THE GREAM COMPANY PROFILE **Iurning Inspiration into Reality Through Art*

the gream

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1. INTRO ABOUT US



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

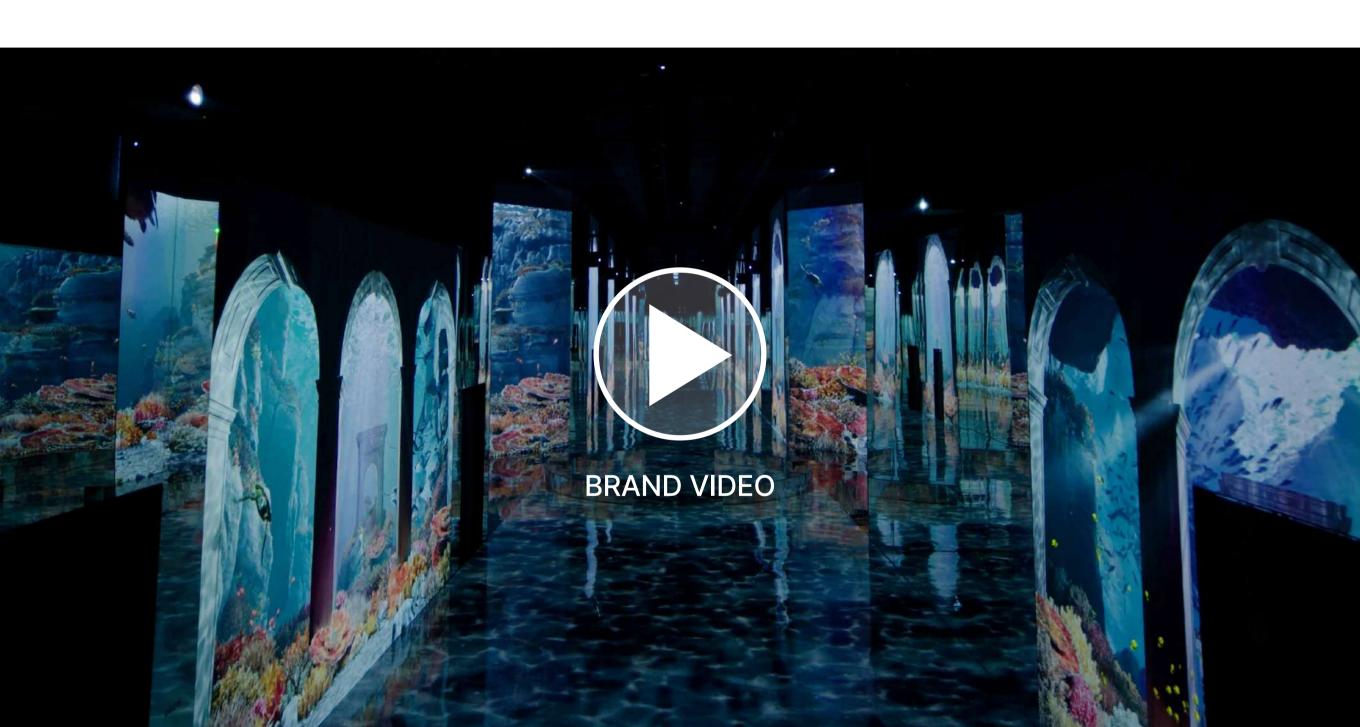
Under the slogan 'Art that everyone can enjoy'
we combine art with technology to design and produce
immersive art exhibition spaces

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



1. INTRO OUR TEAM

Art should be accessible to everyone.

Eddy Shin ceo

Bachelor of Oriental Painting, Chung-Ang University
Present I CEO of The Gream Company

Former I Director of Roro Art Plan



Media & Visual Art Team



Planning & Marketing Team



On-Site Technology Team



Systems Technology Team



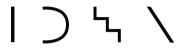
1. INTRO MILESTONE



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 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

2. BUSINESS

OUR BUSINESS

BIZ 1

Digital Art Museum



A multi-faceted museum created with various technologies such as projection mapping, anamorphic art, Al 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 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.

Al Technology

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

2. BUSINESS PROCESS

High-quality, professional, efficient

TOTAL SOLUTION

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



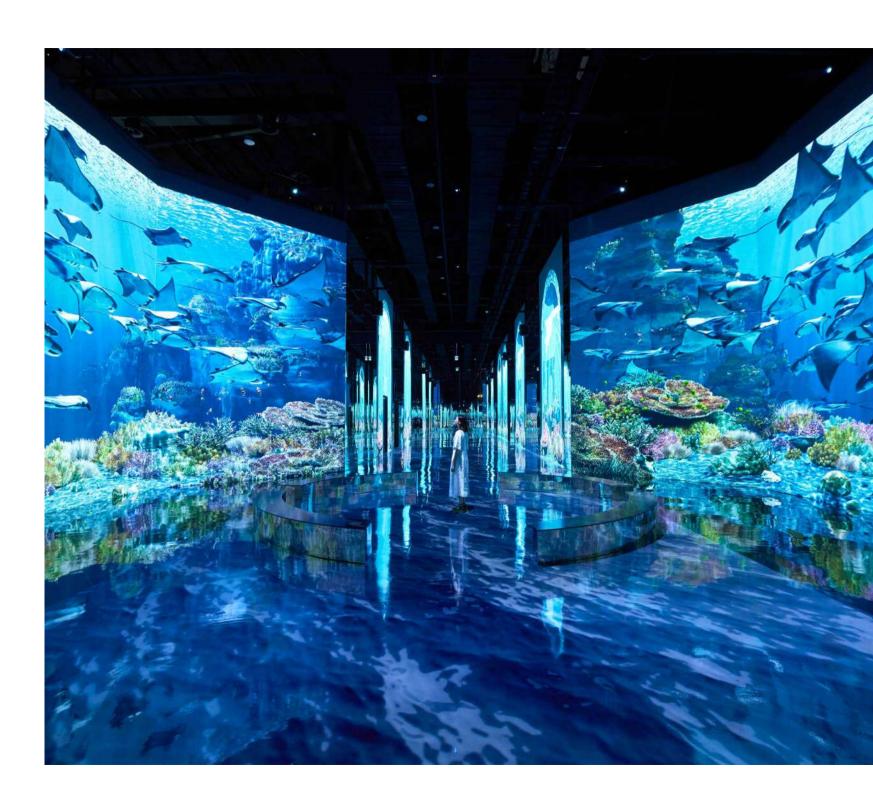




3. PORTFOLIO SQUARE



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.



PORTFOLIO I SQUARE 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.



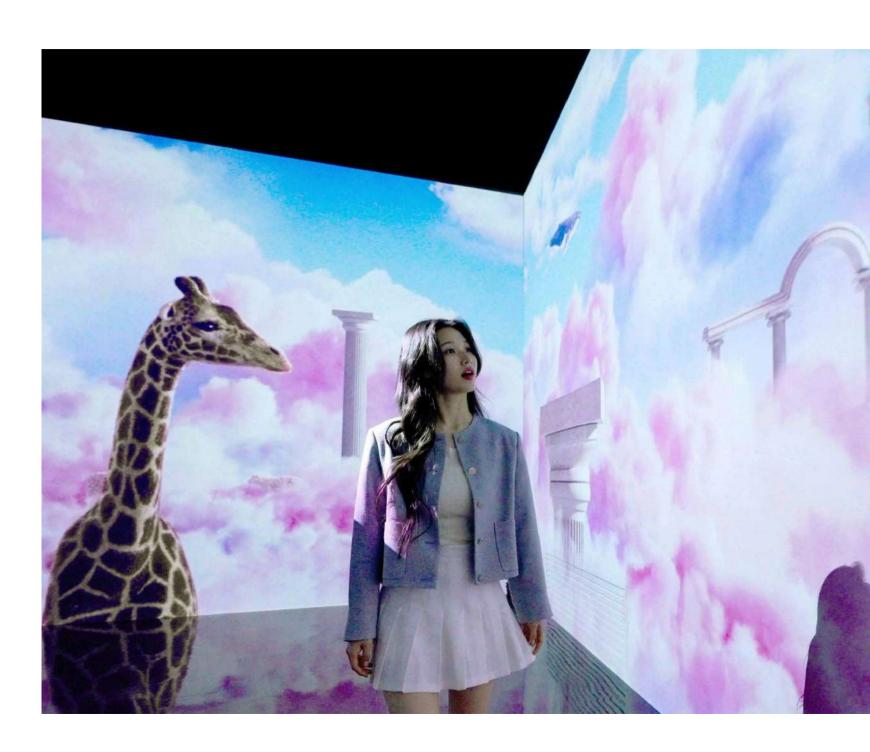




3. PORTFOLIO IMMERSIVE ROOM



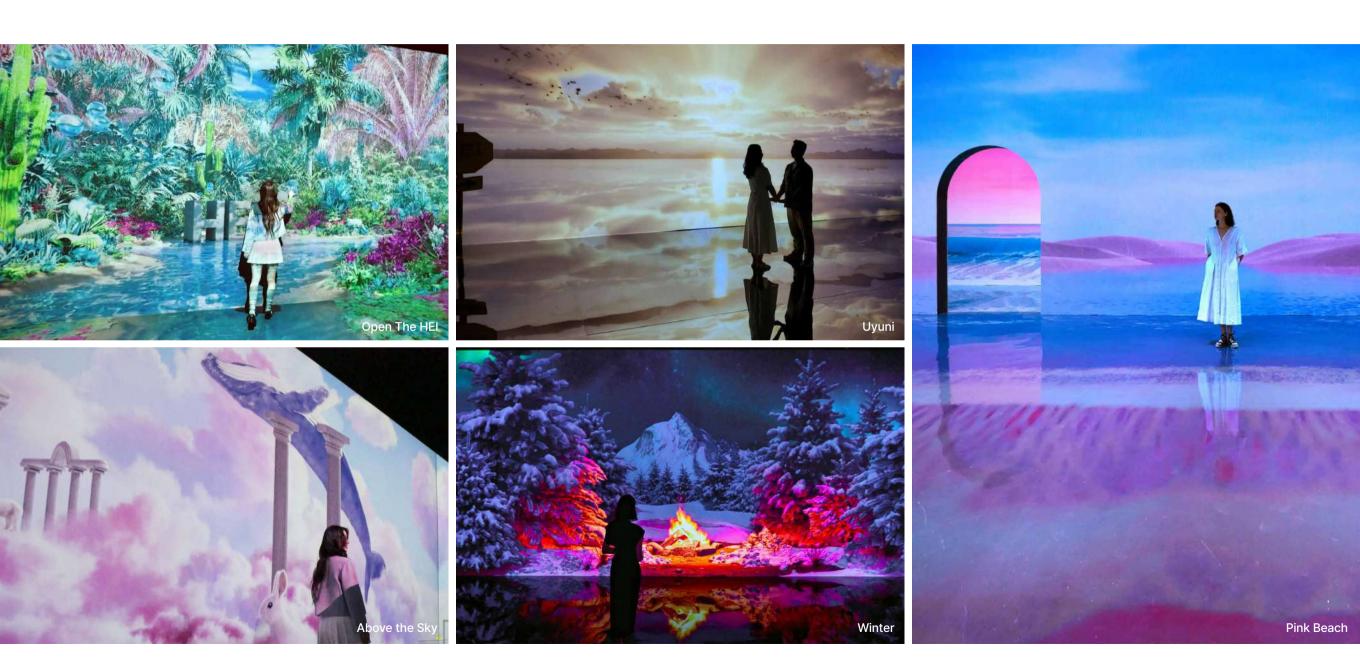
The room consists of 10 sections, each featuring immersive exhibition works with diverse themes. Mirrors are used to create a sense of expansion and each concept is differentiated through distinct scents, sounds and spatial divisions.



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



This immersive media art theater has been transformed from a massive space of nearly 330m² 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.





PORTFOLIO I 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



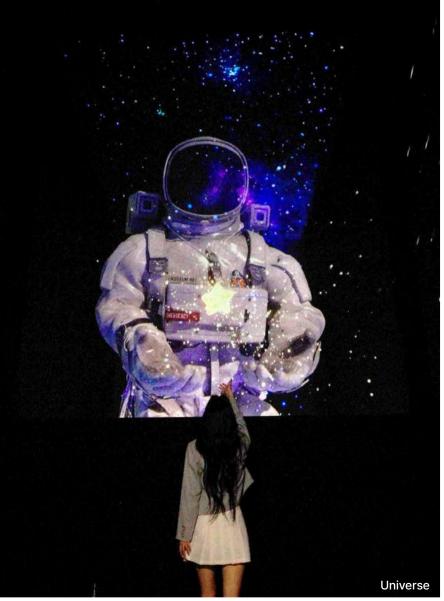
Media art that uses anamorphic technology, creating an enhanced 3D sense of depth by employing distortion and optical illusions to make flat surfaces appear three-dimensional.



PORTFOLIO | 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.



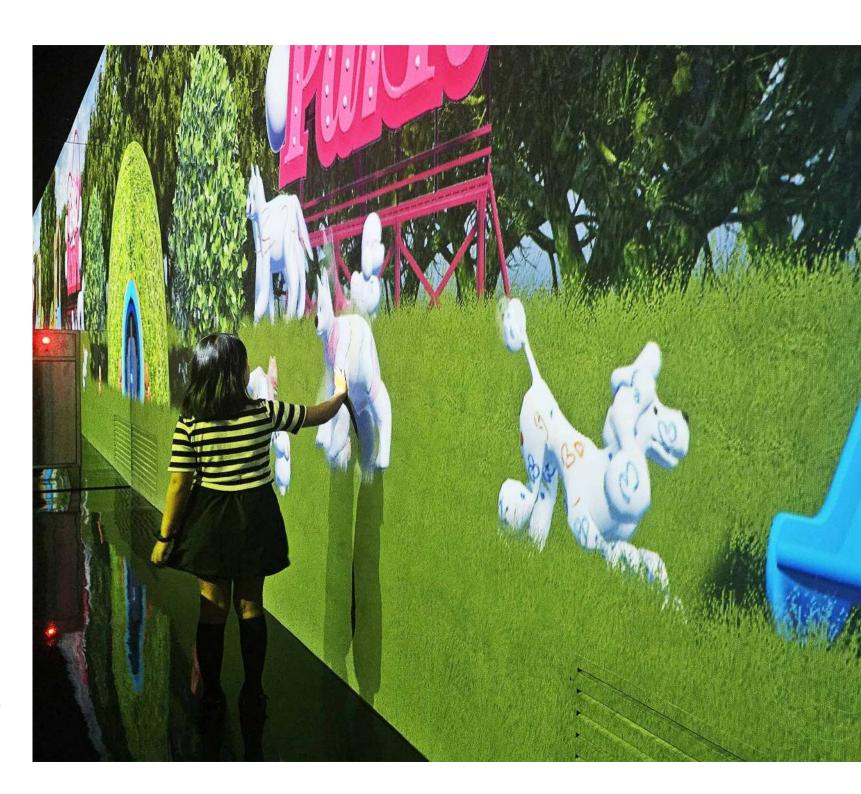




3. PORTFOLIO INTERACTIVE ART



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.







PORTFOLIO | INTERACTIVE ART

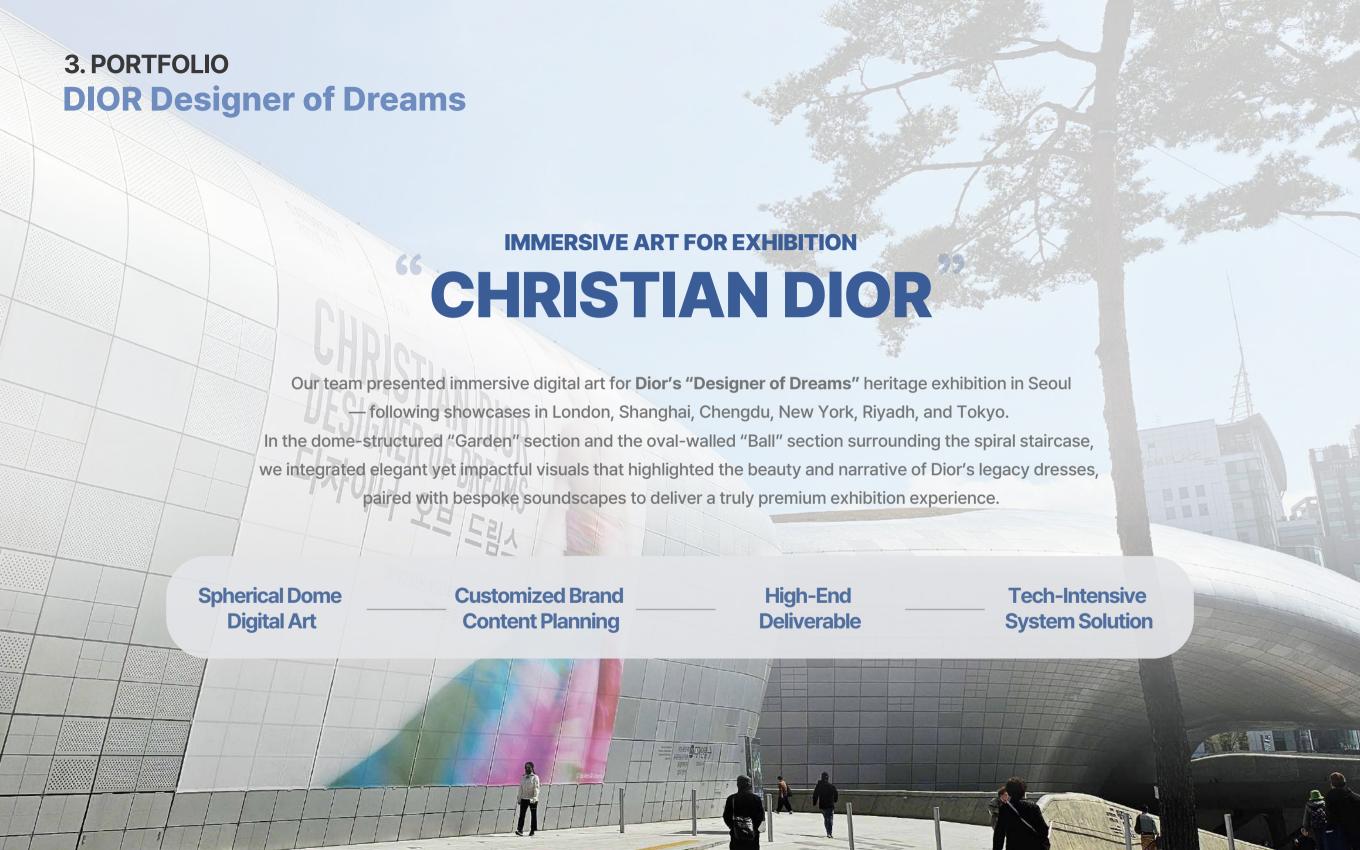
TOUCH & MOTION INTERACTIVITY

Interactive content that integrates Live Sketch technology, enabling audiences to interact with media art either by touching their self-drawn characters on screen or through motion recognition. The system can be adapted to walls, floors, and other structures, and integrated with various content types to deliver unique and memorable experiences.









3. PORTFOLIO DIOR GARDEN

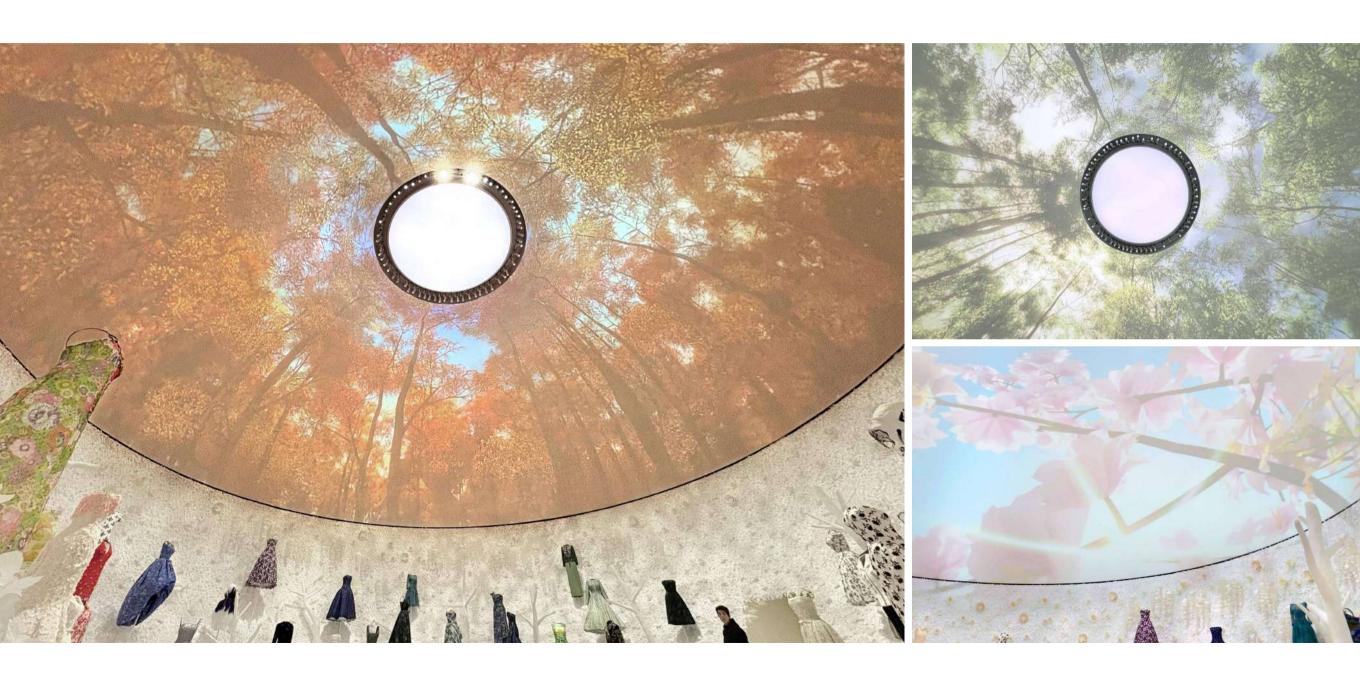


A media art inspired by the garden cherished by Dior, presented within a large moon jar-shaped space. The system and content were designed to complement the curved surface of the dome's upper structure, creating an immersive experience.



PORTFOLIO I DIOR EXHIBITION DIOR GARDEN

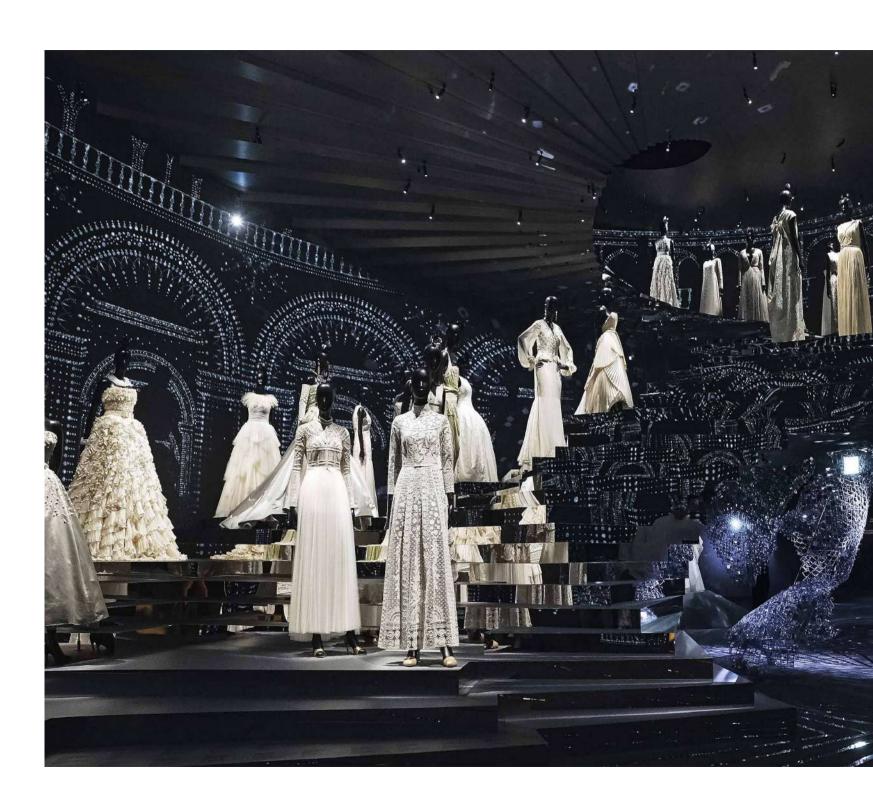
The media art captures the beauty of Korea's four seasons unfolding above a garden. Designed with the dome's curved architecture and the viewer's perspective in mind, the work offers an immersive experience that feels as if nature is enveloping the entire body.



3. PORTFOLIO DIOR BALL



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.

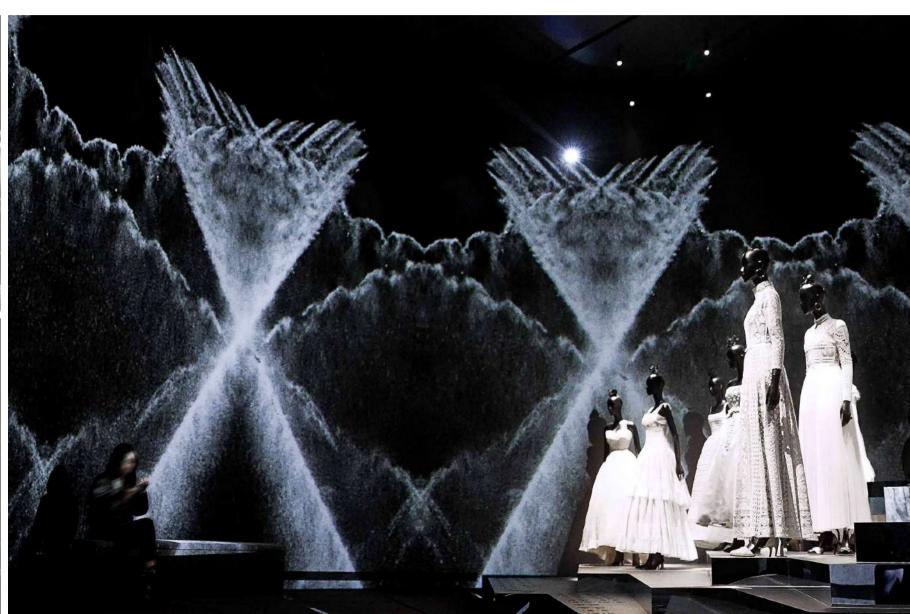


PORTFOLIO I DIOR EXHIBITION DIOR BALL

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 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.











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.

MUSEUMHEI

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



SAMSUNG

Promotion Booth Celebrating the New Galaxy Note



HYUNDAI

Design consulting for outdoor advertising using a building in Gangnam.





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



TRICK ART GALLERY

The first AR trick art museum in the United States.

CONTACT

PROJECTION MAPPING MEDIA FACADE

The Perfect Choice for Leaping into New Immersive Spaces

ANAMORDIC ART FOOTAGE OF CONTACT CONTA









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Turning inspiration into reality through art

the gream company