



APOLLON
IMMERSIVE WORKS

APOLLON IMMERSIVE WORKS
COMPANY BRIEF

www.apollonworks.com



APOLLON
IMMERSIVE WORKS

Creating a new value of space
with the narrative of light.

INSPIRE

2nd Floor
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99th Floor
100th Floor

Korea's exclusive firm specializing in media architecture & media art design.

Propose a new path towards stereotypical property
Create tangible experience from imagination
Inspire vitality and possibility to space

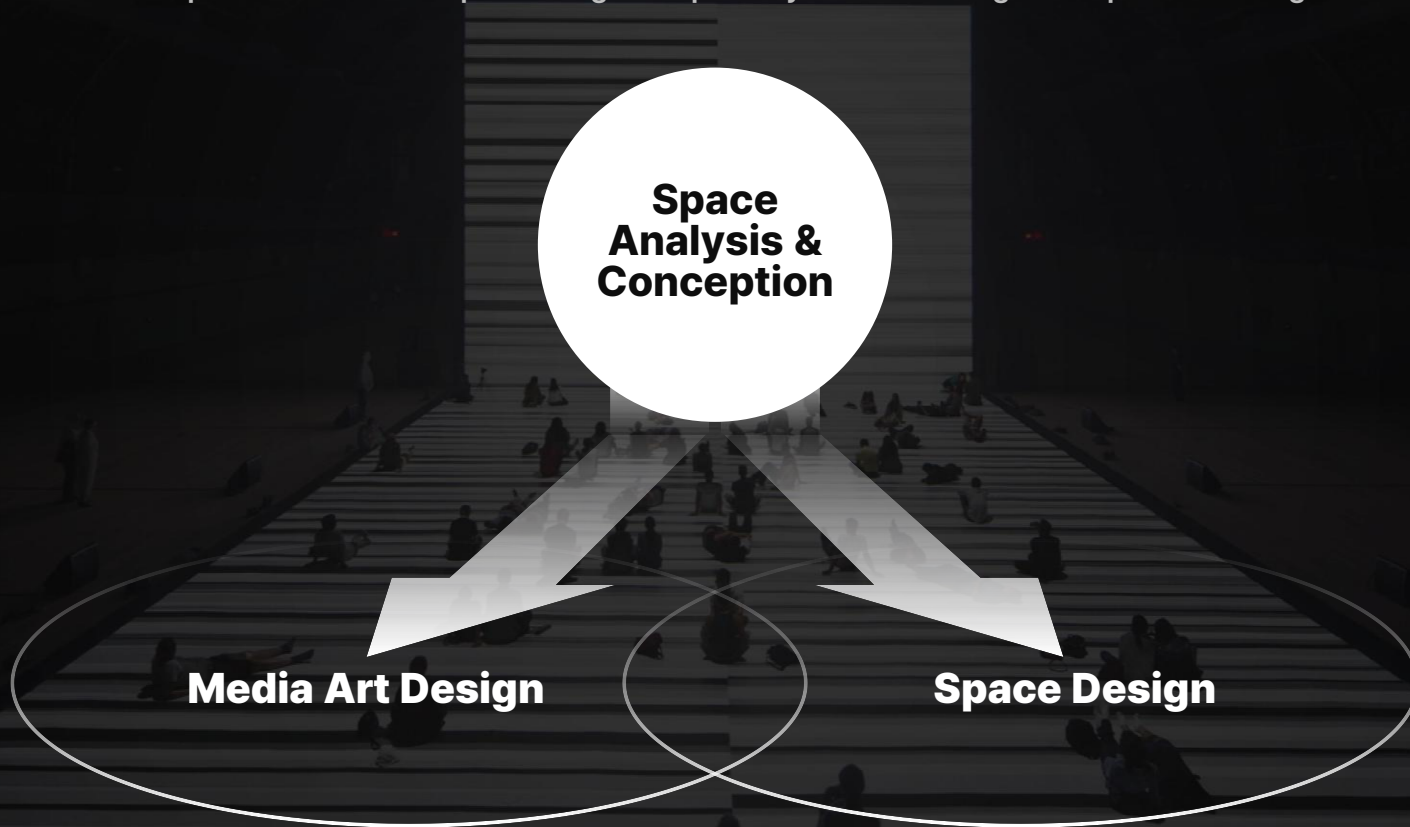
Apollon Immersive Works is a
SPACE DIGITAL INNOVATION GROUP
pioneering the new generation of property.





COMPETITIVENESS

Comprehensive Media-Space design competency based on Integrated Spatial Planning



AWARD



ASIA MEDIA CENTER
MEDIA SCULPTURE

iF Award 2023
Interior Architecture / 4.08 Installation
Winner



Edition Hotel DOOH, New York Times
Square, 3D ANAMORPHIC CONTENTS

iF Award 2023
Communication / 3.09 Campaign &
Advertising Winner



LUNAR CRECENDO
Media Sculpture

Korea Design Award 2023
Communication / Digital
Winner



BUSINESS AREA



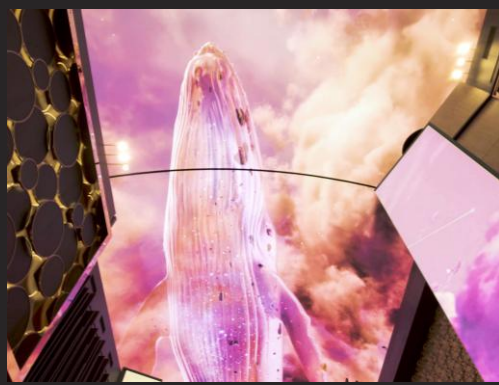
Property
Development Stage

Property
Operational Stage



MEDIA ARCHITECTURE DESIGN

- Media Concept Design
- Media Masterplan
- Media Implementation



MEDIA ART DESIGN

- Media Sculpture Design
- Media Art Contents Design
- Media Art Curating



MEDIA TENANT DESIGN

- Media Tenant Biz Planning
- Media Tenant Development
- Media Tenant Operation

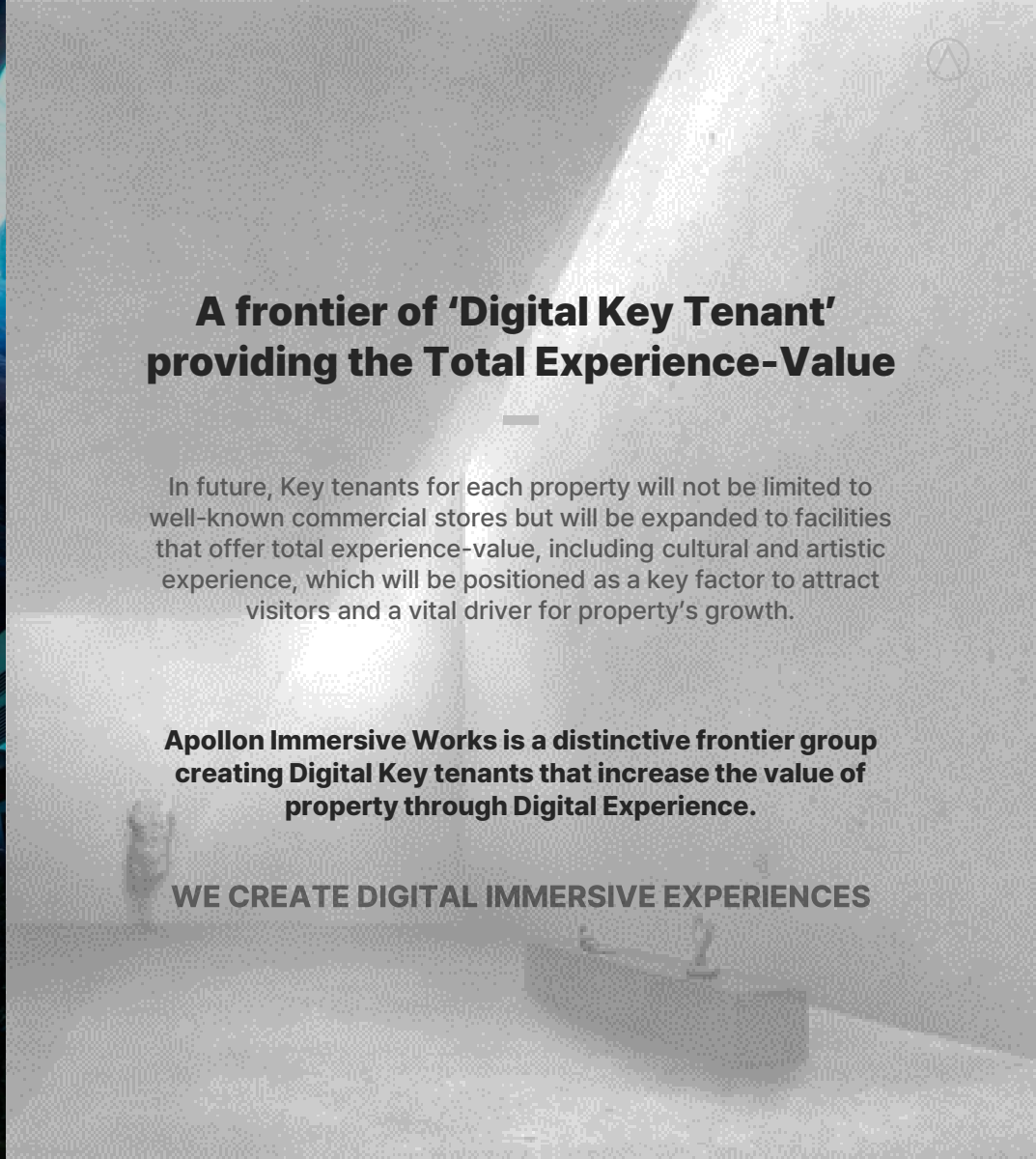


A frontier of 'Digital Key Tenant' providing the Total Experience-Value

In future, Key tenants for each property will not be limited to well-known commercial stores but will be expanded to facilities that offer total experience-value, including cultural and artistic experience, which will be positioned as a key factor to attract visitors and a vital driver for property's growth.

Apollon Immersive Works is a distinctive frontier group creating Digital Key tenants that increase the value of property through Digital Experience.

WE CREATE DIGITAL IMMERSIVE EXPERIENCES





MEDIA ARCHITECTURE DESIGN

Immersive media collaboration in architectural projects is becoming increasingly common. This trend is primarily driven by the dynamic and adaptive nature of immersive media, which goes beyond merely differentiating architectural designs. These advantages are gaining recognition for enhancing operational efficiency in the post-implementation phase of architecture.

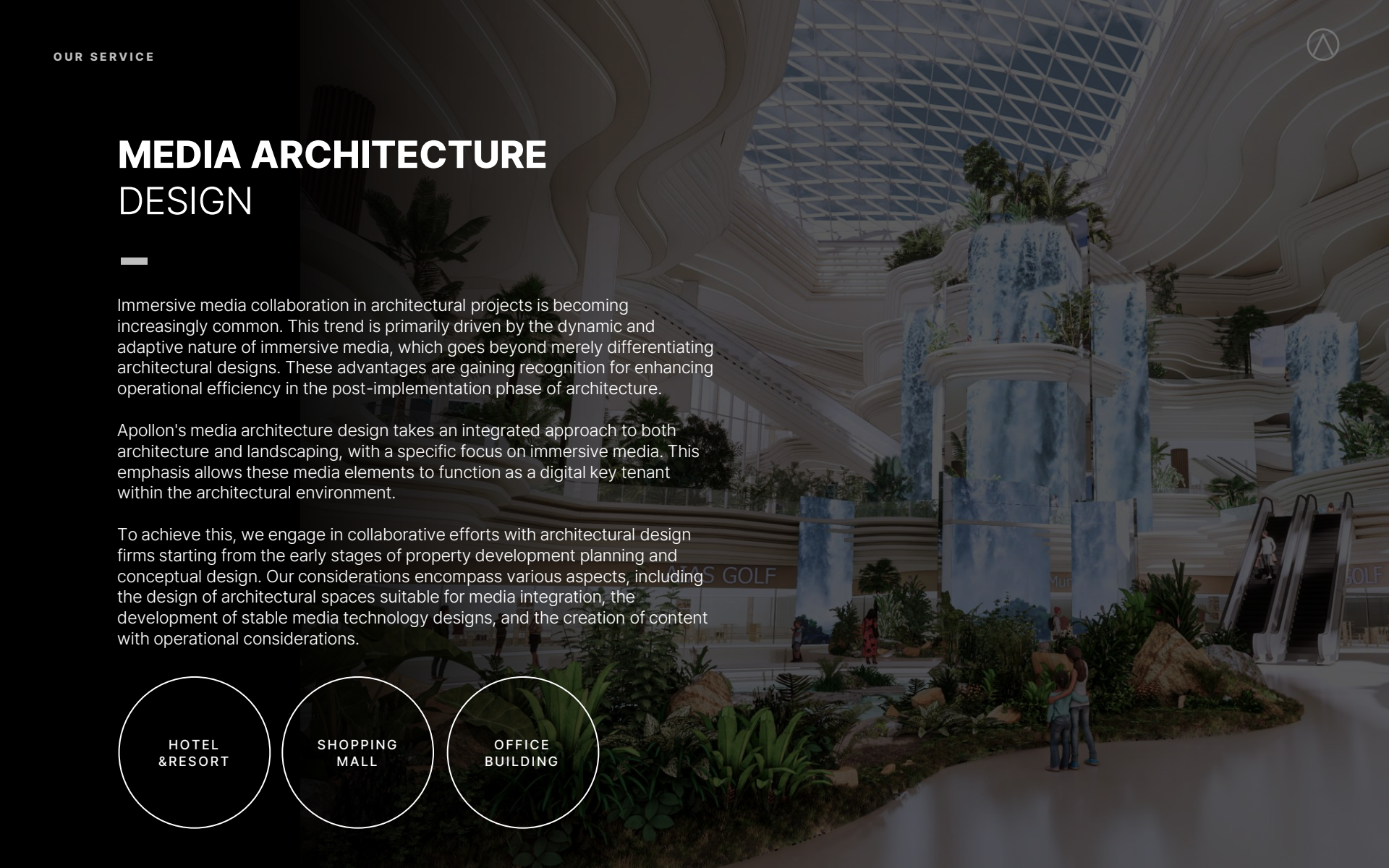
Apollon's media architecture design takes an integrated approach to both architecture and landscaping, with a specific focus on immersive media. This emphasis allows these media elements to function as a digital key tenant within the architectural environment.

To achieve this, we engage in collaborative efforts with architectural design firms starting from the early stages of property development planning and conceptual design. Our considerations encompass various aspects, including the design of architectural spaces suitable for media integration, the development of stable media technology designs, and the creation of content with operational considerations.

HOTEL
& RESORT

SHOPPING
MALL

OFFICE
BUILDING

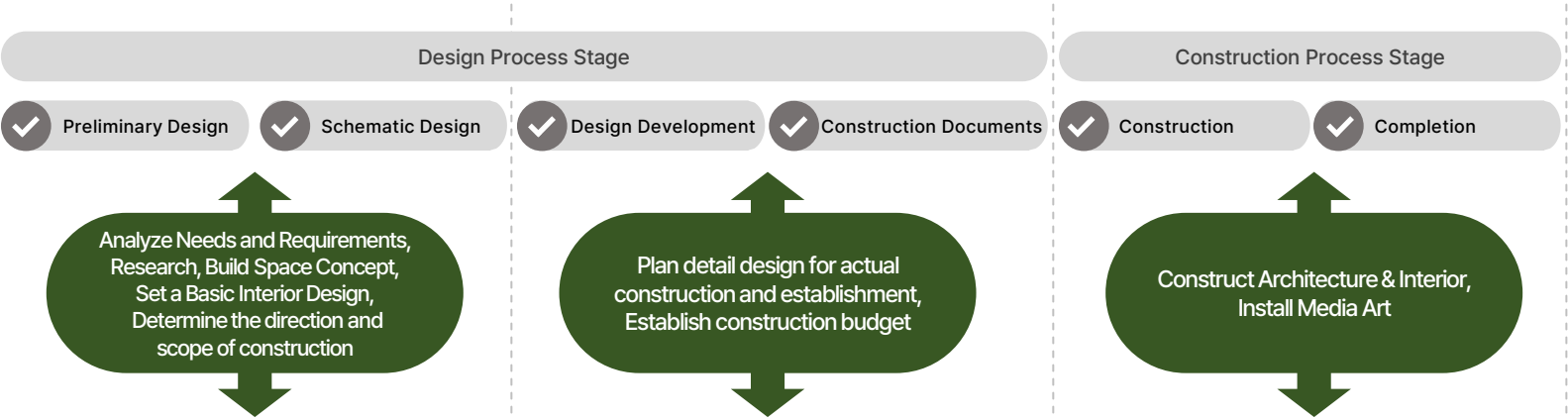




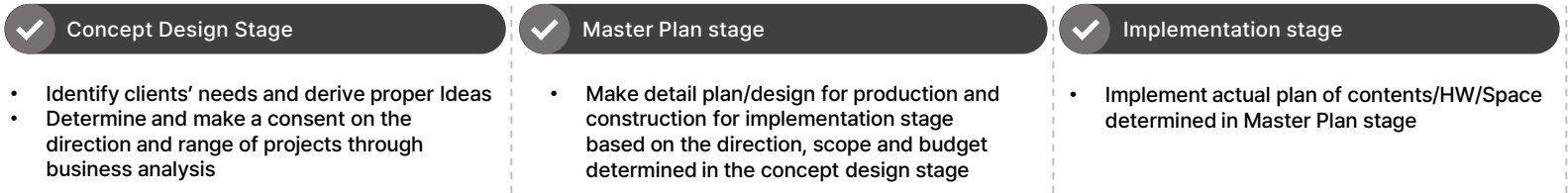
Media Architecture Work Process

Media Architecture design provides total service by dividing all construction phases into three stages
— Concept Design / Master Plan / Implementation, from the initial design stage to the construction stage.

Architecture
Work Process



Apollon
Work Process





2022

Trendy & Youth Town Resort Complex — Media Architecture Concept Design

Trendy&Youth Town, with a site area of 130,000 m² and a total floor area of 530,000 m² is the largest shopping mall/hotel/resort development project in Korea as a single building and is in progress for 2026 completion within Busan Osiria Tourist Park.

Apollon Immersive Works had worked closely with SAMWOO E&C CO., LTD. from the beginning of architectural design for Media Architecture Concept Design. Through consulting, the exterior of architecture, the spatial concept of indoor commercial concept, the total new media concept, and the tenant concept design using new media had been completed.

Client G-CACtconsortium

WORK SCOPE

- Research & Analysis
- Spatial Concept Development for New Media
- Space & Media Art Concept Design
- Concept Design for Interactive New Media Tenant
- Construction Action Plan

[More Info](#)



Trendy & Youth Town Resort Complex, Media Architecture Concept Design

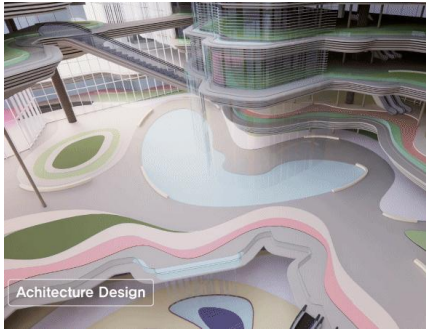
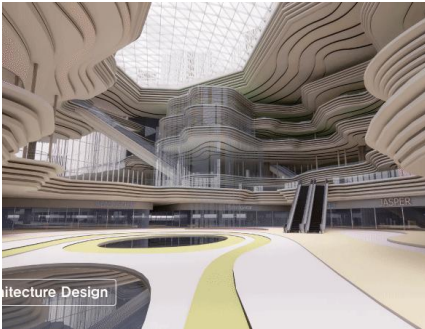
Media Façade “Fata Morgana”





Trendy & Youth Town Resort Complex, Media Architecture Concept Design

Mall Lobby “Hidden Valley”



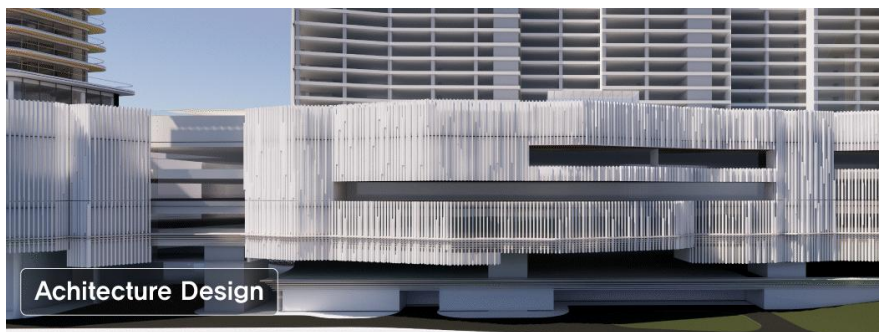
Trendy & Youth Town Resort Complex, Media Architecture Concept Design

Multicultural spaces "Artplace 738"

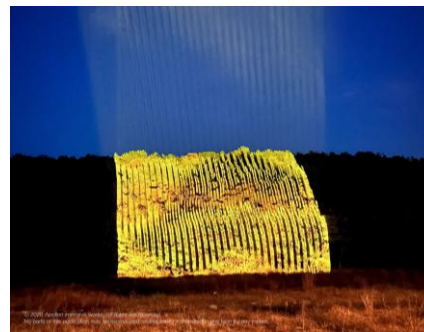


Trendy & Youth Town Resort Complex, Media Architecture Concept Design

Outdoor Key Tenant “Luminary Floating Garden”



Architecture Design



MEDIA ART DESIGN

Media Art Design

designs aesthetic sculptural media art installations that fit the space, produces content or make artwork curations fitting for the purpose, and embodies public art that amplifies artistic mood in a daily space.

PUBLIC
SPACE

DOOH

ART
SPACE



Inspire Entertainment Resort

Season 1 / MEDIA SHOW & ART CONTENTS

[Related link](#)

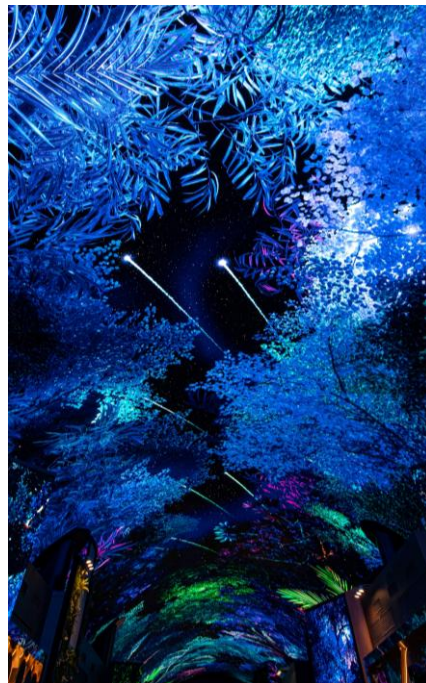
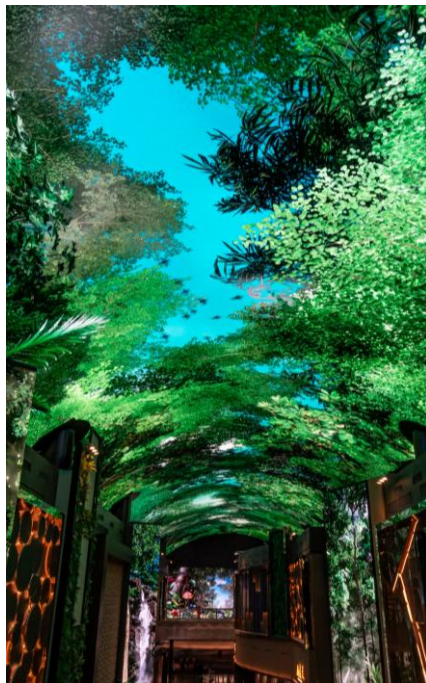
December 2023

Apollon Immersive Works created three media contents for the opening of Inspire Entertainment Resort in Incheon, Korea. Under the slogan "An invitation to unfamiliar inspiration," Apollon produced one media show and two media art contents. These efforts aimed to establish 'Aurora' and 'Cube', the world's largest digital entertainment streets, as key digital attractions and immersive core spaces of Inspire.

WORK SCOPE

- Proposal
- Pre-production
- Space Setup & Virtual Test
- Production
- On-site Test

Client HYUNDAI FUTURENET

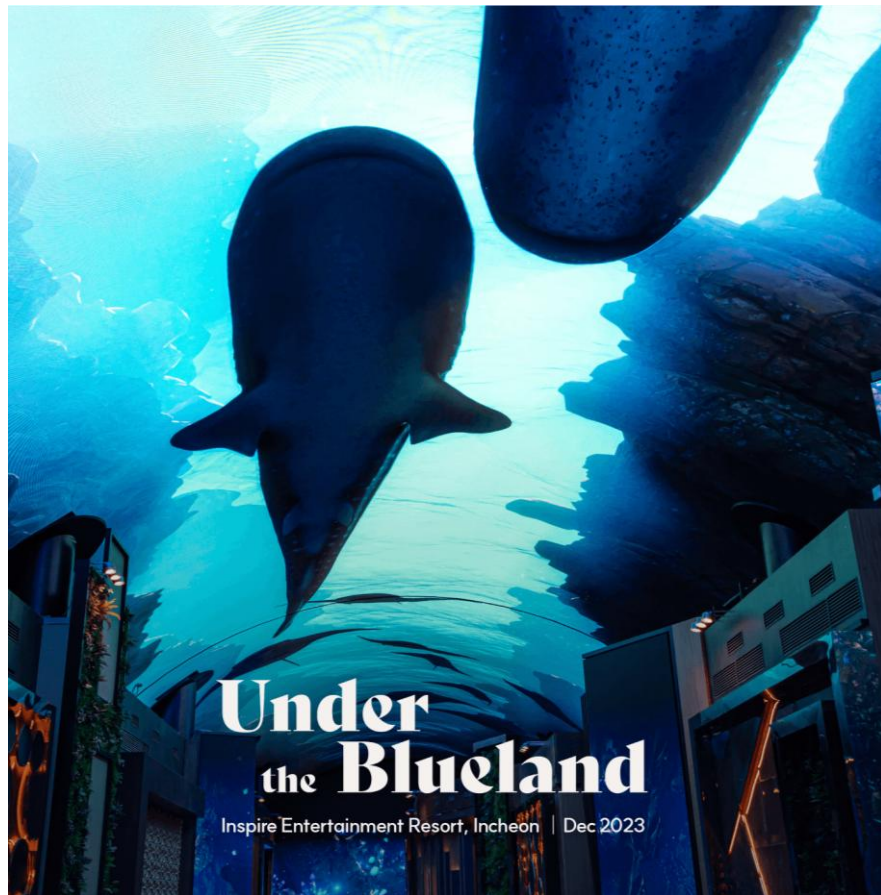




Inspire Entertainment Resort, Media Show & Art Contents Season 1

MEDIA SHOW "UNDER THE BLUELAND"

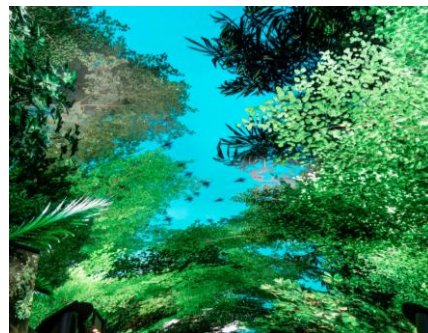
[Related link](#)



Inspire Entertainment Resort, Media Show & Art Contents Season 1

MEDIA ART "ASTRAL FOREST"

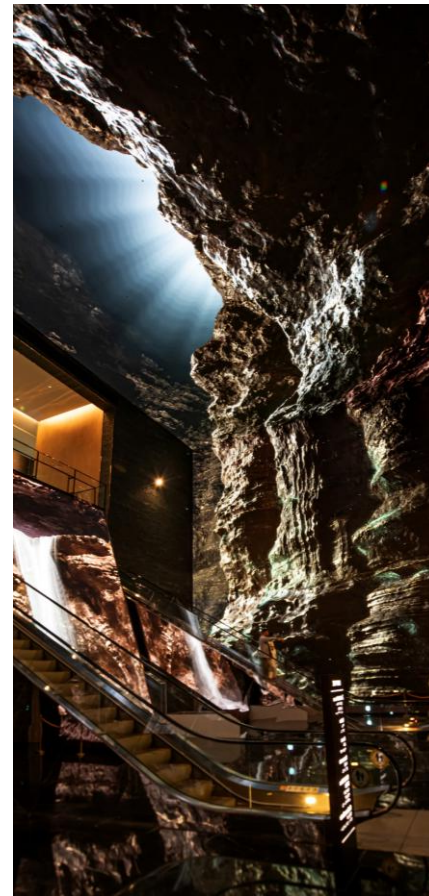
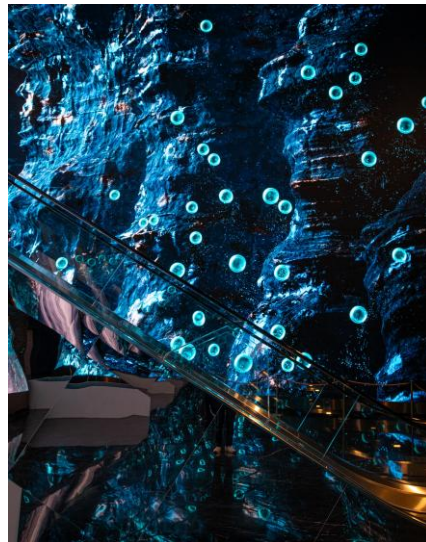
[Related link](#)



Inspire Entertainment Resort, Media Show & Art Contents Season 1

MEDIA ART "GOLDEN GATE"

[Related link](#)



Inspire Entertainment Resort Season 2 / MEDIA SHOW & ART CONTENTS

[Related link](#)

July 2024.

Apollon Immersive Works has launched three new media contents at Inspire Entertainment Resort in Incheon, Korea, as a follow-up to Season 1. The lineup includes the epic media show *Cosmic Odyssey*, an interstellar journey to an unknown planet through a breathtaking universe. Two media art contents, *African Savanna*, showcasing a sunlit savannah, and *Crystal Palace*, featuring a radiant, ancient palace glowing with auroras and brilliance, create a mesmerizing visual experience in the aurora borealis and cube space.



WORK SCOPE

- Proposal
- Pre-production
- Space Setup & Virtual Test
- Production
- On-site Test

Client HYUNDAI FUTURENET



Inspire Entertainment Resort, Media Show & Art Contents Season 2

MEDIA SHOW "COSMIC ODYSSEY"

[Related link](#)



Inspire Entertainment Resort, Media Show & Art Contents Season 2

MEDIA ART "AFRICAN SAVANNA"



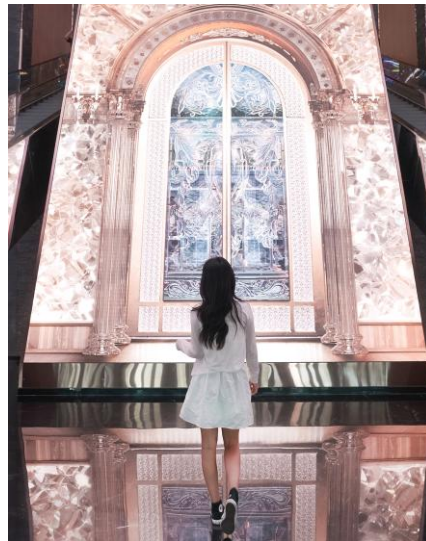
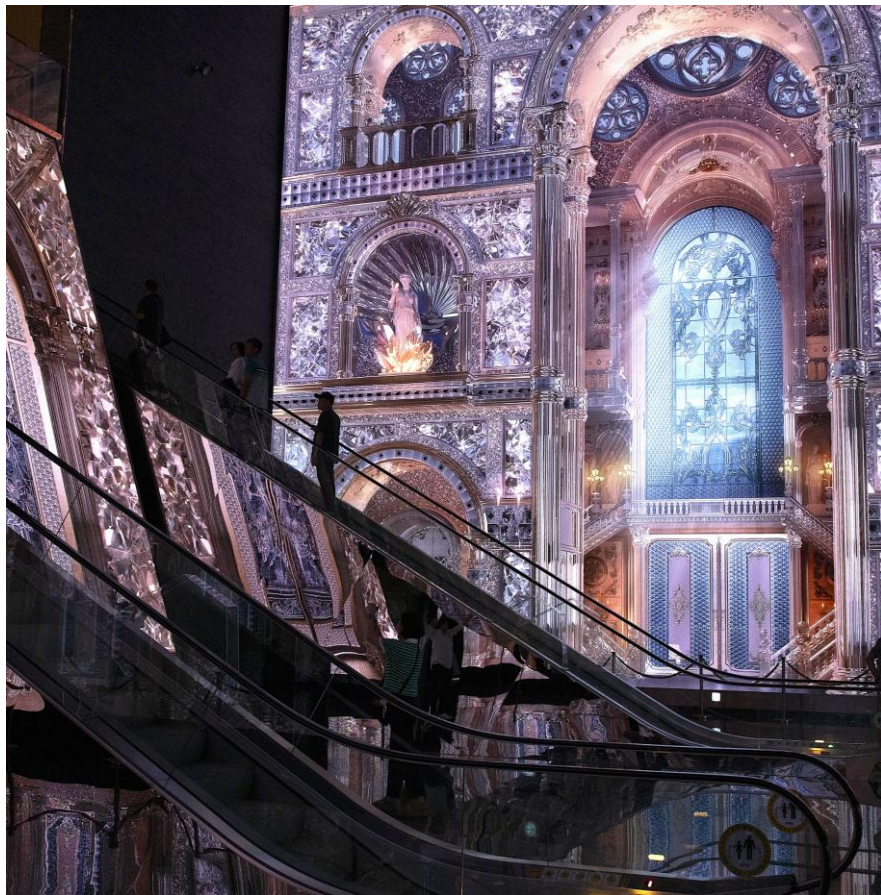
[Related link](#)



Inspire Entertainment Resort, Media Show & Art Contents Season 2

MEDIA ART "CRYSTAL PLACE"

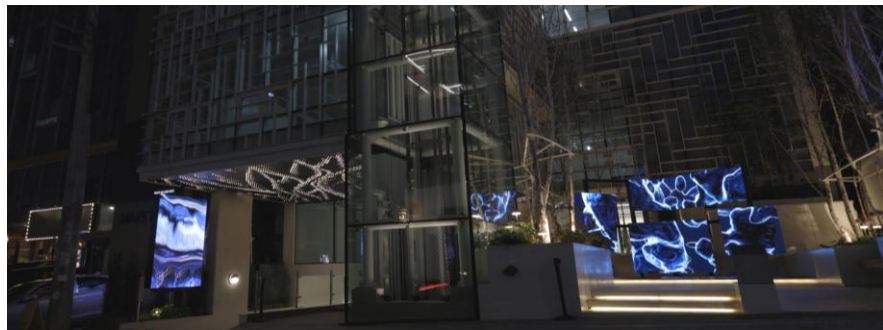
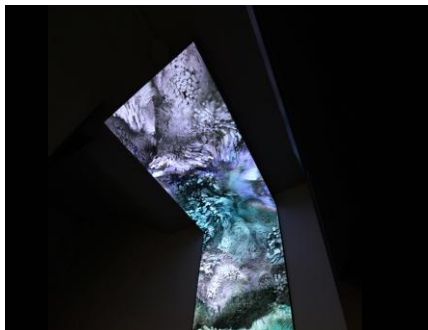
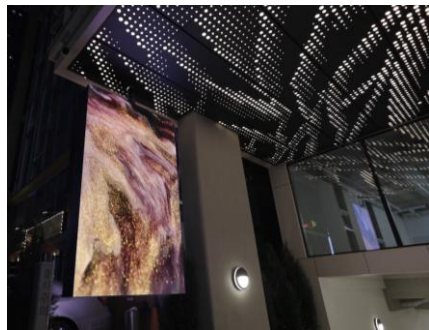
[Related link](#)



2022

ASIA MEDIA CENTER MEDIA SCULPTURE

[More Info](#)



In April 2022,

Apollon Immersive Works constructed various types of media art installations at ASIA MEDIA CENTER which is the new office building located in representative business district in Yeoksam-dong, Gangnam, Seoul.

To enhance the value of architecture and space, Apollon had worked closely with departments of architecture, landscape lighting, and gardening since the beginning of the architectural stage to make comprehensive media experience.

WORK SCOPE

- Proposal
- Immersive Art Design
- Artist Curating & Production
- Space Setup
- HW Installation
- Test & Stabilization

Client ASIA MEDIA GROUP



LUNAR CRECENDO MEDIA SCULPTURE

[More Info](#)

In October 2023,

Apollon collaborated with visual artist Timo Helgert as a media art artist, participating in the "Nowon Light Sculpture Festival 2023," sponsored by the Nowon Cultural Foundation, with the artwork "Lunar Crescendo."

The artwork "Lunar Crescendo," inspired by the crescent moon, reinterprets its form and temporal characteristics, bringing sculptural beauty and audiovisual delight to public spaces.

WORK SCOPE

- Concept Design
- Artist Curating & Production
- HW Installation
- Test & Stabilization

Sponsored by
Nowon Foundation for Arts and Culture



Bukhangang StarbucksR MEDIA SCULPTURE

[More Info](#)



In January 2022,

In the purpose of infusing artistic atmosphere into beautiful landscape through Media Art, Apollon Immersive Works was taking charge of both constructing Media Art Installation, a standing sculpture locating permanently on the rooftop at the largest StarbucksR in Korea right beside the Bukhangang River, and curating Media Art Contents transmitted on its LED screen.

WORK SCOPE

- Proposal
- Immersive Art Design
- Artist Curating & Production
- Space Setup
- HW Installation
- Test & Stabilization

Client JY Corporation.



2022

Gwangang KCC Switzen Harborview MEDIA SCULPTURE

[More Info](#)



In March 2022,

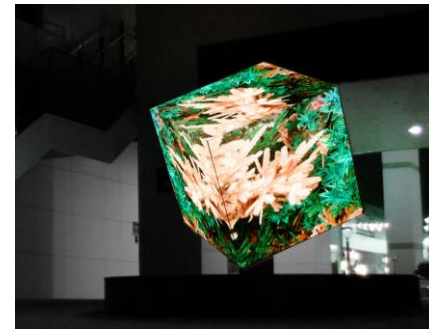
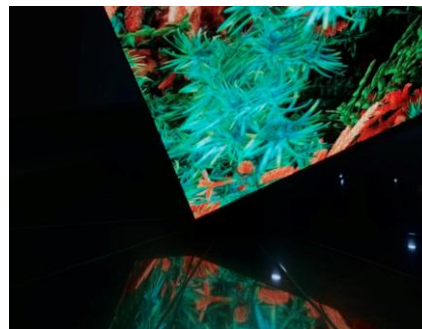
Apollon Immersive Works placed a large and surreal cube-shaped media art installation on the 1st lobby floor of a luxury residential property at Gwangalli Beach in Busan.

As the architecture is located right in front of Gwangalli Beach in Busan, having lots of floating population, Apollon designed and placed the media art to become an outstanding landmark that brings public art to more people and serves as a photo zone spot as well.

WORK SCOPE

- Proposal
- Immersive Art Design
- Artist Curating & Production
- Space Setup
- HW Installation
- Test & Stabilization

Client KCC Architectures



2022

Samsung Digital Plaza 5F MEDIA ART CONTENTS

[More Info](#)

In February 2022,

Apollon Immersive Works set up a media art space in the Bespoke 'Home Hub Zone' of the 'Lifestyle Showroom' on the 5th floor of Samsung Digital Plaza Gangnam main branch. The 'Night Zone', where media art content is mapped, is intended to provide an aesthetic experience for IoT within the concept of 'Day and Night of Bespoke AI' through collaboration with famous furniture designer— Seungji, Moon.

Apollon created a moment of 'déjà vu' as if we were travelling in a dream by projecting media art content in a surreal mood onto a space that was designed with geometrical natural objects.

WORK SCOPE

- Proposal
- Immersive Art Design
- Artist Curating & Production
- Space Setup
- HW Installation
- Test & Stabilization

Client Cheil Worldwide



LOTTE VL LEWEST GALLERY MEDIA ART CONTENTS

In January 2023,

Apollon Immersive Works produced and curated media artwork at the Media art wall located in the 1F center Hall of Lotte VL LeWest Gallery. Based on the Botanic Garden Concept, the space is designed as a comfortable and sophisticated space with modern interiors and analogue landscaping. Accordingly, Apollon intended to produce media art content that could expand the center hall more surrealistically so that visitors could get a new feeling and immersive sense.

WORK SCOPE

- Proposal
- Artist Curating & Production
- Test & Stabilization

Client LOTTE E&C



2021

Edition Hotel DOOH, New York Times Square 3D ANAMORPHIC CONTENTS

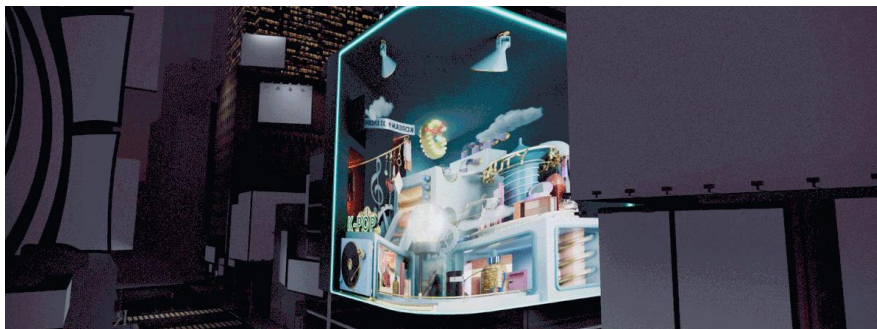
In February 2021,

Apollon Immersive Works produced 3D Anamorphic contents was sent to the Edition Hotel DOOH (Digital Out Of Home) in Time Square, New York. With the purpose of intensely promoting the Gmarket's Global brand identity, Apollon collaborated with a Swedish global VFX production 'EDISEN(Chimney Group)'.

Client Gmarket

WORK SCOPE

- Proposal
- Pre-production
- Space Setup
- Production

[More Info](#)

2021

HANDSOME Headquarters Building, Seoul

3D ANAMORPHIC CONTENTS

In August 2021,

CGI Artwork produced by Apollon Immersive Works was transmitted on the large outdoor LED screen of the Handsome Headquarters Building in Teheran-ro, Seoul. Taking the movie 'Inception' as a motif, the spatial optical illusion effect of the building's exterior walls as if it had been extended, combined with the dynamic movement of waves swirling in various directions, effectively created a sense of anamorphic three-dimensionality and overwhelmingness from any angle. Apollon collaborated with a motion design company - 'Neuron Fractal'.

Client HANDSOME corporation

WORK SCOPE

- Proposal
- Pre-production
- Space Setup
- Production

[More Info](#)



Myeongdong Shinsegae Department Store Outdoor LED BRANDED 3D ANAMORPHIC CONTENTS

[More Info](#)

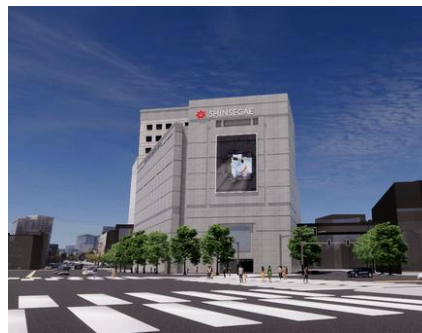
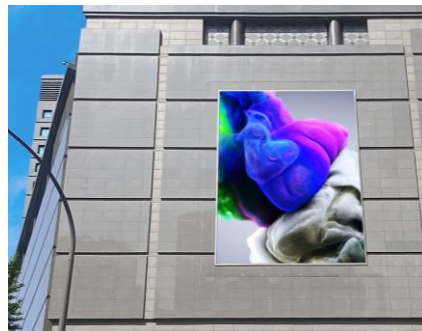

In October 2022,

Apollon Immersive Works took charge of producing two branded films that will be played on the newly installed DOOH outside of the Shinsegae Myeongdong Department Store. It has a significant meaning in that it converts the way of Shinsegae branding into digital from analogue signage. Apollon interpreted DOOH as an Art Space 2.0 that has much potential to attract citizens to their brands as a new brand communication channel. Therefore, two brand films were produced that reflect Shinsegae's heritage and identity to create a differentiated brand image and to capture the pedestrians' attention.

WORK SCOPE

- Proposal
- Immersive Art Design
- Artist Curating & Production
- HW Installation
- Test & Stabilization

Client VINYL I





MEDIA TENANT DESIGN

Anchor Tenant utilizing Immersive Media is getting a high level of attention and focus as the next generation of key tenants with a differentiated revenue model and high attraction effect.

Immersive Tenant Design

forms a bond of sympathy between customers and brands and further maximizes the value of property through the formation of a stable revenue model, from the discovery of distinctive anchor tenants to the development and operation of them.

Apollon Immersive Works is currently progressing on the discovery and development of Immersive Tenant that would be an anchor tenant within the commercial site.

ART
EXHIBITION

KIDS &
EDUTAINMENT

SPORTS &
EXTREME

FOREST &
NATURE



OUR TEAM

OUR TEAM

The best professionals with extensive and depth competency in Immersive Media
—Concept Design, Space Planning and Design, Media Art Content, HW Design,
Tenant Design, etc.—intimately collaborate to create a differentiated experience.



Taekjin TJ Lee CEO

2020 ~

APOLLON IMMERSIVE WORKS / CEO

2004 - 2019

d'strict / Executive Director

- Founding member and executive director of d'strict
- Establishment of City Experience Center in Chongqing, China
- Samsung Infinity Moment Showroom in Pyeongchang Olympic Exhibition Hall
- Establishment of Digital Gym at Incheon Airport T2
- Master planning of d'strict live part Mission Hills
- Media solution for Hanhwa Aqua Planet 63
- Establishment of Hanhwa Jade Garden Media Façade
- Establishment of d'strict play K-pop Jeju/Quzhou/Beijing/Sondon (iF Award)
- Media solution and production for SLS Las Vegas hotel (iF Award Winner)
- Media Façade for the Broadcasting of 18th presidential election (iF Award)
- Interactive solution & production for Hyundai Motor's Paris Moto Show
- Multiple production of Samsung Electronics' galaxy TVC & Viral Movie
- Renewal webpage of Samsung.com / Hyundai.com

1998 - 2004

Nutility Associates / Creative Director

- Founding member of Netility — initial company of d'strict
- Establishment of multiple websites including SBS/LG/INTEL





Jinyoung Yang Creative Director

2020 ~

APOLLON IMMERSIVE WORKS / Creative Director

2014 - 2019

d'strict / Creative Director

- Establishment of Hyundai GENESIS GV80 Flipdot Wall at Incheon Airport
- Master Planning of Digital Media at Yangon Lotte Hotel, Myanmar
- Establishment of Huamao Art Education Museum in Nignbo, China
- Display Consulting of Samsung Flagship Store in Shanghai, China
- Digital Media Consulting of Msung One City, Shopping Mall in China
- Establishment of Digital Media in Nanjing Renhe Spring Mall, China
- Consulting of Corporate Exhibition Center in Alibaba Headquarter, China

2017 - 2018

Alleysqaure / Director & Executive Producer

- Consulting for d'strict on the establishment of City Experience Center in Chongqing, China
- Multiple TVC — Canon / Millet Outdoor / Daize and more

2004 - 2017

ZOO production / Director

- Digital Media Solution & Production of SLS Las Vegas for d'strict
- Multiple TVC — Samsung Galaxy / LG / BMW / Hyundai / Volkswagen KIA / Gmarket / NH Bank / Shinhan Bank / Lotte Card / S-oil

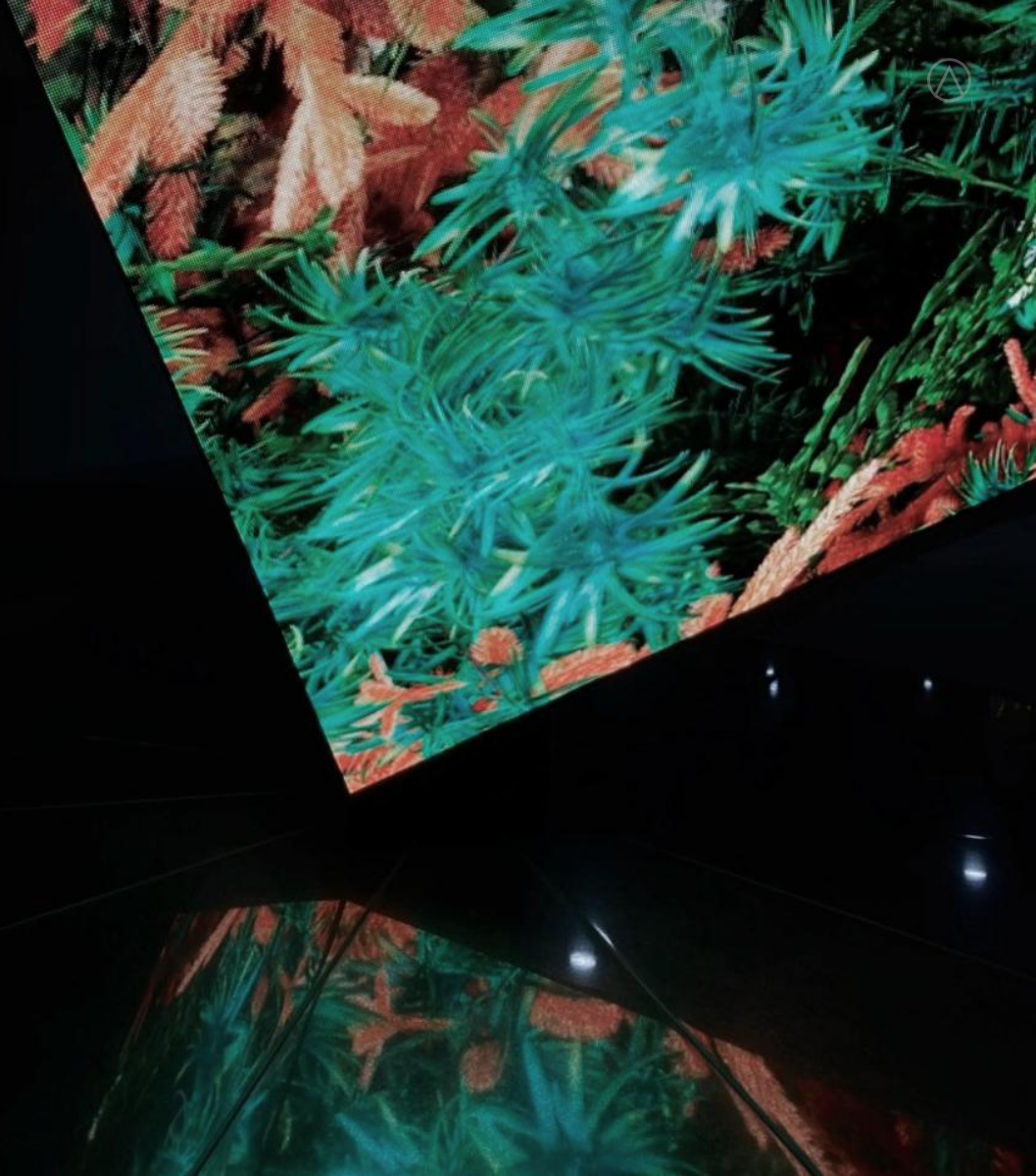


ENRICH YOUR PROPERTY ENLIGHTEN YOUR SPACE

Enriching the space with artistic light,

Renewing the value of property —

This is what Apollon Immersive Works can ensure you.





THANK YOU



www.apollonworks.com