

# THE GREAM COMPANY PROFILE

*Turning Inspiration into Reality Through Art*

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## 1. INTRO

### ABOUT US

# *Creative Art Production* THE GREAM COMPANY

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We are a **creative art production company** based in Korea.

Under the slogan **'Art that everyone can enjoy'**  
we combine art with technology to design and produce  
**immersive art exhibition spaces**  
that offer multi-sensory and maximized immersive experiences.

Over the past 10 years, we have developed numerous trick art museums  
both domestically and internationally.

More recently, we planned and produced **MUSEUM HEI**,  
a complex media art museum that represents Korea's metropolitan area,  
establishing it as a successful exhibition brand.



## 1. INTRO

### OUR TEAM

“ **Art should be accessible to everyone.** ”

# Eddy Shin CEO

Bachelor of Oriental Painting, Chung-Ang University

Present | CEO of The Gream Company

Former | Director of Roro Art Plan



**Media & Visual Art Team**



**Planning & Marketing Team**



**On-Site Technology Team**



**Systems Technology Team**





1. INTRO

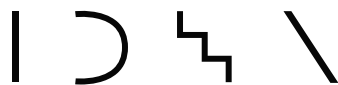
MILESTONE



The world's top  
design award

IF Design Awards  
Winner of the Grand Prize

The Incheon  
Silo Project



The world's top  
design award

IDEA Design Awards  
Winner of the Grand Prize

The Incheon  
Silo Project



Registered for the largest  
mural in the world

Guinness  
World Record

The Incheon  
Silo Project



Educational  
VR game

Patent  
Registration

The Inside  
Project



2023 Digital  
Advertising Awards

Grand Prize in the  
Digital Signage category

The National  
Fire Agency Media Art

Domestic Planning and production

- 2017 Ulala Paris, France Pavilion at Grevin Museum, Euljiro, Seoul
- 2018 Winter Theme AR Museum, Myeongdong, Seoul
- 2018 3D Art Hall, Cinemall Project, Suncheon
- 2020 Van Gogh's Garden Theme Museum, AR Trick Art, Jeju
- 2021 Cheongpung Fantasy Art Museum, Trick Art Museum, Jecheon
- 2024 MUSEUM HEI, Immersive Media Art Museum, Paju, Korea

Overseas Planning and production

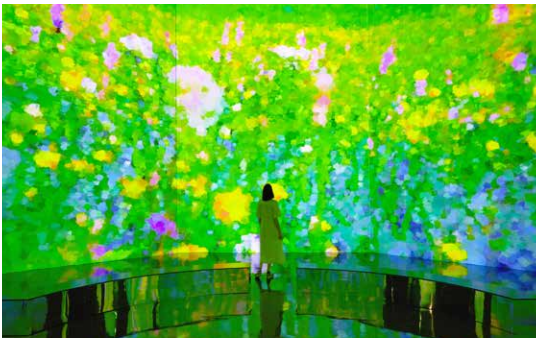
- 2013 Trick Art Museum, Sydney, Australia
- 2014 Amazing Museum, Beijing, China
- 2015 AR Trick Art Museum, Yangjiang, China
- 2015 3D ART WORLD Museum, Phnom Penh, Cambodia
- 2016 3D Art Museum, Rotorua, New Zealand
- 2016 Visual Museum, Repulse Bay, Hong Kong
- 2020 AR Trick Art Museum, Santa Monica, LA
- 2022 Trick Art Box Museum, Niagara, Canada

## 2. BUSINESS

# OUR BUSINESS

BIZ 1

### DIGITAL ART MUSEUM



A multi-faceted museum created with various technologies such as projection mapping, anamorphic art, AI and interactive media art.

BIZ 2

### DOOH ADVERTISING



A DOOH advertisement that enhances brand impact and public art value through anamorphic visuals on large LED signage.

BIZ 3

### TRICK ART MUSEUM



An interactive museum that utilizes tricks and optical illusions, featuring various elements such as paintings, multi-faceted walls and sculptures, providing audiences with a fun and thrilling experience.

BIZ 4

### SUPER GRAPHIC



A mural created on a large outdoor building, which can be produced for various purposes such as public art, brand promotion, and the development of tourist attractions.

2. BUSINESS  
COMPETITIVE EDGE

1



High Quality

Content of high completion produced by fast and accurate professionals.

2



Reasonable Pricing

Cost savings through efficient operations while guaranteeing top-performing hardware.

3



Planning Expertise

Employs museum planning directors with over 10 years of specialized experience and the ability to capture public appeal.

4



Experience in Museum Production

Planning and production of more than 20 museums worldwide.

5



Possessing Successful Brand

Currently negotiating to expand the MUSEUM HEI brand into one additional country.

6



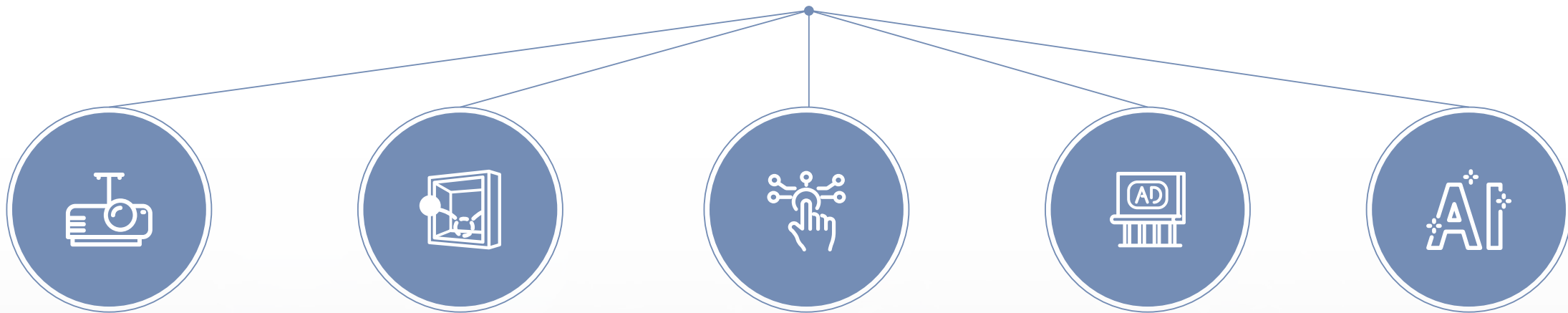
Responsible Maintenance

Basic equipment maintenance for 4 years, content maintenance for 2 years, with remote management capabilities.



## 2. BUSINESS TECHNOLOGY

### For an innovative exhibition **TECHNOLOGY**



#### **Projection Mapping**

A technology that projects images and videos onto the surfaces of objects and walls.

#### **Anamorphic Art**

Optical illusion art that expresses enhanced three dimensionality using distortion.

#### **Interactive Art**

Media art that allows audience participation and interaction with the artwork.

#### **LED Display**

Media art transmitted on LED displays and digital signboards.

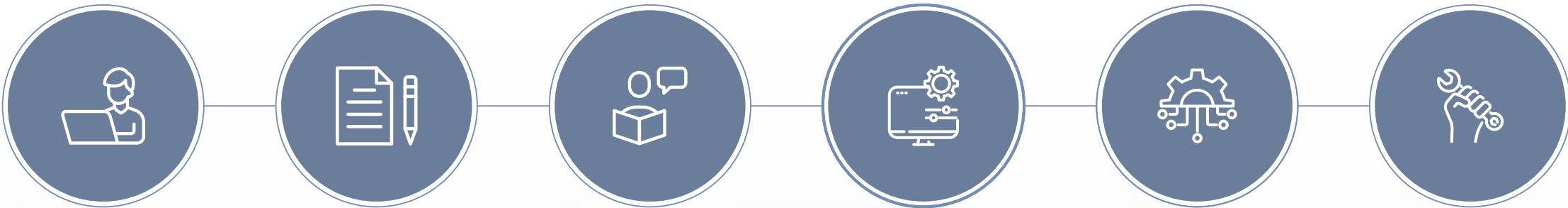
#### **AI Technology**

Media art experiments utilizing various channels, including generative AI technology.

2. BUSINESS  
PROCESS

High-quality, professional, efficient  
**TOTAL SOLUTION**

From concept planning to maintenance,  
all in one turnkey operation.



**CLIENT**

- Consultation
- Contract

**PLANNING  
& DESIGN**

- Concept Development
- Content Planning
- Visitor Flow Planning
- Audience Experience Planning

**SYSTEM  
DESIGN**

- Hardware Planning
- Interior Design

**DIGITAL ART  
DESIGN**

- Media Art Design
- Interactive Design

**INSTALLATION**

- Interior Installation
- System Installation

**MAINTENANCE**

- Demonstration
- Post-Opening Support



### 3. PORTFOLIO

## DIGITAL ART MUSEUM

IMMERSIVE AND MULTY-SENSORY

# DIGITAL ART MUSEUM





### 3. PORTFOLIO

## MUSEUM HEI

# “IMMERSIVE DIGITAL ART MUSEUM MUSEUM HEI”

**MUSEUM HEI:** An Enormous and Beautiful Square of Light  
Planned by The Gream, MUSEUM HEI is the largest immersive digital art museum in the Seoul metropolitan area, offering a unique artistic journey through cutting-edge media technology and stunning exhibitions.

**3900m<sup>2</sup>  
exhibition space**

**Over 20 high-  
quality artworks**

**Imposing  
central plaza**

**Use of various  
digital tech**



### 3. PORTFOLIO SQUARE

#### Overall

With a ceiling height of 10 meters and a length of over 70 meters, this space offers a sense of infinite expansion and overwhelming immersion. It serves as the heart of the museum, allowing visitors to freely move and rest in different sections through the plaza.





Ancient remains encountered in the deep sea, alongside a mysterious marine ecosystem visible in between. The main content of the plaza creates a feeling as if one has entered a world of imagination, featuring waterfalls that seem to flow backward.



Great Fall



Great Fall



Under The Sea



### 3. PORTFOLIO

## IMMERSIVE ROOM

#### Overall

The room consists of 10 sections, each featuring immersive exhibition works with diverse themes. Mirrors are used to create a sense of expansion and each concept is differentiated through distinct scents, sounds and spatial divisions.

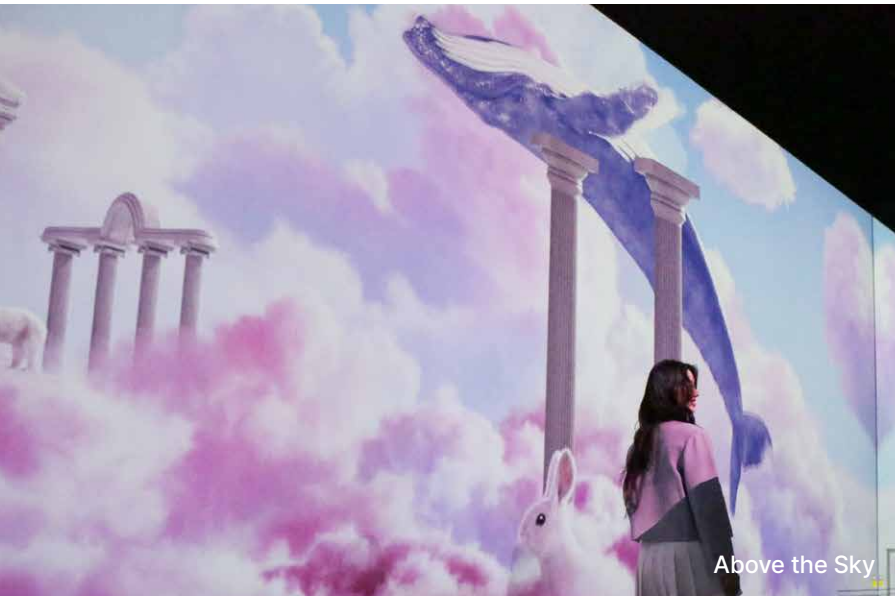




PORTFOLIO | IMMERSIVE ROOM

# PROJECT EXAMPLE

An immersive media art section featuring a variety of concepts, such as Salar de Uyuni, Pink Beach, and a lake with falling flowers. Using projection mapping technology that fills all four walls, visitors can fully experience the wonders of nature that once existed only in their imagination.





### 3. PORTFOLIO THEATER

#### Overall

This immersive media art theater has been transformed from a massive space of nearly 330m<sup>2</sup> that was previously used as a hangar and garage. A multi-level area allows visitors to overlook the artworks, designed to create an experience that draws them into the media art that fills all four walls.

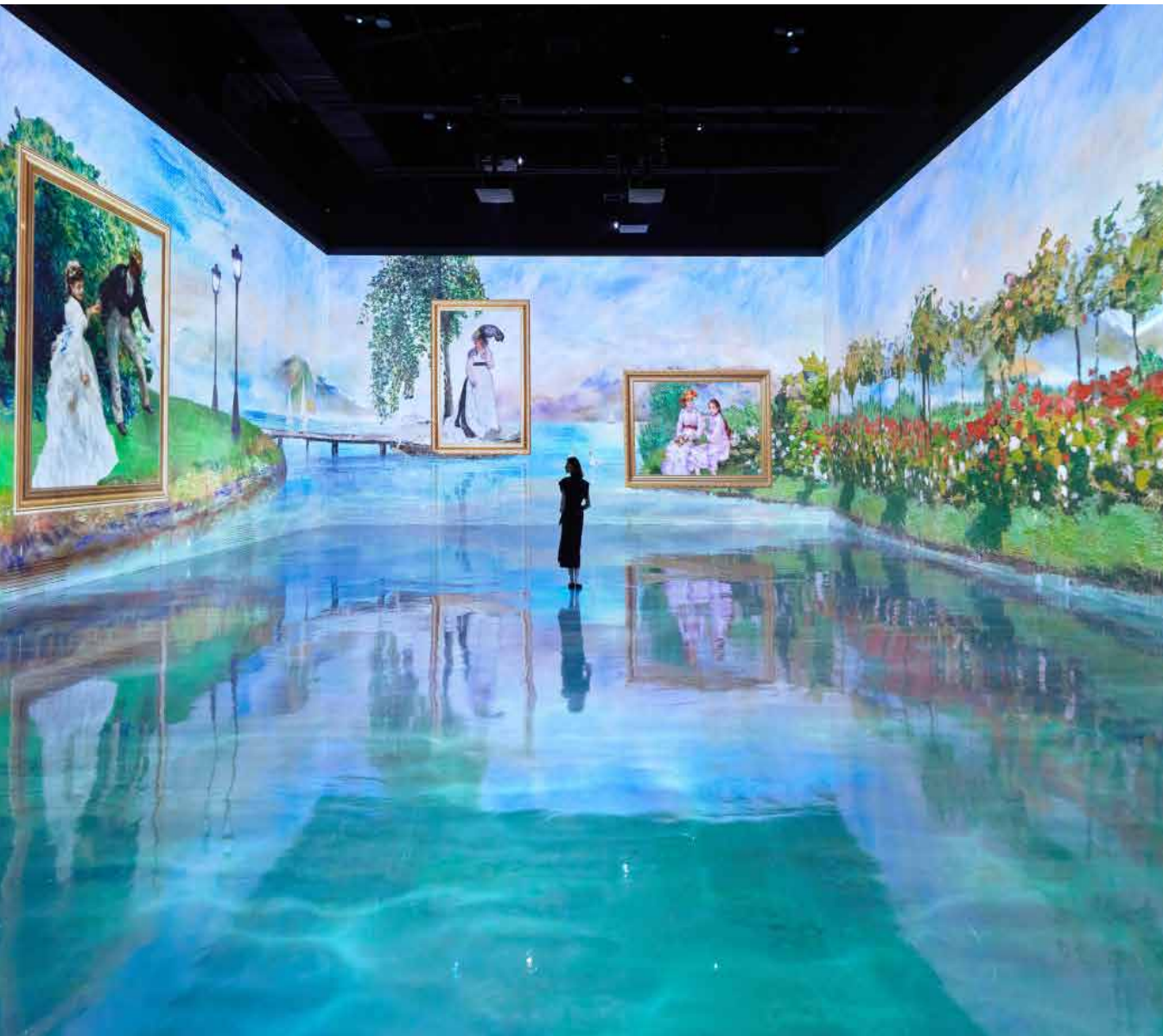




PORTFOLIO | THEATER

## RENOIR'S MOMENT

**Storytelling media art** centered on the life and works of Impressionist artist Renoir. Designed to provide an immersive experience, making you feel as if you have entered the artwork within a space filled with visuals on all four sides.



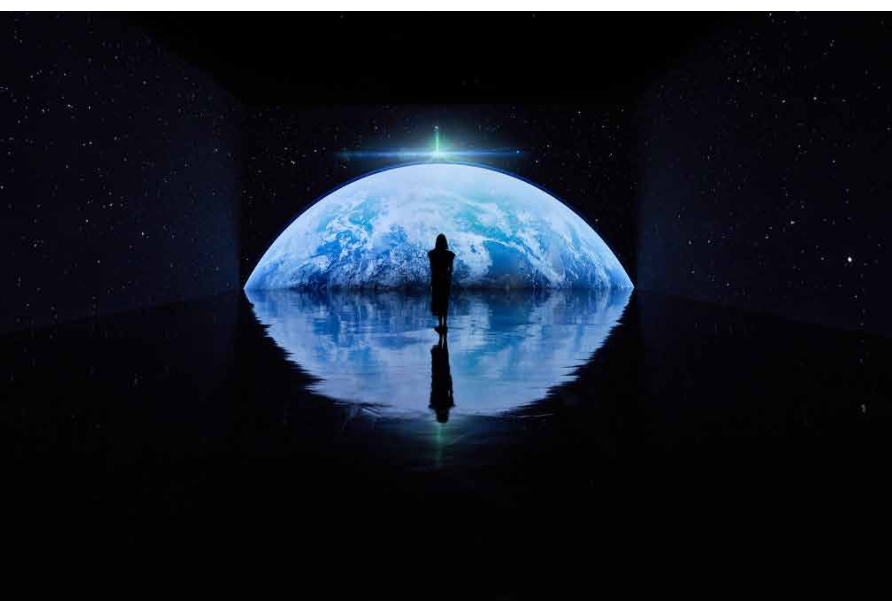
Renoir's Moment



PORTFOLIO | THEATER

# THE MOTHER NATURE

Immersive media art that allows you to feel the realism of running and wandering through mother nature. Content that portrays endless landscapes, providing an experience of scenery like never before.





### 3. PORTFOLIO

## ANAMORPHIC

#### Overall

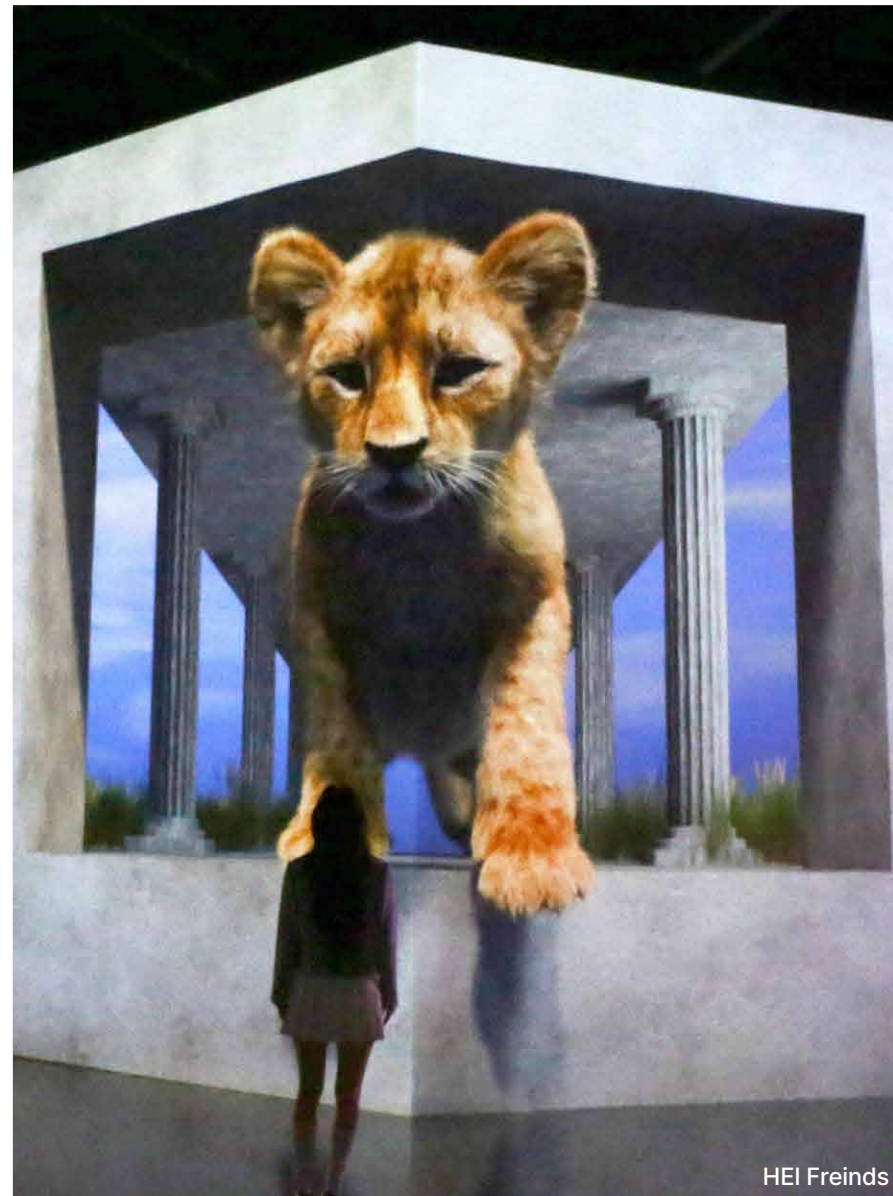
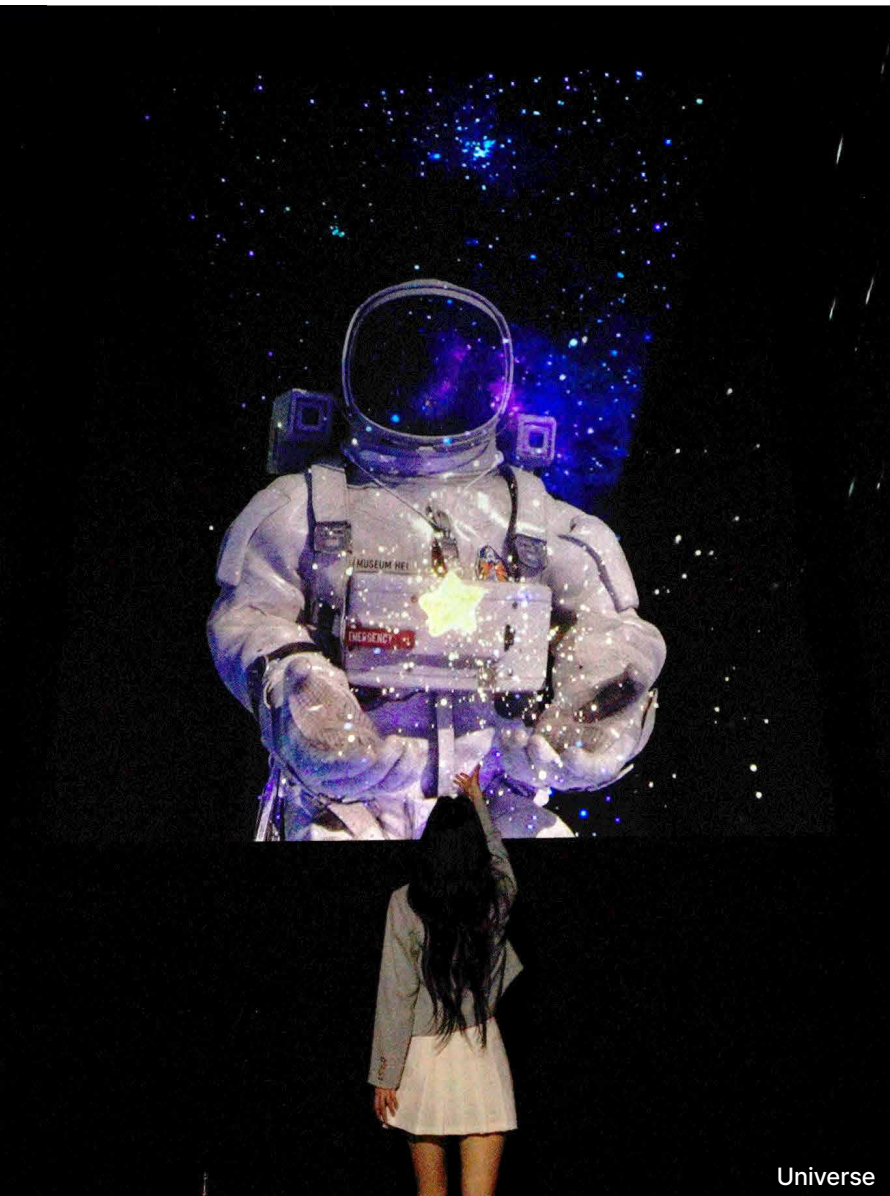
A digital art exhibition that uses anamorphic technology, creating an intensified 3D sense of dept by employing distortion and optical illusions to make flat surfaces appear three-dimensional.





## PROJECT EXAMPLE

The artwork LUNA utilizes the ceiling and sculptures to create a sense of depth, while the anamorphic media art features adorable animals appearing to pop out from the walls, appealing to audiences of all ages.





### 3. PORTFOLIO

## INTERACTIVE ART

#### Overall

Utilizing interactive technology, this digital art allows audiences to engage by bringing self-colored characters into the artwork or by responding to touch with sound and motion, creating a deeply engaging and participatory experience.

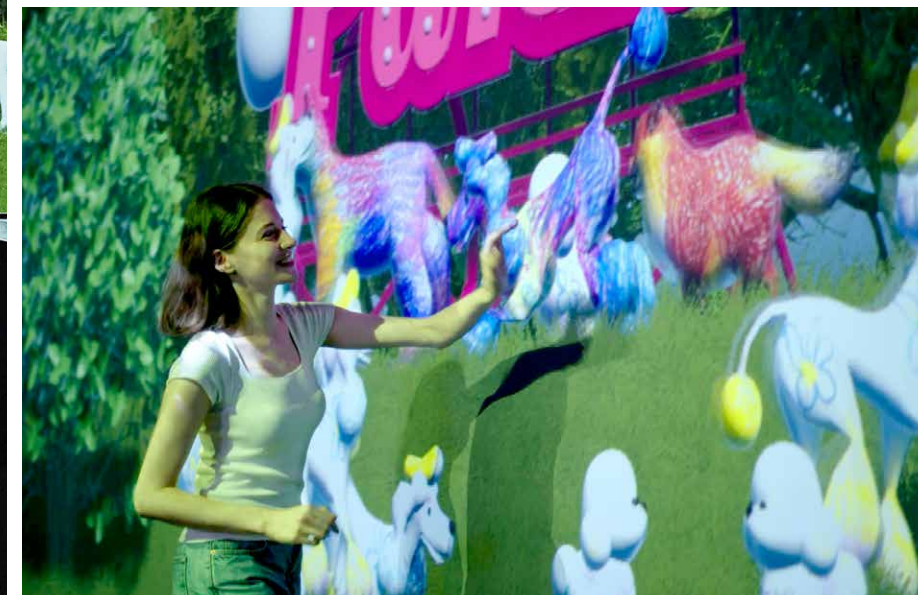
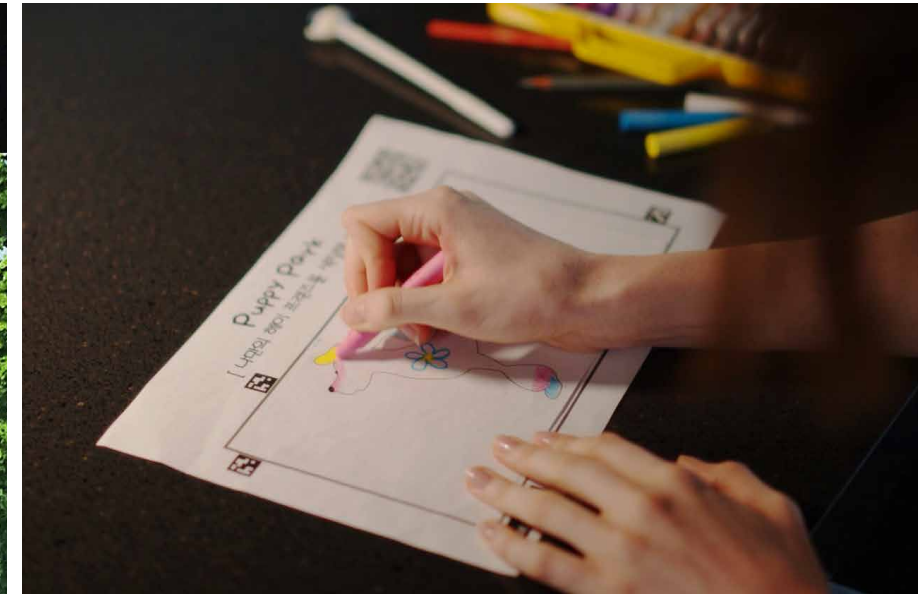




PORTFOLIO | INTERACTIVE ART

## LIVE SKETCH

The mascots of MUSEUM HEI, represented by dog characters, can be colored in by visitors and scanned to appear in the media art. When touched, they bark and perform motions, creating an **interactive media art** experience that provides a new level of enjoyment and fun for people of all ages in this popular experience zone.





3. PORTFOLIO

DIOR Designer of Dreams

IMMERSIVE ART FOR EXHIBITION

“CHRISTIAN DIOR”

Our team presented immersive digital art for Dior’s “Designer of Dreams” heritage exhibition in Seoul — following showcases in London, Shanghai, Chengdu, New York, Riyadh, and Tokyo.

In the dome-structured “Garden” section and the oval-walled “Ball” section surrounding the spiral staircase, we integrated elegant yet impactful visuals that highlighted the beauty and narrative of Dior’s legacy dresses, paired with bespoke soundscapes to deliver a truly premium exhibition experience.

Spherical Dome  
Digital Art

Customized Brand  
Content Planning

High-End  
Deliverable

Tech-Intensive  
System Solution



### 3. PORTFOLIO

## DIOR GARDEN

#### Overall

A media art inspired by the garden beloved by Dior, presented within a large moon jar-shaped space.

The system and content were designed to fit the curved surface of the dome's upper structure, creating an immersive experience.

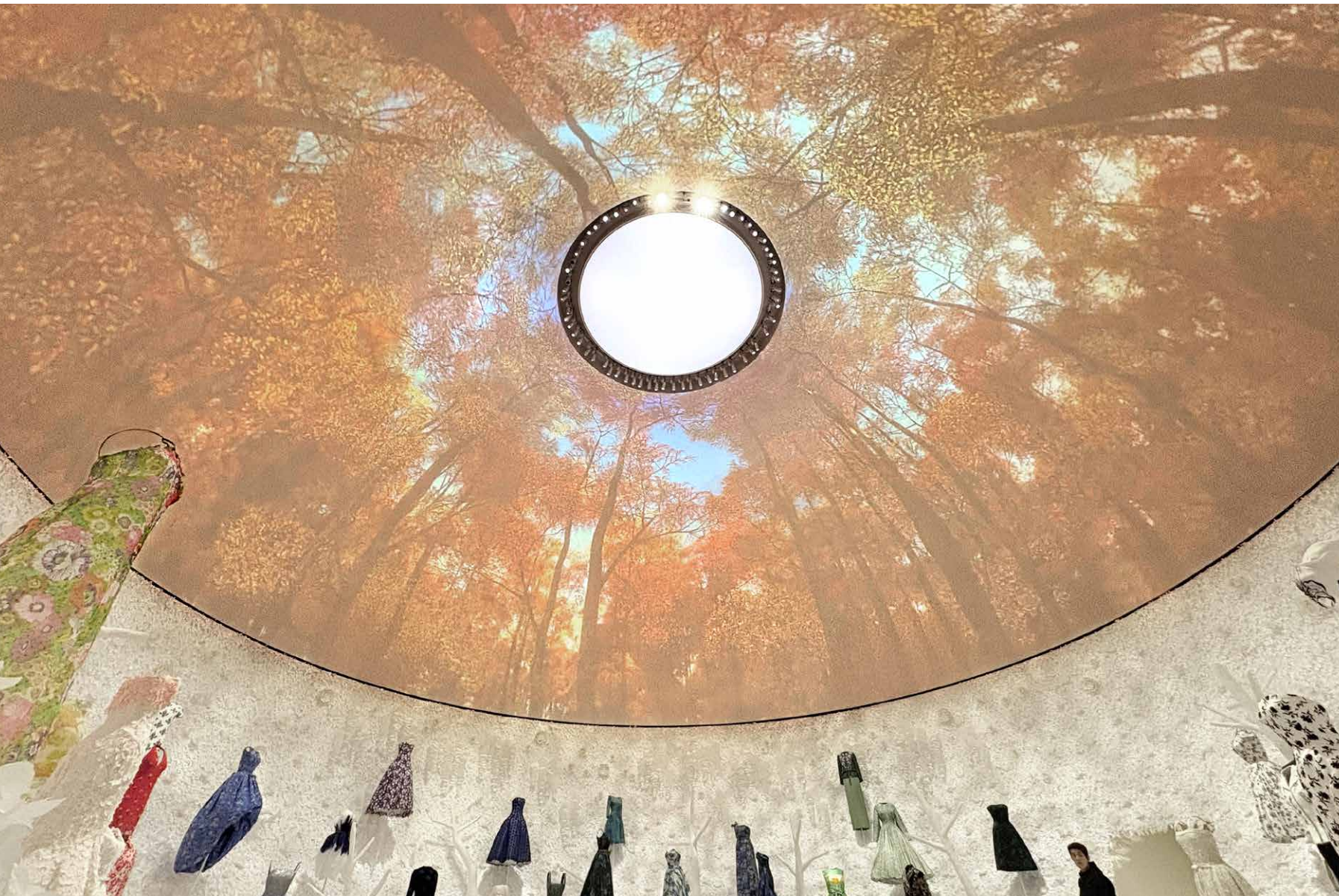




PORTFOLIO | DIOR EXHIBITION

# DIOR GARDEN

The media art captures the beauty of Korea's four seasons unfolding above a garden. Designed with the dome's curved architecture and the viewer's perspective in mind, the work offers an immersive experience that feels as if nature is enveloping the entire body.





### 3. PORTFOLIO

## DIOR BALL

#### Overall

A media art created for the grand finale of the exhibition, inspired by the Dior Ball.

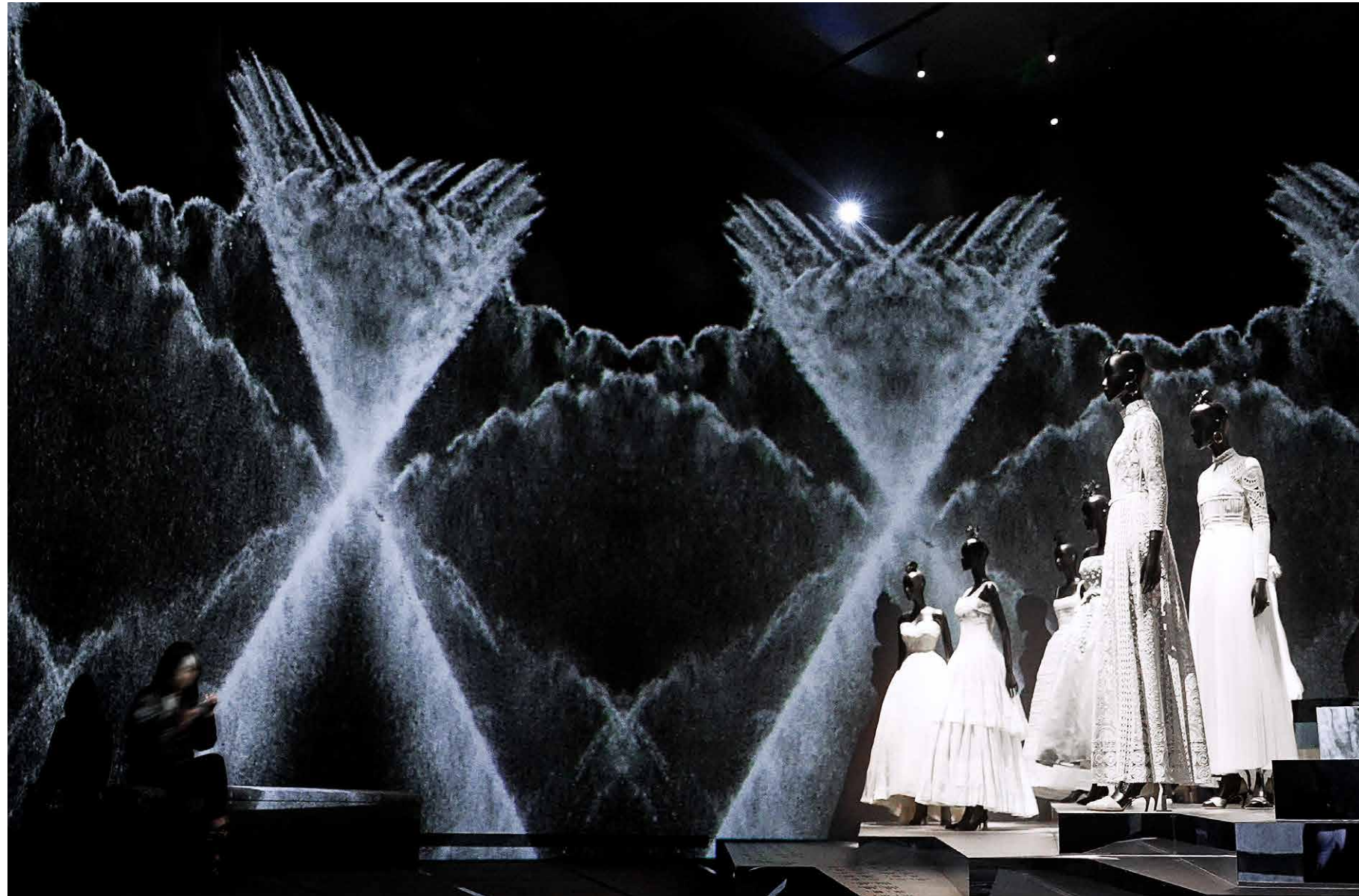
Composed of seven distinct segments, the dynamic and impactful visuals flow along the oval-shaped walls, creating an immersive and dramatic atmosphere throughout the space.





## DIOR BALL

A media art that captures Dior's elegant and luxurious mood. Through radiant luminaries, shooting stars in the night sky, and shimmering reflections, the work presents a beautiful and organic visual experience—artfully complementing the sophistication of Dior's dresses with refined and sensorial expression.





### 3. PORTFOLIO

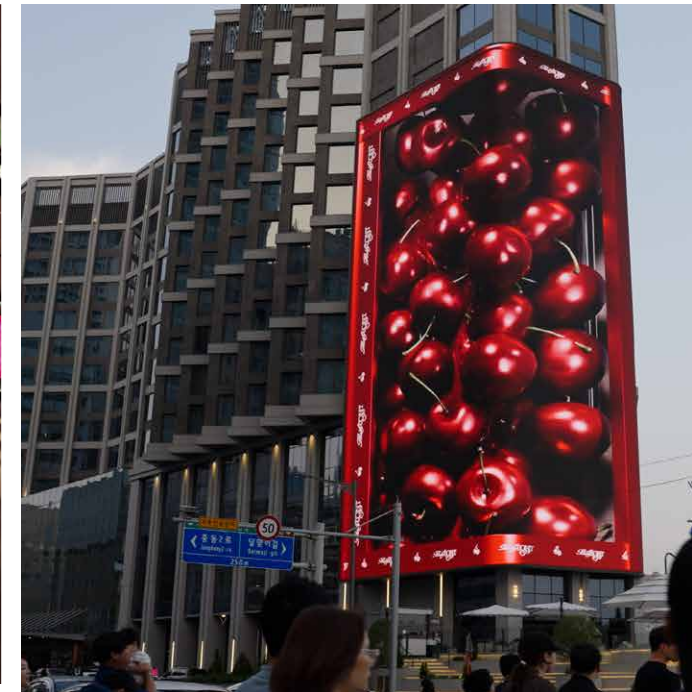
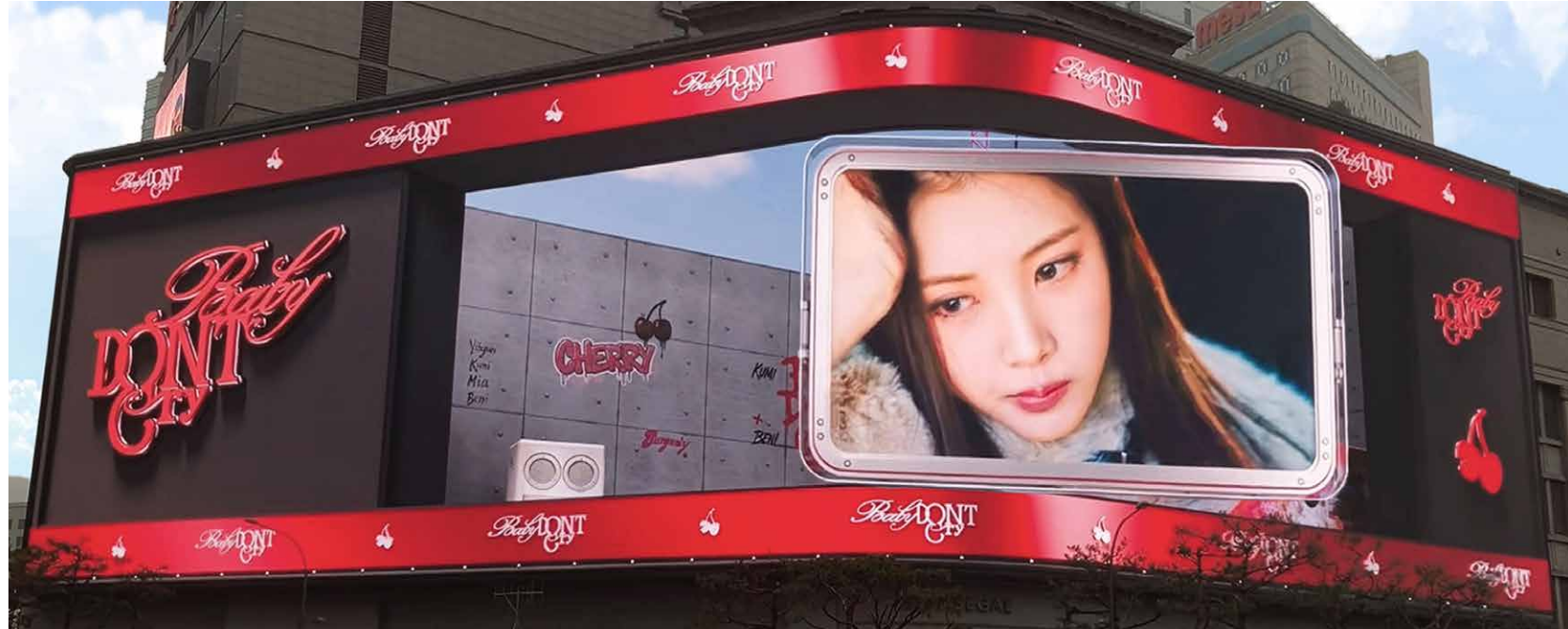
## DOOH ADVERTISING





### 3. PORTFOLIO

## DOOH ADVERTISING FOR ARTIST PROMOTION



### Overall

Anamorphic media art pieces were produced for the promotion and branding of a new girl group under P-NATION, founded by global artist PSY. The works visualize a decadent yet refined concept, using customized distortion techniques on curved screens to enhance spatial depth and realism.



### 3. PORTFOLIO

## DOOH ADVERTISING FOR BRANDING CAMPAIGN

#### Overall

A curved signage media art advertisement created to promote the newly launched logo of CJ's Bibigo brand. It features dynamic and three-dimensional visuals of balloons, signature products, and the logo bursting out of an open freezer.





3. PORTFOLIO

DIGITAL OUT-OF-HOME

We produce media art content optimized for various display formats—including curved, flat, and spherical screens—bringing spatial depth and dimensionality to life.

From planning and direction to storytelling, we develop tailored content based on a deep understanding of each medium and its intended purpose.



Big Wave



Flower



Bloom Exhibition



Sphere Whale



Museum HEI x Starfield



3. PORTFOLIO  
TRICK ART MUSEUM

PRODUCED in 20+ LOCATION GLOBALLY

TRICK ART MUSEUM





### 3. PORTFOLIO

## TRICK ART MUSEUM

#### Overall

Since 2011, we have created over 20 trick art museums in Canada, USA, China, New Zealand, and South Korea. Through creative planning that reflects the unique characteristics of each region, along with exceptional trick art techniques and high-quality painting, we provide visitors with a fantastic experience.



New-zealand Rotorua Museum



PORTFOLIO | TRICK ART MUSEUM

# PROJECT EXAMPLE

We design a captivating exhibition space featuring trick art on walls and sculptures, employing optical illusions and interactive elements to fully immerse visitors in an engaging experience.





### 3. PORTFOLIO

## SUPER GRAPHIC

LARGE-SCALE OUTDOOR MURAL

# SUPER GRAPHIC





### 3. PORTFOLIO

# SUPER GRAPHIC

#### Overall

Built in 1979 to store imported grain for feed, the 22-story "Silo" disrupted the landscape with its unsightly appearance. Aiming for a relatable design considering its purpose and form, it gained recognition for its innovative planning and won major awards, including the IF Design Award & IDEA Design Award.

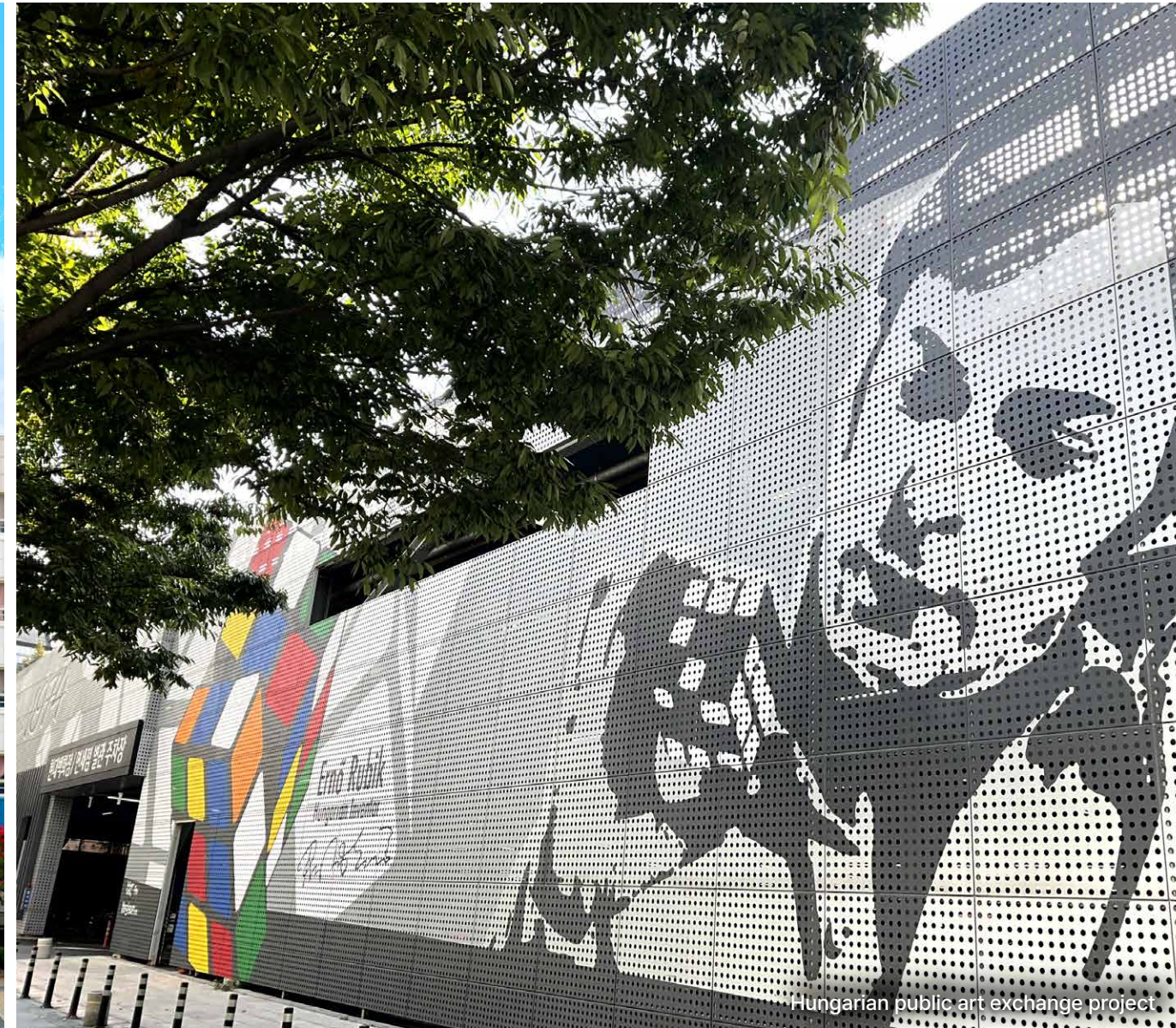


Incheon Port Silo Public Art Project



## PROJECT EXAMPLE

Super graphics are murals created on the exteriors of buildings, warehouses, and structures. They serve public campaigns, brand promotions, and contribute to environmental improvement and urban landmarks. We have the design expertise, technical skills, and construction capabilities to install large and beautiful art pieces in the city.





# CLIENTS&PARTNER



Outdoor advertising media art production for the new BI promotion of the global brand BIBIGO.



Collaboration with renowned Japanese photographer 'RK' featuring 30 AR photo zone events.



Utilizing visual arts such as trick art and media art, Jeju Van Gogh.



The largest immersive media art museum in the Seoul metropolitan area, Korea.



Promotion Booth Celebrating the New Galaxy Note



Design consulting for outdoor advertising using a building in Gangnam.



A highly popular museum located in Rotorua's tourist attractions.



The first AR trick art museum in the United States.



Turning inspiration into reality through art

**the gream company**