

조흥래

Paul 씨.

MULTISENSORY DIGITAL CRAFT ARTIST

ARTIST'S PROFILE



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# ART!CA

by Paul / VEAM

**Digital ART & Craft**

VEAM ESTABLISHED 'ATTICA', AN INDEPENDENT DIGITAL ART TEAM THAT SHOWS A NEW NUANCE THROUGH DIGITAL FORMATIVE EXPERIMENTS, AT THE BORDER BETWEEN ART AND TECHNOLOGY. THIS IS A GOOD COMBINATION OF AESTHETIC AND FORMATIVE APPROACHES BASED ON ARTISTRY AND THE NARRATIVE OF CONTENT. IT IS A DIGITAL ART GROUP THAT BREAKS DOWN THE BOUNDARIES BETWEEN ARTWORK AND COMMONS.

“I EXIST BETWEEN ANALOGUE AND WARM DIGITAL.”

## “Digital Craft Artist Explores Analog Aesthetics Using Digital as a Catalyst, Paul C.”

**Artist Paul C. (Cho Hong-rai)**, who has long been working unrivaled on the boundaries of new media design and art, For more than 25 years, artist Paul (Cho Hong-rai), who has been leading the innovative digital technology convergence in the world of new media design and has lived as an artist by working on unique art that combines technology and art at the boundary, has been working on world-class media design and producing content around the world, and is now preparing art content as an IP.

In particular, he creates his own leading results by utilizing storytelling techniques in a creative art language that combines media technology and sculpture. He has mainly introduced intensive narratives through technology and expanded them into the concept of aesthetic intelligence, applying them to space as media pieces. As a generic term for expanding digital into new forms of formative language, we experiment with the aesthetic expansion potential of digital and explore the formability that crosses the boundaries of art and design.



**Founder ,CEO & MEDIA ARTIST(**

조홍래  
Paul 씨.

‘Between Art and Design Led by **Digital Convergence**’

1998-2000



Innovation Design Center  
Samsung Design Membership

2000 -

VINYL I

Founder & CEO

2012 -

VEAM

Founder & CEO

2006 -

MEDIA ARTIST

2019 -

한국예술종합학교

Professor of  
KOREA NATIONAL UNIVERSITY OF ART

# PAUL C. (CHO HONG RAI)

## Present:

- **Media Craft Artist & Digital Designer**
- **CEO of VEAM INTERACTIVE, NEW MEDIA COMPANY**
- **GamFratesi & P** (Denmark Joint Company, Formative Design) **Co-CEO**
- a Visiting Professor at the **Korea National University of Arts**

## A MAJOR CAREER

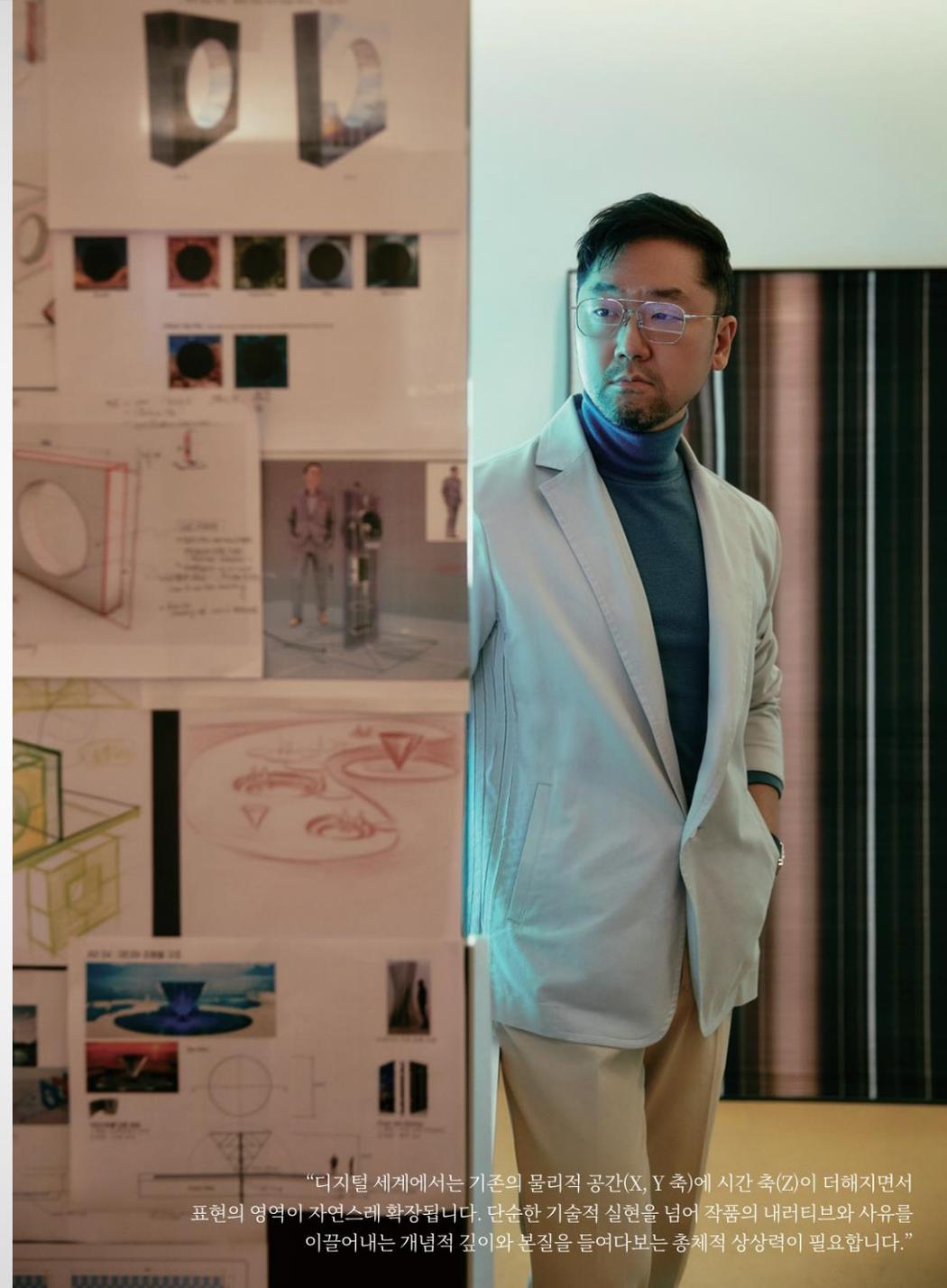
- 2012 - Current VEAM Interactive inc. Representative/Director
- 2023 - Currently, GamFratesi & P (DENMARK & ITALY & KOREA) Co-CEO/Director
- 2016 - 2022 Representative Director, WPP Group, London (GREY Korea division)
- 2000 - 2021 VINYL Group Co., Ltd./ General Representative of VINYL -I
- 2019 - 2023 Professor at Korea National University of Arts
- 2022 - DDP Seoul Design 2022 Special Exhibition Director
- 2020 - Sotheby's institute of art / 2

## MAJOR NEW MEDIA PROJECT

- Incheon International Airport T2 (Step 4) General Manager of Media Art Planning and Construction Design
- Coex Convention, General Manager of overall new media planning and construction design
- Hyundai Motor Studio Goyang and New Media Standards General Manager
- Gangnam Station Media Fall Renewal UX, Content Design, Media Art General Manager, etc
- Hermes Amsterdam, Stockholm, Tokyo VMD Design
- Ananti Hotel & Resort Group Media Art, Retail Media, etc

## AWARDS & EXHIBITION

- Ananti Hotels and Resorts Group, Public Art Selected Artist
- Media Art Selection Writer at Pyeongchang Olympic Theme Park
- Invited Artist of Special Exhibition at Cheongju Museum of Art
- Danish Royal Copenhagen. General Director of Exhibition
- Selected as the Next Generation Leading Design Leader (Ministry of Knowledge Economy/Korea Design Promotion Agency)
- World's top three design awards (IF, Reddot, IDEA) Grand Slam, 5 times (same year, simultaneous awards)
- Korea Design Award, Grand Prize in New Media Division (twice in a row), etc



“디지털 세계에서는 기존의 물리적 공간(X, Y 축)에 시간 축(Z)이 더해지면서 표현의 영역이 자연스레 확장됩니다. 단순한 기술적 실현을 넘어 작품의 내러티브와 사유를 이끌어내는 개념적 깊이와 본질을 들여다보는 총체적 상상력이 필요합니다.”

**VEAM INTERACTIVE / VINYL Founder & CEO / Executive Creative Director & Media Artist: Paul C.**

1.

Now, the founder of New Media Digital Group, and VINYL Group([www.vinyl-i.com](http://www.vinyl-i.com)), and the general CEO of VINYL-I, He is also a representative and Media Artist for VEAM Interactive([www.veaminteractive.com](http://www.veaminteractive.com)) WPP, the world's largest advertising group, succeeded in M&A for the second time in Korea he became the CEO of a digital creative company (VINYL I).

It has many times won all three major design awards (IF/Red.dot/IDEA) and four major ministerial awards in Korea. Korea Design Awards New Media Division has won two consecutive awards, including grand prizes, domestic and international awards, and have variety exhibition experience.

2.

He won the 'Next Generation IT Convergence Technology Award' selected by the Ministry of Knowledge Economy twice in a row. It was recognized for its innovative expansion of the horizon in the field of media design. Also, it was selected as the 'Leading Next Generation Design Leader' by the Ministry of Knowledge Economy/ KIDP He works as a state-funded designer and as a digital artist more than 10 times he also have experience in invitation exhibitions. Weave the 2nd Sotheby's Institute of Art/Vice President.

3.

Korea Digital Awards Chief Judge / KDAIA (Korea Digital Industry Association) Division Chairman, Consultant for Dongdaemun Design Plaza (DDP) Media Division, HOUSE VISION Digital Director, He organized art directors of the International Media Art Biennale and started as an adjunct professor at Han-yang University in 2006, followed by visiting professors at Dongguk University, Sejong University, and Sungkyunkwan Graduate School, and finally Korea National University from 2019. He also working hard as a visiting professor at the College of Design.

조홍래  
Paul 씨.



## Exhibition Experiences as a Media Artist



- 2024 Media Art Museum of UZUDREAM at NAJU as Digital Artist & Director
- 2023 Cheongju City Museum of Art Selected as a Artist of Special Exhibition (Become an Architecture.)
- 2023 ANANTI Busan Selected as a Main Public ART & Artist
- 2023 DENMARK, Royal Copenhagen2023' Exhibition Selected as a Director & Media Artist
- 2022 DDP Main theme 'NEW.ance' Exhibition / Executive Director & Media Artist.
- 2022 Contemporary Gallery, CAN Foundation Solo Exhibition / Media Sculpture
- 2017 SEOUL LIVINING DESIGN FAIR: Artist collaboration with Media Products (Hosted by Design House) 03. 2017/ COEX
- 2014 KIAF (Korea International Art Fair): Main Media Artist / "Art Flash" / Media Artist Exhibition (Hosted by KIAF) 24-28 Sept. 2014 COEX
- 2010 Guest Artist in Media Department of KOSID (Korean Society of Interior Architects Designers): New Media Installation(Hosted by KOSID & COEX )
- 2009 Cow Parade Seoul 2009: City Culture Art Marketing / Guest Artist (Hosted by MAFRA & Design House / Sponsored by MCST & COEX
- 2008 100% Design London at Earls Court Exhibition Centre: Next Generation Design Leaders / Interactive Product Design (Hosted by England Government / Sponsored by KIDP / at LONDON )
- 2007 Seoul Design Festival: Selecting Guest Artists (Brand/Artist Collaboration) (Hosted by Design House & iriver)
- 2007 P.Art.y 2007 (Title: The Butterfly Dream): Selecting Guest Artists/Teams (Hosted by Art Center Nabi)
- 2007 Selected by GQ "Dream Project 2007: Designer of the Year" and Worked on Special Edition(Hosted by GQ Korea / Brand; Hanckel (Germany) )
- 2006 Papertainer Museum: Selecting Guest Artists(Hosted by Olympic Park of Seoul, Design House 30<sup>th</sup> Anniversary Hall and Hansol Paper)
- 1998-2000 VIDAK (Visual Information Design Associates of Korea) Member Exhibition (Hosted by VIDAK & Hangaram Art Museum at Seoul Arts Center)
- 2000 SDM (Samsung Design Membership) Member Exhibition: 3 Shows (Hosted by Samsung Electronics & SDM)

## AWARDS WINNING

Paul 씨.

- 2024. iF Awards Winner (Danish Royal Copenhagen Exhibition Wins 'Blue & 2023')
- 2023. Danish Royal Copenhagen Exhibition Wins 'Blue & 2023' Good Design Silver / SME Ministerial Award.
- 2020. iF Awards Winner (Lotte, Home AI speaker device), Germany
- 2018. iF Gold Awards (World's top three design awards), Media space design for Hyundai Motor
- 2018. IDEA Gold Award / Red dot Award Winner
- 2017. Korea Design Awards 'Grand Prix' ( Gillette pro-shield Popup store & Media Experience
- 2015. Next Generation IT Convergence Design and Art' for the second consecutive time, winning the Grand Prize :
- 2014. IDEA / Reddot Winner, Finalist ( NEVER, Connect One ) Space Media
- 2014. Awarded for the & Awards, won the Grand Prix in the 'Interaction' category, and won the winner in the 'Interactive Film'
- 2011. Next Generation IT Convergence Design and Art' for the second consecutive time, winning the Grand Prize
- 2009. Monthly design selection. "Designers to watch in 2009"
- 2008. Ministry of Knowledge Economy, KIDP, selected. Selected as the 'Leading Next Generation Design Leader'
- 2008. Design house selected as 'Leading Designer Society' designer
- 2007. Korea Design Award selected for 'Designer in the Digital Sector' category
- 2007. iF award Winner selected,( SONY), German
- 2006. Design House Hosted by the Papertain-Museum Invited Media Artist
- 2002. IDEA Awards, selected ( CES for Samsung WEB) US
- 2024. iF 디자인어워드 워너 (로얄코펜하겐, 전시부문 수상), 독일
- 2023. 코리아디자인대전, 중소기업벤처장관상 수상 ( 로얄코펜하겐 전시 디렉터)
- 2023. 굿디자인 대상, 은상 수상(로얄코펜하겐 전시 디렉터)
- 2020. iF 디자인어워드 워너 (롯데, 홈 AI스피커 디바이스), 독일
- 2018. iF 디자인어워드 금상 (현대모터스튜디오), 독일  
reddot / IDEA 공동수상(이노션)
- 2017. 코리아디자인어워드 2016, 디지털부문, 그랑프리 대상(질레트 프로셴드 팝업미디어), 한국
- 2015. 미래부, 통상산업부 선정: 차세대 IT융합디자인과 아트 대상, 한국
- 2014 IDEA 금상 및 Reddot 파이널리스트 수상(네이버 커넥트원 연수원미디어) , 독일  
앤어워드 선정, '인터렉션'부문 그랑프리 & 인터랙티브 필름'부문 워너 수상, 한국
- 2011. 미래부, 통상산업부 선정: 차세대 IT융합디자인과 아트 대상, 한국
- 2009. 월간디자인선정. '2009년 주목해야 할 디자이너'선정, 한국
- 2008. 지식경제부, KIDP, '선도 차세대디자인리더' 선정, 한국  
디자인하우스주관, '리딩 디자이너 소사이어티' 디자이너 선정, 한국
- 2007. 코리아디자인어워드 '디지털부문 디자이너' 부문 대상 선정(소니), 한국  
iF 디자인어워드 수상(현대차), 독일
- 2006. 디자인하우스주관, 페이퍼테이너 뮤지엄 초청작가(한솔제지), 한국
- 2002. IDEA 선정 및 수상(삼성전자 CES WEB), 미국

# ART WORKS

PUBLIC ART  
INDIVIDUAL WORKS  
BRAND COLLABO.  
AS IP CONTENTS

PUBLIC ART

***Media Sculpture as a Space Symbol***

## The Coexistence of Filling and Emptying

채움과 비움의 공존

Artist Paul 씨.

Hotel & Resort Group **ANANTI**

Mother Nature that space already has. The artist, who chose "coexistence" with the horizon of the sea and the media construction, projected the sky, water, and surrounding scenery to empty it (empty -), and filled another natural landscape (content) (fill +) **+ , - = 0 (circle)**

By defining the visual symbol of rest in the middle meaning and form of zero (= Circle) under the formula of plus(+), minus(-) = zero(0), and by "emptying" the place to express the picture (circle), we implemented "fill" that captures the sky and sea, which are Mother Nature.

공간이 이미 가지고 있는 대자연 바다의 수평선과 미디어조형과의 '공존' 을 택한 작가는 하늘과 물, 그리고 주변의 경관을 투영시켜 비우고(비움 -), 또 다른 자연의 풍경(콘텐츠)을 채움으로써, (채움+) 플러스(+), 마이너스(-) = 제로(0) 라는 공식으로 휴식에 대한 시각적 상징을 제로 (= 원형)이 갖고 있는 중용적인 의미와 형태로 규정하고 오히려 그림을 표출 할 곳(원형)을 '비움' 으로서, 대자연인 하늘과 바다를 담아내는 '채움' 을 구현 하였습니다. 이는 디지털이 아날로그의 대자연과의 공존 적인 생태계와 조화를 꿈꾸는 디지털아티스트의 희망이기도 합니다.



2023  
Stainless steel, Super mirror, LED 4.0P  
5,000(W) x 5,000(H) x 1,000(D) mm



Village de ANANTI  
Hotel & Resort



## The Canvas of peace, Pyung-chang

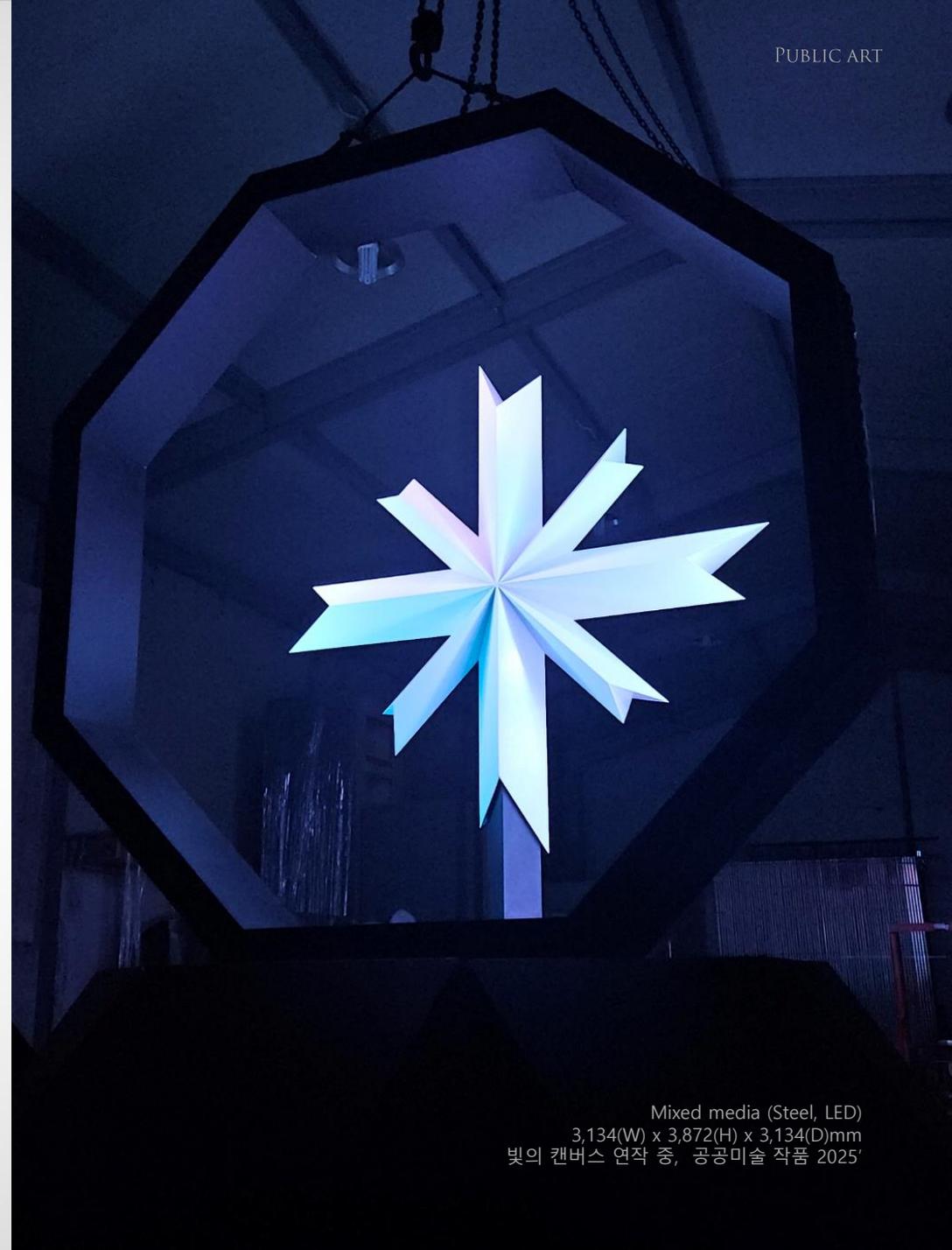
평화의 창, 평창



Pyeongchang. Olympic Theme Park  
scheduled to be completed in Augst. 2025

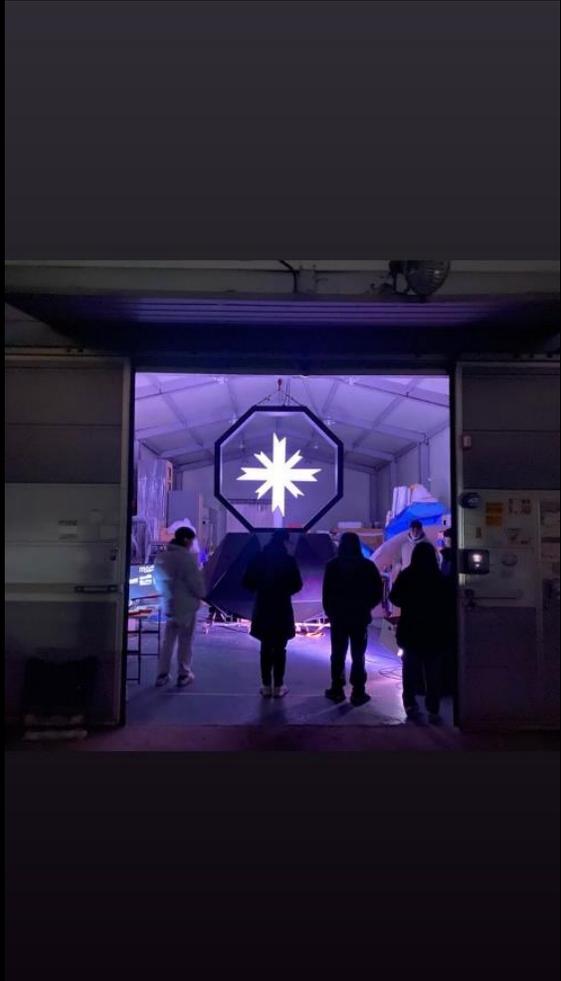
*The relationship between light and shadow, produced by a single grain of light, the smallest unit of light, circulates every angle of the snowflake through the movement of the rotating body, fills the empty space with the passage of time by using it as a canvas, and through this, it is a series of meditative art called "The Canvas of Light," which shows the real-time vitality of objects and the existence of "This Moment" to awaken philosophical thinking.*

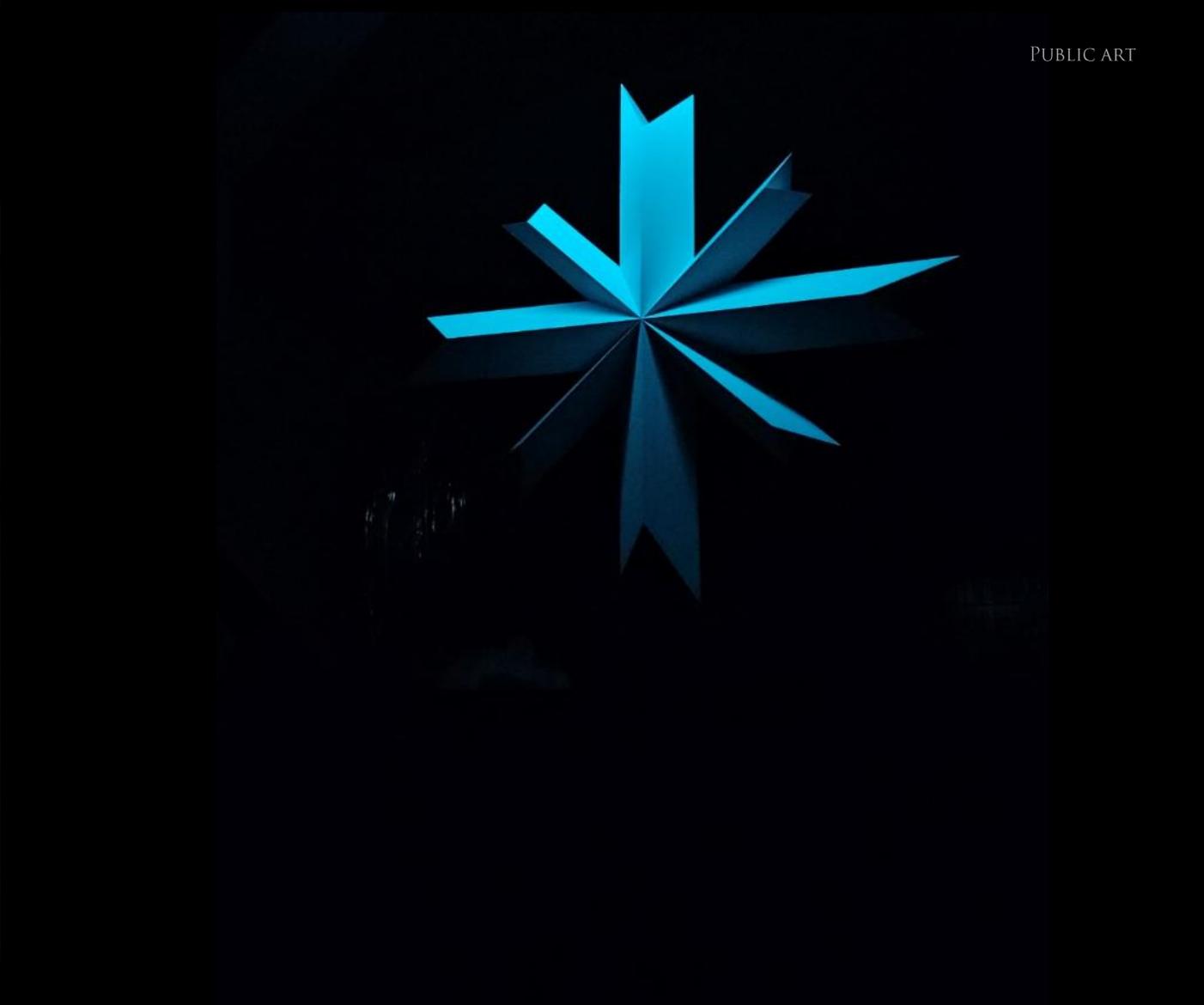
*Closer to the snowflake sculpture symbolizing Pyeongchang's mysterious snow scene, you can enjoy the scenery of Pyeongchang, which is colored with the light of the four seasons through the window.*



Mixed media (Steel, LED)  
3,134(W) x 3,872(H) x 3,134(D)mm  
빛의 캔버스 연작 중, 공공미술 작품 2025'

*In progress*







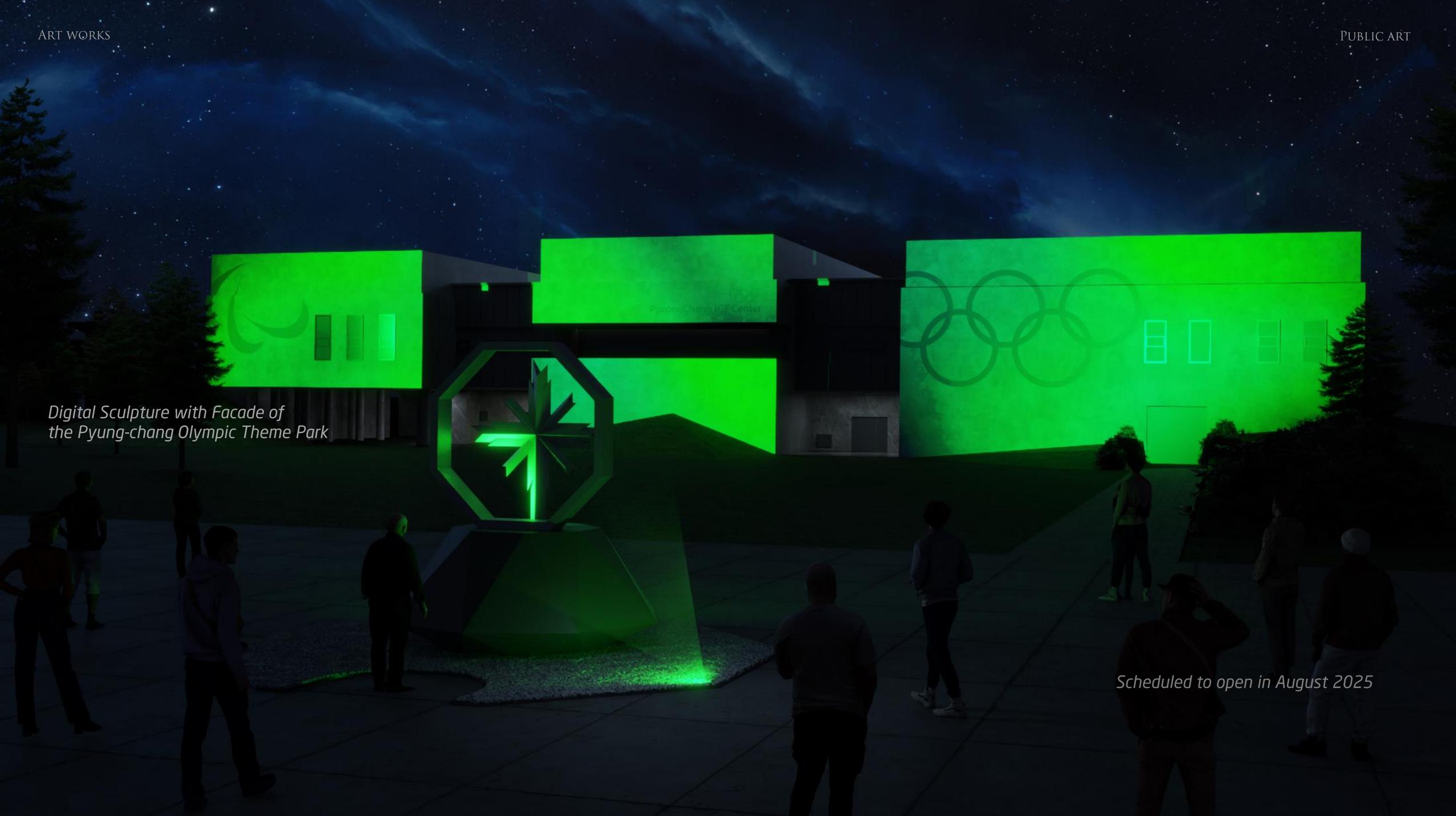
***Meditational art series, One of [Canvas of Light] series,***

*Under the theme of "Window of Peace, Pyeongchang," this work is an interaction between snowflakes symbolizing Pyeongchang and facade media images projected on the exterior of the 100-meter-wide Olympic theme park*

*It provides a world of visual thinking. A formative media that provides communication with video content linked to the theme of Pyeongchang's Four Seasons. @PyeongchangOlympic Theme Park*







*Digital Sculpture with Facade of the Pyung-chang Olympic Theme Park*

*Scheduled to open in August 2025*



*Scheduled to open in August 2025*



# INDIVIDUAL ARTWORKS

JUST ONE DAY, LIFE





## ***Just 1 Day, a Life*** a monophony of light and time

*One of a series of works that adds a temporal narrative to surreal expressions that mix reality with unreal.*

*It is a work reminiscent of the subtle passage of time by adding real space, objects, and surreal and realistic shadow images. It is a work that the artist actually expresses the passage of time from morning to evening, which is a metaphorical narrative and storytelling that is like a short human life.*





*Imaginary Shadows*

## JUST ONE DAY, LIFE



### **Light, the energy source of all things.**

*Light is perceived as being who reveals and illuminates something.*

*In addition, the law of coexistence, which is like both sides of a coin, is recognized as "Recognize of Light" only when there is darkness. The decisive evidence of such coexistence is the "shadow."*

*The process of creating a new nuance by incorporating digital into a new nuance with the aesthetic and harmony extracted from the contrast created by recognizing each other and realizing poetic and synesthetic expressions through practical fusion of media images and analog objects by time.*

*Paul C. draws the narrative as a metaphorical and poetic expression of the similarity between the two, "The passage of time when the sun rises and sunsets" and "Short but Long Life."*

*Using a mixture of real objects, space, and multi-tasking techniques of media images, the artist Paul C. has created a 'virtual existing space' provided by mixing any point between real-real and unreal-virtual.*

*In addition, his series of works always incorporate theatrical and theme narratives that show "Flow of Time," and his genre, which can be seen in most of his series, is called Multisensory Motion Sculpture.*

ART WORKS

INDIVIDUAL ARTWORK



FLASH BACK\_ MEMORY





## Flash back\_ Memory

**"Each other's memories are recalled differently."**

*Two silk fabrics spinning and rotating through the window and their shadows are projected on the floor in real time. The difference between the memories that we have not met (outside the window) and the memories that we have met (shadow on the floor) depends on the opaque memories of human recollections.*

*It is a dreamy artwork of metaphorical recollection that the memories of me and the other person may be different, and it is a series that expresses reality and unreality from actual objects and videos and a sense of space.*



# THE CANVAS OF LIGHT

MEDITATIONAL ART SERIES

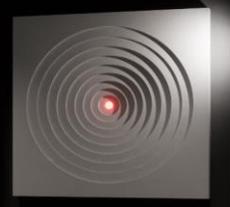


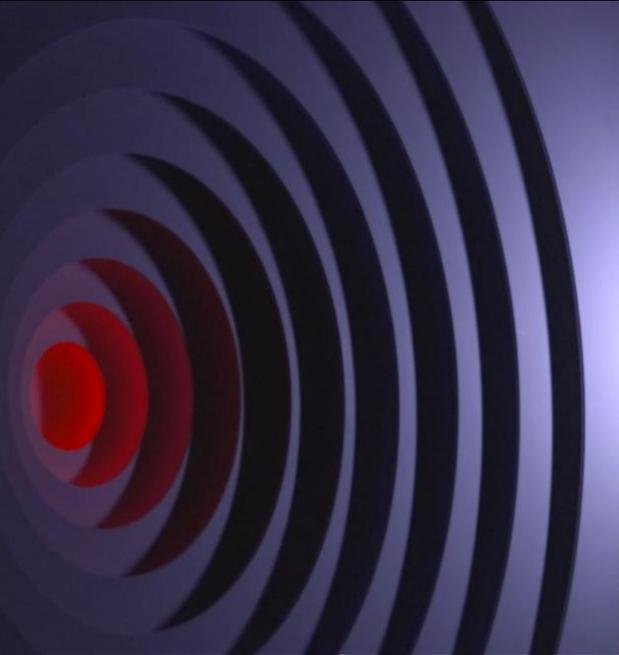
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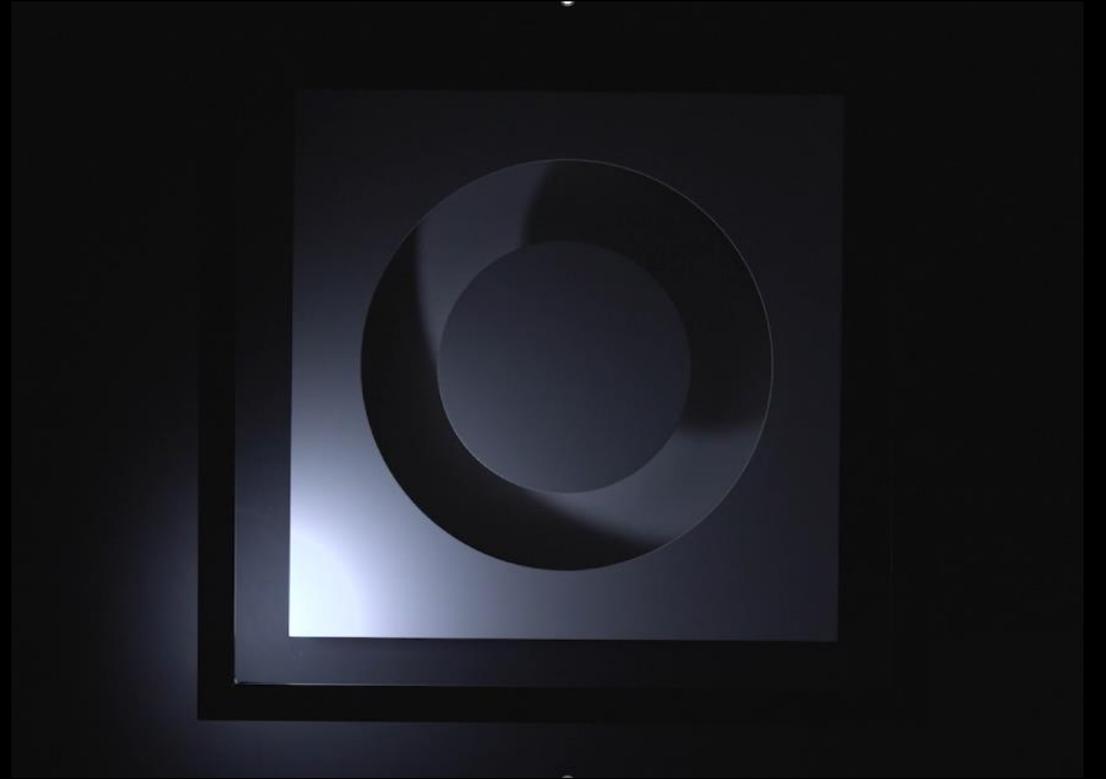


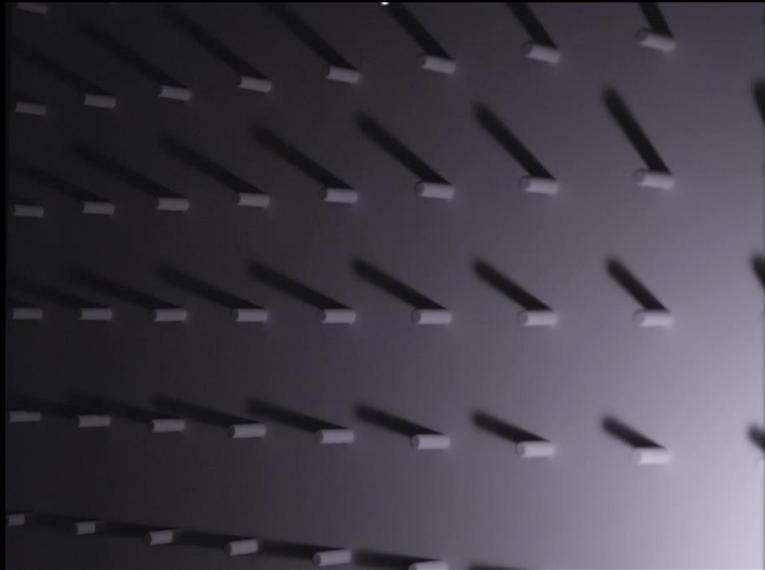
## Canvas of Light, [ **BLANK** ]

Through the movement of light in the square frame, the actual movement of light and shadow of the sculptures inside the frame is produced, which metaphorizes the existence of objects through the passage of time. It creates a trajectory by continuously making important moments of 'the present moment' in meditation.









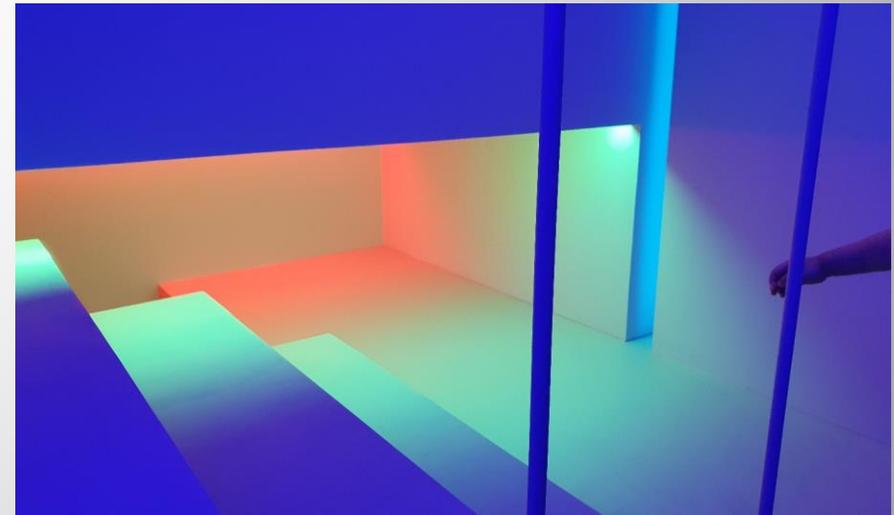
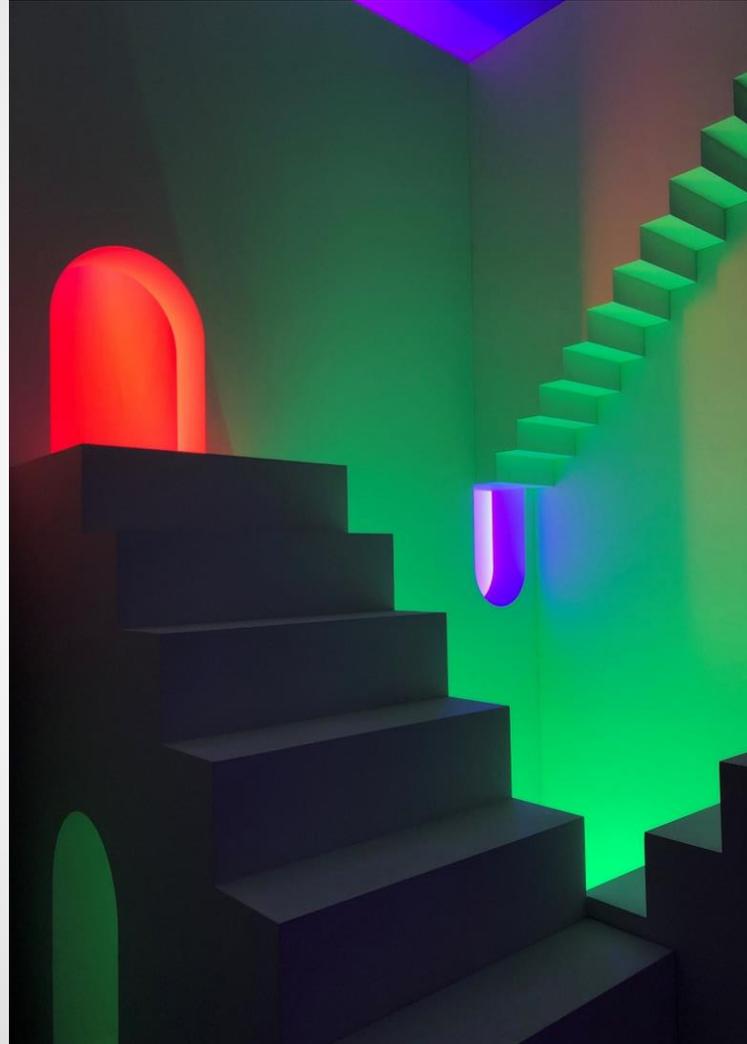
# SPACE AS A PHENOMENON OF LIGHT (BY RISE AND FALL)

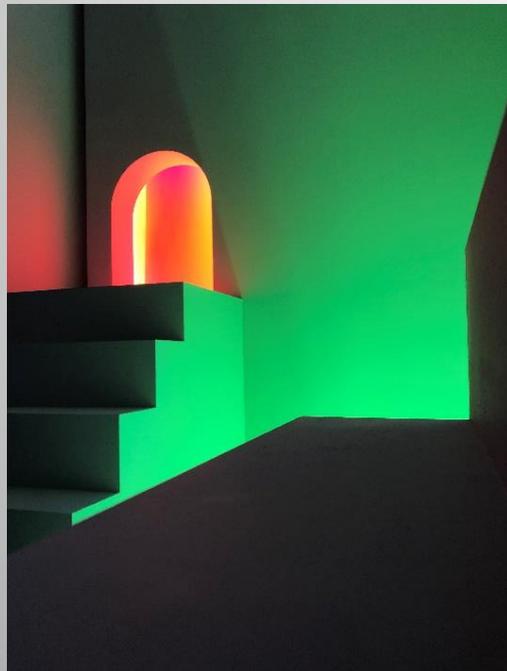
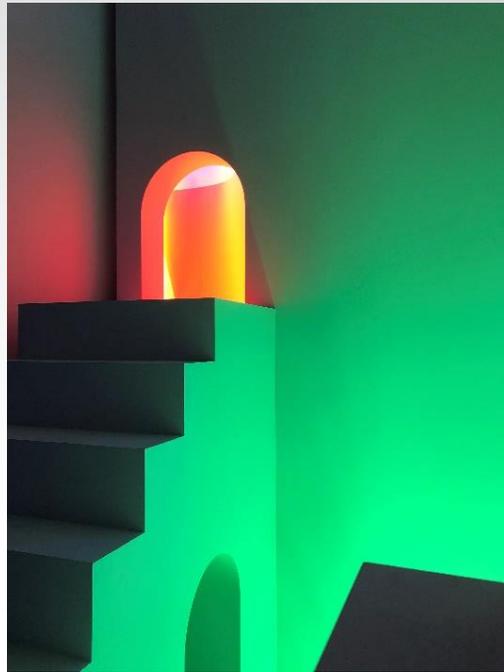
Invited Works of City Museum of Art 2023'



Paul 씨.

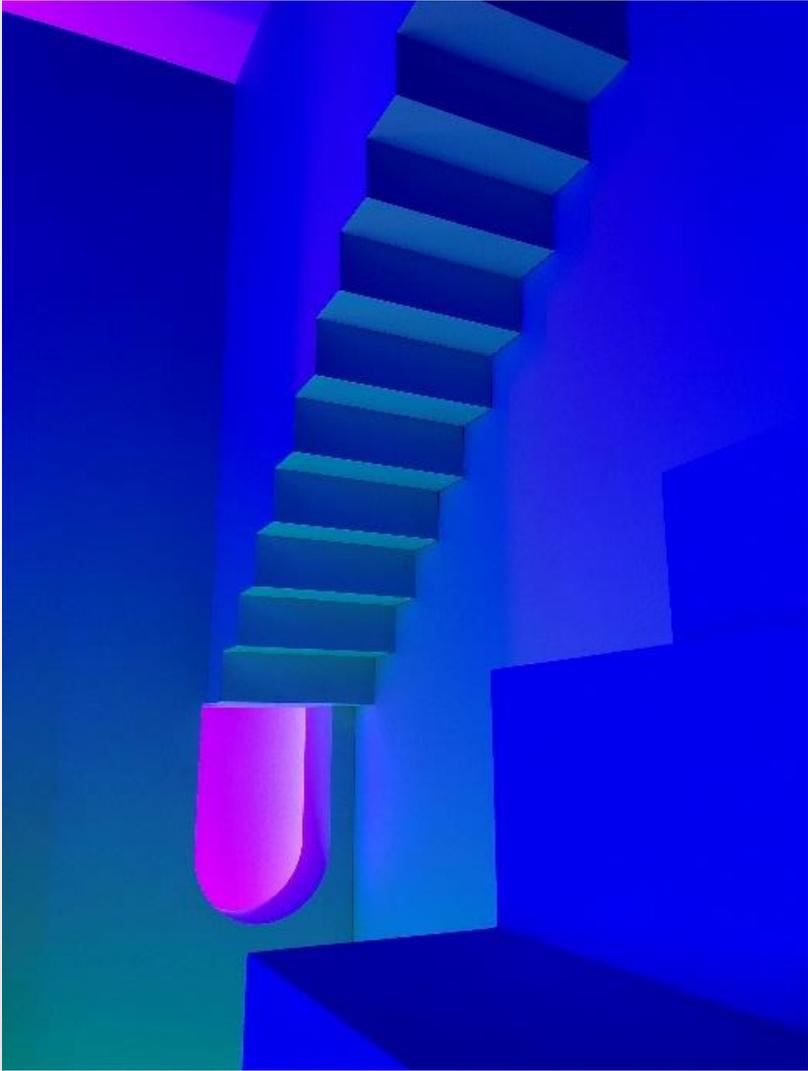
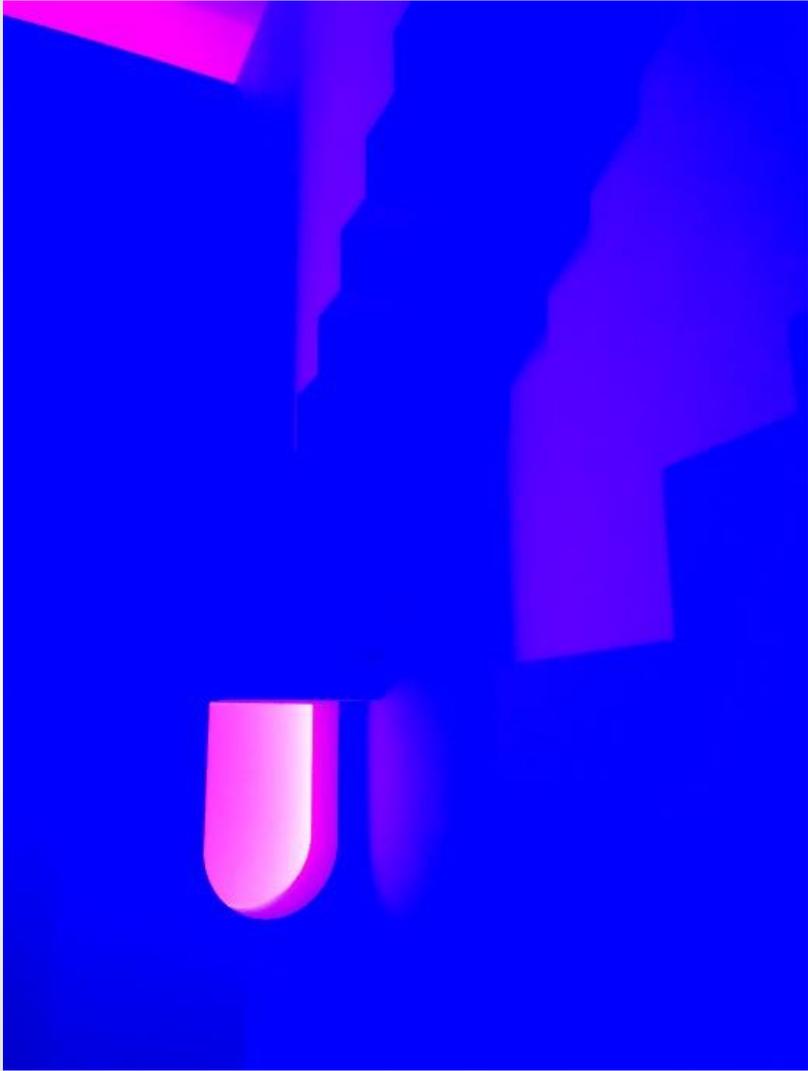
# SPACE AS A PHENOMENON OF LIGHT (BY RISE AND FALL)





A Mixture of Light Source To Surface  
Part of a work that is produced differently  
by time difference at the same time point  
in the same space, expressing new  
nuances at every moment.

SPACE AS A PHENOMENON OF LIGHT. (BY RISE AND FALL)





Part of a work that is produced differently by time difference at the same time point in the same space, expressing new nuances at every moment.

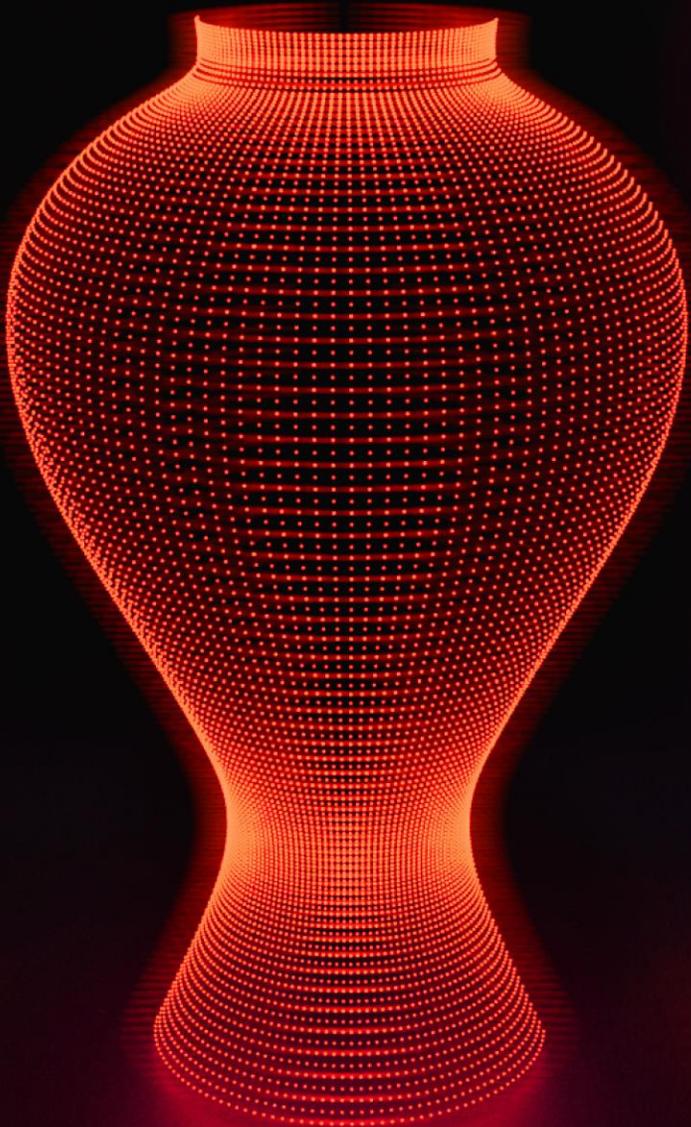


DIGITAL CRAFT WORK HOMAGE  
OLD MASTER OF WORLD-CLASS  
KOREAN CERAMIC CRAFTS,

BIT-POTTERY

***BIT DOZA series 1.***

(Interactive Holo-Ceramics 2014/ 2025)



# BIT DOZA

**series 1.** (Interactive Holo-Ceramics 2014/ 2025)

## DIGITAL CRAFT WORK OF THE 21ST CENTURY DESCENDANTS OF THE OLD ARTISAN OF WORLD-CLASS KOREAN CERAMIC CRAFTS

*Inside the modern reinterpretation of the Sabang Table of the Joseon Dynasty, It is a physical interpretation of the digital 'light-porcelain' in which a physical structure is realized through the afterimage of light caused by the rotation of light grains by rotating the fiber-optic ceramic relief to the spinning body of the wheel.*

*We recreated the "afterimage of light" sphere that borrows the craft technique of traditional ceramics that formed the shape of actual soil by spinning it with a spinning wheel.*

*The holographic ceramic, seen with blue beads in the white porcelain, is a metaphor for the soil and the efforts of the ancestors who endured the years of suffering in the kiln as the white porcelain is red when the audience faces it closely.*

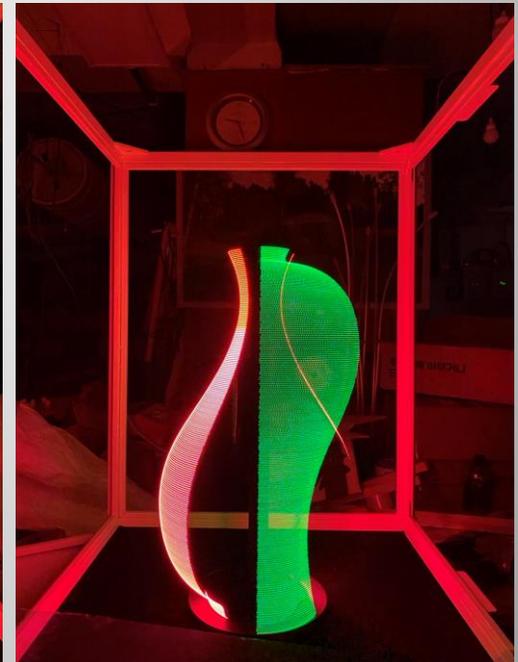


## BIT DOZA series.



Instead of soil, it is a series that provides a metaphorical realization and microscopic experience of ceramics through the afterimage of light by spinning grains of light into a spinning wheel.

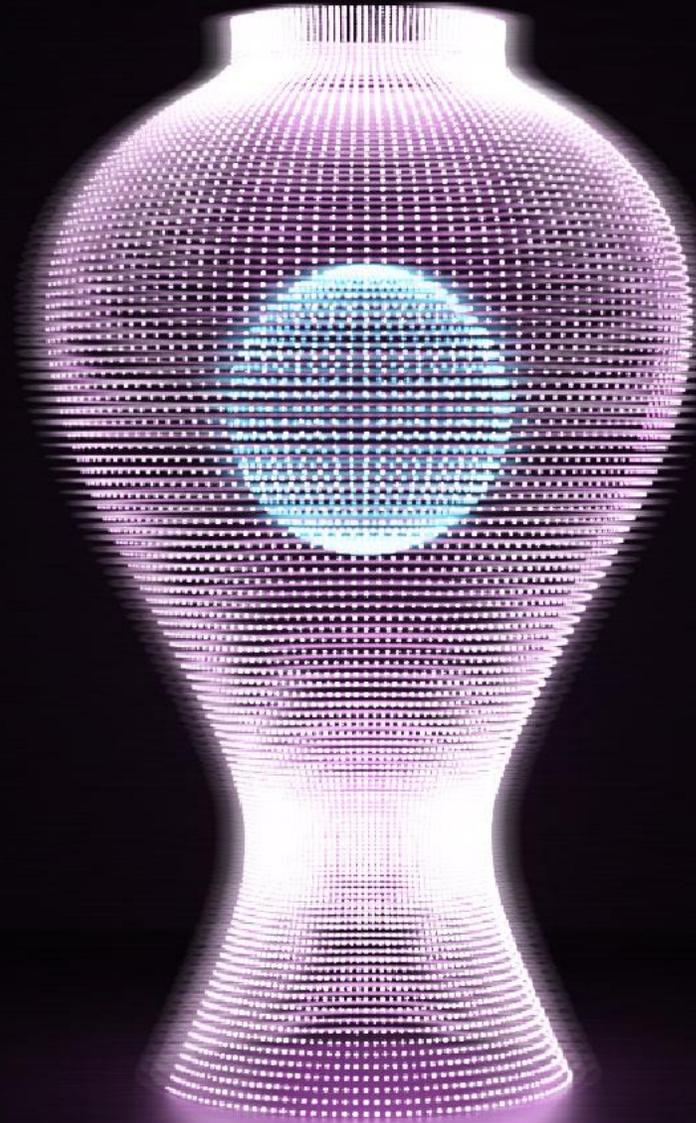
This is a series of works that make us think about our attitudes toward matter and material through the replacement of old works made by our fingertips from soil to light.



**BIT DOZA series.**



**BIT DOZA series.**

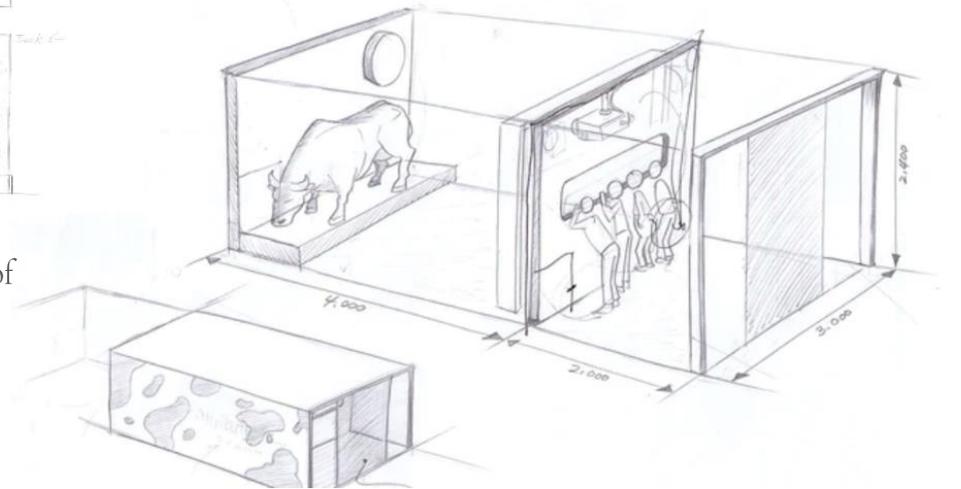
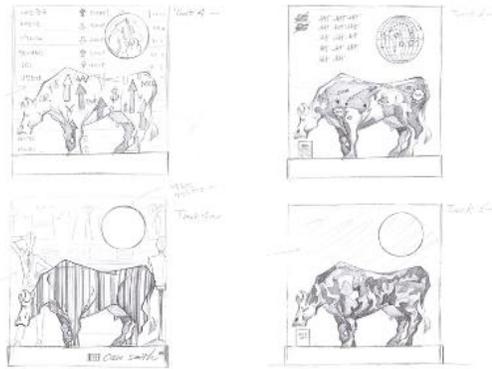


**BIT DOZA series 1.** (Interactive Holo-Ceramics 2014/  
2025)





A to be established in 2026, BIT DOZA, which will lie in Icheon Art Center Gallery, will embody the Chaekgado of the Joseon Dynasty in a media and realized space, and will be organized in the "Memorial Room 1" with works by eight top Korean ceramics artists



## THE LIGHT AND SHADOW OF HUMAN HISTORY

The contrast of light and darkness, which is like both sides of a coin, describes the joy and sadness of human history, 'the light and shade of our lives'.

The part-by-part footage of the cow, which has been with human history for the longest time, shows the desire of humans and the phenomena caused by it.

## BAPTISM OF LIGHT

*One visitor, inspired instantly by the spatial media at the exhibition, spontaneously performed a piece of contemporary dance in response to the media and sound.*

*“That moment of interaction was exactly the kind of living, breathing connection I had always envisioned—an experience of true convergence between media, space, and human emotion.”*



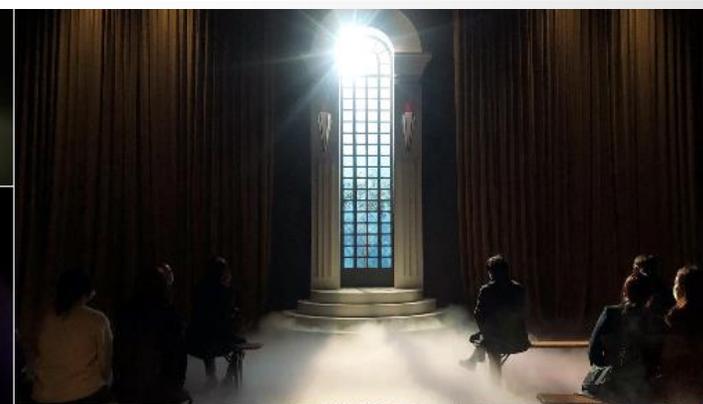
BAPTISM OF LIGHT



## BAPTISM OF LIGHT

LIGHT ENTAILS SPACE, BUT IT IS ALSO SPACE ITSELF. INSPIRED BY THE EVER-CHANGING MOVEMENT OF LIGHT AND SHADOW, THE PAINTING DRAWS LIGHT AND SCATTERS LIGHT, AS IF IT WERE A BAPTISM OF LIGHT. DEVELOP A SPECIAL TECHNOLOGY TO EXPRESS THE RELATIONSHIP BETWEEN LIGHT AND SHADOW TO CREATE A PHYSICAL SPACE THAT ALLOWS ACTUAL LIGHT AND SHADOW TO BE EXPRESSED.

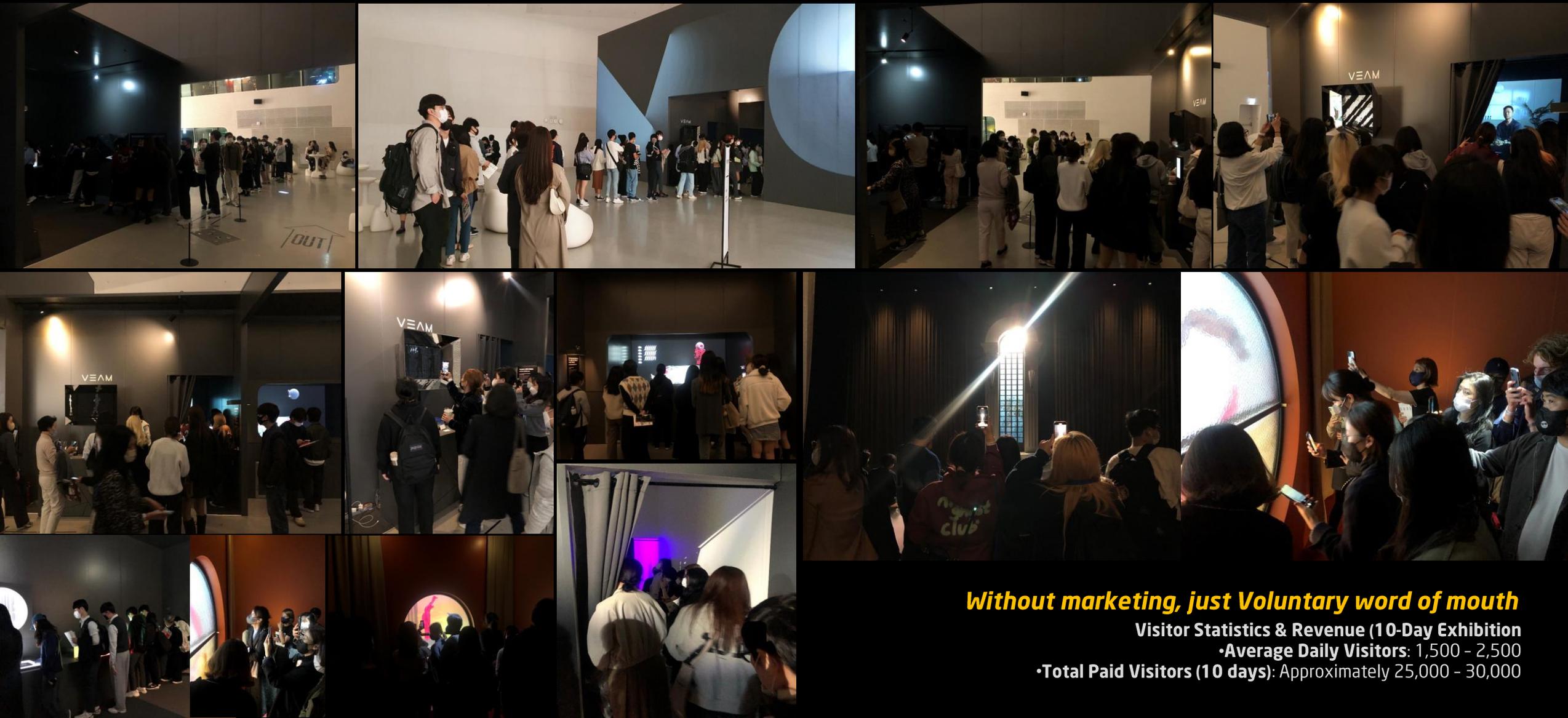
PDLC, Mixed media, MDF panel, Fabric, Sound, Lighting,  
7,000(H) x 4,000(W) x 3,400(D) / Meter



NEWance  
Baptism of Light



# NEWance exhibition's Result



***Without marketing, just Voluntary word of mouth***

**Visitor Statistics & Revenue (10-Day Exhibition)**

**•Average Daily Visitors: 1,500 - 2,500**

**•Total Paid Visitors (10 days): Approximately 25,000 - 30,000**

# BRAND COMMISSION

HERMES  
APPLE  
ROYAL COPENHAGEN  
COLOMBO  
RICHARD MEIER  
NIKE  
ANANTI



## HERMÈS AMSTERDAM

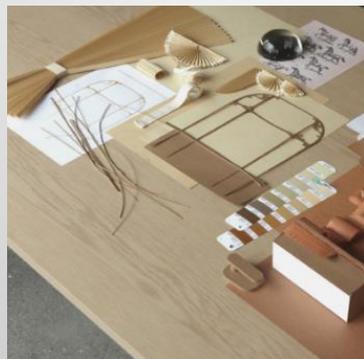
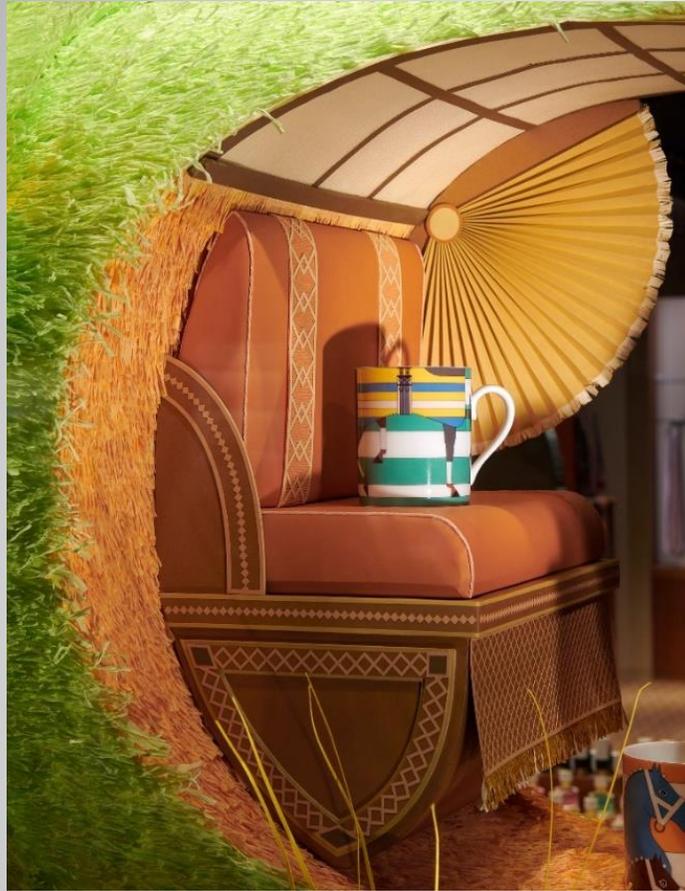
A PAPER ART INSTALLATION THAT REINTERPRETS HERMÈS' LEGACY, IT IS ELABORATELY CRAFTED BASED ON THE THEME, "ASTONISHING HERMÈS!" CENTERED ON HERMÈS' ICONIC HORSE, IT CREATES A FAIRYTALE SCENE OF A WAGON THAT CARRIES HERMÈS' PRODUCTS FROM PARIS TO AMSTERDAM, MODERNIZING THE BRAND'S RICH TRADITION.

SPECIFICALLY, THE HORSE TRANSFORMS INTO A 19TH-CENTURY TRAIN CARRIAGE, SYMBOLIZING THE BRAND'S HISTORY AND ORIGINS OF THE HERMÈS. THESE SENSUAL INSTALLATIONS ARE ALL MADE OUT OF PAPER AND DISPLAYED WITH MINI MÉDOR BUCKET BAGS, SILK SCARVES, AND COLORFUL TABLE WEAR TO FURTHER ENHANCE THE BRAND'S SENSIBILITY. ALSO, A SMALL WINDOW FOR ACCESSORIES DEPICTS THE INTERIOR OF A TRAIN CABIN.



# HERMÈS





Handiwork made from 100% paper



GamFratesi & P

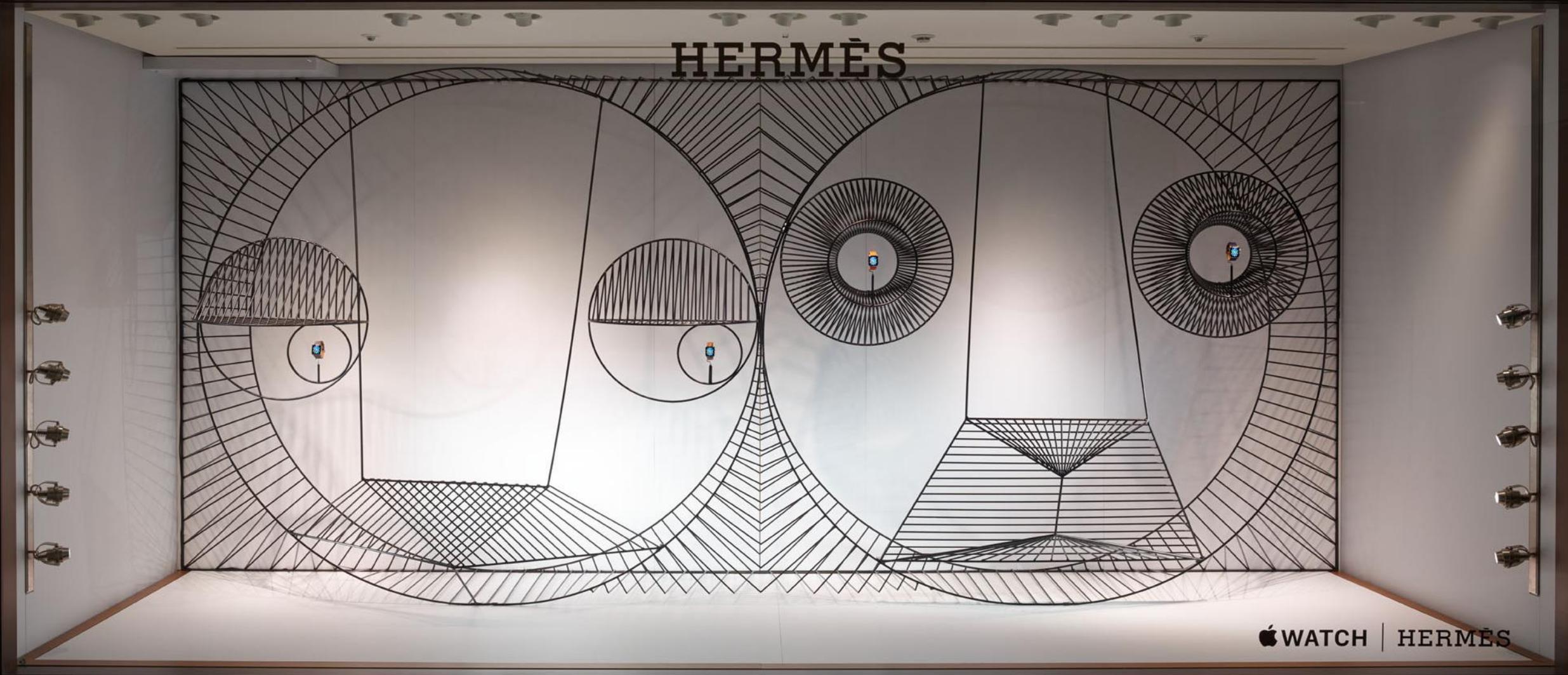
모든 재료는 종이로만들어졌습니다



Digital storytelling contents in a carriage



객실안의모습을 묘사한액세서리 윈도우



Hermès x Apple  
Window ARTWORK in JAPAN



ROYAL COPENHAGEN  
BRAND POP UP EXHIBITION

Blue & \_\_\_\_\_

2023



2024 iF AWARDS WINNER

2023 GOOD DESIGN SILVER / SVEMINISTERIAL AWARD





ROYAL COPENHAGEN BLACK LINE: FROM A DISTANCE, YOU CAN ONLY SEE THE SILHOUETTE OF THE PRODUCT AGAINST THE ROUND WINDOW, STIMULATING CURIOSITY, AND AS YOU APPROACH IT, THE LIGHT SLOWLY SHINES, AND THE HARMONY OF FORMATIONS AND MEDIA ART REMINISCENT OF POTTERY FLOATING ON DANISH SEA ROCKS BEGINS.



Origin Blue



Coral Line



**WELCOMING ZONE:** ATTRACTION AT THE ENTRANCE OF THE POP-UP EXHIBITION HALL. WELCOME TO COLLABORATION WITH MEDIA ARTIST PAUL. SITTING IN THE PLAIN DANISH LIVING ROOM LANDSCAPE WITH ROYAL COPENHAGEN DECORATIONS, DRINKING A CUP OF DANISH TEA, ENRICHING THE BEGINNING OF THE EXHIBITION.



AS SOON AS YOU DRINK TEA, SUDDENLY, IN THE ORDINARY LIVING ROOM, THE VAST SEA AND SKY UNFOLD WITH MUSIC, AND THE SEA OF THREE COLORS UNFOLD IN THE ORDER OF TIME. FROM THE VAST DAY TIME OF ORIGIN BLUE SKY TO SUNSET SKY, THE BOWLS UNDER THE LIGHT OF THE SKY TURN INTO CORAL COLOR PRODUCTS, AND THE LIGHTHOUSE LIGHTS TURN TO THE DARK RED NIGHT SEA, SUGGESTING THE MAIN PRODUCTS OF THIS EXHIBITION AS ARTWORK AS THE ENTIRE COLOR LINE OF THE PRODUCT CHANGES TO ROYAL COPENHAGEN'S DENDI BLACK LINE.

# Media Platform **G.LIGHT**

The renewed media pole expressed Gangnam, which shines more as a representative tourist city in the world with the concept of G-LIGHT.





IT IS THE FIRST AND LARGEST MEDIA POLE IN KOREA, INSTALLED IN THE ENTIRE DISTRICTS OF SEOUL AND GANGNAM STATIONS, AND IS AN ARTWORK PLATFORM THAT TRANSMITS MEDIA ART AND ADVERTISEMENTS. IT PROVIDES A SENSE OF INTIMACY AND REALISM OF MEDIA ART AND PRESENTS NEW POSSIBILITIES FOR DIGITAL ART THROUGH SEASONAL CONTENT.



# HYUNDAI MOTER STUDIO In GOYANG

Bigger and First, motor cultural space in Asia



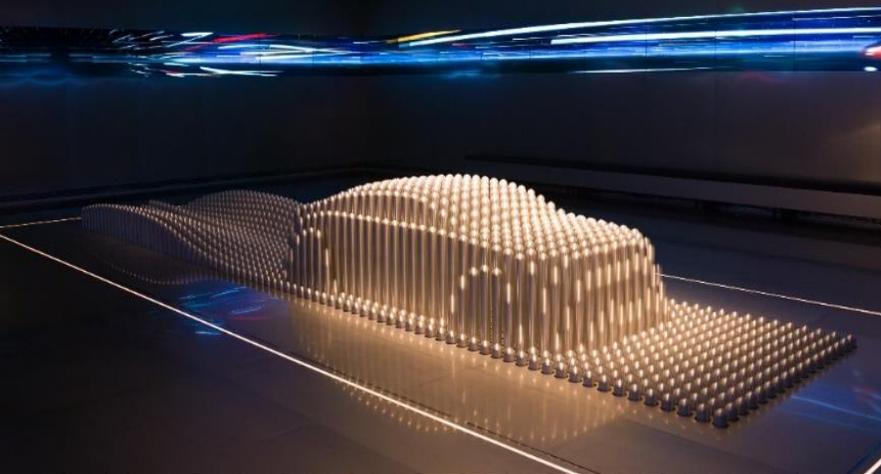
WORLD'S TOP 3 DESIGN AWARDS GRAND SLAM



HYUNDAI MOTOR STUDIO,  
ASIA'S LARGEST AUTOMOBILE CULTURAL SPACE AND THE FOREFRONT OF BRAND EXPERIENCE. FOR THREE YEARS,  
FROM ALL THE PLANNING AND DESIGN OF THE MEDIA TO THE OVERALL DEVELOPMENT OF THE CONSTRUCTION.  
AS A MASTER DIRECTOR AND AGENCY, HE EXPANDED HIS BRAND EXPERIENCE TO ACHIEVE THE GRAND SLAM OF  
THE WORLD'S TOP THREE DESIGN AWARDS.



**HYUNDAI MOTORSTUDIO**  
**GOYANG**  
MEDIA ART SCULPTURES  
INSTALLATION

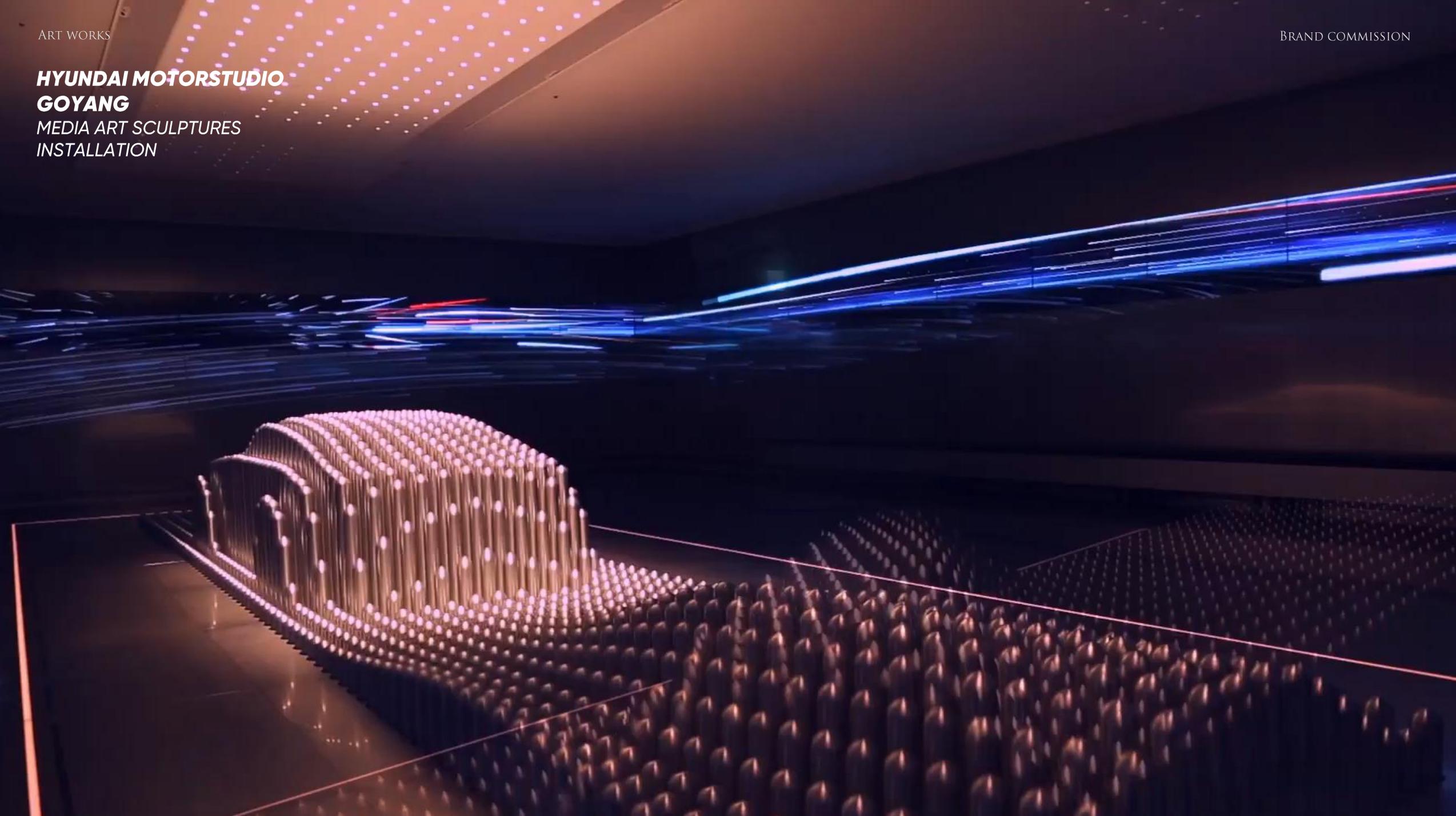


BRAND COMMISSION



Hyundai Motor Studio, an hour and a half decent experience interactively and immerse all ways of viewing information, providing a comprehensive brand experience so that you can feel not only Hyundai's brand philosophy, but also the consideration of technology, design, and user experience. A space that opened in 2017 and is still operating well.

**HYUNDAI MOTORSTUDIO**  
**GOYANG**  
MEDIA ART SCULPTURES  
INSTALLATION



**SAMSUNG ELECTRONICS  
IFA SHOW**

LEAF MONUMENT  
VIA DIGITAL TV

SAMSUNG BOOTH ARCHITECTURAL NEW MEDIA  
FOR BIGGEST ELECTRONIC SHOW AT BERLIN  
DIGITAL MONUMENT WITH SOUND VISUALIZATION





**LEAF-TV MONUMENT**  
WITH SOUND VISUALIZATION

IN COMMEMORATION OF THE WORLD'S FIRST DIGITAL TV, A MASSIVE INSTALLATION THAT DEBUTED AT THE IFA SHOW IN BERLIN CONNECTED 150 DIGITAL TVs AND WAS INSTALLED AS A LARGE SCULPTURE REMINISCENT OF EIGHT LEAF SHAPES. IT IS ALSO IMPLEMENTED TO ASSOCIATE WITH SOUND AND REMIND YOU OF A NATURAL STRUCTURE THROUGH THE TV.

*in Berlin show for Samsung electronics*



IN COMMEMORATION OF THE WORLD'S FIRST DIGITAL TV, A MASSIVE INSTALLATION THAT DEBUTED AT THE IFA SHOW IN BERLIN CONNECTED 150 DIGITAL TVs AND WAS INSTALLED AS A LARGE SCULPTURE REMINISCENT OF EIGHT LEAF SHAPES. IT IS ALSO IMPLEMENTED TO ASSOCIATE WITH SOUND AND REMIND YOU OF A NATURAL STRUCTURE THROUGH THE TV.

ART WORKS

BRAND COMMISSION

DATA AESTHETICS OF FOUR SEASONS



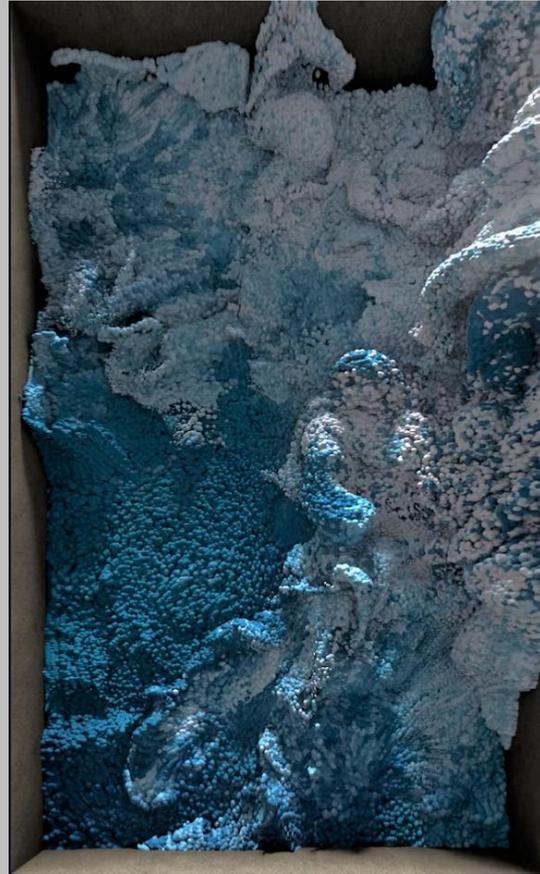
DATA AESTHETICS OF FOUR SEASONS

IT IS A WORK THAT TAKES 10 YEARS' WORTH OF WEATHER DATA FROM SEOUL BOTANIC PARK AND IMPLEMENTS THE AESTHETIC MOVEMENT OF THE DATA BY AI CODING AND SOFTWARE ENGINEERING THAT CREATES A FORMATIVE LANGUAGE, AND IS IMPLEMENTED AS AN ENTRANCE WORK TO A LARGE HOUSING EXHIBITION HALL.





SPRING  
BLOOMING FLOWER



SUMMER  
AN ANGRY WAVE



AUTUME  
A DANCE OF RICE



WINTER  
THE STRUGGLE OF  
SNOWFLAKES

# COMMERCIAL MEDIA ART

Overview  
MEDIADDESIGN  
& CONSTRUCTION

# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



Meditational media art exhibition

Invited by DDP, led the planning and execution of *NEWance*, a large-scale meditative media art exhibition.



## The Coexistence of Filling and Emptying

Ananti Hotel & Resort – Public Art Project

Debuted Korea's first outdoor interactive media installation as a commissioned public artwork along the waterfront of Ananti Hotel & Resort.



청주시립미술관  
CHEONGJU  
MUSEUM OF ART

## CMOA Group Exhibition

Invited to the 2023 media art special exhibition, an original large-scale digital installation was presented to engage audiences through immersive interaction.



## Hermès Window Display Artworks

Debuted with the first-ever fusion of media art and sculptural design for Hermès storefronts in Amsterdam, Copenhagen, and Tokyo.



# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



## COEX XPACE

New Media Planning and Development

Delivered the first full-scale new media art platform in the MICE industry, from concept and design to system development and content production.



## Gangnam Media Poles Renewal 2022'

Completed the first full-scale renewal in over a decade of Gangnam's signature media poles, integrating new software and original media art content.



## SHINSEGAE Starfield

Full Media Integration – Hanam & Goyang

Executed end-to-end planning, design, and deployment of new media systems for Korea's largest next-generation digital retail complexes.



## HYUNDAI MOTOR STUDIO

HMG Goyang – Full Media Strategy & Execution

Planned and built Asia's largest immersive motor media showroom—showcasing Hyundai's innovation and brand identity, completed over three years as lead agency.



# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



## Hankook Tire R&D Center Technodome (Daejeon)

Collaborated with world-renowned architect Norman Foster to plan, design, and install the *Futuristic Meeting Room* at the heart of Korea's largest tire R&D hub in Daejeon.



## Incheon Airport T2 Media Art Masterplan

Developed the concept and schematic design for a monumental media art installation aligned with Terminal 2's 2025 renewal and expansion.



## AMORE PACIFIC Yongsan HQ

Designed interactive media systems—including info-media and digital tables—within the brand's new headquarters, enabling intuitive access to product categories and brand content through a reimagined user interface.



## SUWON CITY Big Data DOOH Platform

Built and operated the region's first big data-powered outdoor media system with integrated CMS and content delivery tailored for local business promotion.



# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



## Hyundai Motors First Flagship Store, Dosan

Planned and developed the full media system for Hyundai's first flagship store, with continued annual media operation and management.



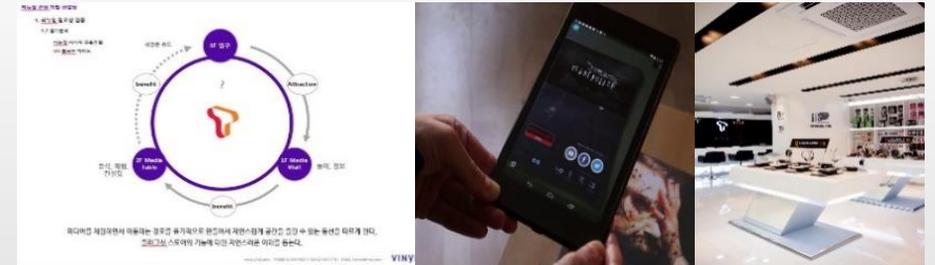
## Korea Telecom Olleh Square Gwanghwamun Flagship – Telecom Industry First

Planned, built, and operated 13 integrated media features across a 500-pyeong flagship retail space at KT's Gwanghwamun HQ.



## SK Telecom Retail-Shop Myeong-dong Flagship Media Strategy

Provided media consulting and preliminary design for the flagship store, serving as the strategic model for nationwide retail expansion.



## DDP media Consulting & Develop. Retail Media Platform

Developed a media art content and advertising platform for commercial spaces within Dongdaemun Design Plaza.



# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



## SM entertainment- K-POP ATIUM

Media Planning & Develop.

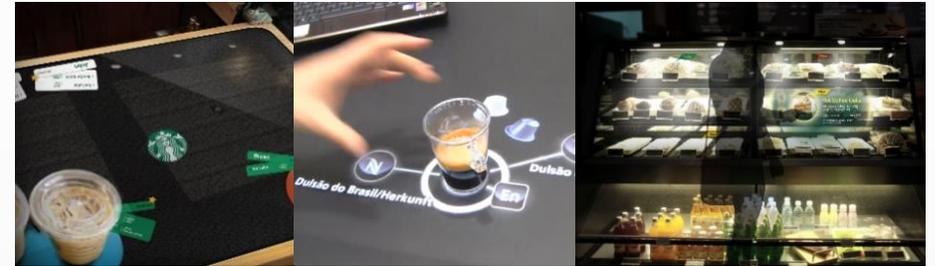
Provided full media consulting, concept planning, and design for SM Entertainment's first integrated complex featuring a hologram theater, retail shop, and immersive theme studio.



## STARBUCKS New Media R&D

SHINSEGAE I&C

Developed a forward-looking media concept proposal and prototype for future retail environments, initiated under the direction of Chairman Howard Schultz.



## Lotte cinema AD Platform media

in China

Pioneered a global first in theater advertising with a standardized media platform, unmanned kiosks, and UX system—scaled from a pilot at Konkuk Univ. to over 100 locations nationwide.



## CGV Adverting platform media

in Korea / in China

Pioneered 4-sided media interior at Apgujeong CineCity and designed CGV China's national cinema media platform—from concept development to system installation.



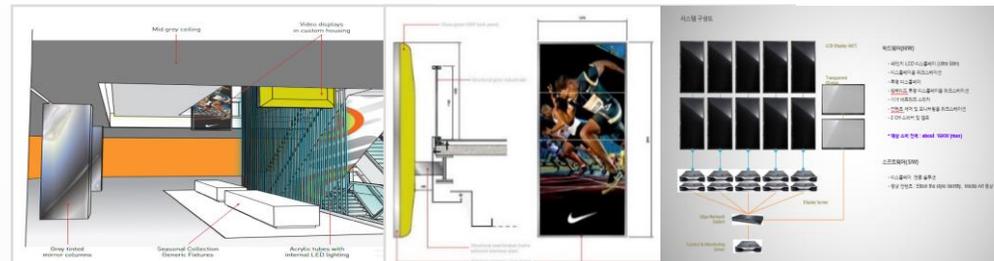
# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



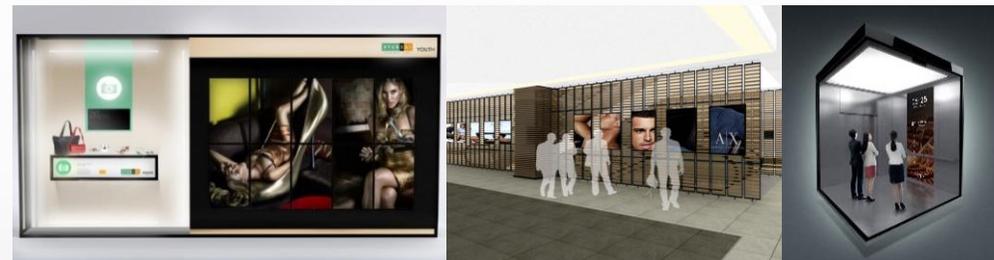
## HYUNDAI Department store

Pangyo Branch / Apgujeong Headquarters  
Media Café Planning/ Multi-DID Planning Design  
and Content



## HYUNDAI Department store

Sinchon Branch  
In Department Store, Interactive New Media  
Window Content  
and planning design



## D-cube city department store

New Media Planning and Consulting /  
Media Art contents planning



## DUBAI CROWN PLAZA HOTEL

Dubai, inside the lobby of the Crown Plaza Hotel  
Concept and Planning Design of Information  
Media and Media Art



# Overview

MEDIA CONSULTING EXPERIENCES FOR RETAIL SPACE



## Advertising Platform to UBAI MALL

Dubai Mall,  
Interactive New Media Advertising Platform

World's First Retail in Dubai Mall, the Largest Shopping Mall in the Arab  
Interactive Media Advertising Platform Design and Media Art Content



## Media Art contents for China-Xian City

China-Xian (West Bank) City Public Media Consulting  
Media Art of Urban Architecture in the Chinese Cultural City of West Bank



## Media consulting for China-Xian department store

Planning and Design of Media Art in China-Xian Department Store, Content



## LG, K-Culture Theme park Space media consulting & development

It's a collection of the themes of K culture in Asia  
Space Planning and Media Consulting/Planning Design in Theme Park



# CRITIC'S COMMENT ON THE ARTIST'S WORK AND WORLD VIEW 1



Hong Kyung han  
an Art Critic



Media sculpture  
In Busan as public art

## 작가 폴 씨 작업에 대한 소론

### 시간이 영감이 되는 장소

#### 그 시공의 틈을 보다

홍경한(미술평론가)

1. 미디어 아티스트이자 디자이너인 작가 폴 씨(Paul C, 본명 조홍래, 이후 폴 씨)는 예술과 테크놀로지(technology)의 경계를 넘나들며 자신만의 미감을 조형언어로 설계해 왔다. 그에게 생각의 차이와 발상의 전환은 시각예술의 바탕이다. 여기에 과학적 사고와 인지적 기술의 결합, 에반젤리스트(evangelist)로서의 감성이 덧대지면서 기술과 미술의 교합에 의한 예술의 범주를 생성한다. 이를 달리 말하면 미적기술(fine art)을 통한 시각향유, 감동의 전달, 메시지의 공유, 공명, 사유 등을 유발하는 예술 활동, 미디어아트(Media Art)라고 할 수 있다.

작가에게 미디어아트란 단순한 기술의 나열이 아니라 메시지를 전달하려는 속성을 지닌 매체를 예술에 도입하는 방식이다. 때문에 그의 미디어아트는 과학적이거나 기술적, 물리적 시각체로써의 현란함에만 종속되는 것이 아닌, 어떻게 자신의 작품이 미적 성질로 환원될 수 있는지에 대한 연구로 풀이할 수 있다.

폴 씨의 작품은 다양한 미디어를 숙주 삼아 파생될 수 있는 예술로, 시각적 향유 외에도 관객과의 인터랙션이 가능하도록 설계되며 전시장을 벗어나 대중공간이라는 새로운 장소에서 선보이곤 한다. 대표적인 작업이 페이퍼 포레스트(Paper Forest), 움직이는 조각 시리즈(Motion sculpture series) 등이다.

이 시리즈엔 아버지와 관련된 개인사를 설치작업으로 풀어낸 <Heart series>를 비롯해, <What a long love> 등이 포함되어 있다. 이중 <Heart series>는 삶의 한 파편에서 발견한, 어쩌면 다시 마주하지 못할 기억들을 시각으로 얹혀 생사의 영역을 예술과 과학으로 동기화한 융·복합적 작업이다. 심장 박동을 통해 삶의 파편들이 작거나 크게 연결되면서 연이음을 낚는 이 작품은 단출한 매재(媒材)의 활용을 넘어 인간자체에 대한 관점을 보여주고 있다는 점에서 인상적이다.

그의 인터랙티브 홀로그램 세라믹(Interactive Holo-Ceramics) 작품은 장인의 정신과 노력을 동시대적으로 새롭게 번안, 맥락화 한 작업이다. 전통적 사물과 가상의 이미지는 장르 간, 시공간의 경계를 허물며 조형체계를 새롭게 구조화 한다. 장인의 역할과 의의에 대해 디지털로 재해석했다는 것도 눈에 띄는 지점이다.

성스럽게 다가오는 특정 공간에 자리 잡은 <솔 블랑코>(Sol Blanco)는 존재와 비존재, 실체와 허상, 이미지와 현실 언어 사이에서 빛어낸 예술이다. 유리 창문을 관통하며 시시각각 달라지

1) 그는 디지털 미디어아트 작가이면서 국내외 우수 전시경험과 국제서울미디어트비엔날레 아트디렉터를 지낸 기획자이기도 하다. 현재는 올해 10월 예정인 DDP서울디자인 2022 기획전 총괄 디렉터를 맡고 있다.

는 빛의 자연과 기술의 이상적 만남이 극대화된 작품으로 꼽힌다. 빛과 사물의 예술이면서 환영적인 예술의 면모도 지닌 이 작업은 상당히 영적이면서 치유적인 분위기를 자아낸다. 마크 로스코(Mark Rothko)의 채플(Chapel)이 그러하듯 인간 안위와 침의 '장소'로서 위치한다는 게 특징이다.

이밖에도 예술과 기술 간 최상의 접점을 보여준 프로젝트와 공간설계프로젝트 등도 폴 씨의 주요 이력이다. 여기엔 다양한 오브제 매핑(Mapping)은 물론, 인터랙션 디스플레이(I-display), 멀티지각(multi-perception)에 가까운 공공미술 등도 포함된다. 다채로운 영상미와 시공을 무대로 한 이성과 감성의 밸런스로 직조되는 이 작업들은 모두 기술과 예술, 현실과 감각, 그리고 상상력의 결과라고 할 수 있다. 한편으로 '나'와 연관된 사회와 각각의 삶을 바라보는 그만의 시각, 존재에 관한 화두를 조형의 속주로 삼은 작업들이다.

2. 이처럼 폴 씨의 작품들은 이성과 감성이 교차하며, 논리적 추론에 더해 타자의 즉각적인 반응과 일시적 촉각, 청각적인 감각과 시각적 이미지가 통합적으로 나타나는 예술이다. 기본적으로 이미지, 소리로 구성되며 언어, 그림, 음악으로 표현된다. 메시지는 물질적인 재료로 기표화 하거나 시각, 청각, 촉각이라는 다의적 신호가 집합한 상태로 드러난다. 더불어 관객들이 정보인식과 감각 및 지각의 체험을 동시에 소비할 수 있도록 한다.

그의 작업은 기 언급했듯 작가로서의 내적 상황을 표현하는 범주와 시각과 감각, 체험을 결합하여 새로운 아젠다(Agenda)를 창출하거나 소통과 참여를 통한 사회적 의제생산에 방점을 둔 채 전개되어 왔다. 정신과 지각체험을 함의한 인간과 세계에 대한 작가의 시선이 배어 있는 <솔 블랑코>에서처럼 타블로(프, tableau)로서의 영역을 벗어난 입체적 해석을 추구하면서 고전적 지각을 재편하고 재개발한다. 그 안엔 미디어아트 특유의 성격인 작품을 보고 듣고 만지는 과정을 통해 숨겨진 지각의 본모습을 깨닫는 과정도 들어 있다.

그런 점에선 근작 '아난티 미디어아트'(Village de ANANTI, 부산광역시 기장군 시랑리) 또한 같은 등선에 놓인다. 채움과 비움을 개념으로 한 이 작업은 바다를 무대로 한 수면 공간 내 조형작품이라는 공공미술의 특성과 미디어의 가능성, 관객 참여라는 세 가지 유무형적 요소가 유기적으로 결합되어 있다.

미디어 정사각형에 원을 뚫어 비워 내며 채워지는 풍경이 되도록 한 이 작품은 실제 자연의 모습을 투영 및 가시화하면서 영상과 자연이 조화롭게 연출하도록 기획되었다. 작가의 말을 빌리자면 "아난티 공간이 이미 가지고 있는 대자연. 수평선의 연장선상에서 조형과의 '공존'을 택한 미디어아트"다.

일정 시간 동안 무한 반복하면서 자연의 모습에 각기 다른 형색으로 접근토록 하는 이 작품은 자연으로부터의 영감(Inspiration)을 받아 다시 불특정 다수에게 색다른 영감을 부여한다. 그것만으로도 의미론적, 기호학적 접근을 개방하며 독해에 따라 여러 의미가 생산된다.

작품은 시간의 흐름 자체가 영감의 원천이 되는 장소에 자리한다. 낮과 밤이 다르고 자연의 흐름에 발맞춰 변화한다. 관람객의 직접적 개입은 데이터를 통해 시각화되고, 그 결과는 인간

## CRITIC'S COMMENT ON THE ARTIST'S WORK AND WORLD VIEW 2

에게 주어진 환경과 참여자의 상호성을 통한 이미지와 허상, 현실과 이데아의 간극을 끝없이 조율한다. 그만큼 미디어를 수단으로 자연에 얽힌 다양한 레이어(Layer)를 확인할 수 있다.

폴 씨의 작업 대부분이 그렇지만 ‘아난티 미디어아트’ 역시 눈여겨볼 측면은 이미지다. 이곳에 폴 씨 작업의 철학이 있기 때문이다. 그에게 장소로부터 전달 받은 영감의 이미지는 인간이 처한 세계에 대한 시각적인 도식화일 수 있으나, 애초 사물에 대한 모방에서 비롯됨에도 실제로는 사물을 담고 있는 세계에 대한 번역이자 인간 주체의 시선을 실어내는 수단이다. 물론 자연과 함께 만들어낸 그 이미지는 상징에 국한된 이미지가 실체인 냥 하는 소유의 이미지, 외적 변주에 유혹당하는 기호임에도 진실하다고 믿어지는 이미지이다.

그러므로 ‘아난티 미디어아트’의 이미지는 작가 의식의 흐름을 따라 그려진 오랜 시간의 결과물로써의 이미지, 의미체(하나의 이미지에 의미와 개념이 압축된 형식)로써의 이미지, 동적인 이미지이자 순간의 기록이면서 연속으로써의 이미지, 실시간의 흐름을 쫓아 이야기의 흐름이 무한 창조되는 서사체로써의 이미지, 비움의 이미지이다.<sup>2)</sup>

3. 폴 씨의 미디어아트는 새로운 재료와 도구를 통해 새로운 예술에 접근하기 위한 시도이며, 자신만의 세계관이 공유, 공존할 수 있는 방안으로써의 도구다. 제로 베이스에서 시작되어 낮선 시간과 공간, 물리적으로 다른 장소와 내적 운율까지 포괄하는 넓은 영역성을 내보이며 제한 없는 시청각의 자유로움, 시각적 현란함은 폴 씨의 작업에서 공통적으로 엿보인다.

디지털과 결합된 시각예술이라는 문법을 통한 심리적, 정신적인 범주에서 인지할 수 있는 어떤 법칙들을 가시적으로 드러내는 방법이라 해도 그치지 않은 폴 씨의 작품은 크게 두 가지 맥락에서 바라볼 수 있다. 우선 작은 단위에서 확장되는 미디어의 속성은 작가의 내적 운율을 드러내는 효과적인 방법이다. 자신의 감정을 알알이 되새기거나 치유하며, 때론 스스로에게 위안이 되는, 그 밀도의 덧땀과 자신을 찾아가는 통로로써 선택한 것이 현재의 작품인 셈이다.

또 하나는 동시대미술의 특징인 상호성과 관계성이다. ‘아난티 미디어아트’에서처럼 작품은 그 자체로 존립한다기보다 개별적이면서 타인과 공유되는 경험을 낳는 측면이 있다. 작가에게 ‘공유성’은 미적·물리적 확장을 끊임없이 도모할 수 있는 기본 조건에 해당한다. 이는 많은 부분에서 상호적으로 변화하는 배경이 되고, 그 상호성은 다양한 매체를 활용하며 보다 활성화된다.

그중 중요 작이 바로 ‘아난티 미디어아트’다. 이 작품은 하늘과 물, 그리고 주변의 경관을 투영시켜 비우(비움)고 또 다른 자연의 풍경을 채우며(채움), 주변 자연과의 공존과 조화를 관객들이 체험할 수 있도록 하지만, 미학적으로 흔적을 지우는 기호로써의 이미지이면서, 그 자체로 어떤 의미를 갖는 것이 아닌, 그것을 통해 의미를 드러내는 무엇이다. 과학과 예술의 접점을 통한 추상성을 구체화시키는 의식의 ‘비유언어’라 해도 맞다. 그렇기에 ‘아난티 미디어아

트’는 타자에게 있어 매우 감각적-시적으로 열람되며, 단순한 정사각의 평면성 혹은 입체성을 넘어 ‘공감각적 상황’으로 전개될 수 있다.

‘아난티 미디어아트’는 또한 하나의 공공미술 프로젝트로써의 열림과 독해의 자율성을 고루 함유한다. 그래서인지 이 작업은 그저 보는 것 자체로 충분한 만족감을 선사한다. 그렇지만 그 내부엔 자연을 모태로 한 시간의 결이 묻어 있으며, 자연과 인간의 관계를 관통하는 차분하고 작가의 나지막한 울조림이 녹아 있다.

‘아난티 미디어아트’를 말할 때 ‘이미지의 진정성’도 언급되어야 한다. 사실 ‘이미지의 진정성’은 대단히 어려운 문제다. 이미지는 유무형의 드러남을 전제로 하지만 진정성은 참됨의 범주이기에 조형으로써의 표현이 녹록할리 없다. 그것이 정말로 이미지자체인지 아니면 이미지를 접하는 이들의 감정의 문제인지도 모호하다. 때문에 ‘이미지의 진정성’을 액면 그대로 해석하여 조형화 하면 자칫 관념적으로 흐름 가능성도 배제하기 어렵다.

‘아난티 미디어아트’를 비롯한 폴 씨의 다양한 작업을 이해한다는 건 기호를 이해하는 것, 기호의 진실과 마주하려는 것과 같다. “스스로가 표상한 것의, 사물이 보이는 방식 혹은 사물의 본질적인 존재방식의 직접적인 전사로서 자신을 꾸미는 일종의 글쓰기이며, 그래픽적 기호이다.”라는 자크 데리다(Jacques Derrida)의 주장처럼 필자 역시 그렇게 읽는다.■

2) 이에 대해 작가는 “자연은 생명이 역동적으로 변화하면서 시시각각 변하면서 비움과 채움을 반복하고 생명을 순환한다. 있는 그대로를 바라보기도 하고 때론 자연과 공존하며 창조하기도 한다. 유기적인 물의 형상과 조화되면서 하늘과물, 주변의 경관을 투영시킨다.”고 했다.

“THE FUTURE IS NOT A PREDICTION,  
BUT AN **IMAGINATION.**”

PAUL C.



THANK YOU

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