

Press Release

SEOUL / NEUSS (Germany), 13 October 2017

Bring Magic to Life

D'art Design Seoul develops brand gallery for all the senses

D'art Design Seoul, the Korean subsidiary of D'art Design Gruppe, has presented its so far largest project: the brand gallery “Magical Walk” for the domestic appliance manufacturer SK Magic. It is located in the 5-star boutique hotel Vista Walkerhill Seoul and its showroom combines both the values of the brand and those of arts. Visitors experience the company’s philosophy and selected products – air and water purifiers – in a unique manner following the motto “Bring Magic to Life”.

On almost 400 m² the designers amalgamate a variety of multimedia formats like images, videos and objects with light and sound installations creating a multi-sensorial experience. Minimalist equipment and the combination of both poetic as well as interactive elements allow the visitors to experience the brand SK Magic by moving on a media trail with the four topics forest, water, air and living. Lively images in combination with sounds and even aromas provide a feeling of nature and encourage to explore the gallery and by doing so the products in it.

In the Forest Zone visitors find themselves in the dense woods of Mount Indeung. This Korean mountain is the place, where the parent company SK Group started a tree-planting project 45 years ago. Designers visualize changing perspectives of Mount Indeung as well as product details on a ten-metres long two-sided LED wall. Simultaneously, mirrors, which are artfully arranged, display the corporate philosophy to the sounds of nature and “magically” suggest that there are additional paths in their reflection.

To be completely surrounded by glittering and glistening water – that is the feeling, which is conveyed by the water zone, where

visitors can actively change colours by touching a stele. Those, who enter the neighbouring Air Zone experience a sensorial triad: Air purifiers are activated creating a breeze that produces tones in a suspended sound installation and spreads forest aroma. Finally, in the Living Zone, visitors encounter a selected product variety for a more natural life accompanied by lifestyle videos. Overall, the brand experience melds technology and naturality in a premium look-and-feel.

SK Magic Inc. was founded in 1985 in South Korea and developed into a trendsetter in the Korean industry for domestic appliances, i.a. as the first national manufacturer of gas ovens. Since 2016, the company has formed part of the Korean SK Group and exports its products into 60 countries around the globe, among them ten European countries like Germany, Great Britain and France.

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IMG_3143: The Forest Zone: A ten-metres long two-sided LED wall visualizes changing lively perspectives of a Korean mountain forest.



IMG_2547: To be completely surrounded by glittering water – this feeling is conveyed by the Water Zone. There, visitors can activate a colour change.



IMG_2564: From the Water into the Air Zone: There, a sensor starts air cleaners, the breeze that results from that produces tones in a sound installation.



IMG_2577: The Air Zone offers fresh air as a sensorial triad: Visitors feel a breeze that produces „silver“ sounds and spreads forest aroma.



IMG_3203: Artfully arranged mirrors enlarge the Forest Zone as a natural experience and „magically“ suggest more paths in their reflection.



IMG_2287: In the Living Zone, visitors encounter a selected product variety for a more natural life, accompanied by lifestyle videos.

Facts and figures

Project:	SK Magic Brand Gallery „Magical Walk”
Customer:	SK Magic Inc.
Design:	D’art Design Seoul Ltd.
Location:	Vista Walkerhill Seoul, Korea
Size:	380 m ²

Image material

We will be happy to provide you with high resolution image material for the purpose of topic-related reporting. Please send your enquiry to: pr@d-art-design.de.

The naming of the copyright holder is binding when images are used:
D’art Design Seoul Ltd.

About D’art Design Seoul

D’art Design Seoul is the Korean subsidiary of D’art Design Gruppe, and was founded in 2012 as a basis for a long-term exchange between the Asian market and European design specialists – an exchange that benefits both partners. D’art Design Seoul Ltd. provides German design approaches to the Asian market. Based on the respect for both cultures’ strengths, the fundamental prerequisite for a successful Asian-European cooperation is to be established and synergetically used.

D’art Design Gruppe is one of the leading spatial communication agencies in Germany and has been an expert for multi-sensual brand experience for over 25 years. The holder of numerous international design awards, D’art Design Gruppe designs brand and experience spaces for customers such as 3M, adidas, Amtico, Britax, C.H. Beck, Deutsche Telekom, Electrolux, Gabor, Gräfe und Unzer, Grundig, Henkel, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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