

kimhyunsunDESIGN

**since 1992**

Emotional Design With Service Design Technique

Nowadays, work that involves making living space a beautiful and high quality environment is considered an important social theme and is receiving attention.

Our institute thinks about the way city space, everyday life space, and event space that play important roles in our life environment exist.

Our institute's business objectives include the design and production of environmental objects, installation, and facilities including the presentation of color, lighting, and sound that are related to emotions.

김현선디자인연구소

kimhyunsunDESIGN

## **Promoting Professional Designers**

Trying to improve efficiency of designers by introducing internships for industry-academic collaborating foundation, operating our own design education programs, and providing opportunities for studying abroad and scholarships.

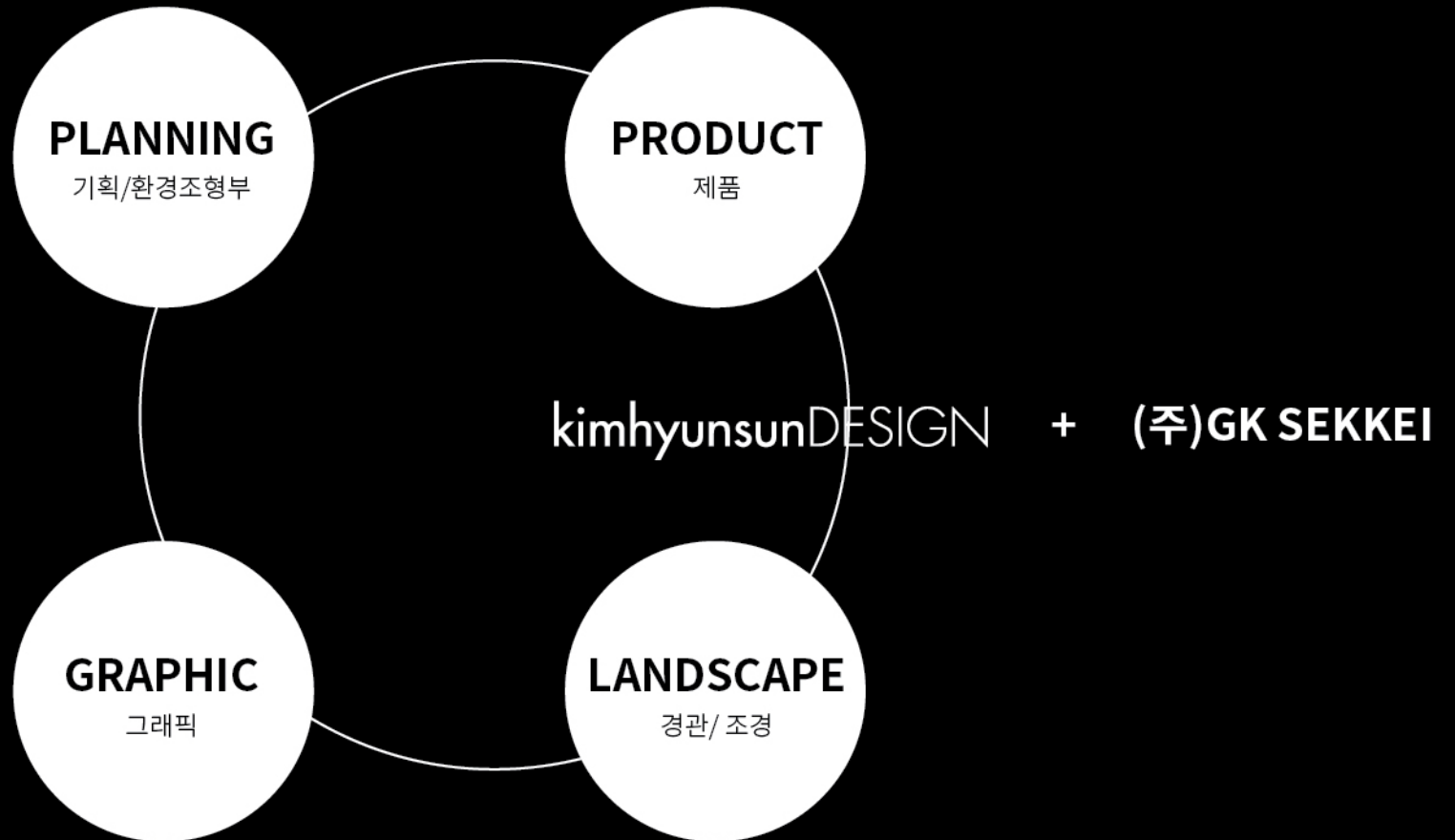
## **Signing MOU Contracts with International Design Corporations**

Doing our best to communicate with advanced environmental-design corporations overseas such as France, US, to introduce new technologies through MOU contracts, and to pioneer international markets.

## **Founded a Research Institute Affiliated with KimhyunsunDesign Kdesign R&D center**

KHSD is actively investing and developing R&D businesses related to the environmental and founding a research institute affiliated with KHSD to increase the profit.

## Organization



## Certification



기술혁신형중소업체



벤처확인업체



iF마크인증보유업체



기업부설연구소인증



GOOD DESIGN

GD마크인증보유업체



특허기술보유업체

**kimhyunsun**DESIGN  
Kimhyunsun

1983	서울대학교 환경대학원 석사
1991	도쿄예술대학 미술학 박사
2015 - 현재	<b>홍익대학교 국제디자인대학원 교수</b>
1992 - 현재	<b>김현선디자인연구소장</b>
2022 - 현재	<b>(사)한국디자인단체총연합회 회장</b>
2023 - 현재	<b>대통령직속 제7기 국가건축정책위원회 위원</b>
2020 - 2021	<b>2021 광주디자인비엔날레 총감독</b>
2010 - 현재	<b>(사)한국경관학회 부회장</b>
2013 - 2021	<b>국토교통부 중앙도시계획위원회위원</b>
2018 - 2020	<b>국토교통부 중앙건축위원회위원</b>
2019 - 현재	<b>문화재청 고도보존 육성중앙심의위원회 위원</b>
2016 - 현재	<b>서울시 건축위원회위원</b>
2011 - 2013	<b>대통령직속 2기 국가건축정책위원회 위원</b>
2006 - 2008	<b>대통령직속 건축기술·건축문화 선진화위원회 위원</b>
2018. 12	대한민국 색채대상
2016. 12	국제공공디자인어워드 그랑프리수상
2014. 12	아시아디자인어워드 그랑프리수상 (서울시 범죄예방디자인용역)
2013. 11	대통령상수상(제5회 국가상징디자인공모전)
2005. 12	APEC 정상회의 개최유공자 표창장 : 2005 APEC CI 개발
2005. 1	UN NGO 세계평화교육자국제연합회 그랑프리 예술부문수상
2004. 12	세계학술심의회 국제그랑프리 예술부문 수상
2003. 12	대한민국 산업포장 수상
2000. 12	국무총리표창:아시아유럽정상회의(ASEM2000)CI개발공로
심사활동	국토디자인 대전, 대한민국 산업디자인 전람회, GD심사, 국토부 도시재생 심사

## Major Project

- 2040 서울특별시 경관계획 수립용역 (2023)
- 서울시 디자인산업 육성 및 활성화 기본계획수립용역 (2023)
- 구미시 경관계획 재정비 및 공공디자인 진흥계획 수립용역 (2022)
- 신갈오거리 스마트도시재생 리빙랩 용역 (2021)
- 인천광역시 색채디자인 및 컬러링 시범사업 용역 (2020)
- 파주시 경관계획 재정비 및 공공디자인 진흥계획 수립 용역 1등당선 (2019)
- 송도랜드마크시티(6,8공구) 경관상세계획수립용역 1등당선 (2018)
- 국가지정문화재 안내를 위한 고속도로 도로표지 설계 (2018)
- 의왕백운부지조성공사 예술장식품 공모 1등당선(2018)
- 무등산지질공원 BI 및 캐릭터 개발 용역 1등당선(2017)
- 철원군 디자인 조형물 제작설치 1등당선(노동당사, 연봉제삼거리)2017)
- 인천광역시 도시디자인 기본계획수립용역 (2017)
- 고령화사회를 대비한 Age-friendly City Design연구(2016-2019)
- 전라남도 도립미술관 주변 특화공간 조성 기본계획수립용역(2016)
- 관악구 봉천지역,신림지역 안삼골목길 조성 디자인 사업(2015-2018)
- 서울특별시 중구 여성이 안전한 마을 만들기 사업(2015-2018)
- 서울시 범죄예방디자인사업(2013)
- 서울색정립 및 체계화 학술연구용역(서울특별시)
- 국가 이미지개선을 위한 환경색채계획(산업자원부)
- 한남더힐 외부환경특화 및 색채계획



# LANDSCAPE DESIGN

# Songdo Landmark City Landscape Planning



# Design of Sejong-Anseong Expressway Facilities



타깃시설물 방음벽



# Songdo 11-based project construction Design



# Cityscape Design of Internatinal Business Distrit IN Song-Do 5, 7 section



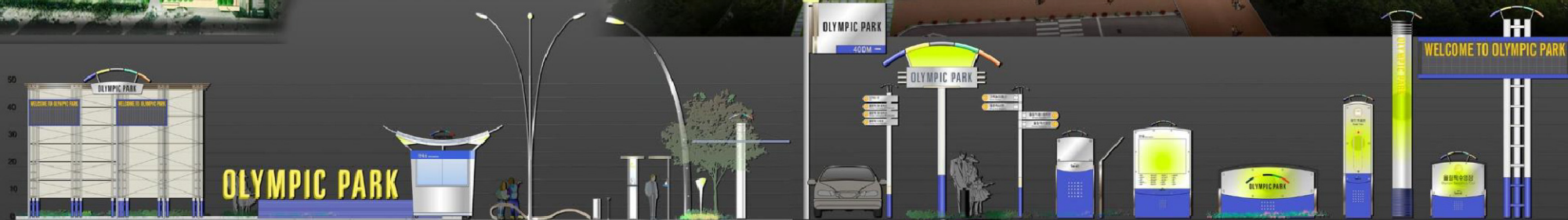
# Songdo Science Village Street Mall landscape design



# A Schematic Design and Annual Roadmap for Free Economic Zones in Gwangyang Bay Area



# Olympic Park Master Plan Establishment Service Competition 1st Place





# 1st prize in international competition of Yangcheon road special bridge in Marugon waterfront



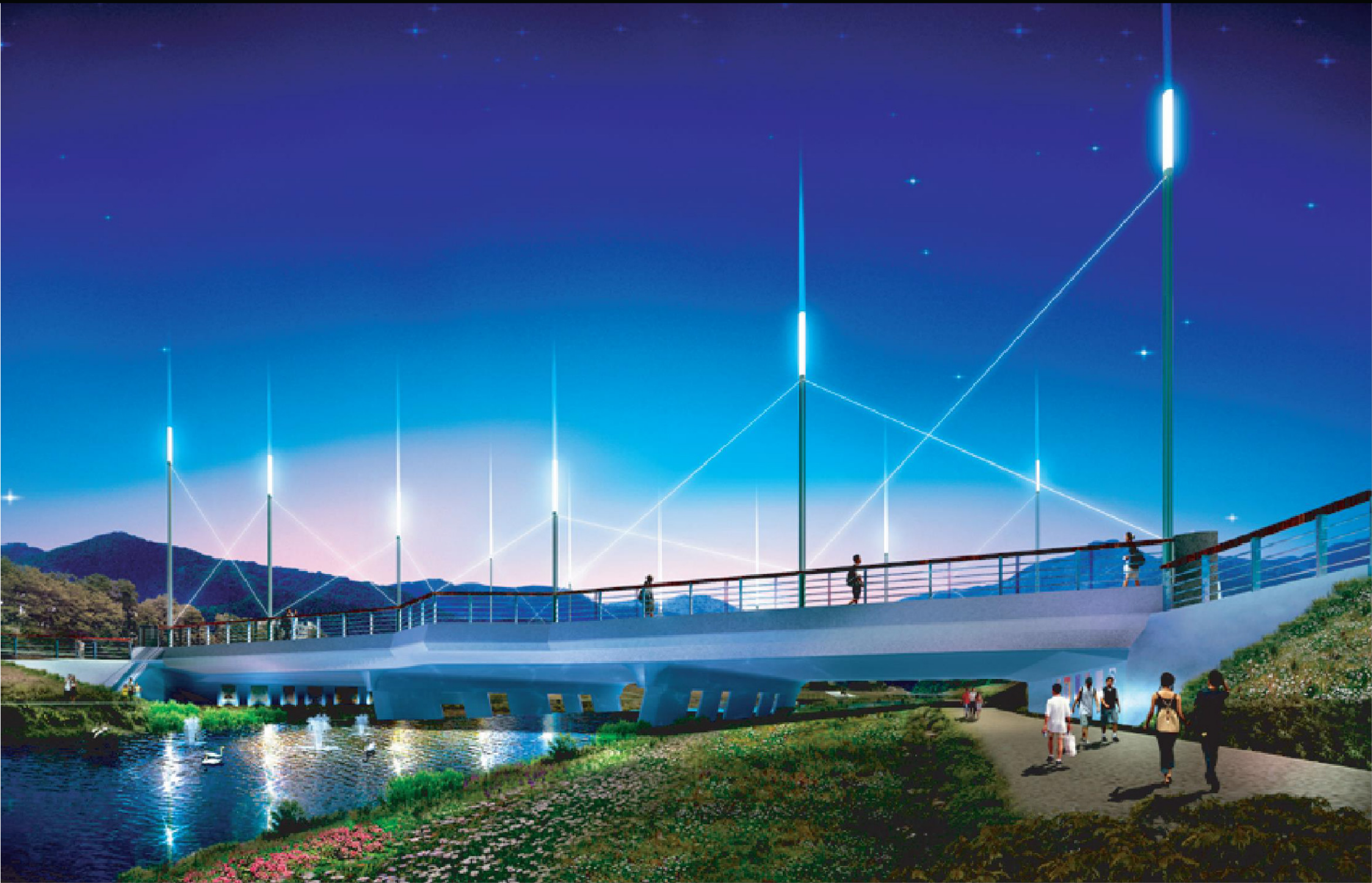
# Busan-Geoje Interconnection Road Private Investment Project Landscape Planning



# Naju Station - Opening time road construction of light bridge Landscape Design



# Busan Free Business Area Hwajeon Area Industrial Complex Establishment Business 1st Place



CI/BI DESIGN



**무등지오파크**

MUDEUNGSAN AREA GLOBAL GEOPARK

# Development of 1000 year slogan and flag design of Damyang

## 천년담양

DAMYANG the over 1000 years old city



Lets  un

역동적 가치인 'RUN'을 리드미컬하게 표현하여  
레저문화를 선도하는ダイナミック한 기업이미지부각







ASEM

SEOUL 2000

동서양의 화합과 발전을 도모하는  
ASEM의 이념과 동서양간의 교류협력을  
확대하자는 의지를 상징



우리고유의 문양 삼태극  
개최지 부산을 상징하는 힘찬파도  
APEC회원국을 둘러싸고 있는 열린바다



# 광복60 새로운 시작

광복60년기념사업추진위원회 | COEX



브랜드 홍보마케팅 전략 수립 및 실행  
군의 꽃 장미의 아름다움, 고상한 품위  
강한 의지를 형상화

# SERVICE DESIGN

# Seoul CPETD Design Project - Haengun - dong



**Fence and sign**  
building to building  
through the unclosed  
tarps fences and sign

**CPTD  
integration modules**  
natural monitor now  
serves as unlocking a  
dark parking garage  
integrated modules.

**Light  
reflective belt**  
pedestrian access  
to the rear

**Mirror sheet**  
rear-view mirror sheet

**CCTV + Lighting**  
CCTV and lighting by  
installing more notice-  
able was designed to  
be easy to find.

# Seoul CPETD Design Project - Myeonmok 4,7- dong

## Myeonmok STORY

면목 4, 7동의 15가지 지역스토리를 발굴하여 각종 편의시설에 접목한다. 스토리로 사람을 모이게하여, 자발적인 자연감시가 이루어질 수 있도록 한다.



GOBO light Wayfinding  
Keeper store for Women

Story Canopy

Story Telephone box

Story Bench

Story Handrail





# Seoul CPETD Design Project - Yongsan2 ga - dong



**FINES**  
**1,000,000 ₩**  
for illegal parking in this zone.  
If you are caught by the camera,  
it will be recorded on the camera.



Mt. NAMSAN

Yongsan 2ga Dong

narrow road for fire engines

illegal

# Public service design for hazardous material accident reduction in industrial complex



# Developed Seoul color consulting and guidelines for elementary and junior high school



**COLOR DESIGN**

# Establish Seoul Color and Systematization



Symbolic color of seoul 

## 서울의 풍토가 담긴 서울색 정립 및 체계화

A Study on the Identity Establishment of Seoul City through Extracting the Endemic Color

서울시의 문화정체성을 발견하고 강화시키기 위해 서울만의 아이덴티티를 표현 할 수 있는 색채를 연구 확립하고 그에 맞는 이미지 구현을 위해 색채가이드라인을 제시하였다.

We have researched and established a color to find and intensify the cultural identity of Seoul, and presented a color guideline that fits its image.

### 서울 상징색 정립

서울의 자연, 인공, 인문 환경의 색채를 조사하고 분석하여 서울의 대표성 있는 250색 부터 서울 지역색 50색, 서울 대표색 10색으로 추려가는 과정을 거쳐 마지막 서울 상징색을 개발하게 되었다. 서울 상징색은 설문조사에서 서울 시민의 색채 선호도가 가장 높은 단청빨간색을 선정하였다. 단청빨간색은 역사의 색이며, 궁의 색이며, 치우천왕의 색이기도 하다.

### Building the symbolic color of seoul

By narrowing down 'from 250' colors to 50 colors, to the last representative 10 colors, we developed the symbolic color of seoul by researching and analyzing the city of Seoul's nature, artifacts, and human environment colors. The symbolic color of Seoul 'painted red' was picked most in a survey by Seoul citizens. 'painted red' is the color to keep away demons, the color of palaces, and also the color of the emperor Chi You.

### 서울대표색 10색



무병과 화평을 바라는 '기원(祈願)의 색'  
The color that wishes of health and peace

600년간 왕의 궁전에 사용된 '궁(宮)의 색'  
The color used 600 years for King's palace

불패의 신화로 다시 깨어난 '치우천왕(蚩尤天罡)의 색'  
The color of the legendary invincible Emperor Chi-You





# Incheon Metropolitan City's color design and coloring project



## 인천바다색

새로운 시대를 준비하는 인천 새벽바다색



## 인천하늘색

처음만나는 인천 하늘색



## 정서진석양색

정서진에서 바라본 해넘이 오렌지색



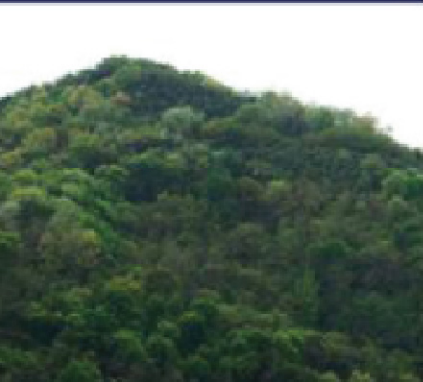
## 소래습지안개색

여름 안개에 덮힌 소래습지 연분홍색



## 강화갯벌색

생명의 신비를 간직한 강화갯벌 진흙색



## 문학산색

미추홀의 이야기가 있는 문학산 녹색



## 팔미도등대색

우리나라 최초의 근대식 등대 벽색



## 개항장벽돌색

인천 개항장에 스민 적벽돌색



## 참성단돌색

옛 역사의 강직함을 담은 돌색



## 첨단미래색

국제 도시, 미래 인천의 송도은빛색

# Development of environment color for national image improvement

KEC020 0510-Y50R	KEC021 0603-Y40R	KEC022 0804-Y50R	KEC023 0907-Y30R	KEC024 1002-B	KEC025 1002-B50G	KEC026 1002-G	KEC027 1002-R	KEC028 1002-R50B	KEC029 1002-Y	KEC030 1002-Y50R	KEC031 1005-B
KEC039 1005-R70B	KEC040 1005-R80B	KEC041 1005-R90B	KEC042 1005-Y	KEC043 1005-Y20R	KEC044 1005-Y30R	KEC045 1005-Y40R	KEC046 1005-Y50R	KEC047 1005-Y60R	KEC048 1005-Y70R	KEC049 1005-Y80R	KEC050 1010-R70B
KEC058 1502-G50Y	KEC059 1502-R	KEC060 1502-R50B	KEC061 1502-Y	KEC062 1502-Y50R	KEC063 1505-G80Y	KEC064 1505-Y10R	KEC065 1505-Y30R	KEC066 1505-Y40R	KEC067 1505-Y60R	KEC068 1510-G80Y	KEC069 1510-Y10R
KEC077 2002-G	KEC078 2002-G50Y	KEC079 2002-R50B	KEC080 2002-Y	KEC081 2002-Y50R	KEC082 2005-B	KEC083 2005-G20Y	KEC084 2005-G60Y	KEC085 2005-G80Y	KEC086 2005-R	KEC087 2005-R10B	KEC088 2005-R30B
KEC096 2005-Y40R	KEC097 2005-Y50R	KEC098 2502-R	KEC099 2010-G90Y	KEC100 2010-R	KEC101 2010-R60B	KEC102 2010-R80B	KEC103 2010-Y	KEC104 2010-Y10R	KEC105 2010-Y40R	KEC106 2010-Y50R	KEC107 2010-Y70R
KEC115 2005-B50G	KEC116 2005-B80G	KEC117 2005-G30Y	KEC118 2005-G50Y	KEC119 2005-G80Y	KEC120 2005-G90Y	KEC121 2005-R50B	KEC122 2005-R80B	KEC123 2005-Y40R	KEC124 2005-Y60R	KEC125 2005-Y80R	KEC126 2010-B10G
KEC134 2010-Y80R	KEC135 2010-Y90R	KEC136 2020-R90B	KEC137 2020-Y10R	KEC138 2020-Y20R	KEC139 2020-Y30R	KEC140 2020-Y40R	KEC141 2020-Y50R	KEC142 2020-Y60R	KEC143 2502-B	KEC144 2502-Y	KEC145 3005-B20G
KEC172 3020-Y70R	KEC173 3020-Y80R	KEC174 3502-B	KEC175 3502-R	KEC176 3502-Y	KEC177 4005-B20G	KEC178 4005-G20Y	KEC179 4005-R80B	KEC180 4005-Y20R	KEC181 4005-Y50R	KEC182 4005-Y80R	KEC183 4010-B10G
KEC191 4020-Y70R	KEC192 4502-Y	KEC193 5005-G20Y	KEC194 5005-Y20R	KEC195 5005-Y50R	KEC196 5010-Y30R	KEC197 5010-Y50R	KEC198 5010-Y70R	KEC199 3030-Y50R	KEC200 4020-G90Y	KEC201 4020-Y20R	KEC202 4020-Y30R
KEC229 5020-R80B	KEC230 5020-Y30R	KEC231 5020-Y50R	KEC232 5020-Y60R	KEC233 5020-Y70R	KEC234 5020-Y80R	KEC235 5030-R90B	KEC236 5030-Y30R	KEC237 5502-B	KEC238 5502-Y	KEC239 6005-G20Y	KEC240 6005-G50Y
KEC248 6010-G30Y	KEC249 6010-G50Y	KEC250 6010-G70Y	KEC251 6010-G90Y	KEC252 6010-R10B	KEC253 6010-R90B	KEC254 6010-Y10R	KEC255 6010-Y30R	KEC256 6010-Y50R	KEC257 6020-G10Y	KEC258 6020-R80B	KEC259 6020-Y30R
KEC267 6502-Y	KEC268 7005-G20Y	KEC269 7005-G80Y	KEC270 7005-Y20R	KEC271 7005-Y50R	KEC272 7010-G10Y	KEC273 7010-G70Y	KEC274 7010-G90Y	KEC275 7010-R30B	KEC276 7010-Y10R	KEC277 7010-Y30R	KEC278 7010-Y90R
KEC286 8010-Y90R	KEC287 0500-N	KEC288 1000-N	KEC289 1500-N	KEC290 2000-N	KEC291 3000-N	KEC292 4000-N	KEC293 5000-N	KEC294 6000-N	KEC295 7000-N	KEC296 8000-N	KEC297 9000-N



# Suwon I'PARK CITY exterior color plan



# Hannam The Hill External Environment Design



# SCULPTURE DESIGN

# Cheorwon-gun design sculpture production and installation



Cheorwon-gun design sculpture production and installation



Cheorwon-gun design sculpture production and installation



1st prize in international competition

Gyeongju Symbol Sculpture (The Starlight)















MAGOK M VALLEY\_MAGOK CENTRAL SQUARE\_HIDDEN FOREST



# MAGOK M VALLEY \_MAGOK CENTRAL SQUARE\_HIDDEN FOREST



# PUBLIC DESIGN

# Cheonggyecheon restoration construction 1 unit landscape design





# Daegu Metropolitan Subway Line 3, Line 5, Business Environmental Design



# 2017 Incheon Metropolitan City Urban Design Master Plan



## I-SPOT 100 INCHEON CITYDESIGN WORKSHOP

I-SPOT 100 인천 도시디자인 워크숍

### 주최

인천광역시

### 주관

김현선디자인연구소, (주)도담이앤씨

### 대상

관내 대학 대학생 및 지도교수  
시군구 공무원, 시민, 기업 관계자

### 참여대학

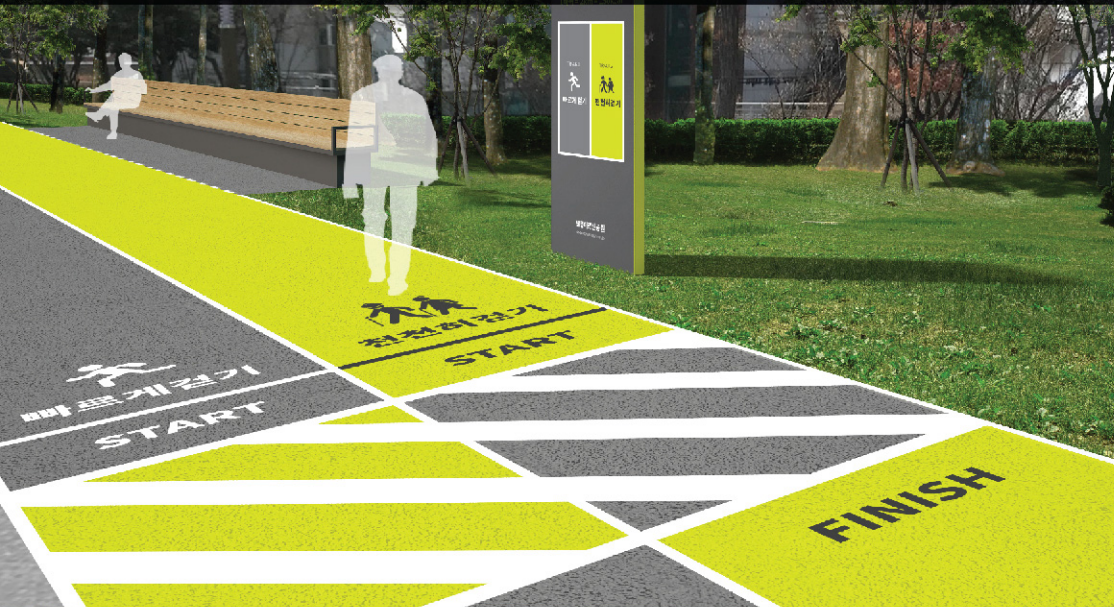
가천대학교 | 건축학과  
인천가톨릭대학교 | 문화예술콘텐츠학과  
인천가톨릭대학교 | 환경디자인과  
인천대학교 | 도시건축학부, 디자인학부  
인하공업전문대학 | 산업디자인과  
인하대학교 | 문화경영학과

# Development of Design for the nine scenery Specialized Project in Cheorwon

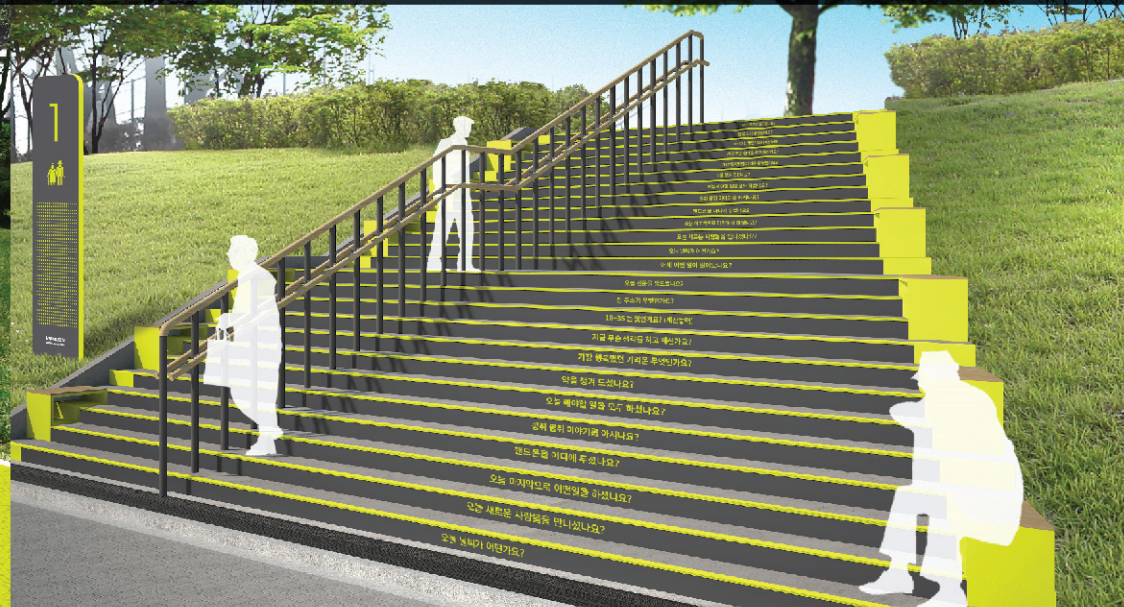


# Age-Friendly City Design for Aging Society

A 산책로 / 진입로



A 산책로 / 진입로



A 산책로 / 진입로

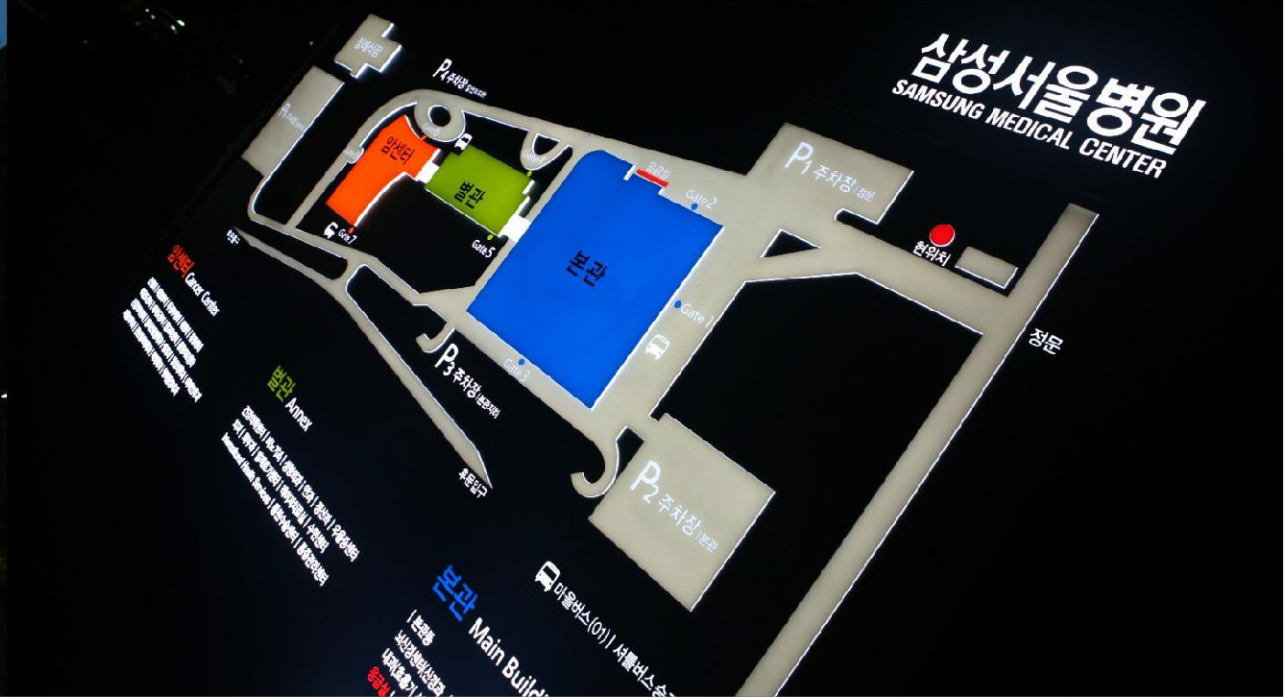


B 편의시설 / 휴게시설

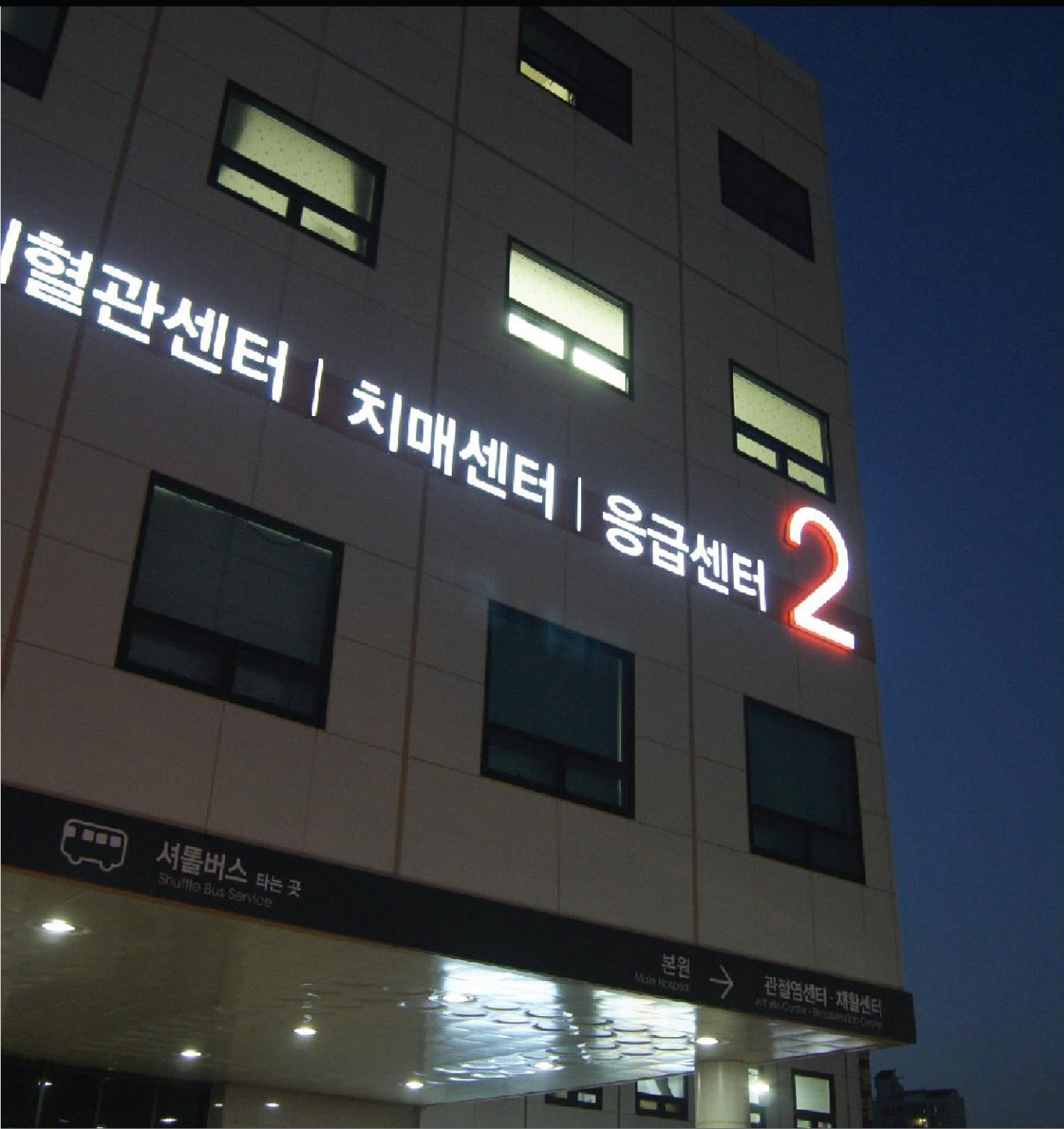




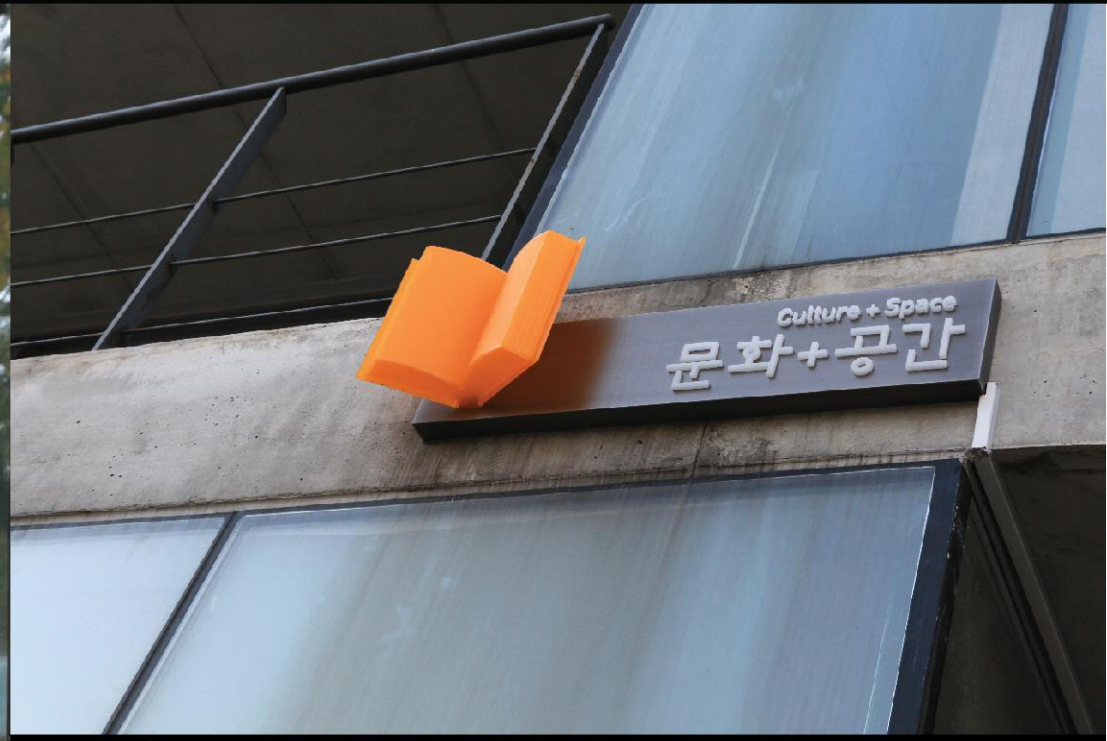
# Samsung Medical Center Sign System 1st Place



# Sign system design for Chungnam National University Hospital



# Paju Book City Book Street Environmental Design 1st Place





# Developed system design for Gwanghwamun Square



**PRODUCT DESIGN**



ACCOJE

## Scene of JEJU

Clean water and comfortable air, volcanic island passion  
In Jeju, the land of life that has all the strengths to win the wind  
True Natural Cosmetic Realization of Nature and Science



Based on the philosophy of `giving you what you love most`  
It contains the freshness and vitality  
True Eco Life Style Beauty Care





# Smart Health medical devices

Emotional medical devices that prevent hospital infection and heal patients' emotions



Smart health devices

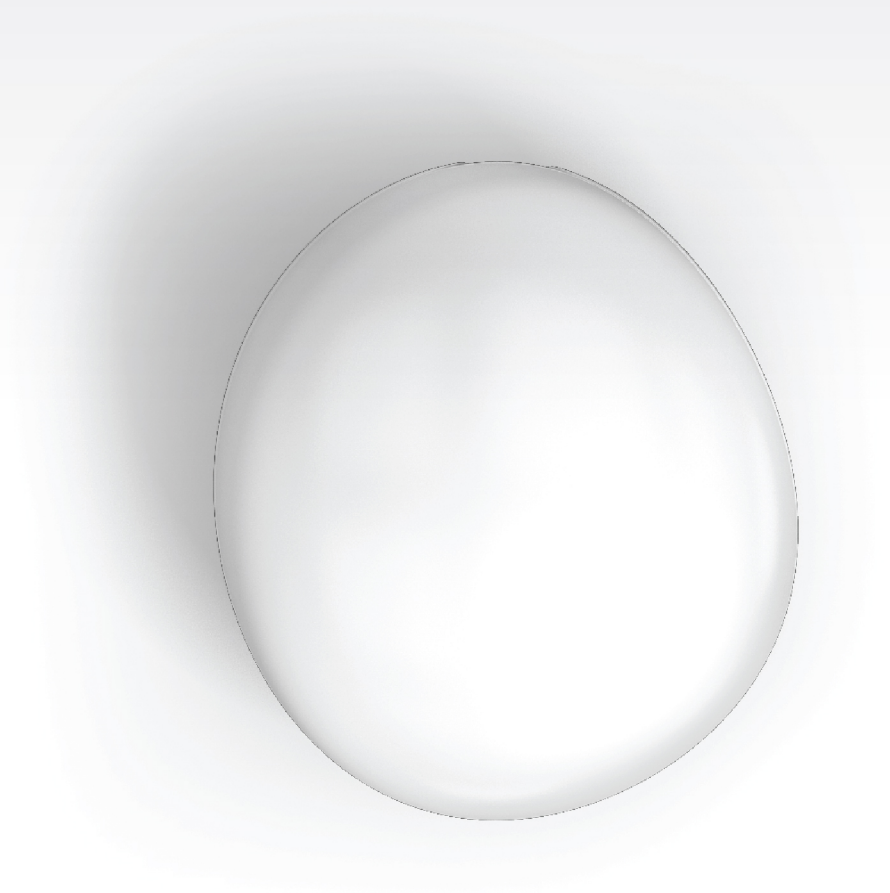
**Muia**

Muia is a brand of medical appliances which differentiates itself from existing complex and cold competitors by re-interpreting the oriental medicine in a modern way. This is a smart medical appliance preventing nosocomial infections through Korean, global, and emotional design, thus proposing a new innovative emotional medical appliance for both treatment and healing.

## Stethoscope Warmer

Thermotherapy, sterilization, disinfection, light sensitive system

A new stethoscope feels firm like a pebble but it has a soft form. This warm rounded stethoscope switches encounters between patients and doctors from infective contact into affective contact, and it let patients to remember a warm first meeting.





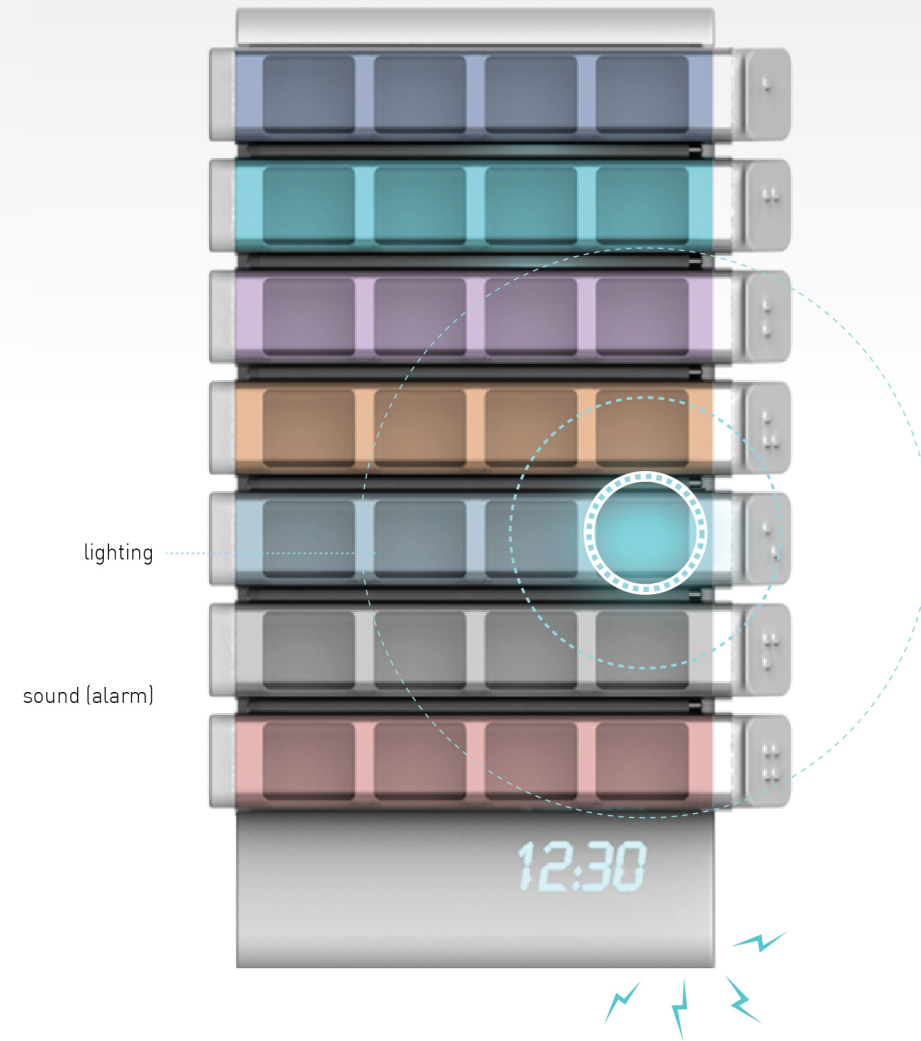


# Medicine taking system

using colors, light and sound for nursing home

The elderly population living in nursing homes is increasing as the age of an aging society is coming. The elderly have to take medication for a long time and nurses in nursing homes must get medicine each time. It is never easy to take medicine on time every day.

It happens that they miss time to take pills or take wrong pills because they get confused which one to take. Enable the elderly people to get ready for taking medicine much more correctly and easily with medication kit using color, light and sound, etc.



## Emotion Therapy Wall

“Emotional Therapy Wall” is a medical device, which could be used by many. Meanwhile, the focus of the western medicine has been prevention, whereas the focus of oriental medicine has been the treatment. The two different focuses have been considered to be a stark contrast. However, the combination of the east and west, convergence and thinking, such as, the paradigm shift has been in the hospital, and emerges in the environment. However, such attempts seem to a phenomenon of changes in interior and space. There aren't many opportunities to encounter because it is based on the investment in the hospital. There is a need for an attempt to create a product that is patient-centered and that maximized therapeutic effects. Brand naming 'MUIA' contains Korean emotion and Global





## Dressing tray set (Non-steel)

preventing infection and noise

A dressing tray vat and can combined as one set to secure safety for its storage and discard of medical treatment tool.

Offering psychological stability with white color allowing a direct check of hygiene

White color lets users confirm its cleanness with rare eyes and relieves patients from worrying about germ infection from treatment tools.

## A cover for medical care chair for children

Young patients are scared of hospital. Moms hold their children to get treatments or kids cry loud frightened by atmosphere at clinics. With this cover for medical care chair, we can offer psychological stability to children and help them to receive treatments seating by themselves.

Prevention  
of infection

Children's  
safety

Dynamic  
pleasure

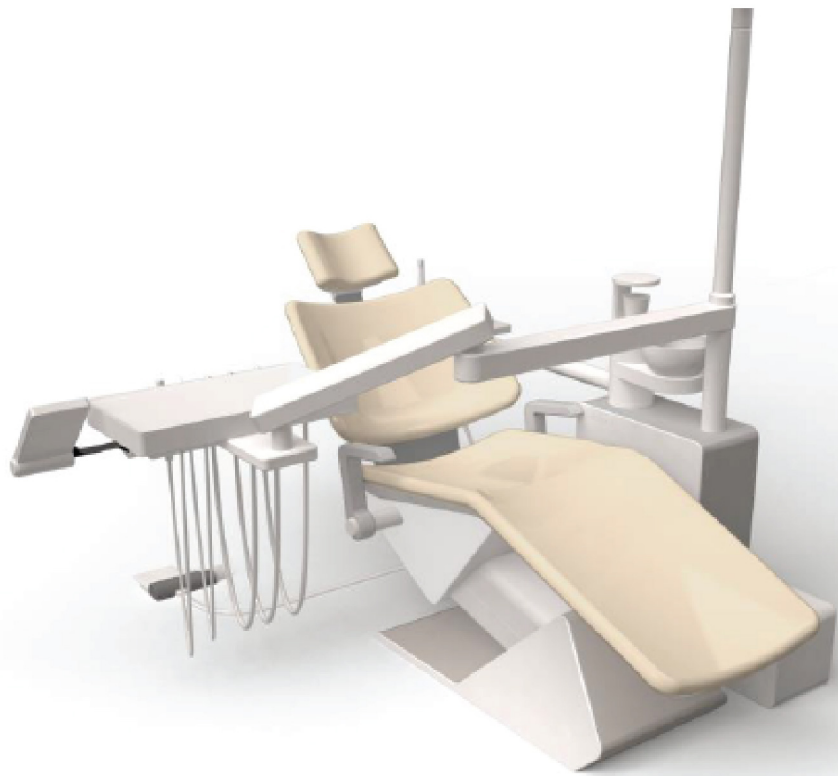




## Add warmth with Korean touch

Pure and cohesive water droplets  
Leaves naturally pure and clean in a safe and comfortable manner









**BOMBOM**

kimhyunsunDESIGN  
by Haengnam

# BOMBOM

An innovative single Tableware, Bombom, which pursues healthy and convenient life styles and is optimized for single-member household convenience.

Bombom is a simple tableware, which optimizes breakfast and dish- washing process for singles before leaving for work. It's offered in several sizes and types to satisfy various dietary styles. Being a creative solution for general food and leftover storage, it will simplify your life. Bombom resembles a simple and humble design of Korean traditional pottery.

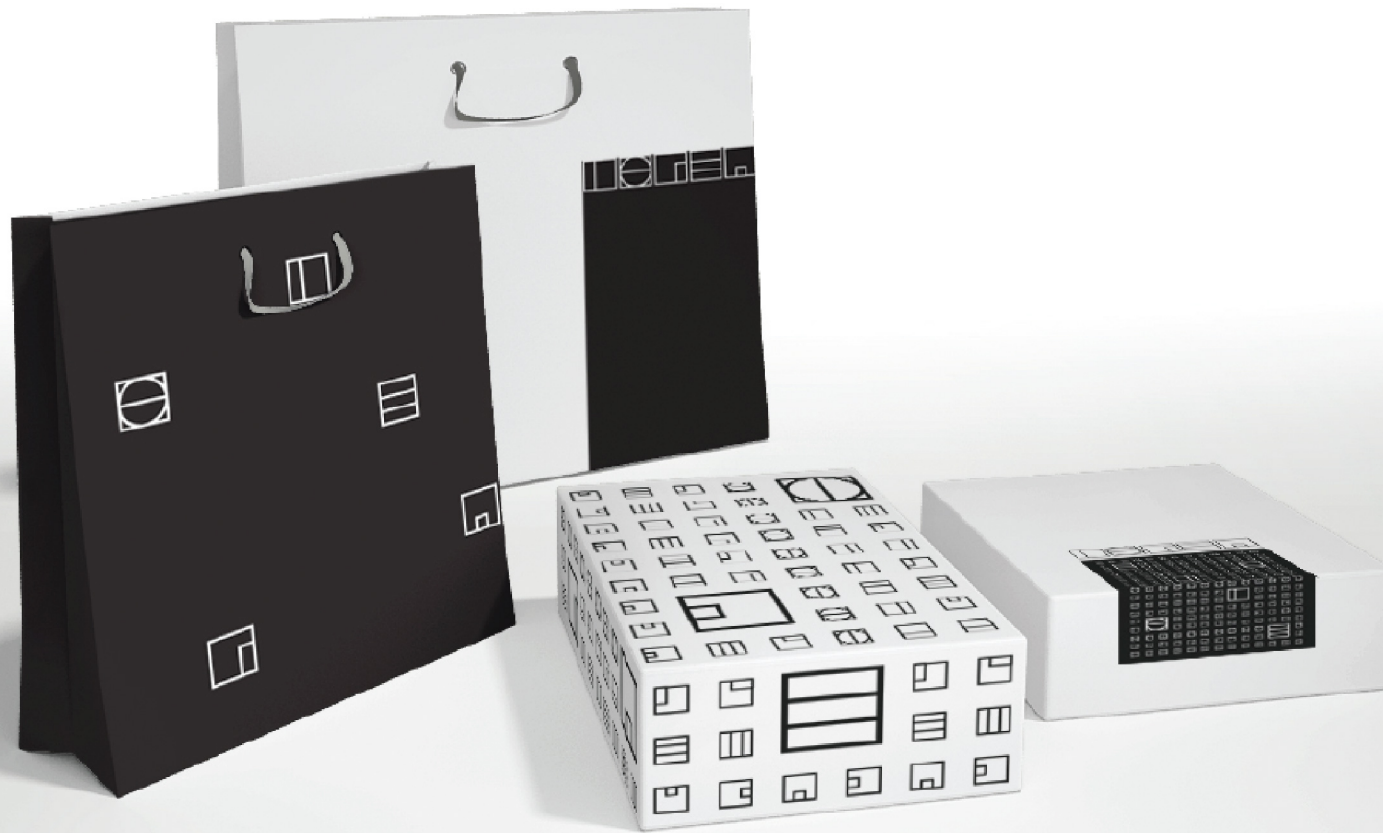




MOEHA  
HEART & SOUL

Concise and modern production  
using the flexible image and the Korean flag pattern





kimhyunsunDESIGN