

**+82.02.3440.3590**

**Apgujeong ro 2gil 11, 2F**

**압구정로2길 11, 2층**

**[www.geomangcreative.studio](http://www.geomangcreative.studio)**

**[hello@geomangcreative.studio](mailto:hello@geomangcreative.studio)**

**Rights Reserved @2024 Geomang Creative Studio**

**GEOMANG**



# About Us

## Vision and History



### **Design and Growth in One Motion:**

Geomang Creative Studio (GCS) aims to present timeless design experience with a touch of Modernism. With background in architecture and fine art, GCS provides design solution that is unique yet classic, services ranging from spatial design, branding, to art consultation. Our design principles deliver long term growth, together with our clients.

### **Heritage in Continuation:**

Inheriting the values of Geomang Design, we aim to carry on the spirit of 'Risk to Create'.

---

Geomang Design was founded in 1986 as a design and construction office with domestic and international appearance.

Geomang provides holistic interior design solutions from concept design, execution, construction and after-care repairs. Geomang Design has been recognized with KOSID Best Design Award from Korean Society of Interior Architects and was selected as the Korean representative for the Nagoya World Interior Exhibition. Clients range in luxury fashion brands, high-end residential, offices, restaurants, to furniture design.

#### **Certificate:**

Contractor received via Korea Interior Architecture Contractors Committee (KICC)  
International Contractor: "Interior Building Work Business"  
Member of Korean Society of Interior Designers (KOSID)

#### **Best Design Award, KOSID**

**Good Construction Award KSCA**

**Representative Designer for Nagoya International Interior Design Contest**

# About Us

## Core Team

### Jae Jun Lee

이재준  
CEO

---

### Minjoo Jeong

정민주  
Senior Architect

---

### EJ Hyun

현이재  
Artist & Visual Director

---

Columbia University GSAPP M.Arch `15  
University of Southern California B.Arch `14  
The American Institute of Architects (AIA) Associate Member  
Adjunct Professor, Department of Interior Architecture, Hongik Univ. (2022)

Ecole d'Architecture de Paris-Val-de-Seine Master  
(Architecte diplômé d'Etat) `16  
Architect RA KIRA  
HMONP, Ecole d'Architecture de Paris-Val-de-Seine, 2018

Rhode Island School of Design BFA `18  
Lecturer, "Dematerialized Art", Elisava University (2022)  
Speaker, HelloWEB3, Seoul (2022)

# Our Clients

Our clients range in multiple facets of industries, coursing from luxury fashion boutiques to office and home furnishing.

ANN DEMEULEMEESTER  
BALENCIAGA  
BEAKER  
BEANPOLE  
CALVIN KLEIN  
CELINE  
CHLOE  
COMME DES GARCON  
COLOMBO  
DAMIANI  
DECKE  
DELVAUX  
DIA STAR  
DKNY  
DSQUARED2  
GIVENCHI  
GIORDANO  
GGIO2  
ISSEY MIYAKE  
KUHO  
LANVIN  
LANVIN COLLECTION  
JIMMY CHOO  
MM6 MAISON MARTIN MARGIELA  
MINE  
MUE  
ROCCA  
SJ.SJ  
STEPHEN WEBSTER  
SYSTEM  
TIME  
TIME HOMME

THEORY  
THOM BROWN  
TOM GREYHOUND  
TOMBOY  
TOPTEN10  
UNIQLO  
8IGHT SECONDS

CJ OLIVE YOUNG  
DOOSAN  
ETUDE HOUSE  
HANDSOME Corp.  
HYUNDAI DEPARTMENT STORE  
HYUNDAI GREEN FOOD  
KAMCO  
LCB TUNA  
LIG Corp.  
LG Corp.  
LOTTE DEPARTMENT STORE  
MAZARS KOREA  
NAVER LINE PLUS  
SK NETWORK

WOORI HOSPITAL OF KOREAN MEDICINE  
JHY ORIENTAL CLINIC

SOUTH CAPE  
ATOZ MOVE  
SHINSUNG TONGSANG

**GEOMANG**

**Original and Detailed  
Design**



Client LIG, Inc.  
Type Office Design  
Workscope Concept | Detailed Design | Construction  
Facility 6466.88 sqm





Client LIG, Inc.  
Type Office Design  
Workscope Concept | Detailed Design | Construction  
Facility 6466.88 sqm

# LIG NEX1 R&D CENTER





Client LIG, Inc.  
Type Office Design  
Workscope Concept | Detailed Design | Construction  
Facility 6466.88 sqm

# LIG NEX1 R&D CENTER





**Client** South Cape, Inc.  
**Type** Hospitality  
**Workscope** Detailed Design | Construction  
**Location** Namhae, Korea





Client South Cape, Inc.  
Type Hospitality  
Workscope Detailed Design | Construction  
Location Namhae, Korea

# SOUTH CAPE OWNER'S CLUB





**Client** South Cape, Inc.  
**Type** Hospitality  
**Workscope** Detailed Design | Construction  
**Location** Namhae, Korea

# SOUTH CAPE OWNER'S CLUB





Client  
Type  
Workscope  
Detail

Handsome Inc.  
Office Design  
Concept | Detailed Design | Constrcution  
Facade and Storefront





Client Handsome Inc.  
Type Office Design  
Workscope Concept | Detailed Design | Construction  
Detail Facade and Storefront

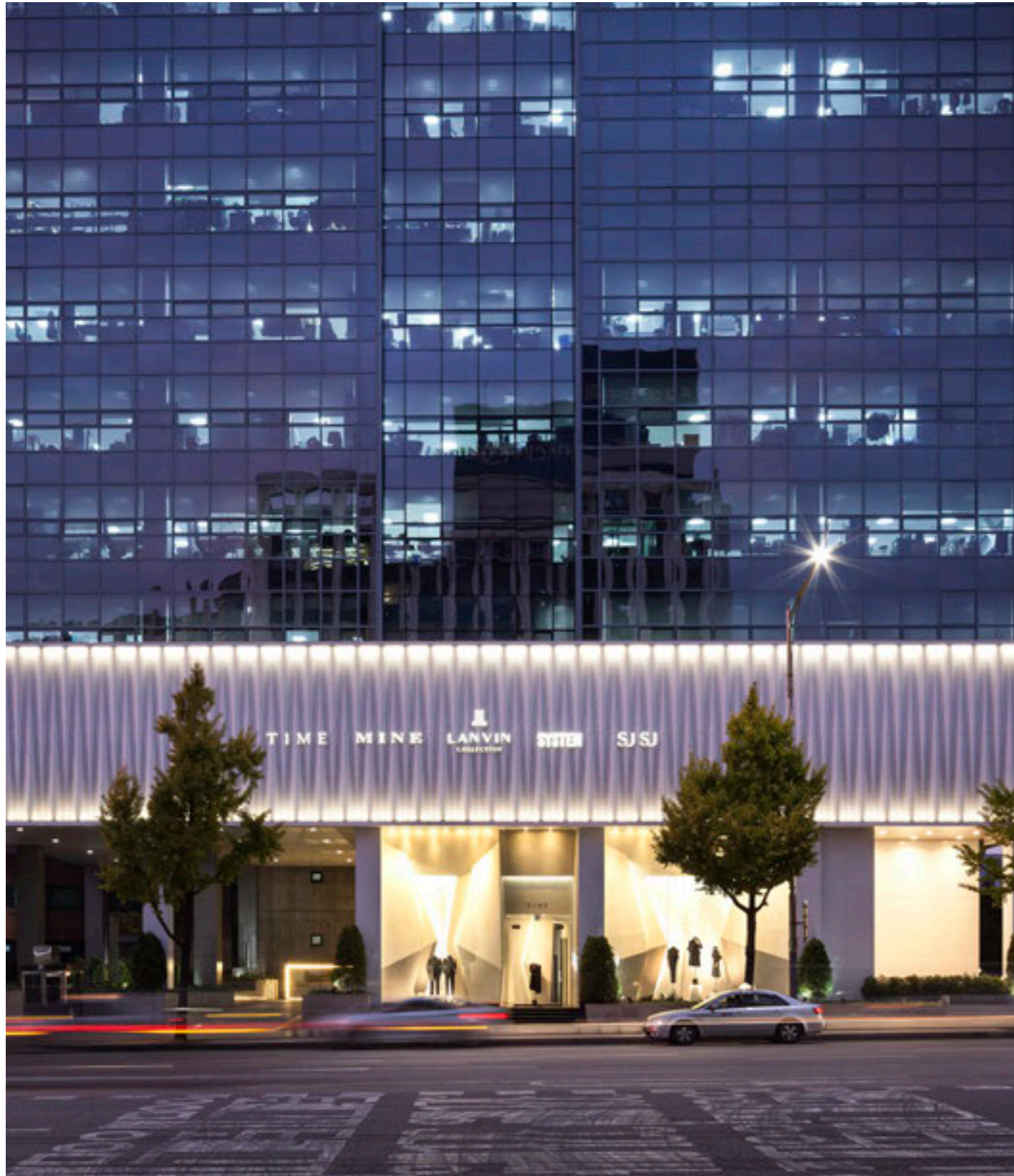
# HANDSOME HQ





Client Handsome Inc.  
Type Office Design  
Workscope Concept | Detailed Design | Construction  
Detail Facade and Storefront

# HANDSOME HQ





Client Handsome Inc.  
Type Retail  
Workscope Concept | Detailed Design | Constrction  
Location Gangnam, Seoul +94 Stores

T  
I  
M  
E





Client Handsome Inc.  
Type Retail  
Workscope Concept | Detailed Design | Construction  
Location Gangnam, Seoul +94 Stores

# TIME





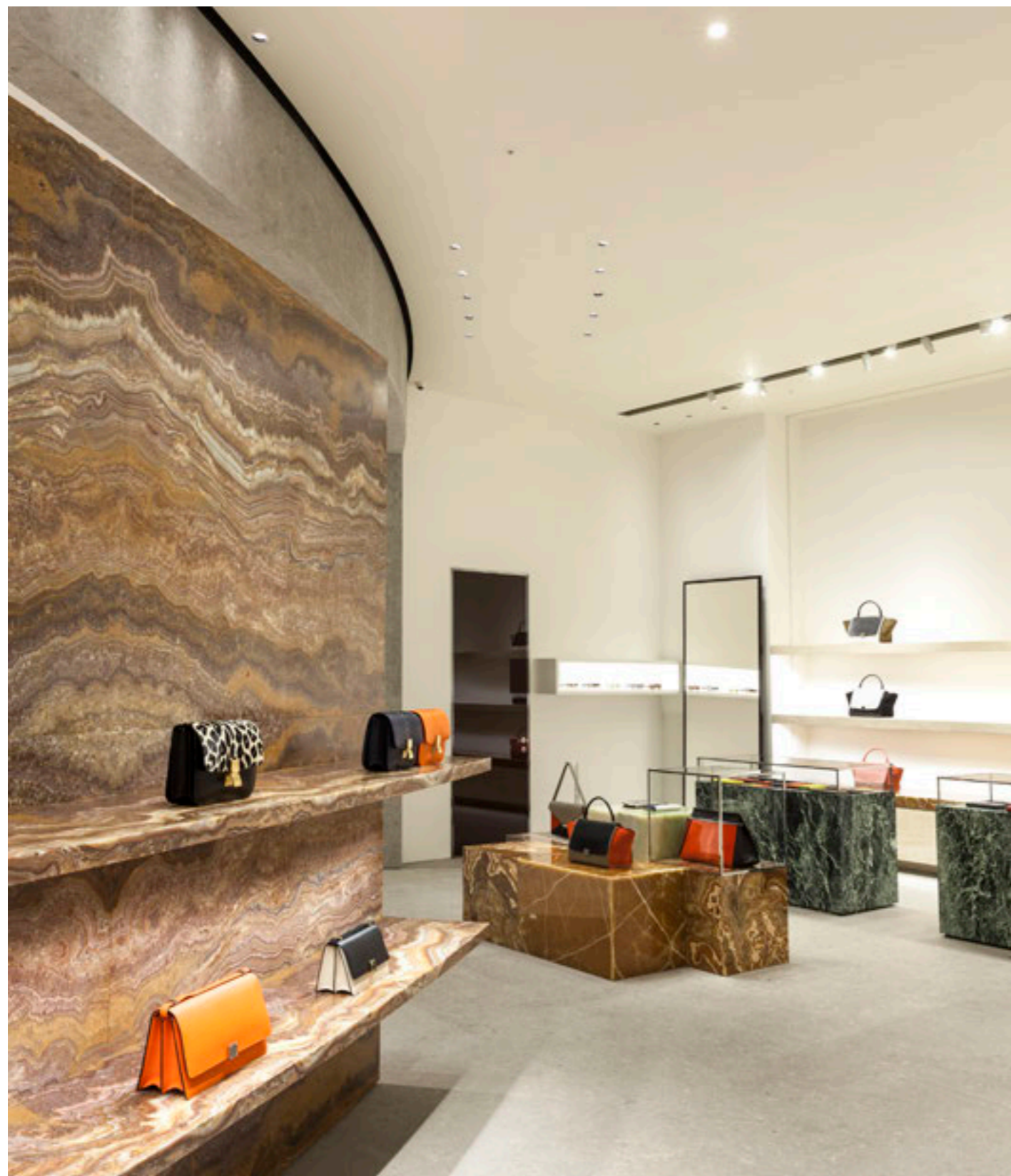
Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 107.84 sqm





Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 107.84 sqm

# CELINE





Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 107.84 sqm

# CELINE





Client Samsung C&T  
Type Retail  
Workscope Detailed Design | Construction  
Facility 98.17 sqm





Client Samsung C&T  
Type Retail  
Workscope Detailed Design | Construction  
Facility 98.17 sqm

# ISSEY MIYAKE





Client Samsung C&T  
Type Retail  
Workscope Detailed Design | Construction  
Facility 98.17 sqm

# ISSEY MIYAKE





Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 771 sqm





Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 77.1 sqm

# MONCLER





Client Shinsegae International  
Type Retail  
Workscope Detailed Design | Construction  
Facility 77.1 sqm

# MONCLER







# Original Design and Projects



**Project** Woori Hospital  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE



'Woori Hospital of Korean Medicine' is a medical facility that operates both traditional Korean medicine and contemporary western practices.

Korean medicine is often considered outdated and unprofessional even in Korea. As common oriental clinics callously replicate antique design, it only decreases the strength of their mentioned intended qualities. We wanted to design a space that communicates the lineage of Korean values in conjunction to its true technological evolution.

The core inspiration for the design derived from the Korean alphabet, traditional paintings, as well as traditional housing, "hanok." However, the main purpose of the design is to emphasize professionalism and evolution of traditional practices; therefore, we've reinterpreted the traditional values through structure and various amalgam of industrial, traditional, and lab-like materials. Through branding and interior architecture, we wanted to communicate traditional values, while maintaining a contemporary yet hygienic atmosphere that a hospital should give off.





Project Woori Hospital  
Type Public Design  
Workscope Interior Architecture | Brand Design  
Date 1533.72 sqm





Project Woori Hospital  
Type Public Design  
Workscope Interior Architecture | Brand Design  
Facility 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE

## Core Structure and Construction



Woori Hospital of Korean Medicine operates both traditionally Korean and Western medical practices. Their speciality is in rehabilitation and self-healing for sports players and the elderly. As such, the position of the hospital in the market serves a wide range of patients who seek professional and quality experience. To meet the standard of those users, we focused on emphasizing the quality of Korean values but also implicate a luxurious experience of the brand. The hospital is designed to hold 41 inpatients plus rehab patients at once, while providing a generous spacing and lighting design to feel capacious and luxurious.

The most important social goal was to ensure maximum accessibility beyond the local regulation of hospital level. In order to create a BF (Barrier-Free) space that is freely accessible to all entities, all steps were removed in common areas, including toilets and corridors. Handrails were installed at a height of 850mm from the floor and 1200mm wide sliding doors were installed in all areas for people with limited mobility. In the corridors, we planned a generous 2100 mm wide space for wheelchair access. In addition, we planned not only wards and consultation rooms for treatment purposes, but also pro-level exercise rooms for rehab.





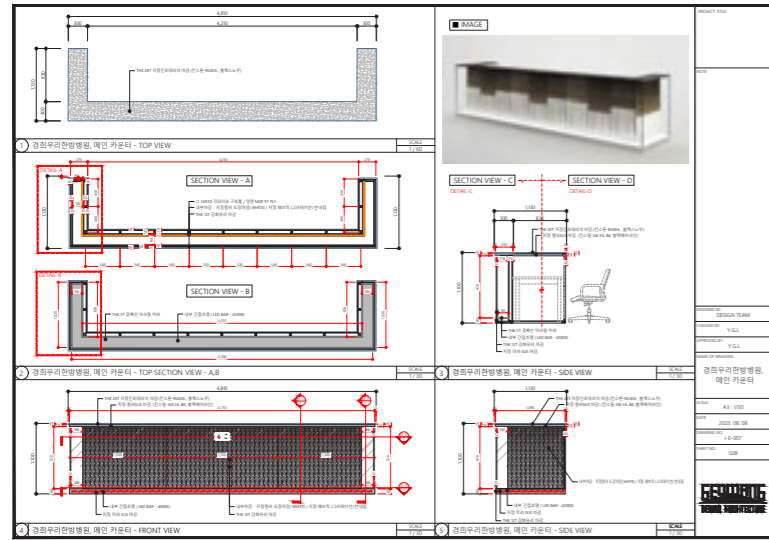
Project Woori Hospital  
 Type Public Design  
 Worksopce Interior Architecture | Brand Design  
 Facility 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE

## Center Structure Design



The design mainly focused on creating a meditative yet clean atmosphere for the users and our client, mainly utilizing stainless, glass, and mirror. However, to bring in a welcoming light, the main color of the space is uniformly designed with warm, muted color. The main entrance is inspired by hanok's window, where the panels are lifted to the ceiling to create a large open space. Such image was reimagined through the lighting design. The center space was also embellished with lighting structure that is a reinterpretation of traditional painting.





Project Woori Hospital  
 Type Public Design  
 Workscape Interior Architecture | Brand Design  
 Facility 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE

## Identity Design



The identity design juxtaposed two Korean letters, which is an acronym of the brand's name. The simplification of the lettering and applying the form into a vignette alludes the design to traditional Korean window design (which tales be told, how the Korean alphabet was derived). Warm greyish tone of blue aims to convey professionalism, which is widely utilized among start-ups and many other CI design. The characteristic hint of grey maintains the muted consistency of the interior



RGB 75 80 160  
 CMYK 55 50 0 37

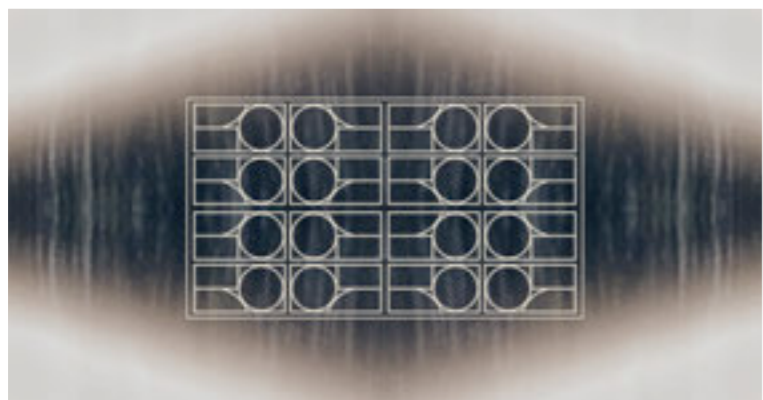
RGB 195 200 215  
 CMYK 10 05 0 15





# WOORI HOSPITAL OF KOREAN MEDICINE

## Identity Design: Applications





**Project** Woori Hospital  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE





Project Woori Hospital  
Type Public Design  
Workscope Interior Architecture | Brand Design  
Facility 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE



Main Counter



Main Entrance: Front View



Main Entrance: Side View



**Project** Woori Hospital  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 1533.72 sqm

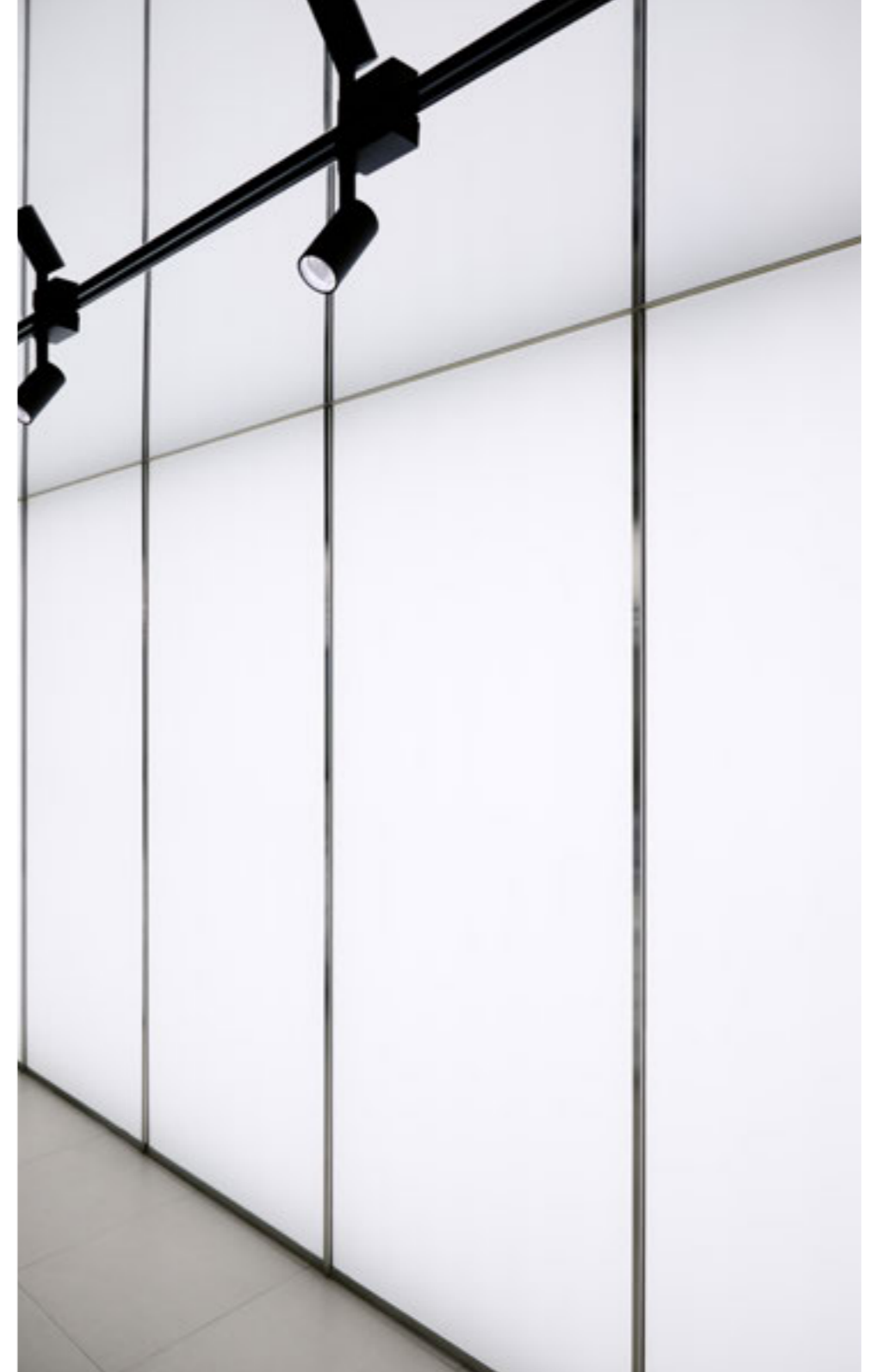
# WOORI HOSPITAL OF KOREAN MEDICINE



Fitness Facility Detail



Bench Detail



Alley Detail



Project Woori Hospital  
Type Public Design  
Workscope Interior Architecture | Brand Design  
Facility 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE



Doctor's Office View



Inpatient Room View



Door / Corridor Detail



**Project** Woori Hospital  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 1533.72 sqm

# WOORI HOSPITAL OF KOREAN MEDICINE



## Credit

### Interior Architecture

Geomang Creative Studio

Design Lead: Jae Jun Lee

Team: Gyunglim Yoo, Yoojin Lee, Sehee Kim,  
Hyunkyung Lee

Jelly Manjoo Architects & Associates

Architect: Minjoo Jeong

### Brand Design

Geomang Creative Studio

Design Lead: EJ Hyun

### Construction

Geomang Design

Team: Yongbum Jeong, Hwajoon Lee





**Project** JHY Oriental Clinic  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 132.79 sqm

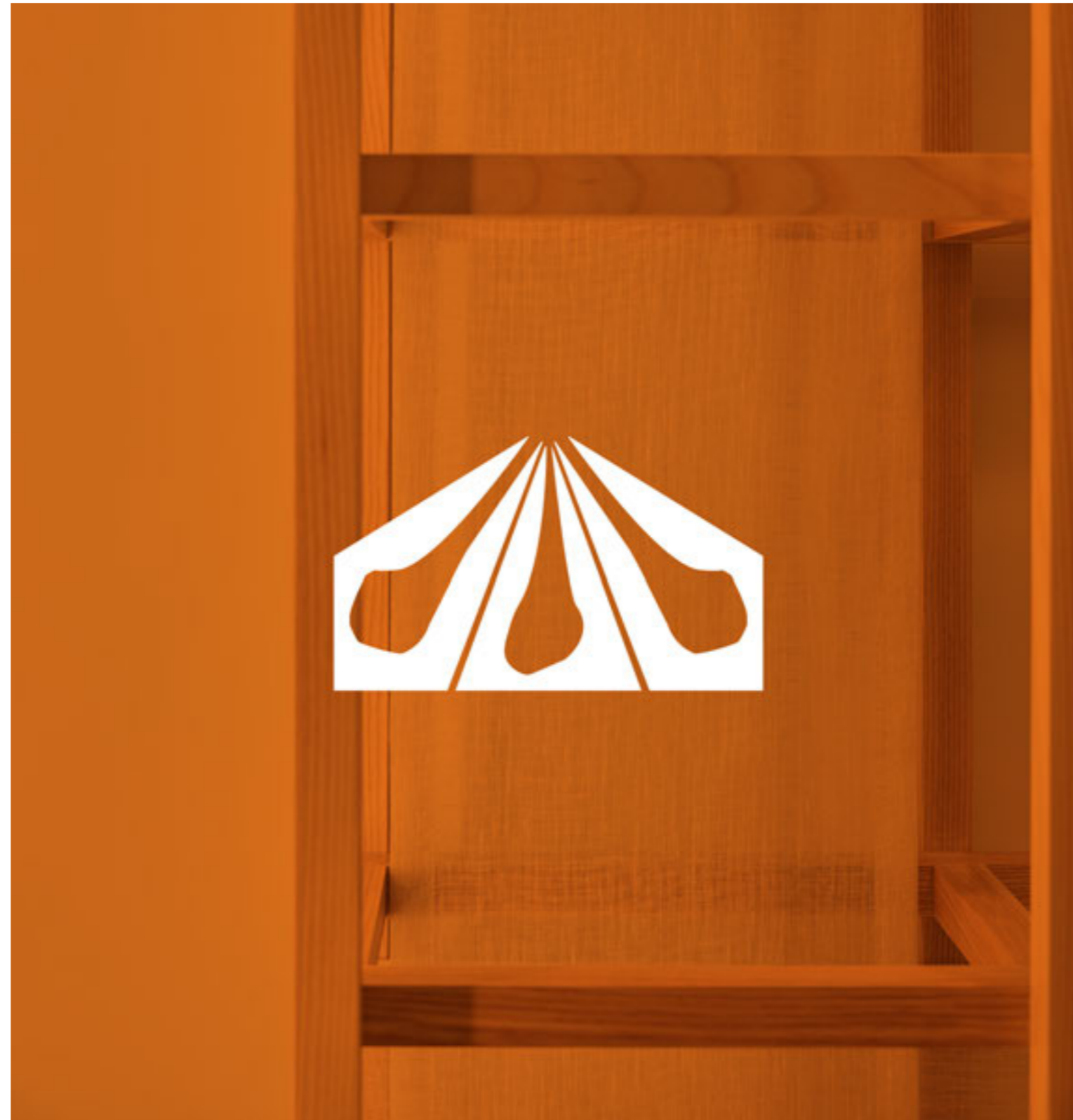
# JHY Oriental Clinic



JHY Oriental Clinic is a healing center operating in traditional Korean medicine and its practices. As the clinic focuses on serving the elderly and those who trusts the oriental methods, we wanted to design a space that not only captures our traditional aesthetic, but also that of the contemporary.

We believe the design for JHY Oriental Clinic stands as an elevated version of modern oriental clinic for the local community. Balancing tradition and modern solution, the design focuses on accessibility as well as the clinic's meant purpose.

The main objective of the design was to create a public space within the clinic that is clearly modern yet indexically traditional. Our core inspiration arrived from the traditional painting genre of 'bookshelves,' which documented the painter's collection usually of books and other objects. The basic structure of the painting communicates through out the entire interior design through the usage of grid system and painting-inspired materials.









**Project** JHY Oriental Clinic  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 132.79 sqm



# JHY Oriental Clinic

## Core Values and Principles

The core end user of the clinic are the local elderly who have deep appreciation for the traditional medical practices. The area has a large population of elderly citizens and therefore breeds a lot of oriental clinics. However, as most clinics embrace anachronistic design, we believe that the idea of a clinic has remained sedentary compared to other services in the area. While maintaining the traditional quality of the clinic's image, we focused greatly on accessibility through facade design and circulation. Moreover, we've opened the lounge to the public to enjoy the atmosphere for its sake.

From the beginning of the design process, the client and us aimed the lounge area to function as a large guest room, accessible and comfortable for the elderly community to freely enjoy. In order to create a barrier-free space, we secured a corridor width of 1.2m and eliminated steps from the outside, public space, and into the interior. We installed sliding doors that are easy to open and close, rather than swing doors, were applied to all rooms. The entrance to the clinic is opened in two sides from both back and the front of the building, including open facade with window space that changes with the season, increasing approachability.





Project JHY Oriental Clinic  
 Type Public Design  
 Workscope Interior Architecture | Brand Design  
 Facility 132.79 sqm

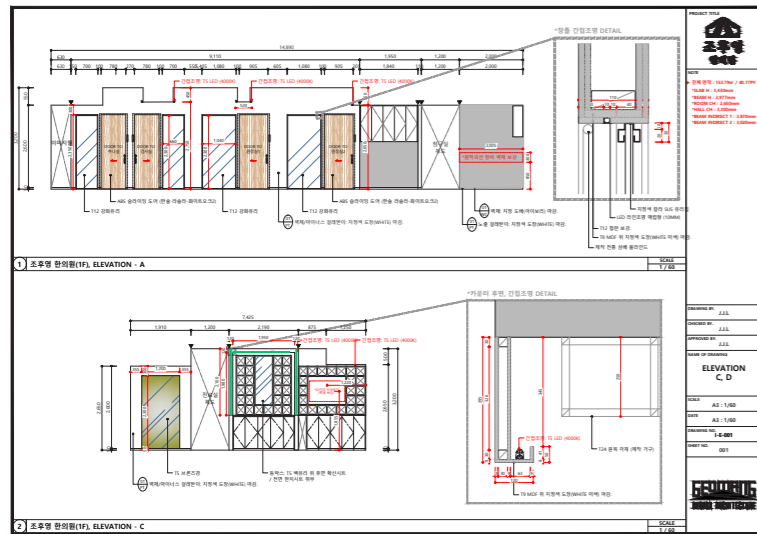


# JHY Oriental Clinic

## Signage Design

The designed aesthetic of the shelves are also functional in projecting indirect lighting in the space and displaying medical products made in-house.

The main lounge design utilized traditional wood joinery method to build the semi-modular units. It didn't require any nails, which prevents splitting or warping, allowing the wood to naturally expand and contract. Sambae cloth (traditional hemp cloth) is used to transmit indirect lighting solution throughout the interior but it also functions as a partition for the main lounge as well as the treatment rooms. This allowed us to create a wall composition with a sense of depth while ensuring privacy. Behind the counter, the logo of the clinic is made with hanji baseboard, which efficiently allows light to diffuse.





Project JHY Oriental Clinic  
 Type Public Design  
 Workscope Interior Architecture | Brand Design  
 Facility 132.79 sqm

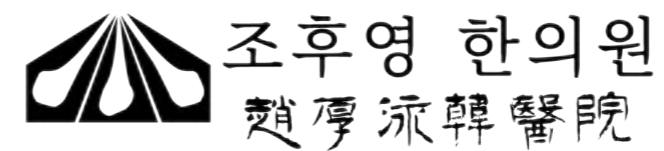
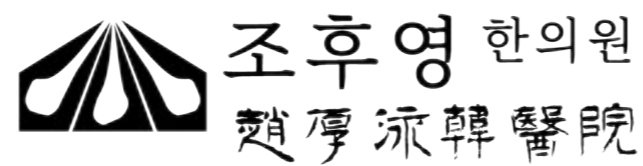
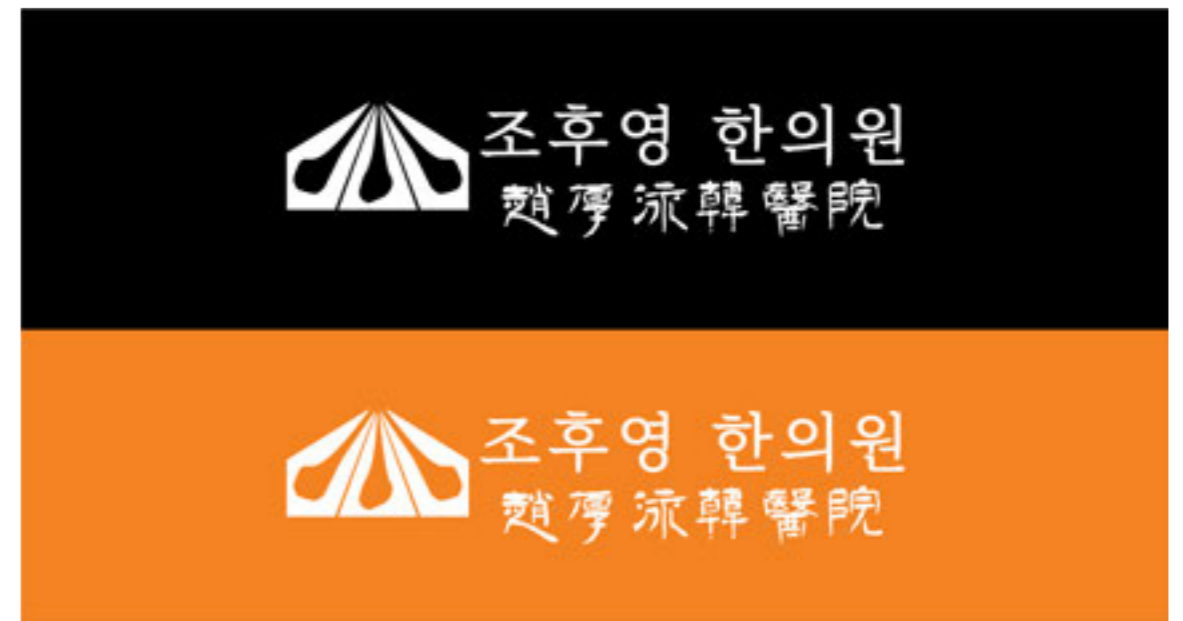
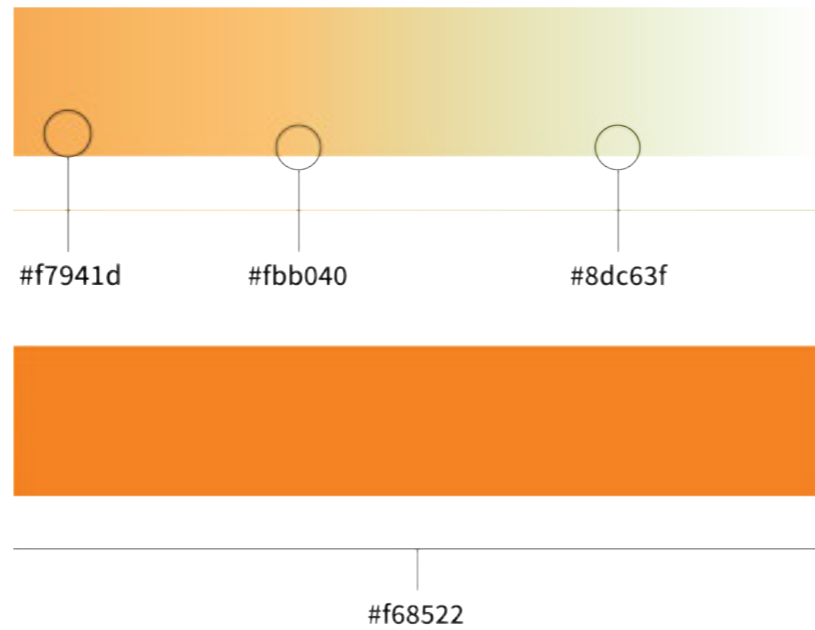
# JHY Oriental Clinic

## Brand Identity



The identity design of the brand maintained the warmth by choosing light orange and gradation. We wanted to focus the identity on the root of our Korean tradition, as the medical practice and the image both deals with the idea of the classic.

The symbol logo abstracted oriental medicine and roots, also incorporating hand written graphic design. The abstracted shape both conveys the wabi-sabi imbalance of oriental philosophy and the symmetrical balance of the overall form.





# JHY Oriental Clinic

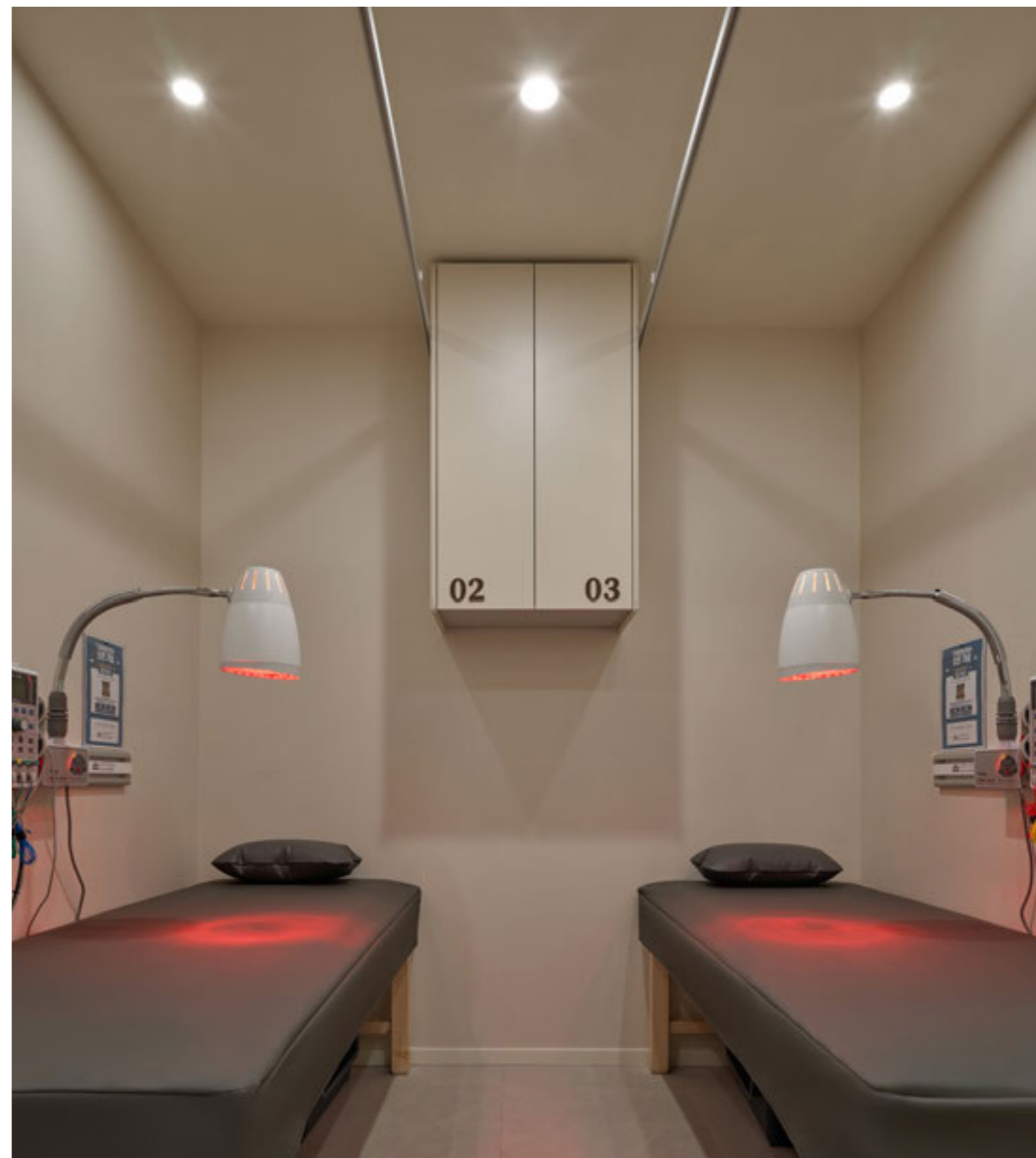
## Brand Identity: Application







Doctor's Office



Clinic Room



**Project** JHY Oriental Clinic  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 132.79 sqm

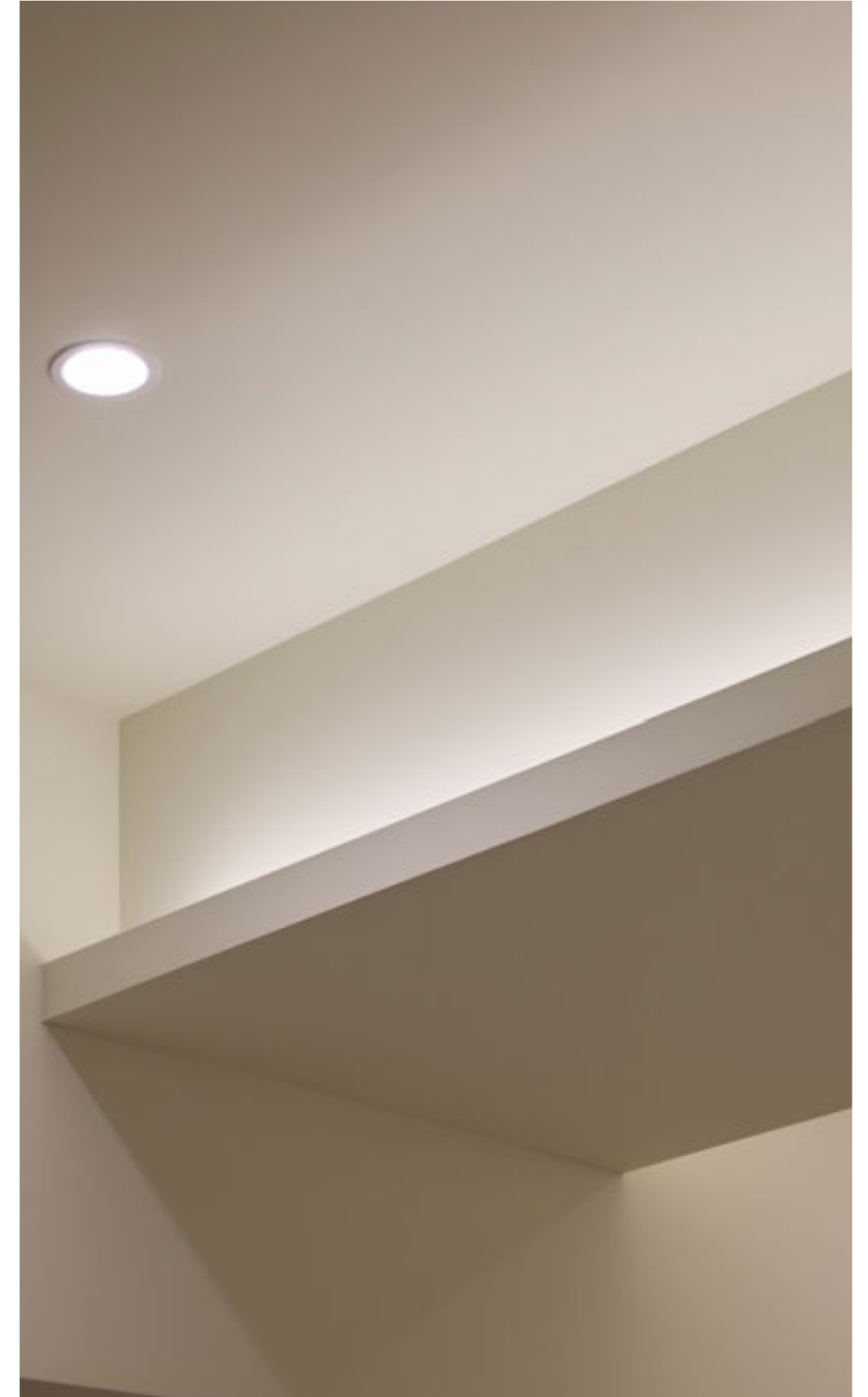
# JHY Oriental Clinic



Main Counter Detail



Joinery Detail



Ceiling Detail





조후영 한의원  
趙厚泳韓醫院





**Project** JHY Oriental Clinic  
**Type** Public Design  
**Workscope** Interior Architecture | Brand Design  
**Facility** 132.79 sqm

# JHY Oriental Clinic

## Credit



### Interior Architecture

Geomang Creative Studio  
Design Lead: Jae Jun Lee

Jelly Manjoo Architects & Associates  
Architect: Minjoo Jeong

### Brand Design

Geomang Creative Studio  
Design Lead: EJ Hyun

### Construction

Geomang Design  
Team: Yongbum Jeong, Jae Hwang Kim





+82.02.3440.3590  
Apgujeong ro 2gil 11, 2F      압구정로2길 11, 2층

[www.geomangcreative.studio](http://www.geomangcreative.studio)  
[hello@geomangcreative.studio](mailto:hello@geomangcreative.studio)

Rights Reserved @2024 Geomang Creative Studio

**GEOMANG**

