

VISUAL& DIGITAL ART NO.1

 **the gream**

WHO WE ARE



GLOBAL ART NO.1 THE GREAM COMPANY

THE GREAM COMPANY plans and creates new complex art spaces by combining public art fields such as super graphics, visual art, and digital art. We lead the trend of new complex art spaces through planning and design based on the cultural characteristics of each country.

Based on creative ideas, technology, and detailed processes, we provide **TOTAL SOLUTION** from planning to construction and produce high-quality results.

CEO / COO

- ✓ **CEO | EDDY SHIN**
IDEA Design Award Finalist
IF Design Awards Finalist
"Largest Outdoor Mural" Guinness World Records
Best Award for Mural Design Competition at Jeong Ju-yung Campus
- ✓ **COO | GRAY KIM**
Worked at HANSUNG PC Construction Co., Ltd.
Worked at the Korea Institute of Construction Technology
Selected as a social entrepreneur development project



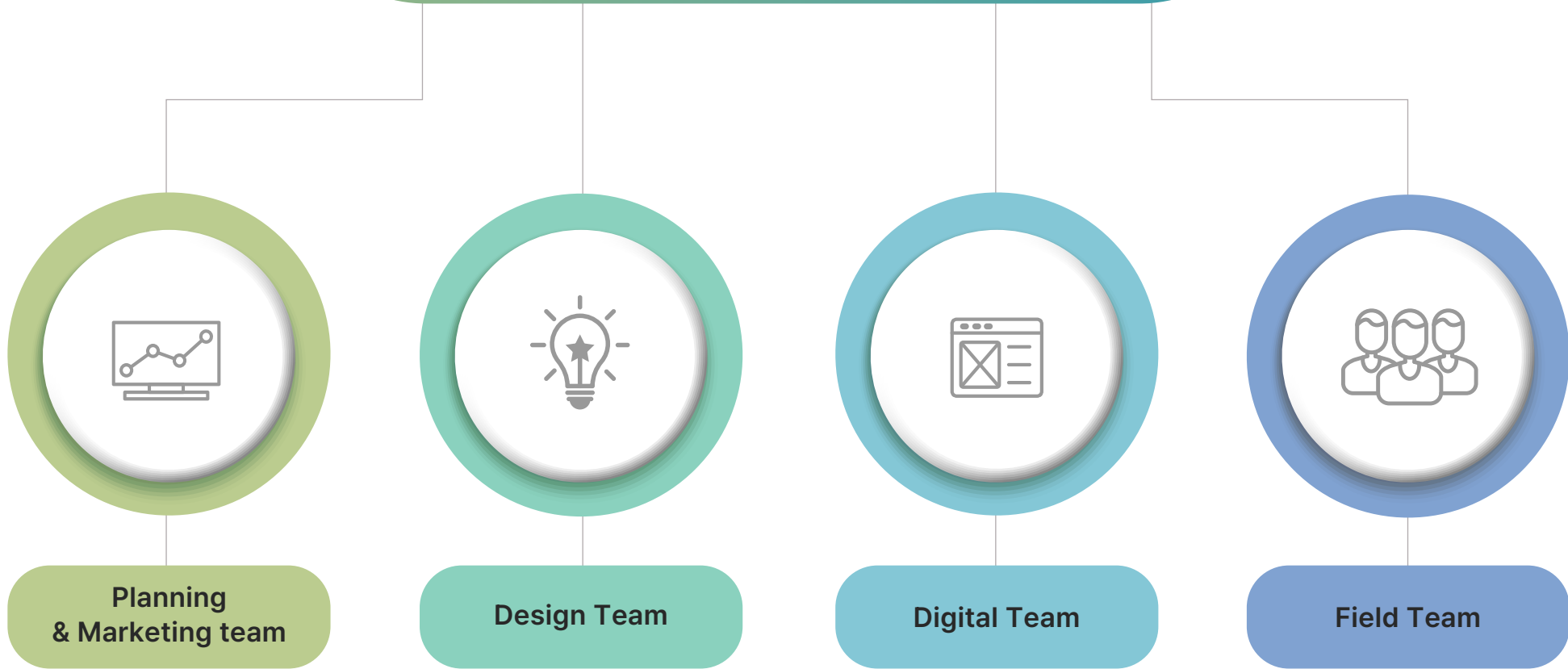
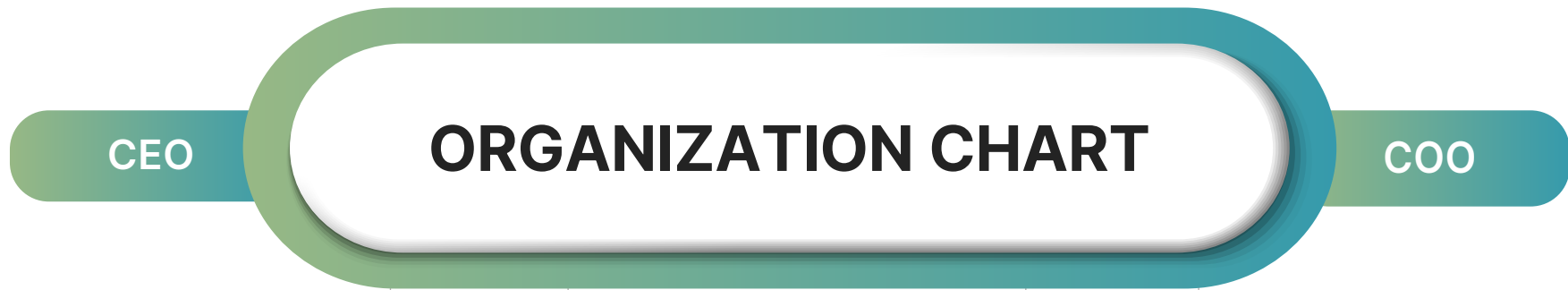
CEO | EDDY SHIN

Chung-ang University
B.A. degree in Korean Painting
Minored in Industrial design



COO | GRAY KIM

Chung-ang University
B.A. degree in Construction
Environmental Engineering





THE GREAM COMPANY

MILESTONE

SOUTH KOREA

Award

IDEA Design Award Finalist / IF Design Award Finalist

"The world's largest outdoor mural" listed in the Guinness Book of World Records

The top prize for Jeong Ju-young Campus Mural Design Contest

The grand prize for 2023 Digital Advertising Festival Award, Digital Signage Sector

Design Planning

Incheon Silo Supergraphic listed in Guinness Book of Records

Planning and production

'Ulala Paris' at Grevin Museum in Euljiro, Seoul

Trick Art Museum in 'Canyon Park', Busan

'Winter Theme AR Museum' in Myeong-dong, Seoul

Development and production of AR contents of 'Trick Art Story Museum' in Incheon

3D Art Museum for Ssinae Mall in Suncheon City

OVERSEAS

Planning and production

New Zealand Rotorua 3D Art Museum

AR Trick Art Museum in Western China

The Amazing Museum in Beijing, China

3D ART WORLD Museum Trick Art, Cambodia

The Niagara Trick Art Box Museum, Canada

Sydney Trick Art Museum, Australia

Repulse Bay Visual Museum, Hongkong

AR Trick Art Museum in Santa Monica, LA



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 Digital 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

AWARDS



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

BUSINESS

THE GREAM COMPANY presents impactful planning and design based on understanding of culture, space and concepts.

S

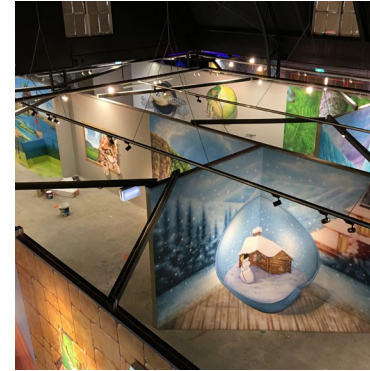


01

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

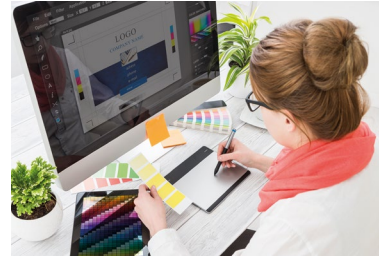
Providing customized consulting for each country based on overseas construction experience.



02

Planning

Planning the story, concept, movement and UX 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



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.

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.



SUPER GRAPHIC

INCHEON PORT SILO PUBLIC ART PROJECT

The mural design was decided as a book to save the shape of a wide pillar.

The 16 pillars are expressed in 16 books, which tells the story of a young boy entering the storage with water and wheat in the book and growing into an adult. Spring, summer, autumn and winter book cover decorations symbolizing the passage of time were drawn and phrases indicating the growth process were also drawn.



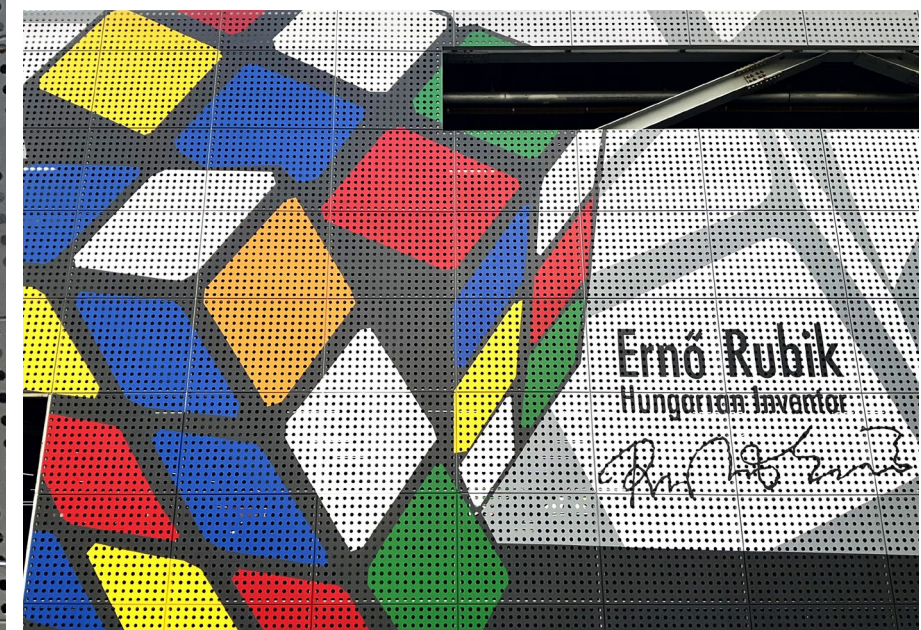
SUPER GRAPHIC

SEOUL JEONGHWA MIDDLE SCHOOL MURAL PROJECT



SUPER GRAPHIC

Hungarian public art exchange project hosted by the Ministry of Culture and Sports



NM

MUSEUM

Complex culture Space with Different Types of Art.

Art that combines various contents (painting, trick art, digital 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.

MUSEUM CONTENTS

01



VISUAL ART

TRICK ART
PAINTING
BLACKLIGHT ART

02



DIGITAL ART

ANAMORPHIC
DOOH MARKETING

03



AR

AR TRICK ART

M

V

VISUAL ART

Construct a realistic exhibition space with detailed painting work that puts graphics and colors on space and sculptures and immerse visitors with tricks.

VISUAL ART : CANADA

CANADA TRICKART BOX MUSEUM



We participated in the museum planning, starting with organizing the user's movements and flow of works, and were involved in the entire process, including directly designing and producing trick art.

Trick art was drawn from the exterior to the interior of the building, and AR (augmented reality) was applied to the paintings. All works of art produced here are complex contents that audiences can actively experience and take pictures of.

VISUAL ART : CANADA

CANADA TRICKART BOX MUSEUM



VISUAL ART : NEW-ZEALAND,USA,CHINA, CAMBODIA
OVERSEAS MUSEUM



VISUAL ART : BEW-ZEALAND,USA,CHINA, CAMBODIA
OVERSEAS MUSEUM



VISUAL ART : SOUTH KOREA

JEJU VAN GOGH ART MUSEUM



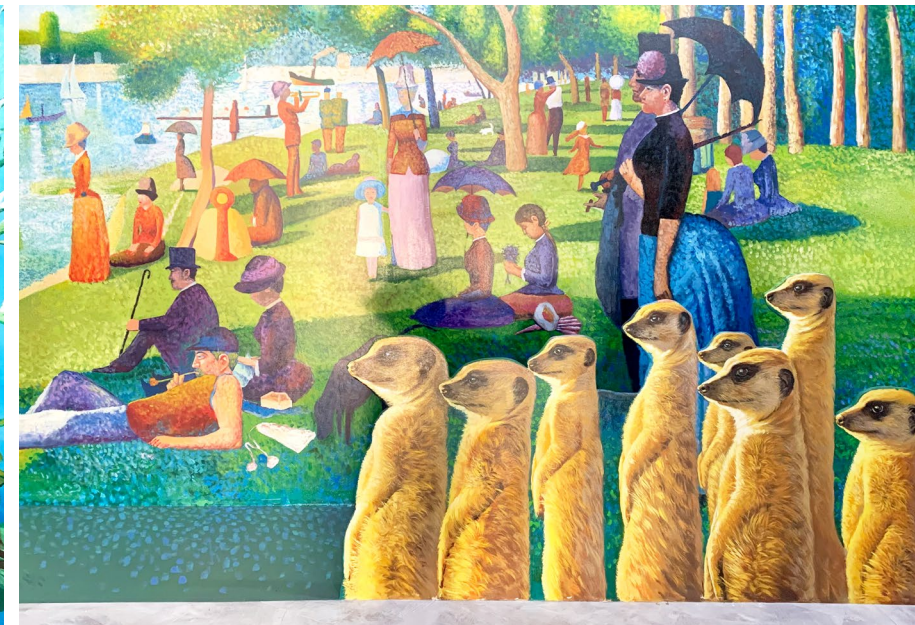
A work that carried out all processes from planning to design and production of the museum. Not only paintings, but also structures from Van Gogh's works were reproduced to maximize three-dimensionality. This invites the audience into Van Gogh's painting to experience and communicate with the work. AR (augmented reality) technology has been added to all trick art works.

We research ways to communicate with customers through content and make it a reality.

VISUAL ART : SOUTH KOREA
JEJU VAN GOGH ART MUSEUM



VISUAL ART : SOUTH KOREA
BUSAN CANYON PARK



VISUAL ART : SOUTH KOREA

MBC WORLD BROADCAST THEME PARK



VISUAL ART : JEJU, ILSAN, YEOSU AQUAPLANET

KOREA AQUARIUMS GROUND TRICK ART



VISUAL ART : HONGDAEYONG SCIENCE CENTER, JEUNGPYEONG OBSERVATORY, ETC.

SCIENCE CENTER TRICK ART



VISUAL ART : Using fluorescent paint and black lights, we create a mysterious space that glows in the dark.
BLACKLIGHT ART



M

D

DIGITAL ART

An immersive exhibition space is created through digital art using anamorphic techniques that maximize the three-dimensional effect through optical illusion. Projection mapping and media facade are also included.

DIGITAL ART : 3D anamorphic digital art expresses maximum movement by giving a sense of space and three-dimensionality to the LED display
DIGITAL ART FOR DIGITAL SIGNAGE





M



A

AR

By applying augmented reality technology to visual art, audiences can interact with virtual objects and capture moments through photos and videos.

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

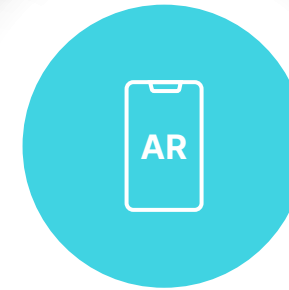
TOTAL SOLUTION FOR AR



TRICK ART



AR DESIGN

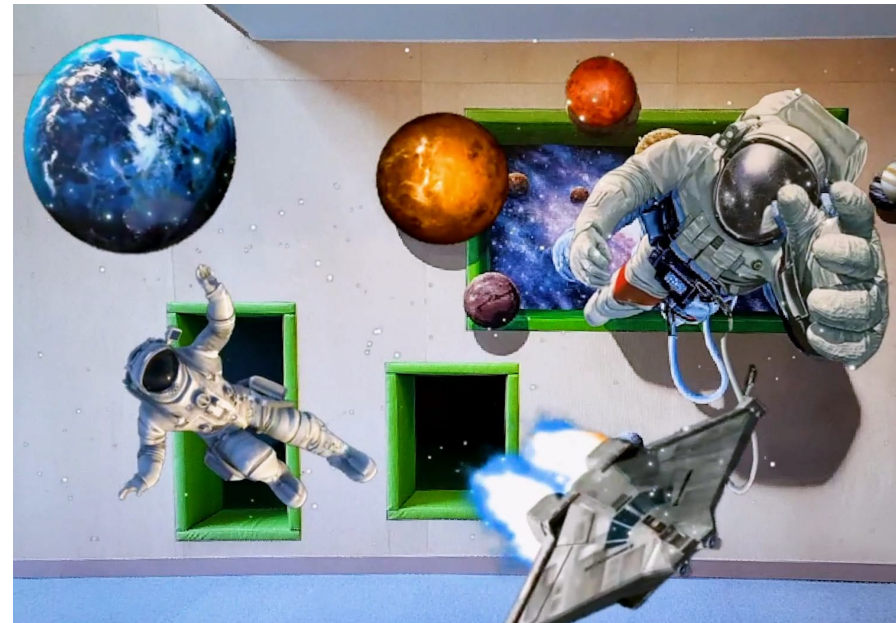


APP DEVELOPMENT

BREATHE A LIFE INTO YOUR ART

**Our in-house designed AR app has over 130K downloads.
We can create a variety of fascinating AR products for theme parks and museums.
Let's talk more about your AR and APP needs!**

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



CLIENTS & PARTNER



GLOBAL ART NO.1

the gream company