

# KOREA Report

May 2025

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## 1. 25SS MUSINSA SEASON PREVIEW

### Project Overview

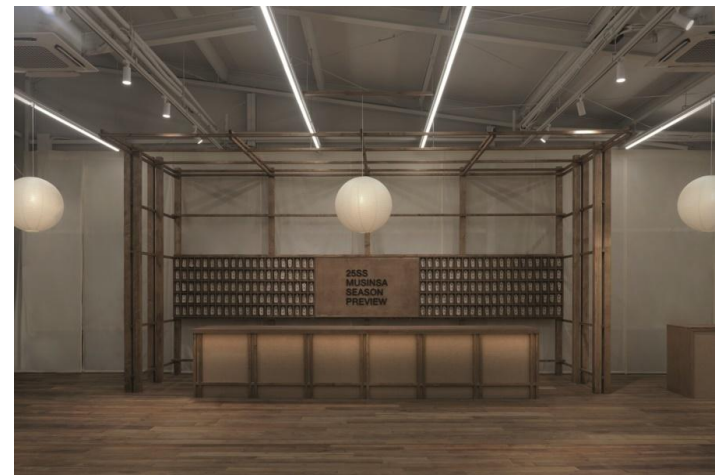
The MUSINSA 2025 Spring/Summer Season Preview was conceived to evoke the atmosphere of a resort, transforming an urban space into a sensory escape. Designed with the intention of reintroducing elements of nature seldom found in the city, the experience is both whimsical and immersive—like discovering an oasis in a tranquil desert. Natural materials and organic forms were intuitively integrated to create a setting that feels alive and unrestricted by the rigidity of urban architecture. The sound of footsteps sinking into sand and the gentle creaking of wooden exterior elements transport visitors into nature. Inside, the tactile grain of the wood—varying across floors, structures, benches, and pillars—further enhances this connection to the natural world. A tent positioned outside and billowing white curtains indoors amplify the resort-like ambiance. At the heart of this space is the concept of experience. Each fixture and object acts as a storytelling device, designed to embody and express distinct thematic cues. A wooden deck, reminiscent of a fashion show runway, becomes a stage for guests—who, upon entering the path, naturally assume the role of models walking the show. Every element becomes part of a live performance. This pop-up store is more than a retail environment—it is a spatial event. Free-flowing yet harmoniously composed, the entire setting becomes a moment outside of time, leaving a lasting impression that lingers well beyond the visit.

### Project Details

1. Brand: 25SS MUSINSA SEASON PREVIEW
2. Type of Business: Pop up Store
3. Open Date: 9/2024
4. Size: 620 m<sup>2</sup>
5. Location: 12, Seongsui-ro 20-gil, Seongdong-gu, Seoul, Republic of Korea

### Location













## 2. seye clinic

### Project Overview

The overall design concept was developed with a focus on clarity and simplicity, achieved through a modular approach based on a square grid. By layering both large and small-scale details within this structure, the design establishes a visually intuitive identity that is instantly recognizable. The seye clinic itself was composed as a minimal, geometric space, defined by a clean hexahedral form. The straight piping of the exposed ceiling—strategically incorporated to accommodate the relatively low ceiling height—reinforces a sense of structured fluidity, as if an invisible grid extends across all areas of the clinic. To soften the static layout and achromatic palette, media art and visual imagery were introduced throughout the space. The only hue applied was gray, used consistently across all surfaces—from finishing materials to staff uniforms, bedding, and curtains. However, subtle variations in the textures of these gray elements lend a sense of depth and warmth. In this clinical setting, where privacy is essential and it is preferable to avoid face-to-face layouts between patients, the visuals gently guide the gaze toward specific focal points. This not only enhances comfort but also provides a visual rhythm that diffuses the rigidity of the architecture. Though the space is linear and achromatic by design, it possesses a quiet allure—one that subtly engages the senses and elevates the clinic experience beyond the ordinary.

### Project Details

1. Brand: seye clinic
2. Type of Business: Clinic
3. Open Date: 11/2024
4. Size: 853 m<sup>2</sup>
5. Location: 10F, 55, Seocho-daero 77-gil, Seocho-gu, Seoul, Republic of Korea

### Location Map

