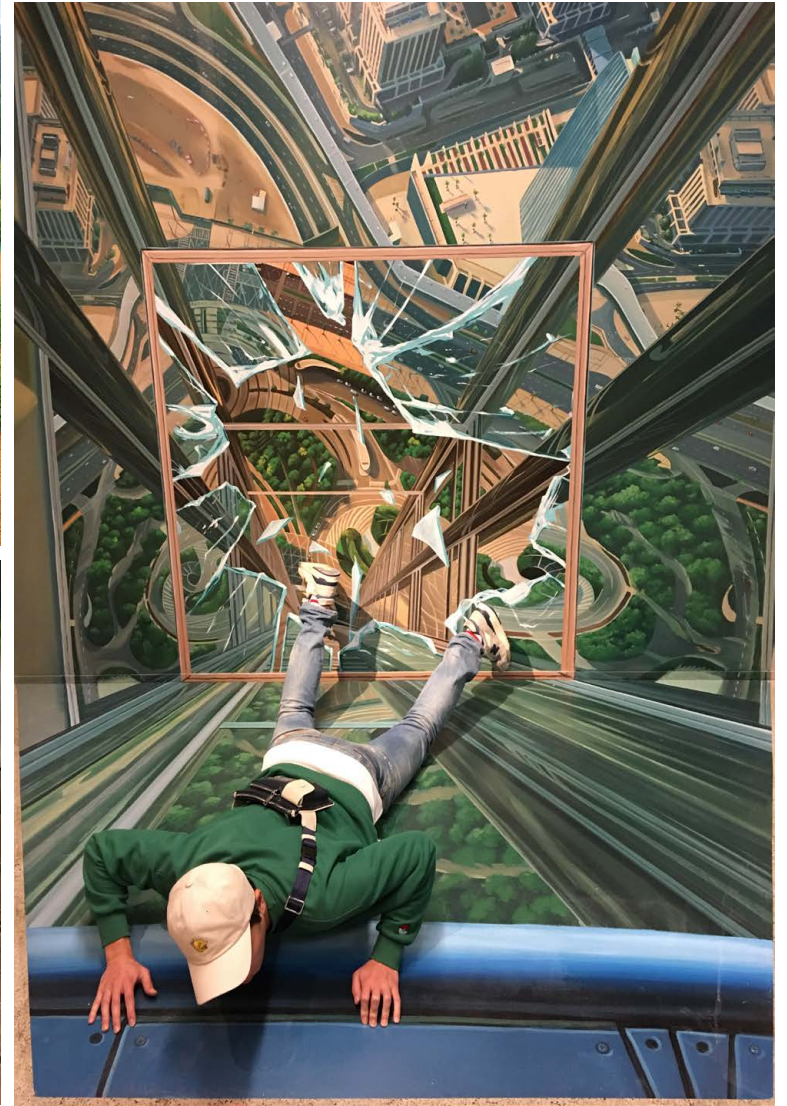
03



## AR

AR TRICK ART

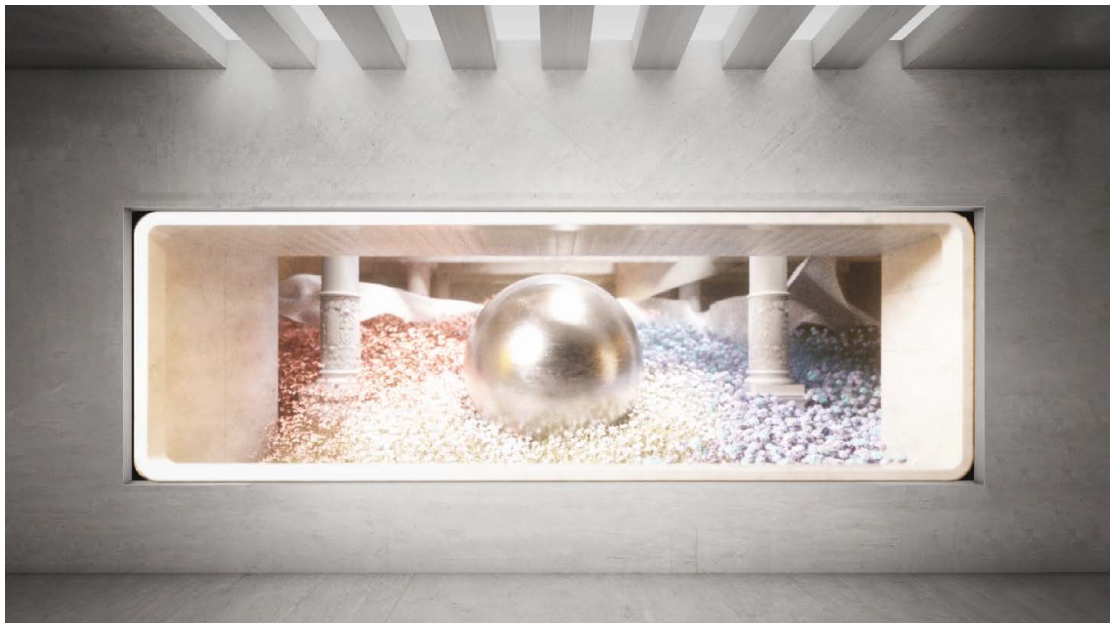
VISUAL ART : CANADA, NEW-ZEALAND, CAMBODIA, KOREA  
Overseas Museum





MEDIA ART : 3D anamorphic media art expresses maximum movement by giving a sense of space and three-dimensionality to the LED display

## Media Art For Digital Signage



MEDIA ART : Realistic projection mapping and media facade that construct space with light and media art provide a special experience to the audience

## Projection Mapping & Media Facade



AR : Augmented reality photo zone where you can take pictures with moving trickeye art

## AR Trick eye Art Photozone



# HISTORY



INTERNATIONAL DESIGN AWARD  
**IF DESIGN AWARD**  
Incheon Silo Project



INTERNATIONAL DESIGN AWARD  
**IDEA DESIGN AWARD**  
Incheon Silo Project



THE LARGEST OUTDOOR MURAL  
**GUINNESS BOOK RECORD**  
Incheon Silo Project



VR GAME  
**PATEND APPLICATION**  
The inside Project



2023 KOREA DIGITAL ADVERTIZING FESTIBAL  
**DIGITAL SIGNAGE GRAND PRIZE**  
National fire agency Project



**RIO CAN | Marlin Spring**

Real estate investment promotion VIP event



**VISA**

30+ photo zone events in collaboration with famous Japanese artist



**Van Gogh's Garden**

Van Gogh Museum Using AR and Media Art



**MBC**

3D ART + AR Exhibition with K-STAR at MBC Broadcasting Station

RIO CAN LIVING | MARLIN SPRING

**VISA**

**Van Gogh** 고희의 원지

**MBC**



**SAMSUNG**

**HYUNDAI**

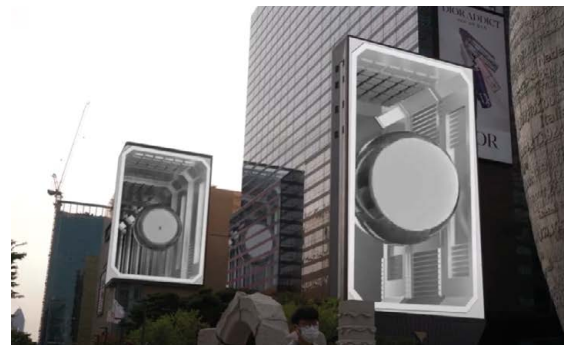
**TRICK ART MUSEUM**

**3D TRICK ART GALLERY**



**SAMSUNG-Samsung Galaxy Note**

Samsung Galaxy Note Launch Promotion Event



**Hyundai Motors - Sonata Advertising Mural Art**

Outdoor Advertising on the Wall of a Building in Gangnam, Seoul



**Rotorua, New Zealand 3d art museum**

Popular Museum in Rotorua



**AR 3D art museum in Santa Monica, LA**

America's First AR Trick Eye Art Museum

# CLIENTS & PARTNER

