

— WE MAKE CREATIVE



## WE MAKE CONFIDENT OF YOUR SUCCESS

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E&W DESIGN will assure your success, When you are not sure E&W will take you by the hand.

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# WHO WE ARE

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Company Name E&W DESIGN

CEO Yang Ho,Yoo

Date of the foundation 02 / 28 / 2007

Tel / Fax T / +82(0)2.538.1873~4  
F / +82(0)2.538.1869

Address 3F , 904. Gwonyul-daero,  
Deogyang-gu, Goyang-si,  
Gyeonggi-do,  
Republic of Korea



# WHAT WE DO

Our approach to project work is characterized by three phases:

투명성, 유연성 및 신뢰성이 우리의 기본 원칙입니다.  
이러한 핵심가치와 축적된 전문성을 핵심 강점으로 최고의 결과를 이끌어내고 있습니다.  
각 분야의 최적화된 전문인력과 최신 트렌드를 반영한 감각적인 크리에이티브로 클라이언트 만족도를 극대화 합니다.

analyze  
inspire | understand  
condense



## MOVER

Strategy  
Research

experiment  
develop  
create | evaluate  
ideas  
select



## IMAGINE

Design  
Creation

explode  
solution | implement  
trasform  
society



## EVOLUTION

Production  
Feasibility

# OUR CLIENTS

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Sulwhasoo



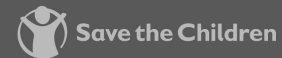
BOUCHERON  
PARIS

Google

Tencent



KAC



# OUR HISTORY

Our Achieves



**2016.10**

직접생산확인증명(전시장치설치서비스)  
Registered Self-Production  
(Exhibition installation service)

연구개발전담부서 인증(미래창조과학부)  
R&D Department Responsible Certificate  
(Ministry of Science, ICT and Future Planning)

**2016.11**

품질경영시스템인증(ISO 9001:2008)  
Registered ISO 9001 Certificate

환경경영시스템인증(ISO 14001:2004)  
Registered ISO 14001 Certificate



**2007.02**

E&W디자인 설립  
Establish 'E&W Design'

**2012.05**

산업디자인 전문회사 등록  
Registered Industrial Design Corp.□  
(Korea Institute of Design Promotion)

**2018.01**

KINTEX 지정업체 등록  
Registered as KINTEX official contractor

COEX 지정업체 등록  
Registered as COEX official Contractor

BEXCO 지정업체 등록  
Registered as BEXCO official Contractor

**2016.08**

전문건설업 등록  
Registered Professional  
Construction Industry





11

KINTEX 제2전시장 9.10 Hall / 미국 곡물협회 부스  
Seoul Auction Gangnam B4-B5F / NEW RANGE ROVER INSIDE TRACK SEOUL

08

서울 성동구 아차산로 17길 48 / IKEA LAB\_ART MEDIA ROOM

06

블루마운틴빌딩 4층 / HH GLOBAL OFFICE INTERIOR



05

그랜드 하얏트호텔 LF Grand Salon / BMW Group Korea Awards Ceremony



02

인천 드라이빙센터 / BMW PLT  
하남 스타필드 외 5곳 / VW T-ROC LAUNCHING



2020



11

인천 드라이빙센터 / BMW M TRACK DAY

09

동대문 디자인 플라자 / 2020 teamLab:LIFE

08

설화수 플래그십 스토어 / 설화수 플래그십 스토어 저음생



04

설화수 플래그십 스토어 / 설화수 플래그십 스토어



01

고척 스카이돔 / 현대카드 슈퍼콘서트 25 QUEEN



2020 ●

# 2019



12

부산서면 / IKEA POP-UP\_부산서면  
 콘래드 호텔 / Google Think Games  
 한국잡월드 어린이체험관 / 한국잡월드 어린이체험관 하반기 신규콘텐츠 개발검토  
 충무로 인현시장 / 충무로 인현시장 매장외관개선사업

11

인천 하얏트 그랜드볼룸 / BMW IPO Supplier Day  
 BMW 드라이빙 센터 \_트레이닝 아카데미 / BMW PLT 행사\_BMW 8, M8  
 반야트리호텔 크리스탈 볼룸 / Google Premier Partners Awards  
 비스타 워커힐 서울 / 제네시스 2020 MSR 행사

10

DDP 살림터 디자인나눔관 / 2019 Save the Children 놀 권리 성장 포럼  
 김포공항 / KAC 메인이벤트 공향 두루마블  
 한남동 디뮤지엄 미술관 / YouTube Unboxed 2019 D MUSEUM

08

인터kont넬탈 서울 코엑스 B1F 하모니볼룸 / Google Game Summit  
 강남구 강남대로 420 역삼빌딩 / IKEA POP-UP 2019 THE GREAT WAKE UP  
 김포공항 국내선 3층 출발장 / 한국공항공사 포토존 이벤트

07

대흥기획,제일기획,TBWA 각 에이전시 별 미팅룸 / Create With Google Agency RoadShow  
 경기도 용인시 기흥 구청 / IKEA 기흥 캠페어

2019 ●

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○

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06

COEX / IKEA\_외국인투자기업 채용박람회  
 HYAT HOTEL / IKEA SWEDEN DAY  
 MONACO SPACE / Insider Program Presented by Youtube  
 롯데시네마 월드타워점 / 롯데시네마 원티비  
 남산스테이트타워 / BMW Z4전시

05

JLR 전국저점 / JLRK Urban Drive Event Story Wall  
 BMW DRIVING CENTER / BMW PLT LUXURY

04

STATE TOWER NAMSAN / BMW Z4 차량전시  
 KINTEX / SMS 2019 NISSAN

03

BMW 7개 지역 지점 / BMW GROUP KOREA AWARD 2019

02

도이치 모터스 성수점 / 박항서 감독 후원식  
 롤스로이스 전시장 학동점 / RRM\_C Opening Ceremony  
 반얀트리 클럽 앤 스파/ DEUTSCH MOTORS AWARD 2019  
 BMW DRIVING CENTER / BMW PLT\_3 Series  
 DDP 알림1관 / 커밋뷰티 페스티벌 2019

01

파라다이스티호텔, 인천아시아드 주경기장 / THE NEW ALL-ELECTRIC JAGUAR I-PACE  
 JBK 컨벤션 홀/ 커밋뷰티 이사회 어드벤처

# 2018



12

BENZ KCC오토마포전시장 / BENZ-Mapo SR wall Interior  
BMW DRIVING CENTER TRAINING ACADEMY / B MW X5 PLT  
고척 스카이드롬/ 현대카드컬처프로젝트 28 The Weekend  
롤스로이스 정담 전시장/ Rolls-Royce\_Cullinan Test Drive

10

잭니클라우스GC / 2018 INTERNATIONAL CROWN  
KINTEX / BMW HOTEL SHOW 2019



09

광주 어반브룩 / Sports Car Together Day  
BMW DRIVING CENTER TRAINING ACADEMY/ BMW X DAY\_X2, X4 PLT

08

BMW DRIVING CENTER / BMW 그룹코리아 연구용차량 기증식  
신사동 가로수길 갤러리 예화랑/ IKEA FY19 POP-UP



07

IKEA 기흥점 / IKEA 기흥점 기공식  
BMW DRIVING CENTER / BMW A.S Apprentice Commencement 2018  
잠실종합운동장 / 현대카드 슈퍼콘서트 24 켄드릭 라마  
BMW DRIVING CENTER / 아우스빌들 MOU SIGNING CEREMONY

2018 ●





06

파라다이스시티 호텔 / BMW M5 파라다이스시티 호텔 전시  
 전국 JLR 매장 / JLR National Road Show  
 DDP 알림 2관 / 커밋뷰티페스티벌 2018  
 BEXCO\_Exhibition Center 2 / INFINITY\_2018 BUSAN MOTOR SHOW  
 부산 Oceanus Art Hall / THE Bar by The Glenlivet



05

송도 BMW COMPLEX / 바바리안 모터스 송도 콤플렉스 오프닝 세레머니  
 송도 바바리안 모터스 / Regional MINI Dealer Experience 2018  
 남양주 봉서원 / DEUTSCH MOTORS MINI PICNIC DAY  
 강남 갤러리아 백화점 명품관 앞 광장 / BOUCHERON-Popup Store  
 세종문화회관 야외광장 / BMW 7 Series 40주년 행사



04

COEX / BMW EV Trend Korea 2018  
 잠실 올림픽공원 올림픽 홀 / 현대카드 컬처프로젝트 27 ONEREPUBLIC



03

세빛둥둥섬 1섬 / BMW GROUP KOREA AWARD 2019  
 롯데몰 아트리움앞 광장 / UNICEF 세계물의 날  
 셰익스피어 청담점 / Shake Shack BurgersNBubbles



02

서초제로 콤플렉스 / Veve Clicquot Rose 200th Anniversary Event

2017



10

BEXCO / Tencent korea\_G star 2017 b2b booth  
롯데시티호텔 / BMW i3 X Halloween Night Pool Party  
KINTEX / BMW\_HOTEL SHOW  
반얀트리호텔 / ROLLS ROYCE Phantom  
올림픽공원 / Genesis G70 Global Launch Event  
COEX / EV EXPO\_BMW  
SKY72 / BMW LADIES CHAMPIONSHIP 2017

09

COEX / EV EXPO\_BMW  
SKY72 / BMW LADIES CHAMPIONSHIP 2017  
하남스타필드 / LINCOLN CONTINENTAL EXHIBITION  
서울로 윤슬광장 / BMW NEXT GREEN-TALK CONCERT

08

벤츠 트레이닝센터 / MBK\_2017년도 제 1기 아우스빌동 출범식  
BMW DRIVING CENTER / BMW\_2017년도 제 1기 아우스빌동 출범식  
강촌 엘리시안 리조트 / CJ CGV\_2017 CULTURE CAMP  
STATETOWER NAMSAN / BMW 4 SERIES  
홍대 빵곰마 / IKEA FY18 POP-UP

07

BMW DRIVING CENTER / BMW Aftersales Apprentice Commencement 2017

- 
- 
- 2017
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2017

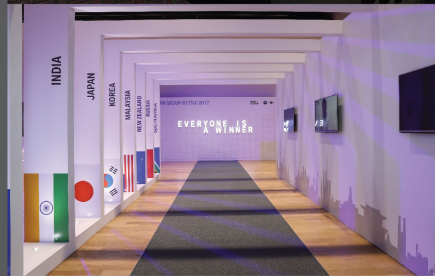


06

일산 벨라시타 쇼핑몰 광장 / IKEA Midsommar Party  
평창동 옥션 / BMW 서울옥션  
웨딩허너스 제우스 홀 / 이브자리 2017 FW 품평회

05

올림픽공원 / BMW 재즈페스티벌 SPONSOR BOOTH  
Anseong New RDC / BMW RDC opening ceremony  
인제 스피디움 / Porsche Track Day  
Sinsega Department 5F / Fissler and i Style week  
지라섬/난지한강지구 / MIXXTAIL POP-UP Booth  
롯데월드타워 광장 / PORSCHE 919  
BMW DRIVING CENTER / JOY WALK 덕널



04

SEOUL ART CENTER / BMW 수지오페라 프로젝트  
덕양구청 2F / IKEA Goyang Job Fair  
한국도자자카데미 / IKEA Co-worker Party  
BMW DRIVING CENTER / BMW B3-iTeC  
잠실종합운동장 주경기장, 보조경기장 / 현대카드 슈퍼콘서트 22 콜드플레이  
BMW DRIVING CENTER / EVuff 2017



03

COEX / BMW GROUP KOREA AWARDS 2017  
KINTEX / SMS 2017 JLR  
KINTEX / SMS 2017 LINCOLN  
39F Sky Lounge / BMW 5 SERIES LAUNCH, Parnastower 1F Lobby

○  
○  
2017 ●  
○  
○



# 2016



07

잠실 올림픽공원 / 현대카드 컬처프로젝트 23  
 BMW DRIVING CENTER , SKY72/ BMW LADIES CHAMPIONSHIP 2016  
 Johnnie Walker House / DIAGEO WORLD CLASS



05

IKEA 광명 / IKEA Midsommar  
 Banyantree crystal ballroom / Audi Photo session  
 Banyantree / Rolls-Royce DAWN Launch  
 한국 지도자 아카데미 / IKEA Co-worker Party  
 DDP / Audi A4 Launch  
 IKEA 광명 / IKEA Children's Day



04

중구 덕수궁/ KAYAK Launch  
 Inje Speedium / Porsche Driving Experience  
 InterContinental Hotel / BMW Award Ceremony  
 전국 FORD 매장 / Ford Exhibition Kit

2016



03

안성 RDC / BMW RDC 기공식  
 JEJU ICC Convention / BMW IEVE 2016 in Jeju  
 청담 시네시티 / IKEA Brandrama Premiere

02

DDP / PORSCHE 911 Launch  
 Conrad seoul / Ford Challenge Conference  
 BOOM BAR, Barbershop HERR / Johnnie Walker 연간행사

01

DDP / JAGUAR XJ Rare Design Studio  
 Hyatt Seoul / BMW GROUP KOREA ANNUAL KICK OFF  
 CGV 명동, 압구정 / 현대카드 컬처프로젝트 19 ETC

○  
 ○  
 ○  
 2016 ●  
 ○

COEX / JAGUAR ALL- NEW XF

시청 앞 광장, 잠실 롯데몰/ Fissler 구세군 행사

12



07

현대백화점 무역센터점, 신세계 백화점 본점 / Fissler 170주년 기념전 - Kitchen in Fantasy  
COEX / JAGUAR XE Display Kit Exhibition

롯데월드 몰 아트트리움 / FORD NEW EXPLORER\_CAMPING

서울시립미술관 / 현대카드 컬처 프로젝트 19 스탠리 큐브릭전

신사동 가로수길 ART-C / Johnnie Walker Pop up Store

11



06

전국 공식딜러 전시장 / BMW 1 Series Launch  
호림아트센터 JNB 갤러리 / Fissler 170주년 기념전 - Kitchen in Fantasy  
전국 공식딜러 전시장 / BMW i3 1st Test Drive Event

BMW DRIVING CENTER / BMW 7 Series Launch

도이치 모터스 성수점 건설예정지 / DEUTSCH MOTORS

센터원 / JAGUAR XE Display Kit Exhibition

10



05

Banyantree crystal ballroom / The new Audi Q3 Launch Event  
KINTEX / EVS 28 - BMW i

BMW DRIVING CENTER / BMW 7 Series Product Launch Training

Kunsthalle / IKEA Childrens Exhibition

09



03

BMW DRIVING CENTER / 2015 BMW OPEN FORUM  
JEJU ICC Convention 1F Hall / IIEVE EXPO BMW i3

잠실 롯데월드, 영등포 타임스퀘어 / IKEA 2016 CATALOGUE EVENT

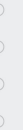
Inje Speedium / Porsche Driving Experience

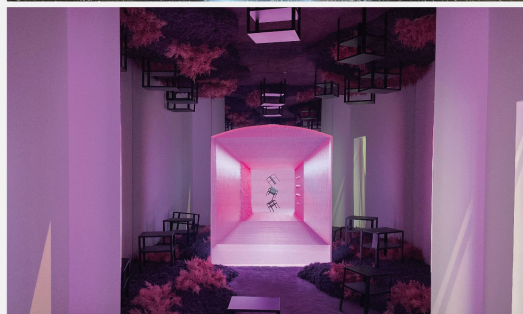
LOTTE MALL 잠실점 / JAGUAR XE Display Kit Exhibition

08

02

BMW DRIVING CENTER / BMW 2S ACTIVE TOURER LAUNCH  
서울/부산/광주/대구/대전 / 4MINUTE 6TH MINI ALBUM 미쳐 PR MOBILITY





## 2021 PROJECT

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- 2021 / 02 BMW PLT
- 2021 / 02 VW T-ROC LAUNCHING
- 2021 / 05 BMW Group Korea Awards Ceremony
- 2021 / 06 HH GLOBAL OFFICE INTERIOR
- 2021 / 08 IKEA LAB\_ART MEDIA ROOM
- 2021 / 11 NEW RANGE ROVER INSIDE TRACK SEOUL
- 2021 / 11 미국 곡물협회 부스

01

2021 PROJECT  
2021/11

## 미국 곡물협회 부스



Client  
Site  
Category  
Area

미국 곡물협회  
KINTEX 제2전시장 9,10 Hall  
Exhibition & Interior  
36 sqm

스카이라인매각부담



02



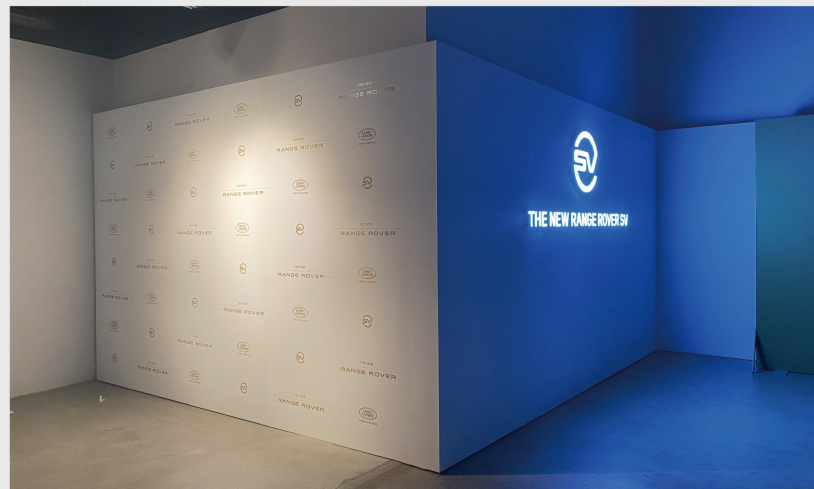
2021 PROJECT  
2021/11

## NEW RANGE ROVER INSIDE TRACK

Client  
Site  
Category  
Area

RAND ROVER  
Seoul Auction Gangnam B4-B5F  
Exhibition & Interior  
345 sqm

NEW RANGE ROVER INSIDE TRACK





03



2021 PROJECT  
2021/08

## IKEA LAB\_ART MEDIA ROOM

Client  
Site  
Category  
Area

IKEA  
이케아 랩 성수  
Exhibition & Interior  
130 sqm

IKEA LAB\_ART MEDIA ROOM





04

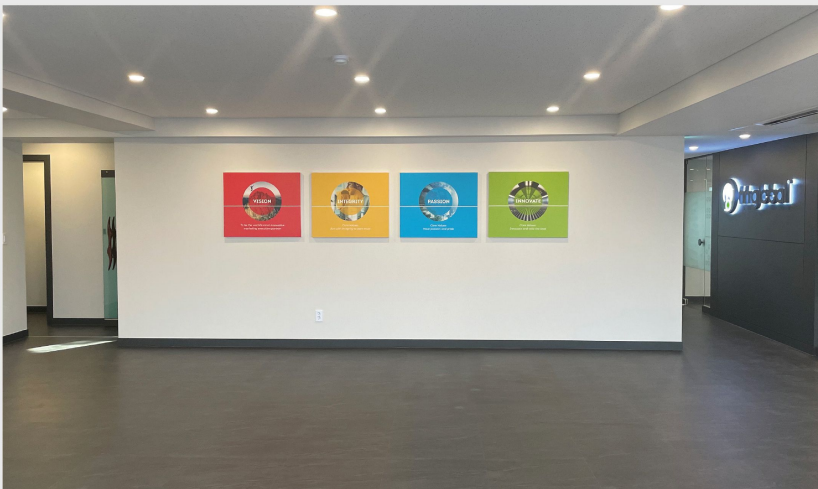
2021 PROJECT  
2021/06

## HH GLOBAL OFFICE INTERIOR

Client  
Site  
Category  
Area

HH GLOBAL  
블루마운틴빌딩 4층  
Interior  
155 sqm

HH GLOBAL OFFICE INTERIOR



05

2021 PROJECT  
2021/05

## BMW Group Korea Awards Ceremony

Client  
Site  
Category  
Area

BMW  
그랜드 하얏트 호텔 LF Grand Salon  
Exhibition & Interior  
423 sqm



BMW Group Korea Awards Ceremony



06

2021 PROJECT  
2021/02

## VW T-ROC LAUNCHING



Client  
Site  
Category  
Area

VW  
하남 스타필드 외 6곳  
Exhibition & Interior  
65 sqm

VW T-ROC LAUNCHING





07

2021 PROJECT  
2021/02

## BMW PLT

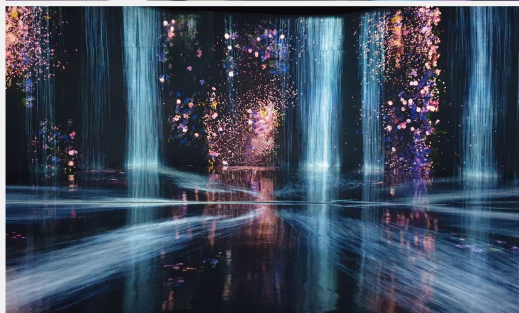
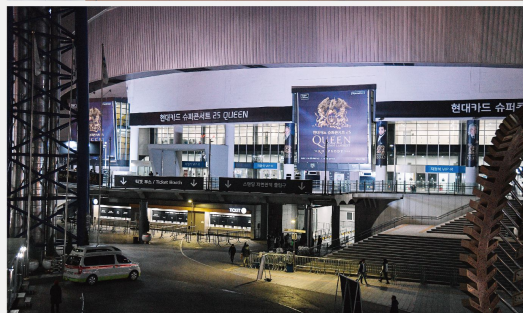


Client  
Site  
Category  
Area

BMW  
인천 드라이브 센터  
Exhibition & Interior  
30 sqm

BMW PLT





## 2020 PROJECT

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- 2020 / 01 현대카드 슈퍼콘서트 25 QUEEN
- 2020 / 08 설화수 플래그십 스토어 자음생
- 2020 / 09 2020 teamLab:LIFE
- 2020 / 11 BMW M TRACK DAY

01

2020 PROJECT  
2020/11

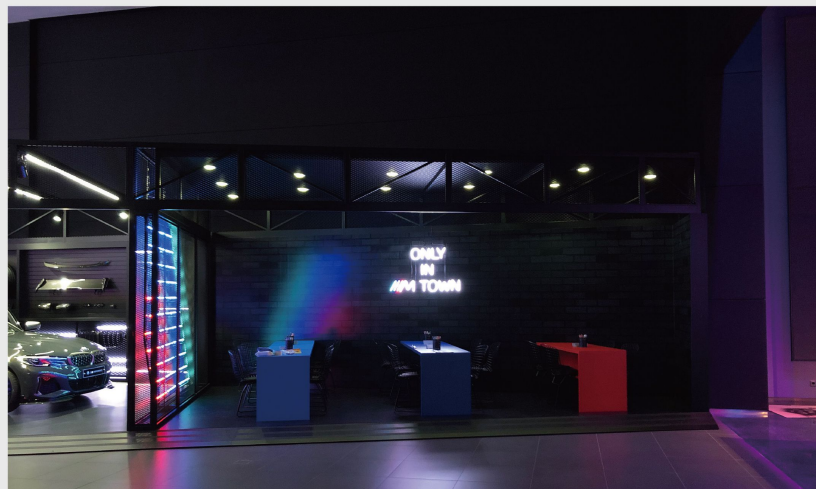
## BMW M TRACK DAY



Client  
Site  
Category  
Area

BMW  
인천 드라이빙센터  
Exhibition & Interior  
87 sqm

BMW M TRACK DAY



02

2020 PROJECT  
2020/09

## 2020 teamLab:LIFE



Client  
Site  
Category  
Area

teamLab  
동대문디자인프라자  
Exhibition & Interior  
1260 sqm

2020 teamLab:LIFE



03

2020 PROJECT  
2020/04

## Sulwhasoo Flagship Store

Client  
Site  
Category  
Area

Sulwhasoo  
설화수 플래그십 스토어  
Interior  
42 sqm





— Sulwhasoo Flagship Store



04

2020 PROJECT  
2020/01



## 현대카드 슈퍼콘서트25 QUEEN

Client  
Site  
Category

현대카드  
고척 스카이돔  
Exterior

현대카드 슈퍼콘서트 25 QUEEN





# 2019 PROJECT

---

2019 / 04 BMW Z4

2019 / 06 Insider Program Presented by Youtube

2019 / 11 제네시스 2020 MSR

2019 / 12 Google Think Games

01



2019 PROJECT  
2019/12

## 인현시장 매장외관 개선사업

Client  
Site  
Category

서울 중구청  
충무로 인현시장  
Interior

02

2019 PROJECT  
2019/11

## Google Premier Partners Awards

Client	GOOGLE
Site	반얀트리클럽&스파서울, 크리스탈볼룸
Category	Awards
Area	500 sqm



03

2019 PROJECT  
2019/10

# YouTube Unboxed 2019 D MUSEUM

Client  
Site  
Category  
Area

YouTube  
D MUSEUM  
Exhibition  
450 sqm



YouTube Unboxed 2019  
D MUSEUM





04

2019 PROJECT  
2019/08

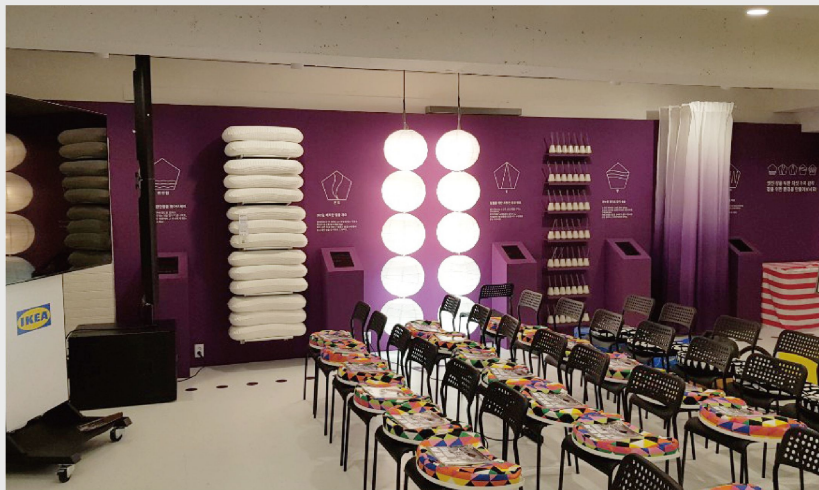
## IKEA POP-UP 2019



Client  
Site  
Category  
Area

IKEA  
강남구 강남대로 420 역삼빌딩  
Interior  
240 sqm

— IKEA POP-UP 2019



05



2019 PROJECT  
2019/06

WING TV

Client  
Site  
Category

LOTTE  
LOTTE Tower Cinema  
Promotion

06



2019 PROJECT  
2019/05

## BMW PLT LUXURY

Client  
Site  
Category

BMW  
BMW DRIVING CENTER  
Exhibition

07

2019 PROJECT  
2019/04

## SMS 2019 NISSAN



Client  
Site  
Category  
Area

NISSAN  
KINTEX  
Exhibition  
1000 sqm

SMS NISSAN





## 2018 PROJECT

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- 2018 / 07 현대카드 슈퍼콘서트 24 켄드릭 라마
- 2018 / 08 IKEA FY19 POP-UP
- 2018 / 08 BMW X DAY\_X2, X4 PLT
- 2018 / 12 현대카드 컬처프로젝트 28 The Weeknd

What if?  
필까요?  
가 생각하는 더 나은 미래



01

2018 PROJECT  
2018/08

## IKEA FY19 POP-UP

Client  
Site  
Category  
Area

IKEA  
Gallery 예화랑  
Interior  
900sqm



— IKEA FY19 POP-UP



02

2018 PROJECT  
2018/06

## 2018 BIMOS INFINITY



Client  
Site  
Category  
Area

INFINITY  
BEXCO  
Exhibition  
588sqm

03

2018 PROJECT  
2018/05

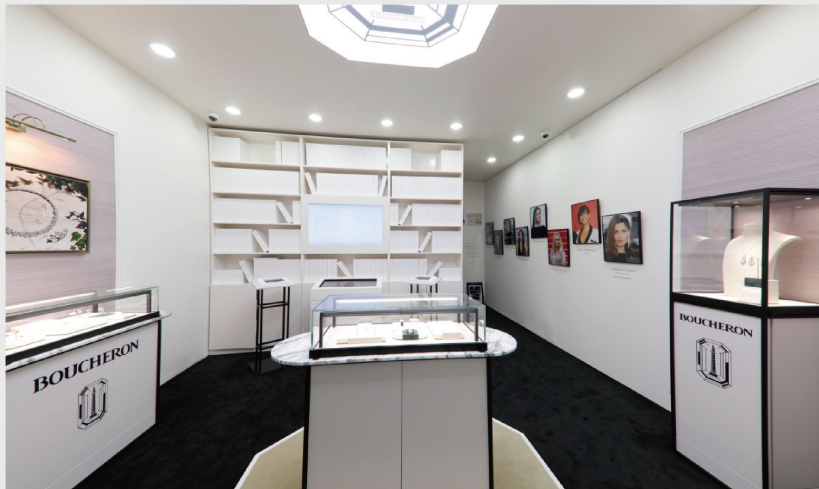
## BOUCHERON POP UP STORE



Client  
Site  
Category  
Area

BOUCHERON  
Galleria Gangnam  
Exterior & Interior  
84sqm

BOUCHERON POP UP STORE



04

2018 PROJECT  
2018/04

## BMW EV TREND KOREA 2018



Client  
Site  
Category  
Area

BMW  
COEX  
Exhibition  
180sqm

05

2018 PROJECT  
2018/03

## UNICEF 세계 물의 날



Client  
Site  
Category  
Area

UNICEF  
LOTTE World mall  
Exhibition  
143sqm



## 2017 PROJECT

---

- 2017 / 03 SMS 2017 LINCOLN
- 2017 / 05 Porsche Track Day
- 2017 / 08 CJ CGV\_2017 CULTURE
- 2017 / 09 BMW NEXT GREEN-TALK CONCERT

01



2017 PROJECT  
2017/12

## UNICEF Winter Campaign

Client  
Site  
Category

UNICER  
신세계백화점 센텀시티점  
Exhibition



# UNICEF Winter Campaign



02

2017 PROJECT  
2017/08

## IKEA FY18 POP-UP



Client  
Site  
Category  
Area

IKEA  
홍대 빵곰마  
Interior  
105sqm

— IKEA FY18 POP-UP





03

2017 PROJECT  
2017/03

## SMS 2017 JLR

Client  
Site  
Category  
Area

JLR  
KINTEX  
Exhibition  
2000sqm

04

2017 PROJECT  
2017/03

## SMS 2017 LINCOLN



Client  
Site  
Category  
Area

LINCOLN  
KINTEX  
Exhibition  
802sqm



## 2016 PROJECT

---

2016 / 01 JAGUAR XJ Rare Design Studio

2016 / 03 IKEA Brandrama Premiere

2016 / 05 Audi A4 Launch

2016 / 06 JAGUAR F-PACE CAFÉ 전국전시

01



2016 PROJECT  
2016/06

## IKEA Hej JIPBOP

Client  
Site  
Category  
Area

IKEA  
타임스퀘어 4층  
Interior  
1200sqm

# IKEA Hej JIPBÖP





02

2016 PROJECT  
2016/06

## BIMOS 2016 BMW



Client  
Site  
Category  
Area

BMW  
BEXCO  
Exhibition  
1000sqm



03

2016 PROJECT  
2016/06

## BIMOS 2016 JLR

Client  
Site  
Category  
Area

JLR  
BEXCO  
Exhibition  
800sqm

04

2016 PROJECT  
2016/06

## BIMOS 2016 LINCOLN



Client  
Site  
Category  
Area

LINCOLN  
BEXCO  
Exhibition  
360sqm

05

2016 PROJECT  
2016/06

## BIMOS 2016 FORD



Client  
Site  
Category  
Area

FORD  
BEXCO  
Exhibition  
360sqm



## 2015 PROJECT

---

2015 / 05 BMW EVS

2015 / 10 BMW 7 Series Launch

2015 / 11 FORD NEW EXPLORER\_CAMPING

2015 / 12 Fissler 구세군 행사



01

2015 PROJECT  
2015/11

## JOHNNIE WALKER POP-UP Store

Client	JOHNNIE WALKER
Site	신사동 가로수길 ART-C
Category	Exterior & Interior
Area	306sqm

JOHNNIE WALKER POP-UP STORE



02

2015 PROJECT  
2015/11

# STANLEY KUBRICK Exhibition Hyundai Card



Client  
Site  
Category  
Area

Hyundai Card  
서울시립미술관  
Exhibition  
1000sqm



03

2015 PROJECT  
2015/09



## IKEA Childrens Exhibition

Client  
Site  
Category  
Area

IKEA  
Kunsthalle  
Exhibition & Interior  
700sqm

# IKEA Childrens Exhibition



04

2015 PROJECT  
2015/08

## PORCHE Driving Experience



Client  
Site  
Category  
Area

PORCHE  
Inje Speedium  
Exhibition  
948sqm

05

2015 PROJECT  
2015/04

# SMS FORD LINCOLN 2015

Client  
Site  
Category  
Area

LINCOLN  
KINTEX  
Exhibition  
2000sqm



# THANK YOU

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## E&W DESIGN

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