

# THE GREAM COMPANY PROFILE

*Turning Inspiration into Reality Through Art*

1. INTRO  
**ABOUT US**

# 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  
**ABOUT US**



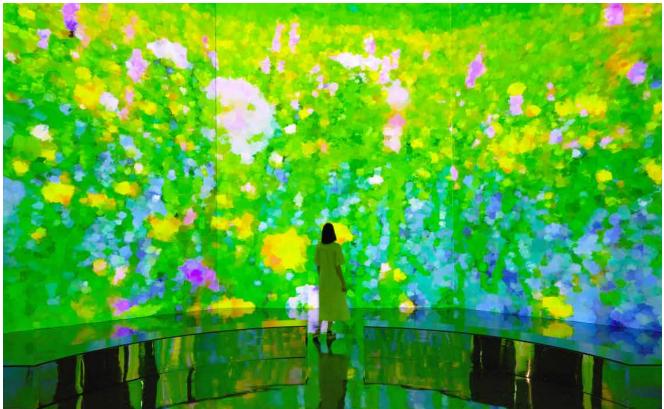
BRAND VIDEO

## 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

### Interactive Media Art



Interactive media content designed for audience engagement and sensory interaction, utilizing advanced technologies such as touch recognition, motion detection, and live sketching.

BIZ 3

### 3D Anamorphic Billboard



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

## 2. BUSINESS COMPETITIVE EDGE

1



### High Quality

High-quality content created by skilled professionals with speed and precision.

2



### Reasonable Pricing

Cost-effective solutions through efficient operations, with guaranteed high-performance hardware.

3



### Planning Expertise

Museum planning professionals with over 10 years of experience and proven ability to engage audiences.

4



### Experience in Museum Production

Over 20 museum projects successfully planned and executed worldwide.

5



### Possessing Successful Brand

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

6



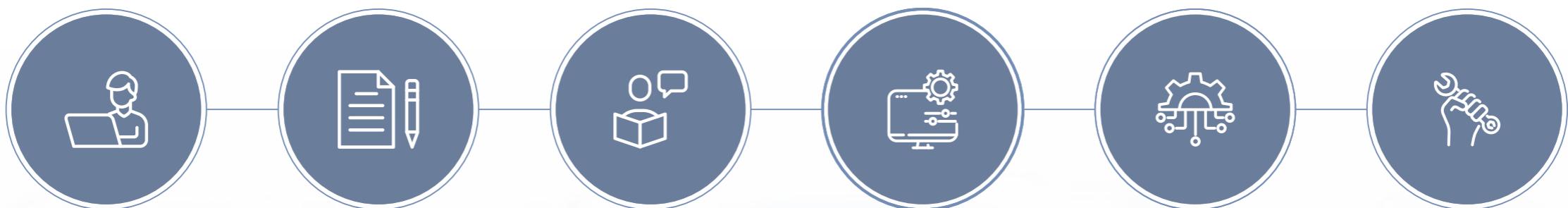
### Responsible Maintenance

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

## 2. BUSINESS 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**

A photograph of a person standing in a digital art museum. The floor is a vibrant, colorful digital projection of a garden with various flowers. The walls are also covered in a digital projection of a landscape with trees, flowers, and mountains. The overall atmosphere is immersive and multi-sensory.

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 immersive  
digital artworks

Imposing  
central plaza

Use of various  
digital tech

### 3. PORTFOLIO SQUARE

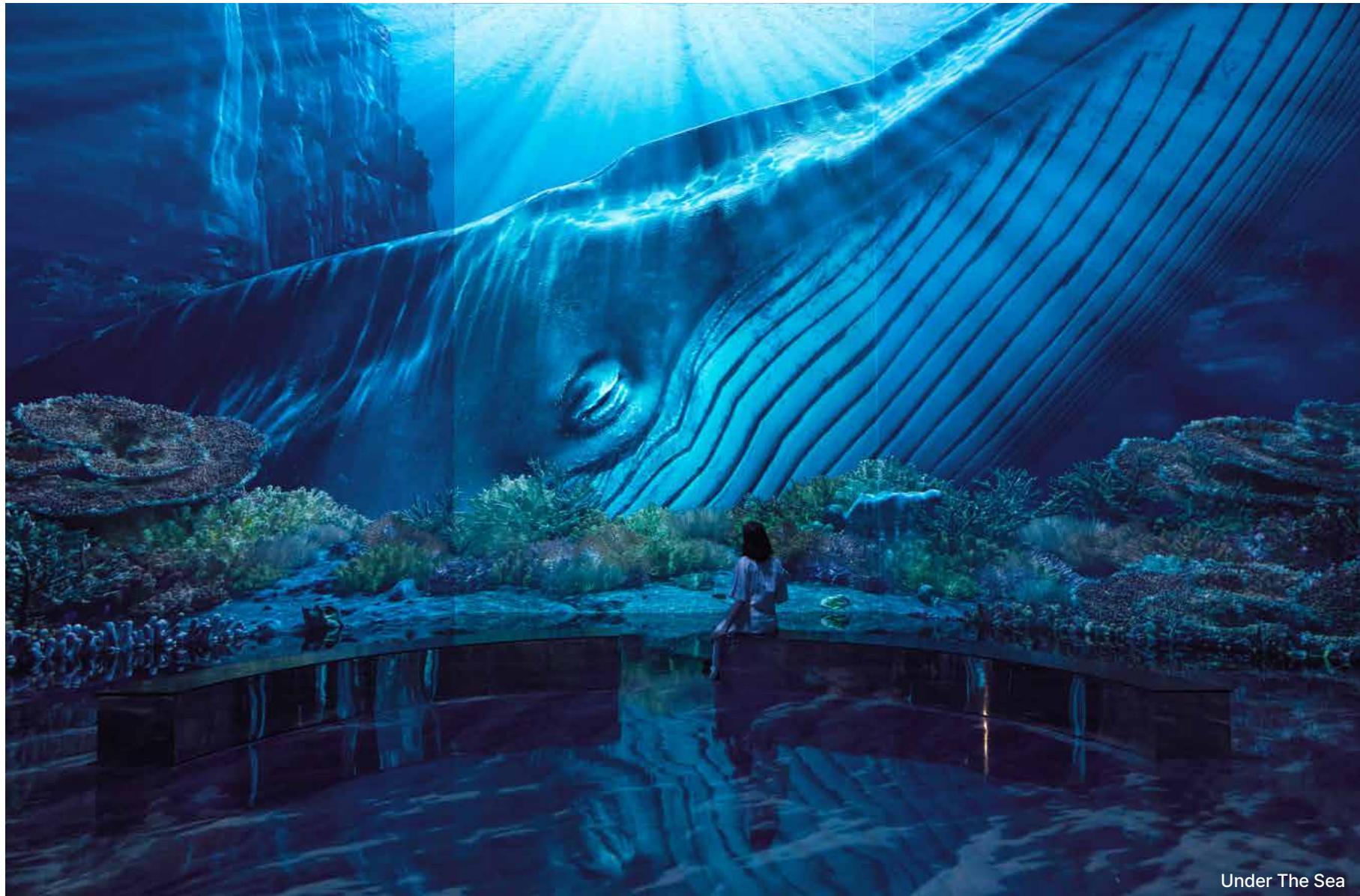
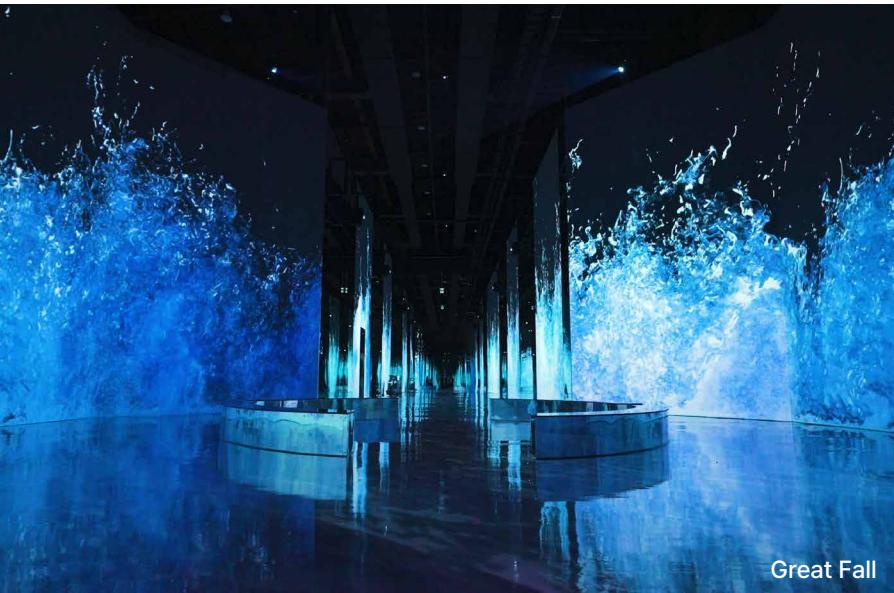
#### Overall

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.



# AQUA

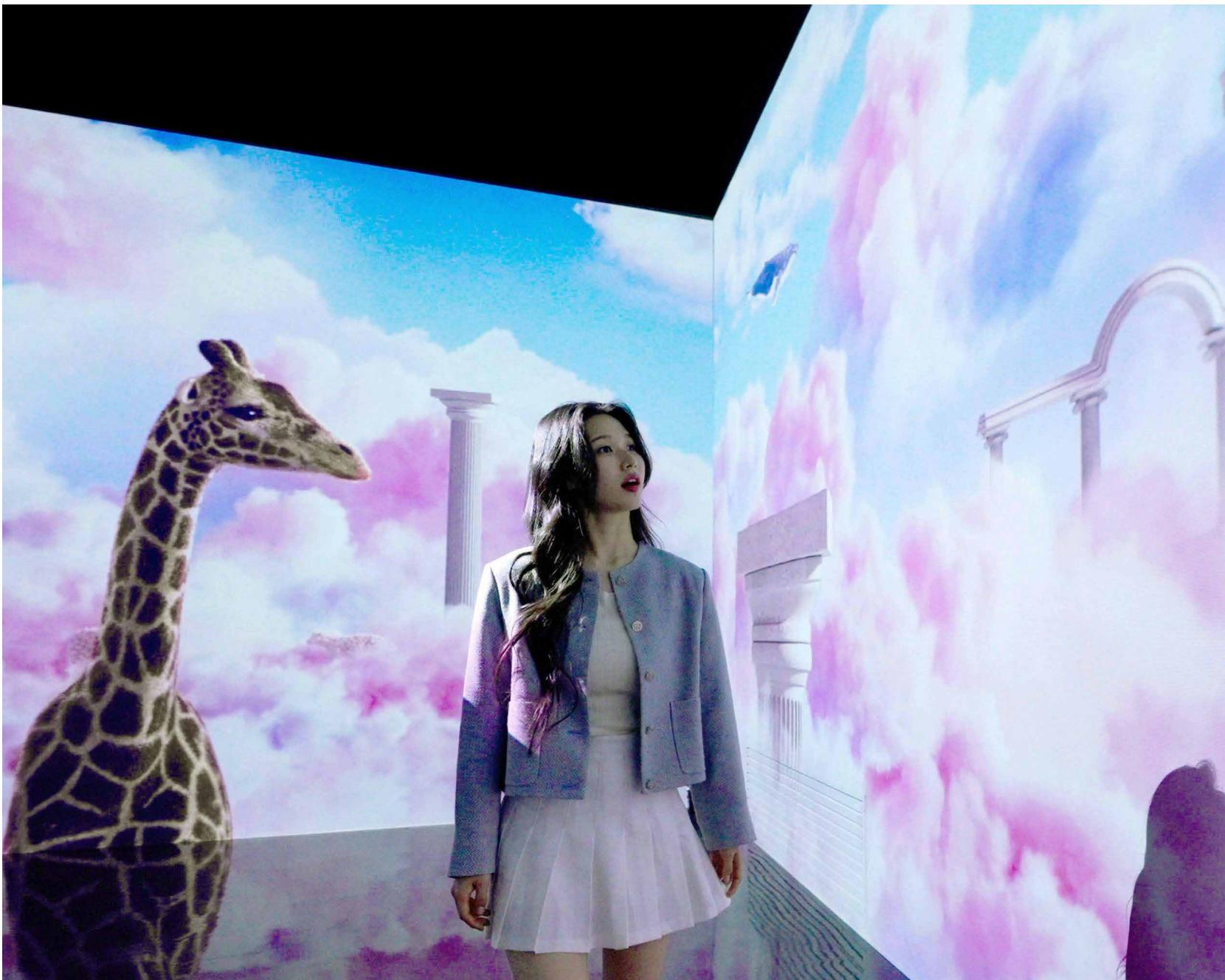
Ancient remains encountered in the deep sea, alongside a mysterious marine ecosystem visible in between. The main content of the plaza creates a feeling as if one has entered a world of imagination, featuring waterfalls that seem to flow backward.



### 3. PORTFOLIO IMMERSIVE ROOM

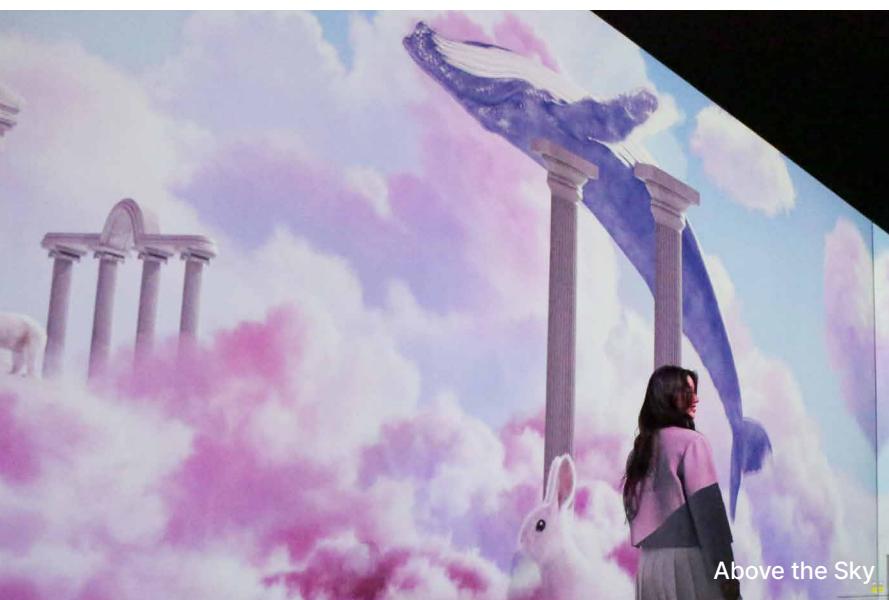
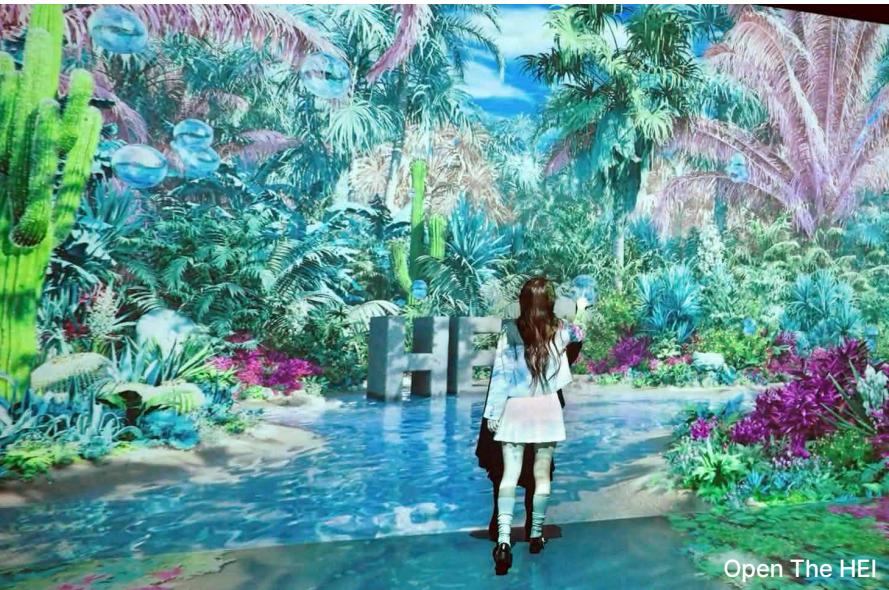
#### Overall

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.



# 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 MOMENTS

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 Moments

PORTFOLIO | THEATER

# THE NATURE

An immersive media art experience capturing the awe-inspiring beauty of Earth's nature, titled The Nature. It offers a vivid journey, allowing audiences to feel the breathtaking landscapes from around the world in an entirely new way.



### 3. PORTFOLIO ANAMORPHIC

#### Overall

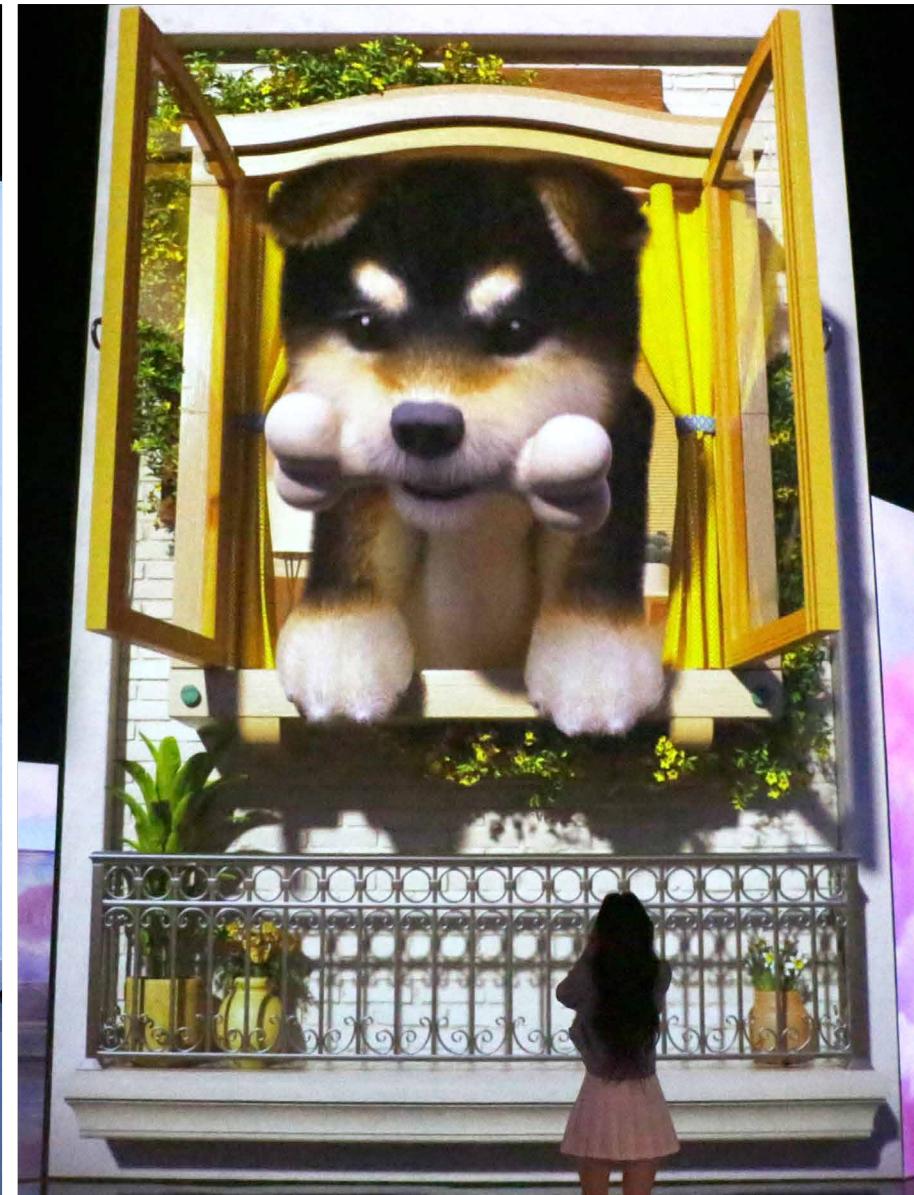
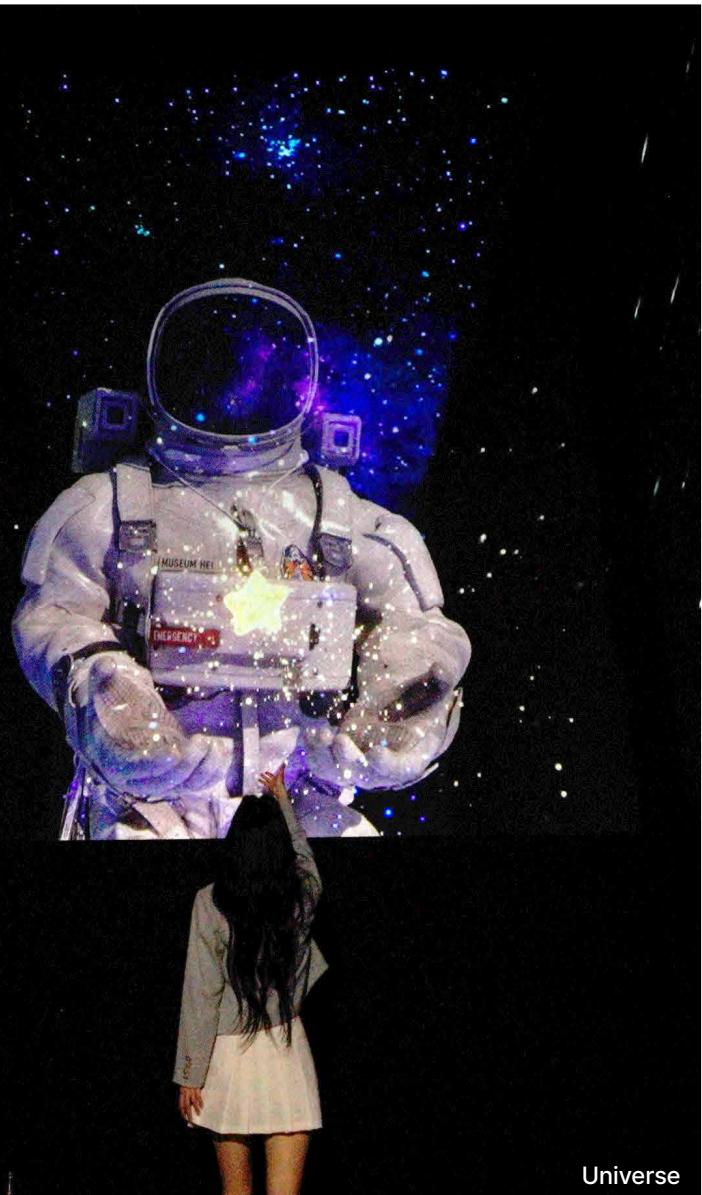
Media art that uses anamorphic technology, creating an enhanced 3D sense of depth by employing distortion and optical illusions to make flat surfaces appear three-dimensional.



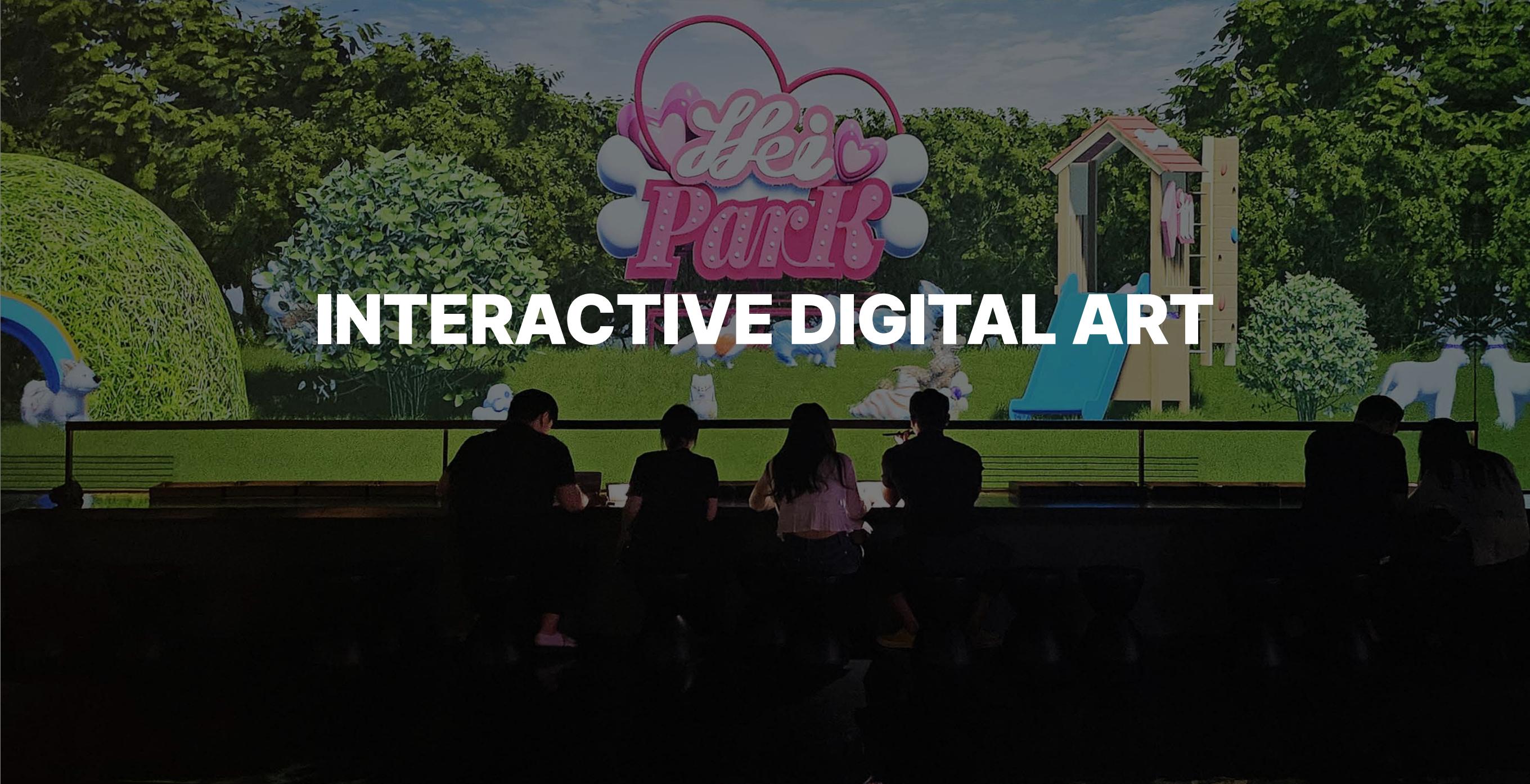
PORTRIO | ANAMORPHIC

## PROJECT EXAMPLE

The artwork UNIVERSE 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



INTERACTIVE DIGITAL ART

### 3. PORTFOLIO INTERACTIVE ART

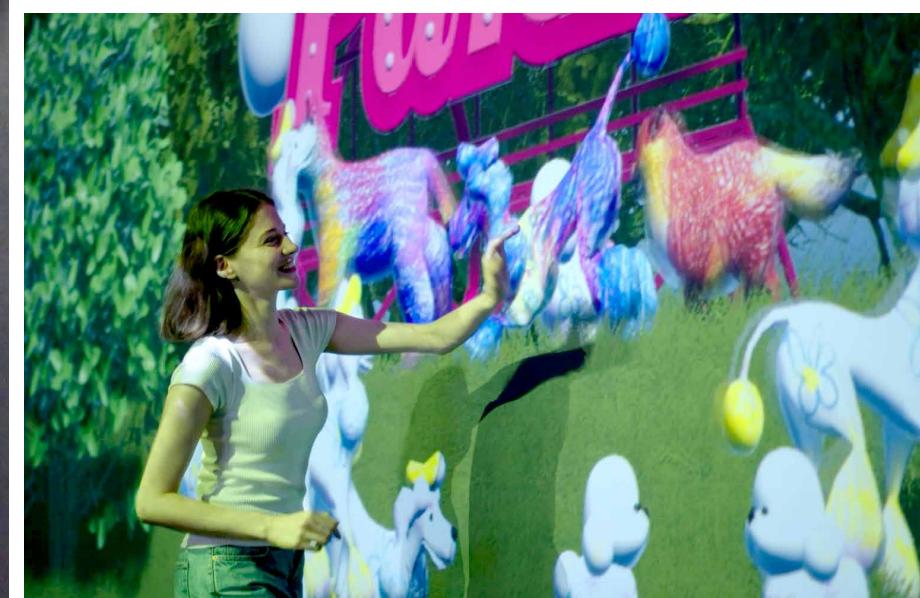
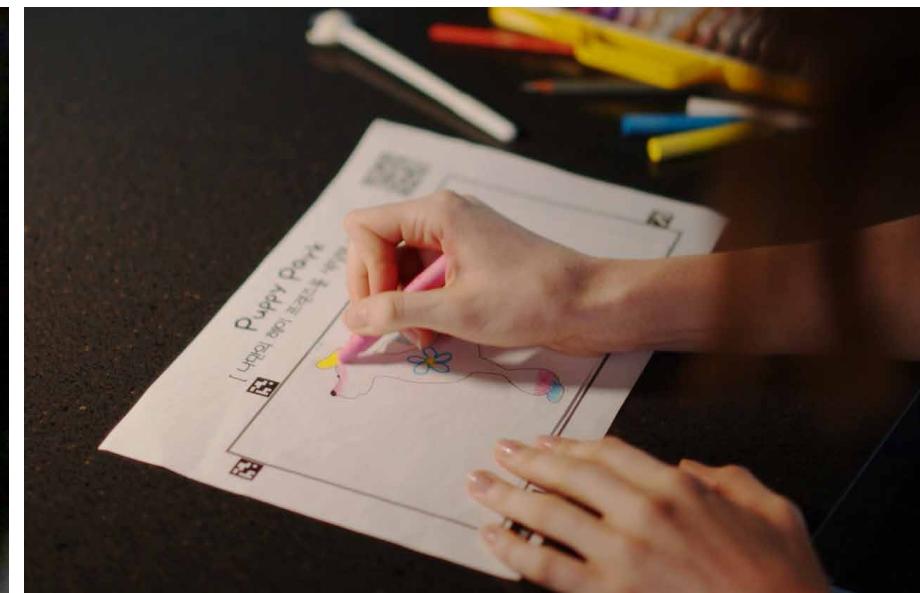
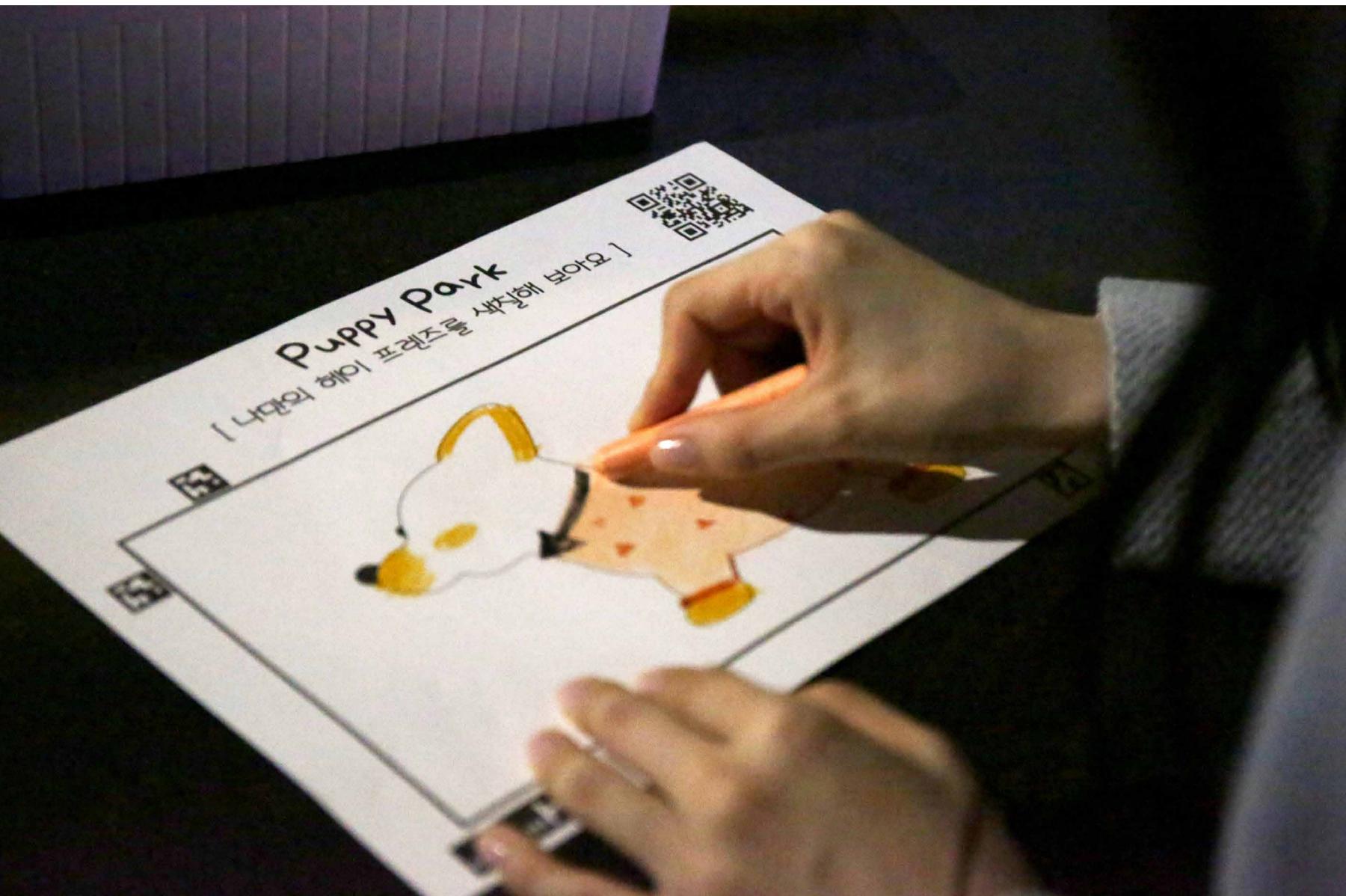
#### Overall

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.



## HEI PARK 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.



PORFOLIO | INTERACTIVE ART

# LOTTE TOY CHARACTER LIVE SKETCH

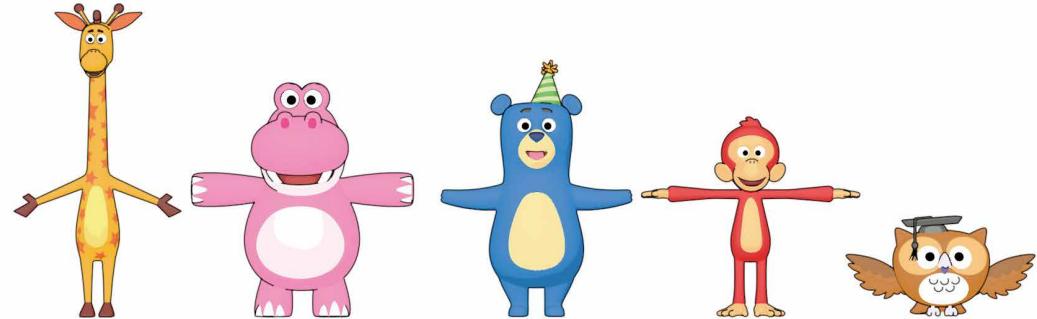
Through the Live Sketch program, we gave each corporate character a unique personality, integrating character-specific motions and optimized sound design to enhance the overall Live Sketch experience.



PORFOLIO | INTERACTIVE ART

# LOTTE TOY CHARACTER LIVE SKETCH

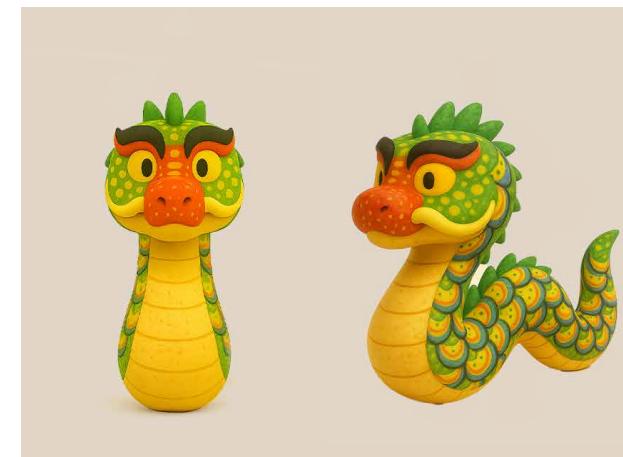
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PORFOLIO | INTERACTIVE ART

# KOREAN PUPPETRY LIVE SKETCH

This Live Sketch performance reimagines Korea's famous "Baudeogi" puppet show for a wider audience, using character design, background design, and motion to express the distinctive gestures of puppet theater and the personalities of the characters.



### 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

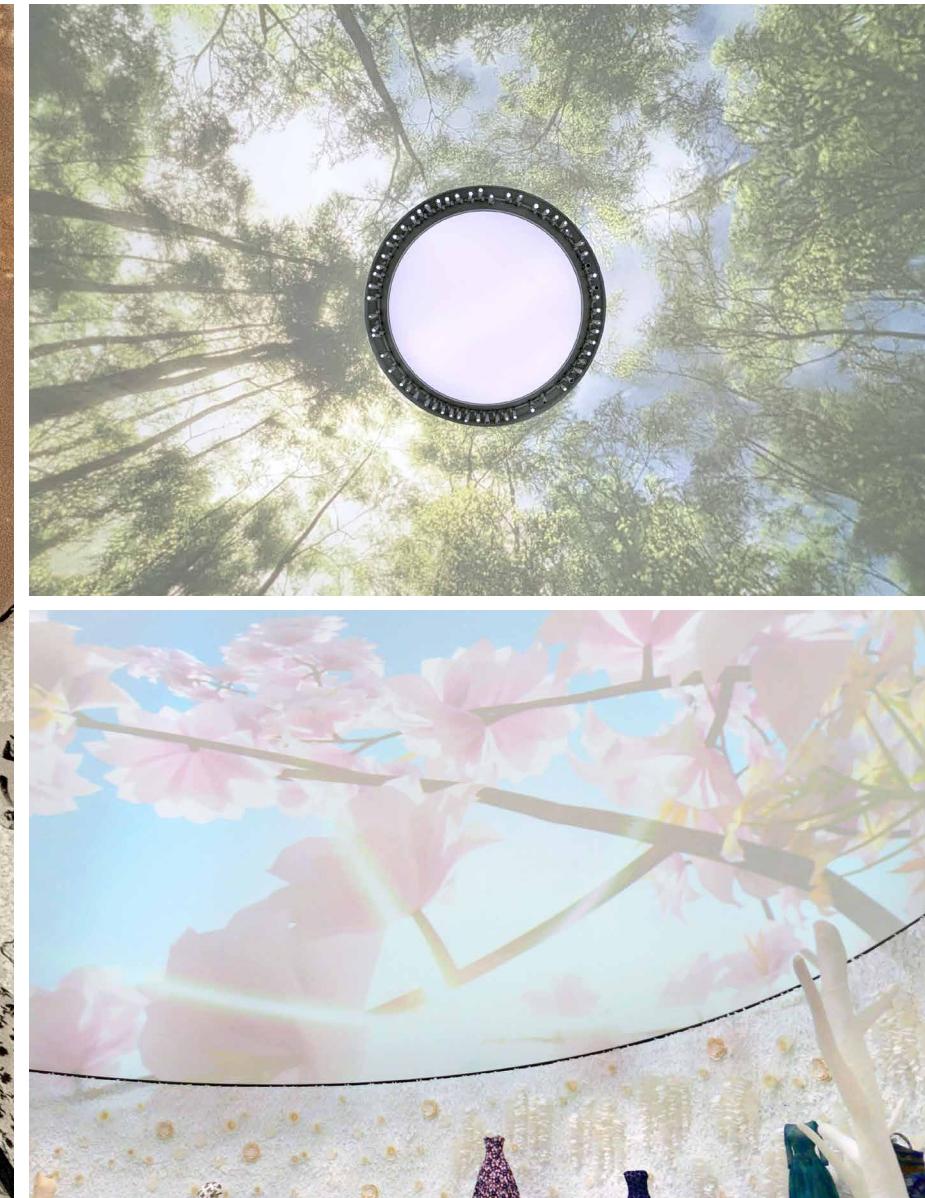
#### Overall

A media art inspired by the garden cherished by Dior, presented within a large moon jar-shaped space. The system and content were designed to complement the curved surface of the dome's upper structure, creating an immersive experience.



PORTRFOIO | 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

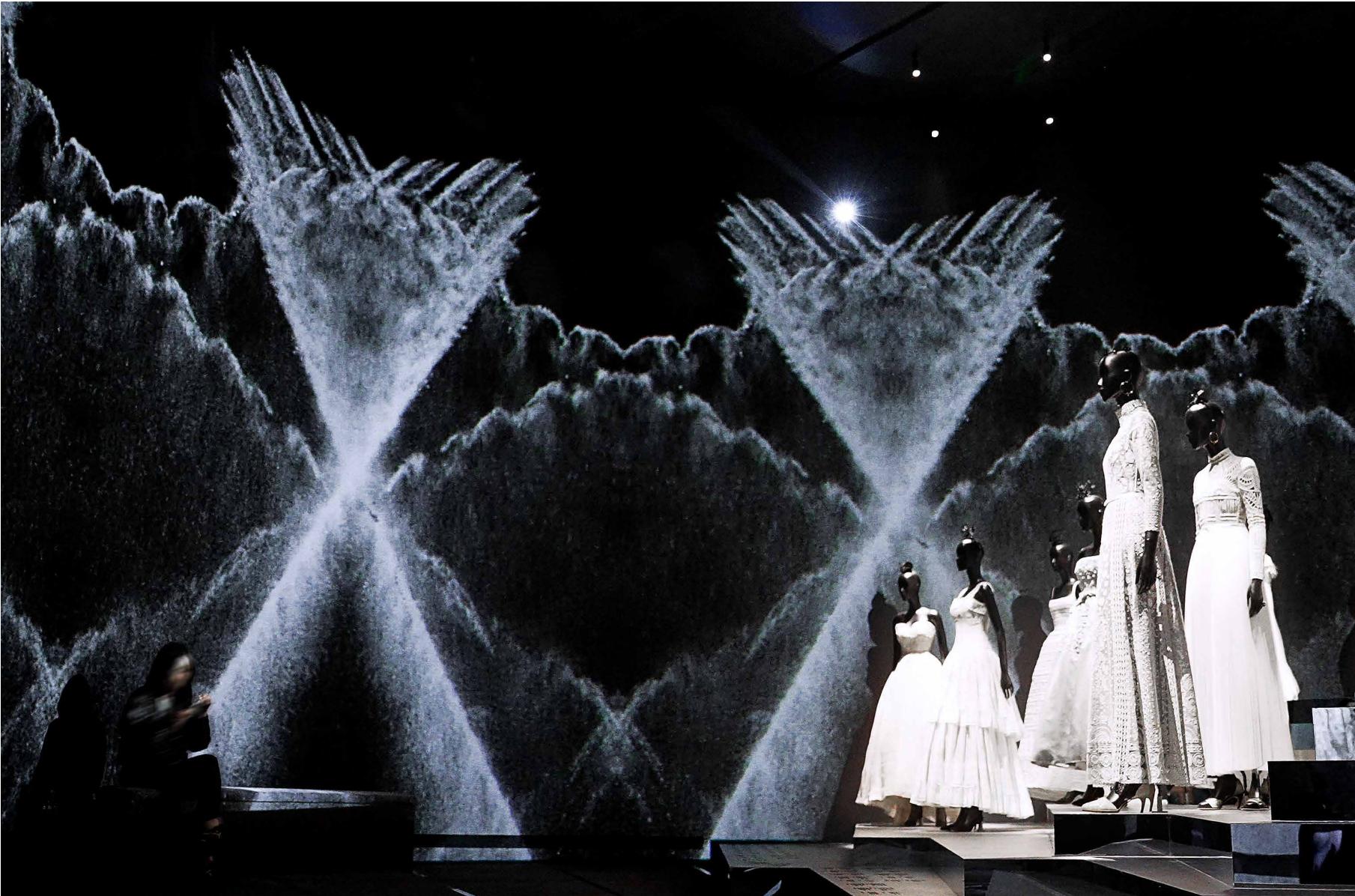
A media art created for the grand finale of the exhibition, inspired by Dior's ballroom theme. Composed of seven distinct segments, the visuals flow along the oval-shaped walls, delivering an immersive and dramatic experience throughout the space.



PORTRFOLIO | DIOR EXHIBITION

## 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

## 3D Anamorphic Billboard

DIGITAL OUT-OF-HOME  
**3D Anamorphic Billboard**

### 3. PORTFOLIO

## SIGNAGE FOR ARTIST PROMOTION



### Overall

Anamorphic media art created to promote and brand a new girl group from P-NATION, founded by global artist PSY. The visuals express a bold yet refined concept, using customized distortion techniques on curved screens to enhance depth and visual realism.

### 3. PORTFOLIO

## SIGNAGE FOR BRANDING CAMPAIGN

#### Overall

Curved signage media art created to promote the newly launched logo of CJ's Bibigo brand. The visuals feature balloons, signature products, and the logo bursting from a freezer, delivering eye-catching and immersive effects.



### 3. PORTFOLIO

## SIGNAGE FOR THE FISU GAMES



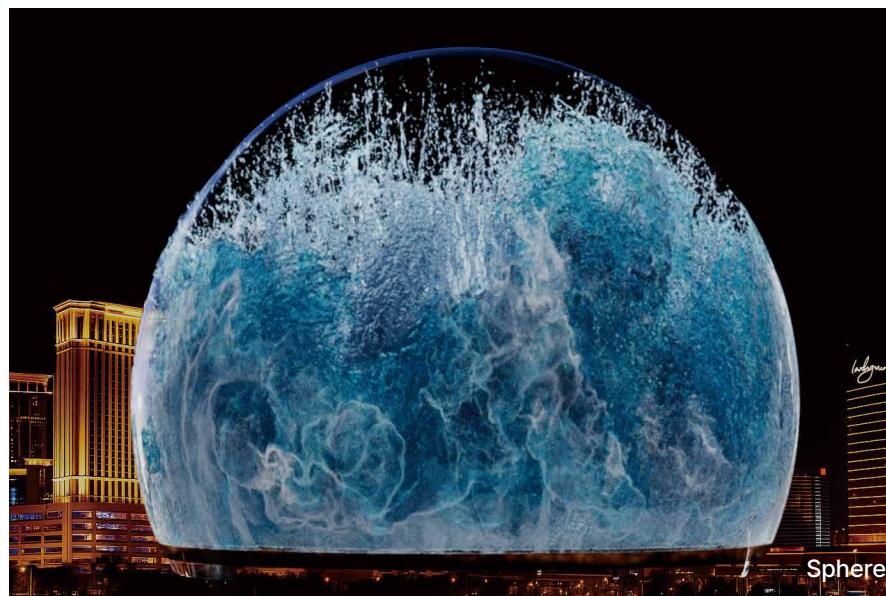
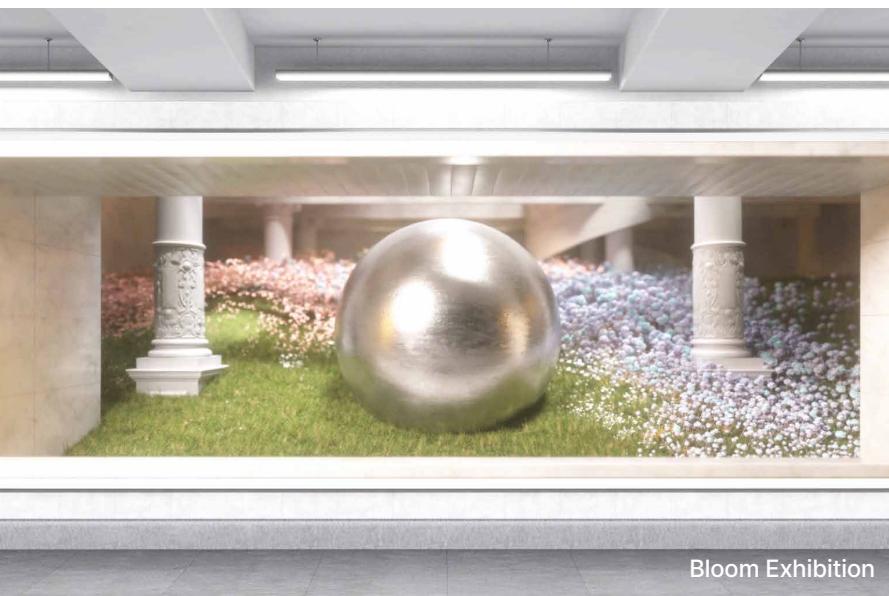
### Overall

Media art featuring the official mascot of the FISU World University Games performing various sports to promote the event. The dual-sided screen enhances depth and vibrancy, delivering strong visual impact for outdoor digital signage.

### 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.



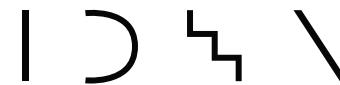
# MILESTONE



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 Signage Media Art for CJ Bibigo's new CI branding campaign
- 2024 MUSEUM HEI, Immersive Media Art Museum, Paju
- 2025 CHRISTIAN DIOR: DESIGNER OF DREAMS exhibition, Seoul
- 2025 DOOH Media Art for artist promotion by P-NATION Entertainment
- 2025 Signage Media Art for the 2027 FISU World University Games

## 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

**CONTACT**

PROJECTION MAPPING

MEDIA FACADE

The Perfect Choice for Leaping into New Immersive Spaces

LED DISPLAY

ANAMORPHIC ART +

CONTACT



IMMERSIVE MUSEUM

THE GREAM MEDIA



Turning inspiration into reality through art

**the gream company**

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