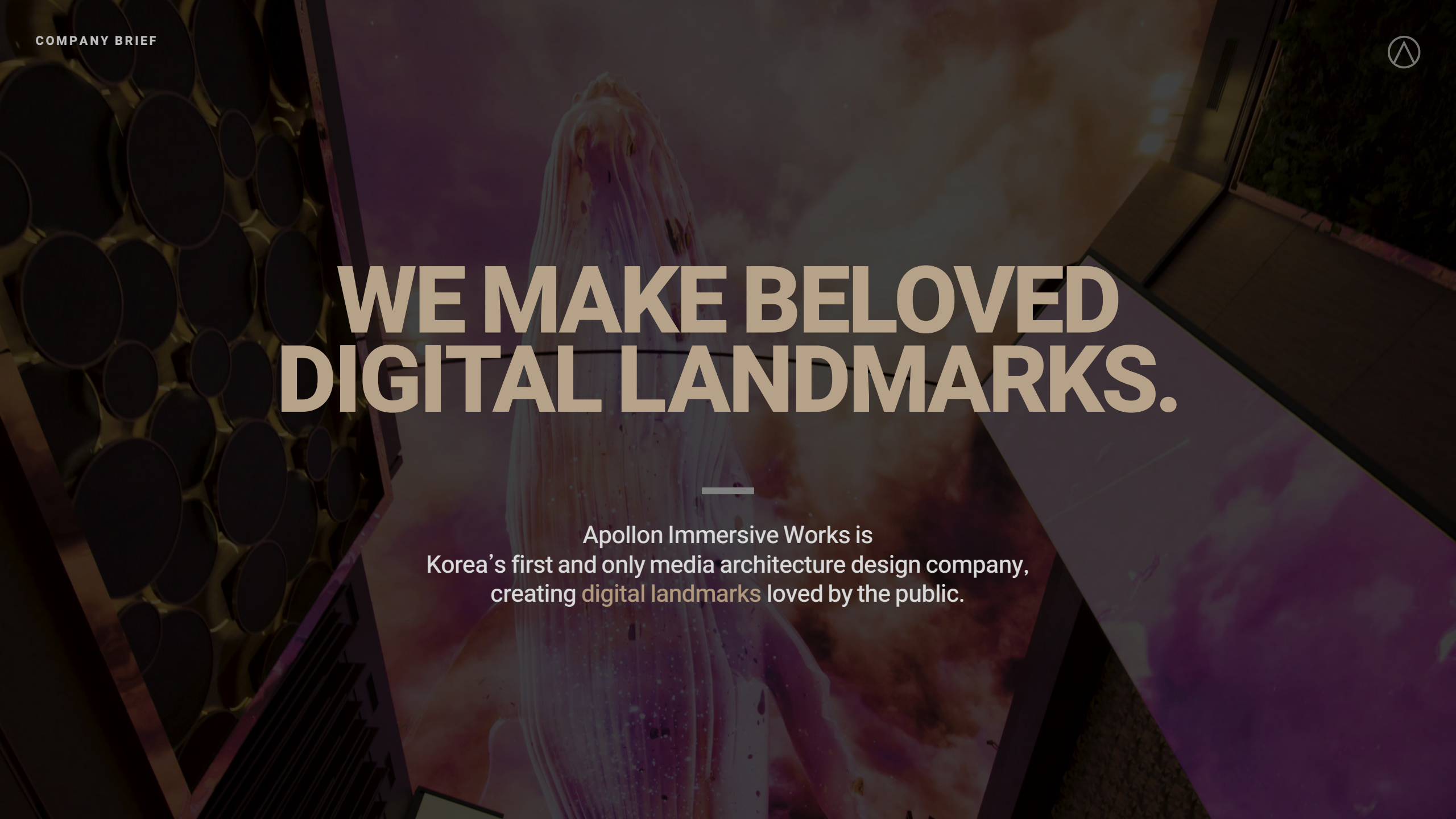


COMPANY BRIEF

www.apollonworks.com



WE MAKE BELOVED DIGITAL LANDMARKS.

Apollon Immersive Works is
Korea's first and only media architecture design company,
creating digital landmarks loved by the public.



Introduction Video

APOLLON
IMMERSIVE WORKS

CEO	Taekjin Lee
Address	16 JK Tower #903, #906, 20-gil Seongsui-ro, Seongdong-gu, Seoul, Korea
Business Areas	Media Architecture Design Media Contents Design Media Space Design Media Sculpture Design
Website	www.apollonworks.com



Yeoksam Asia Media Tower
MEDIA SPACE

iF Award 2023, Germany
Interior Architecture /
4.08 Installation
Winner



Gmarket Global,
New York Times Square
Anamorphic Advertising Content

iF Award 2023, Germany
Communication /
3.09 Campaign & Advertising
Winner



LUNAR CRECENDO
MEDIA SPACE

Korea Design Award 2023
Communication / Digital
Winner

2025
- Grand Josun Busan content production
- Samsung Display Research Center lobby content production
- Lotte Duty Free Star Avenue space renewal

2024
- INSPIRE Entertainment Resort Aurora Street Season 3 content production
- INSPIRE Entertainment Resort Aurora Street Season 2 content production

2023
- Trendy & Youth Town Integrated Resort Media Art Space Masterplan (in progress)
- Patent filed: “Media Art Design Using Virtual Space”
- Venture Business Certification acquired
- iF Award 2023 Interior Architecture, Communication ‘Winner’ in 2 categories
- ‘LUNAR CRECENDO’ MEDIA SPACE Korea Design Award 2023 Digital category Winner
- INSPIRE Entertainment Resort Aurora Street Season 1 content production

2022
- Yeoksam Asia Media Tower media art installation
- Gwangalli KCC SwitZen Harbor View media art installation
- Bukhangang Starbucks Reserve media art installation
- Shinsegae Myeongdong Main Store brand content production

2021
- HANDSOME HQ anamorphic media art content production
- New York Times Square, LG DOOH Anamorphic media art content pre-production
- Trendy & Youth Town Integrated Resort Media Art Space Consulting

2020
- New York Times Square, Gmarket Global Anamorphic advertising content production
- APOLLON Immersive Works Inc. established

COMPETITIVENESS

Integrating everything from spatial design to content,
we complete the digital anchor tenant of a hotel or resort.

Media Architecture Since 2020

Korea's only media architecture specialist, bridging architecture and content.

- Architecture / interior design
- Media HW design & build
- Content plan & production

Fully Integrated Process

Space, hardware and content in one process, seamless from planning to delivery.

- Large-scale media landmarks
- Design awards, KR & global
- Reliable project management

99% Accuracy

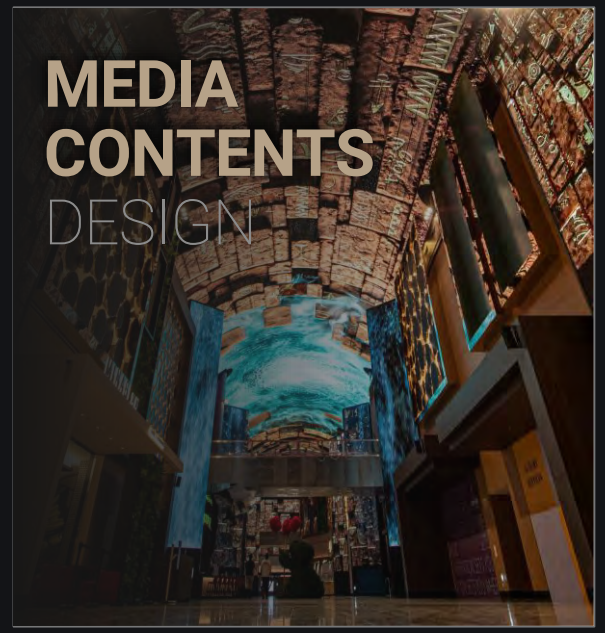
Digital twin–based verification ensures designs that are both creative and truly buildable.

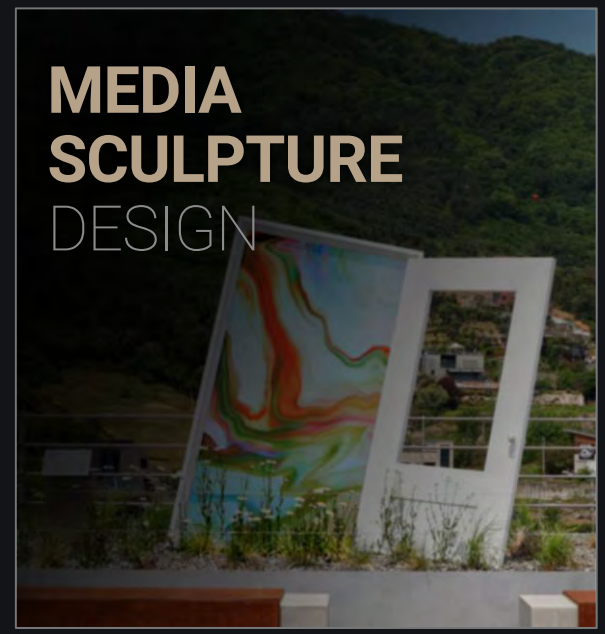
- Space-based content design
- Content operation strategy
- Proven production capability

BUSINESS AREA









Integrated design spanning build and operation,

creating the digital anchor tenant that defines the space.

01

Digital landmarks completed through architecture

MEDIA ARCHITECTURE DESIGN

Korea’s leader in media architecture design.
We fuse architecture and media into a digital landmark unique to each hotel and resort —
from architectural concept design to hardware, content and operation strategy,
one team designs and delivers it all.

- HOTEL &RESORT
- SHOPPING MALL
- OFFICE BUILDING
- LANDMARK

2022~

Trendy & Youth Town Resort Complex
Media Architecture Design

Explore this Project

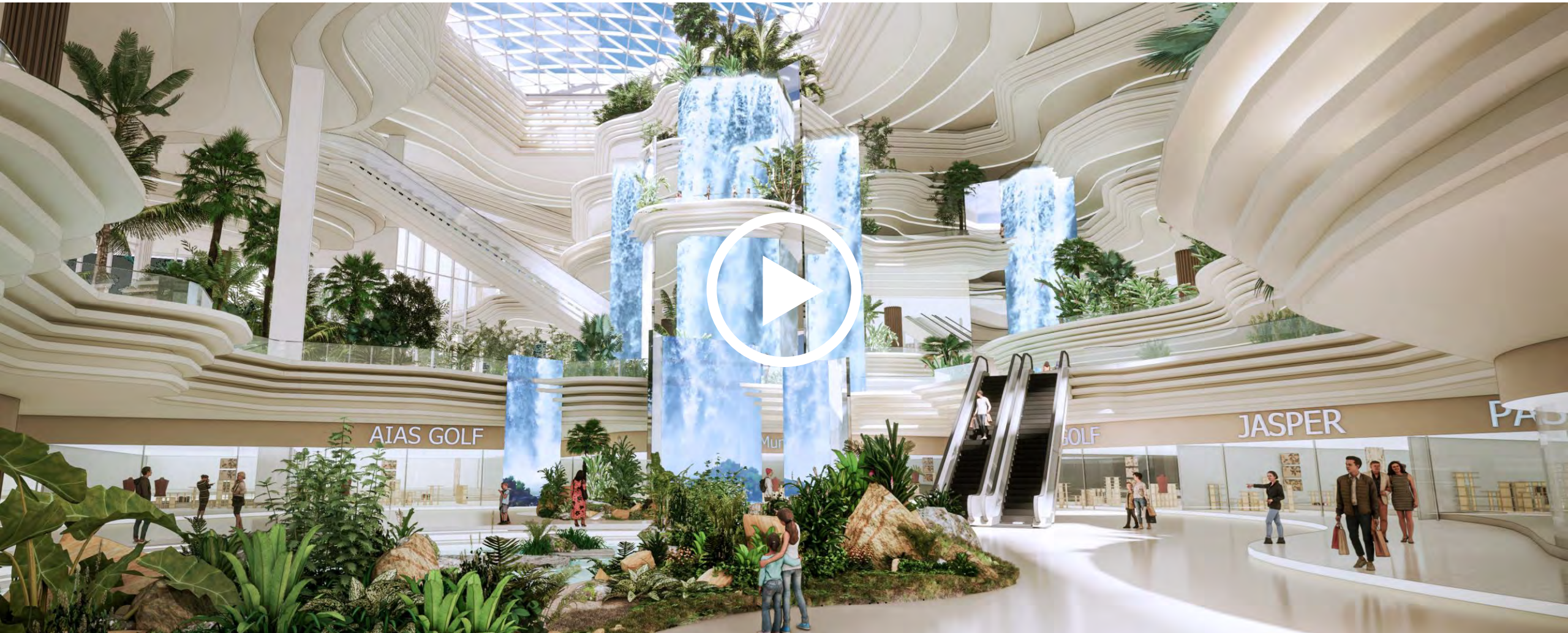
With a site area of 132,000m² and a total floor area of 528,000m², the Trendy & Youth Town resort is Korea's largest single-building development, combining shopping, hotel, and resort facilities. From the early design stage, we worked with Samwoo Architects on media architecture concepts and the master plan, completing digital landmark designs for the façades and key interior commercial spaces.

WORK SCOPE

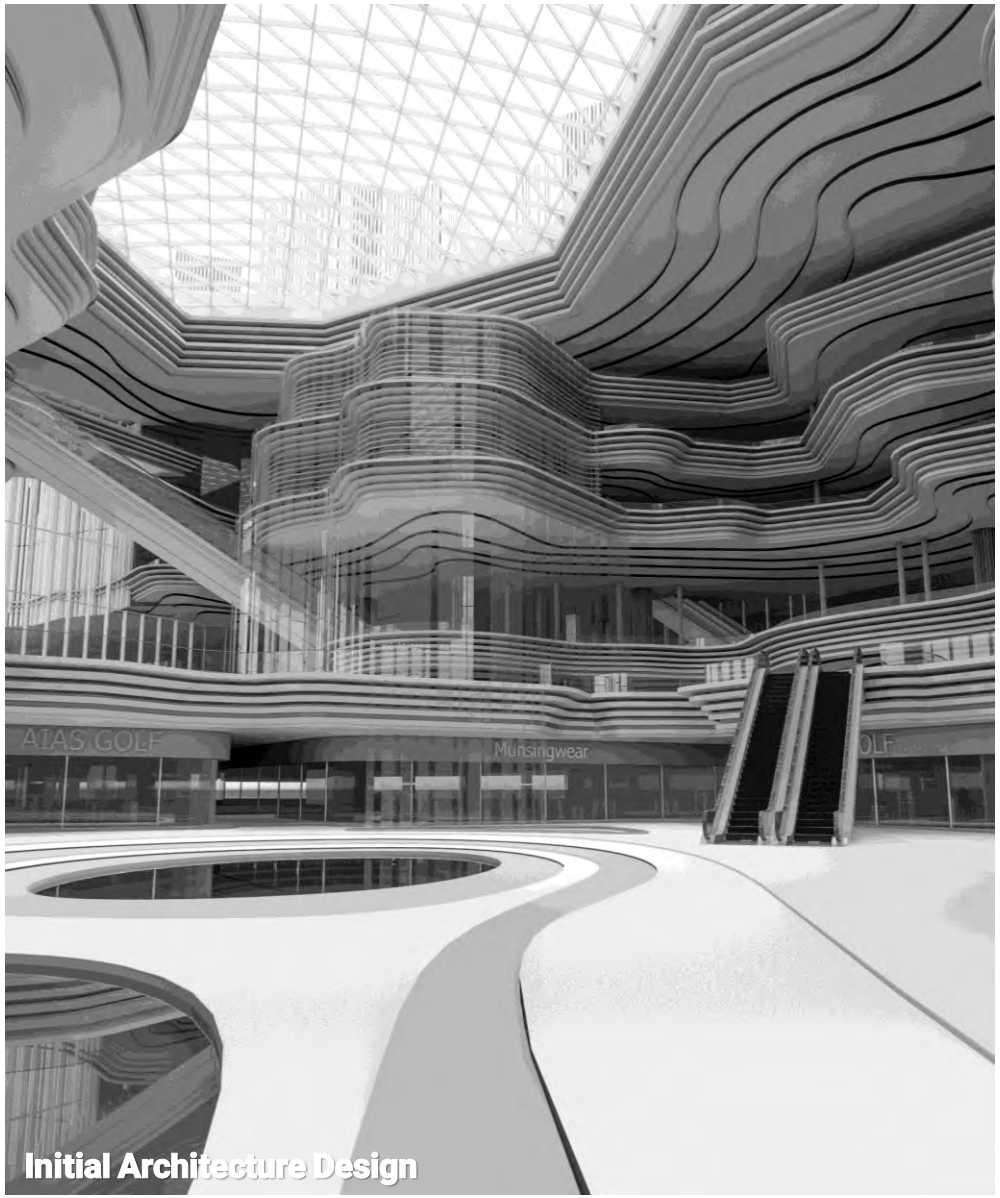
- Media Architecture Concept Development
- Spatial and Media Art Concept Design
- Experiential Digital Tenant Concept Design
- Implementation Plan

CLIENT

G-CACT consortium




AIAS GOLF
JASPER



Initial Architecture Design



After Media Architecture Design

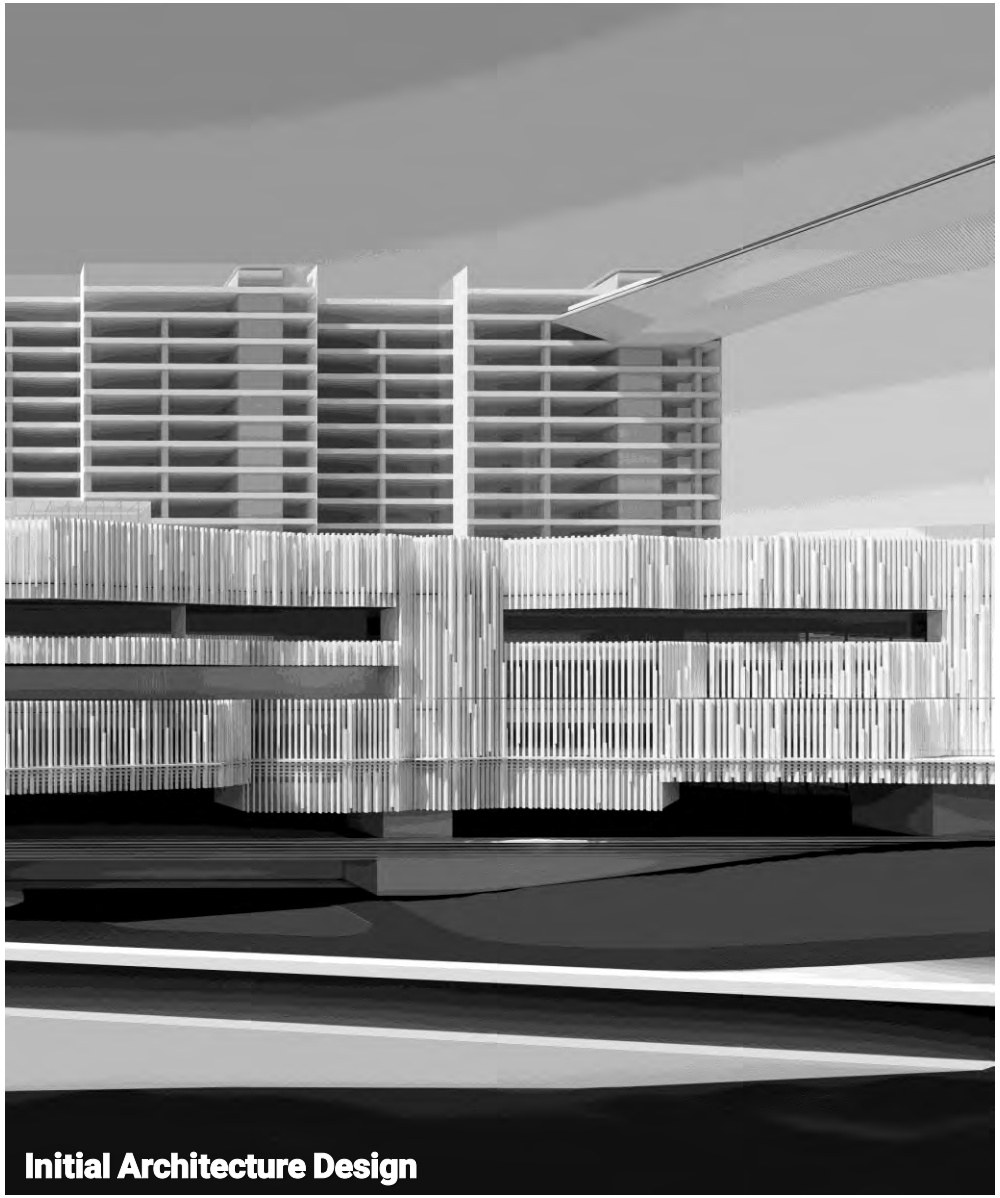

OSIRIA TRENDY
&YOUTH TOWN








FOOD COURT
FOOD COURT



Initial Architecture Design



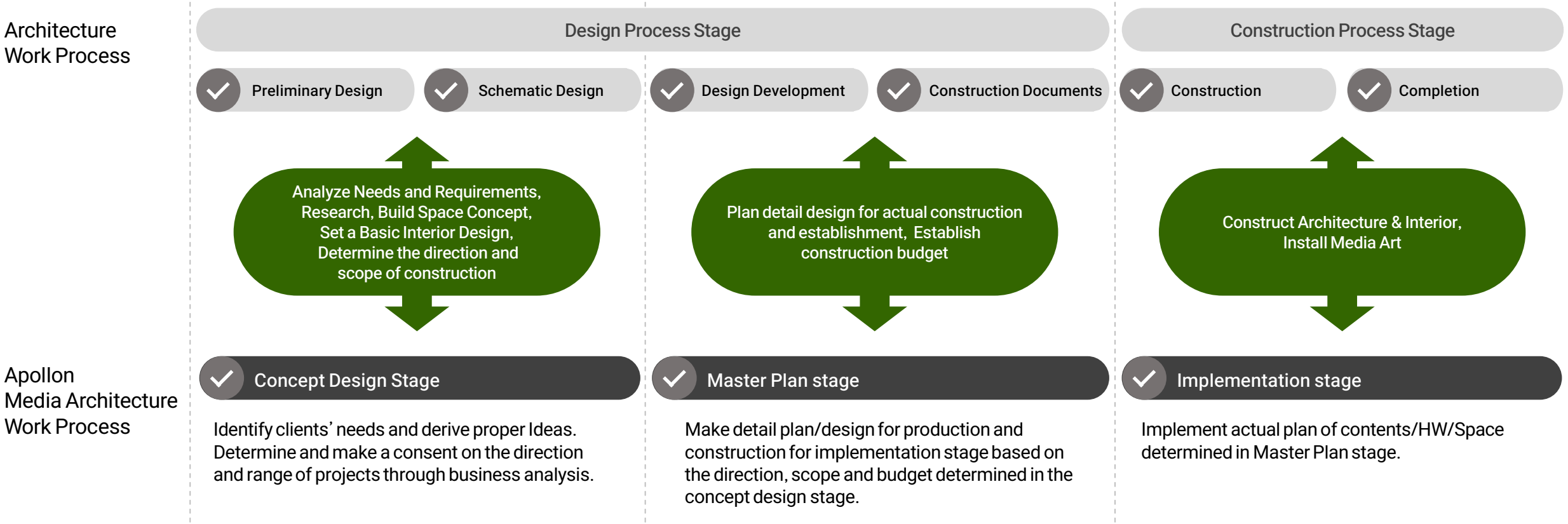
After Media Architecture Design





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.



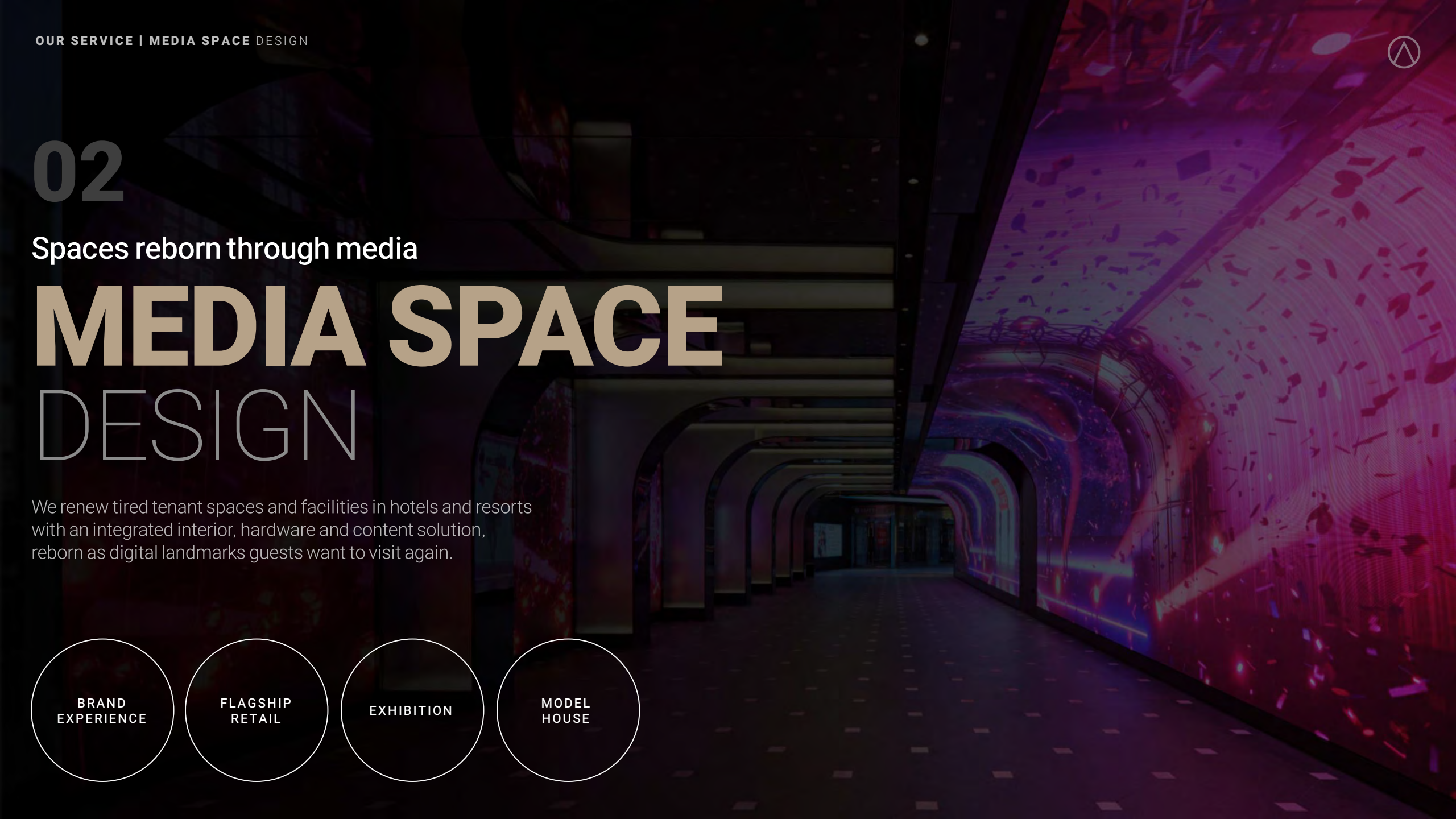
02

Spaces reborn through media

MEDIA SPACE DESIGN

We renew tired tenant spaces and facilities in hotels and resorts with an integrated interior, hardware and content solution, reborn as digital landmarks guests want to visit again.

- BRAND EXPERIENCE
- FLAGSHIP RETAIL
- EXHIBITION
- MODEL HOUSE



2026

LDF STAR AVENUE RENEWAL

Explore this Project

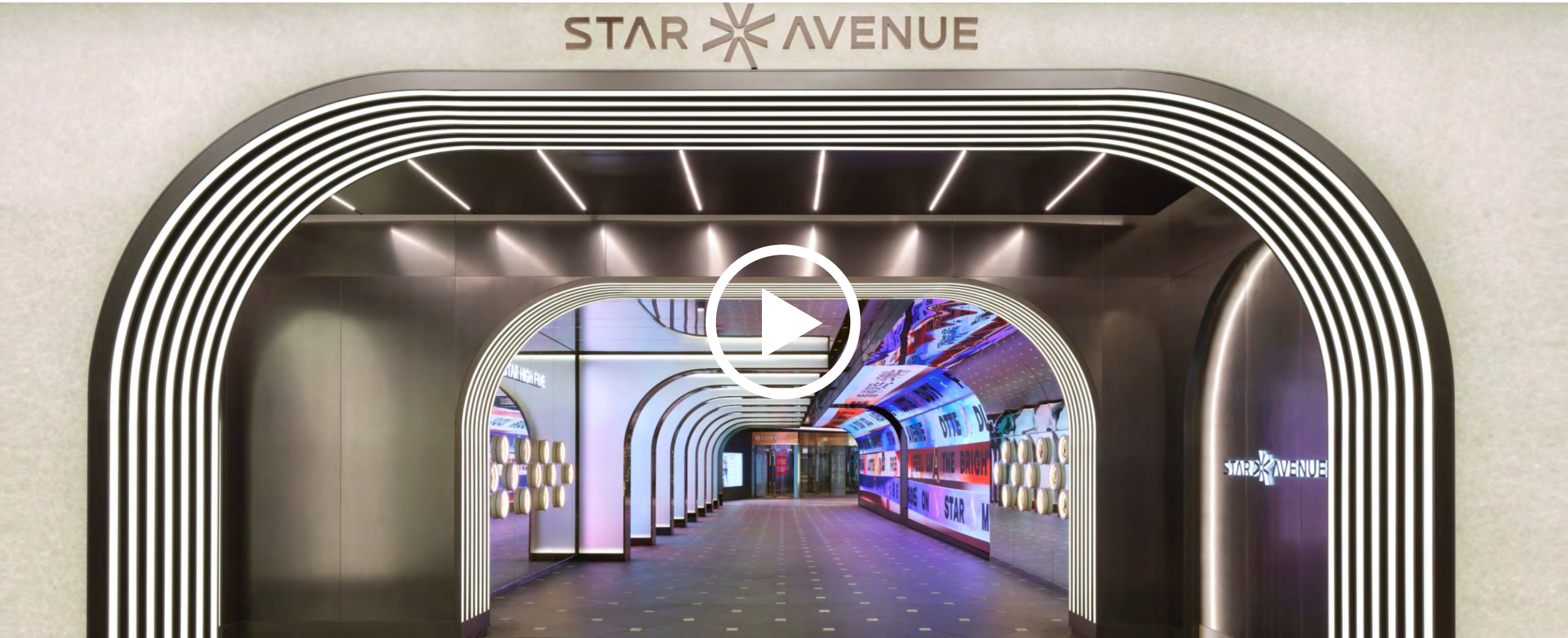
January 2026. Apollon reimagined the aging Hallyu star space at Lotte Duty Free Myeongdong into an immersive K-POP retail experience platform. By integrating cohesive media design and interactive content into what was once merely a passageway, the space was transformed into a destination that draws visitors in and invites them to stay — where the experience naturally flows into brand engagement and shopping.

WORK SCOPE

- Concept Design
- Interior & Media Design
- Contents Design
- BI Design

CLIENT

Lotte Duty Free






QR을 스캔하면
체험이 바로 시작돼요
오직 스타에비뉴에서,
재밌는 체험과 다양한 선물까지!
Scan the QR to start the game
Only at STAR AVENUE !
Play the game and get special gifts
Scan the QR
to start the game
Only at Star Avenue!
Play the game and get special gifts
Scan the QR to start the game
Only at STAR AVENUE !
Play the game and get special gifts


ELECTRONICS
FASHION
LIQUOR
K-COSMETICS
LOTTE DUTY FREE
STAR AVENUE
STAR HIGH FIVE

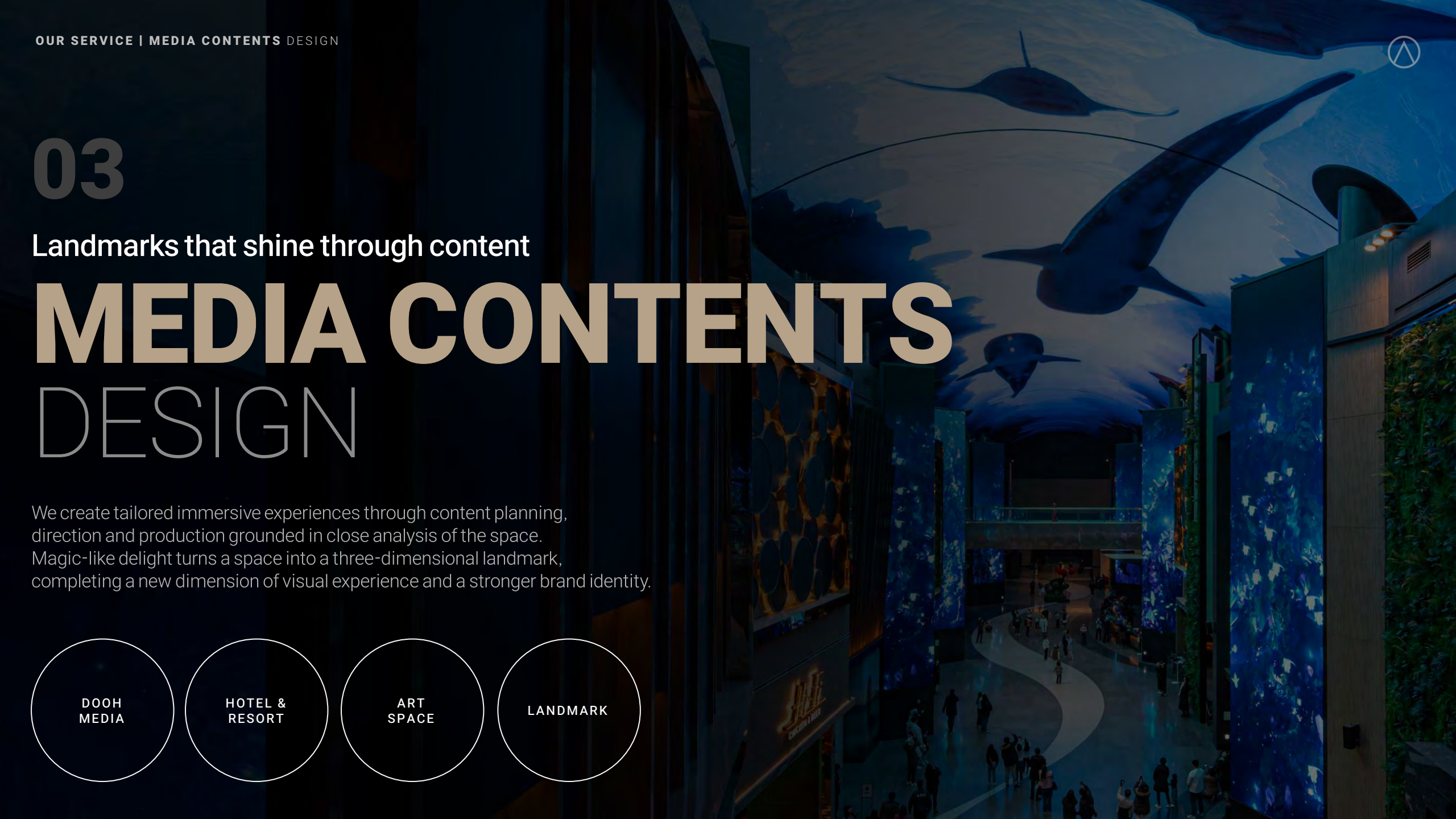
03

Landmarks that shine through content

MEDIA CONTENTS DESIGN

We create tailored immersive experiences through content planning,
direction and production grounded in close analysis of the space.
Magic-like delight turns a space into a three-dimensional landmark,
completing a new dimension of visual experience and a stronger brand identity.

- DOOH MEDIA
- HOTEL & RESORT
- ART SPACE
- LANDMARK



2023

Inspire Entertainment Resort Season 1
MEDIA SHOW & ART CONTENTS

Explore this Project

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 pieces, positioning 'Aurora' and 'Cube' as signature attractions and immersive core spaces of Inspire.

WORK SCOPE

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

CLIENT

HYUNDAI FUTURENET



A proven viral success driven by media architecture — “INSPIRE RESORT”

Came for the kids — but mom is the one losing it” ··· a ‘fantasy express’ you’ll regret missing

Media art pulls crowds on ‘Aurora,’ the digital entertainment street

Packed even on weekday mornings — a new social-media photo hotspot



"More than 15,000 posts related to 'Aurora' have been publi
online, including on social media (SNS), the company said
"'Aurora's' digital art content, a talking point since the day i
opened, drew more than 15,000 posts on YouTube, Instagra
r social platforms over the past month or so, vividly bri
yper-realistic visuals to life."
















INSPIRE

2024

Inspire Entertainment Resort Season 2
MEDIA SHOW & ART CONTENTS

Explore this Project

July 2024, Apollon Immersive Works has launched three media contents at Inspire Entertainment Resort in Incheon. The lineup includes the media show Cosmic Odyssey and two media art pieces—African Savanna and Crystal Palace—creating immersive experiences in the aurora and cube spaces.

WORK SCOPE

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

CLIENT

HYUNDAI FUTURENET






HONG TAN





2024

Inspire Entertainment Resort Season 3
MEDIA SHOW CONTENTS

Explore this Project

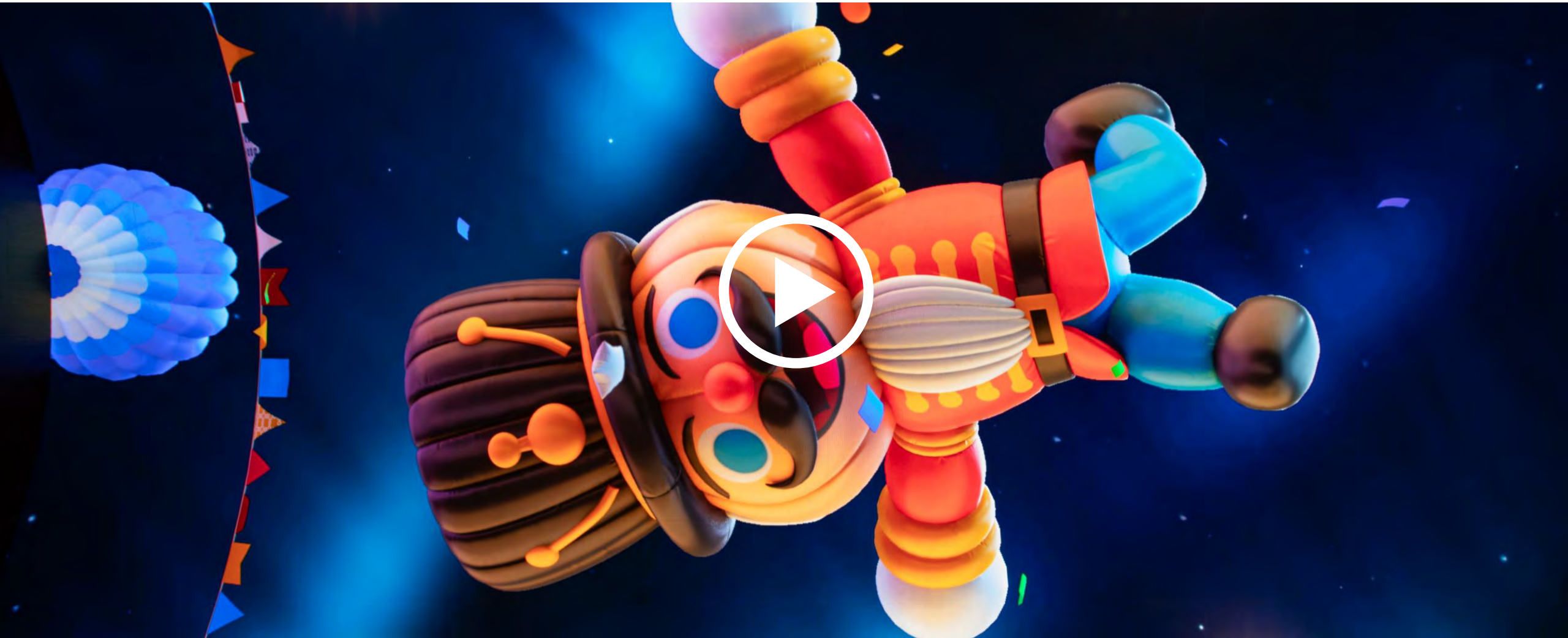
July 2024, For Inspire Entertainment Resort, Apollon Immersive Works produced the Season 3 media show Aurora Express, a three-minute spectacle themed around a vibrant journey aboard a musical train to the Aurora Festival. Designed as a four-act musical, it blends rhythmic music and dynamic visuals into a joyful, interactive show for all audiences.

WORK SCOPE

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

CLIENT

HYUNDAI FUTURENET








HONG PAN

2021

Edition Hotel DOOH, New York Times Square
ANAMORPHIC CONTENTS

Explore this Project

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)'.

WORK SCOPE

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

CLIENT

Gmarket



2025

Samsung Display Research Lobby
3D ANAMORPHIC CONTENTS

Explore this Project

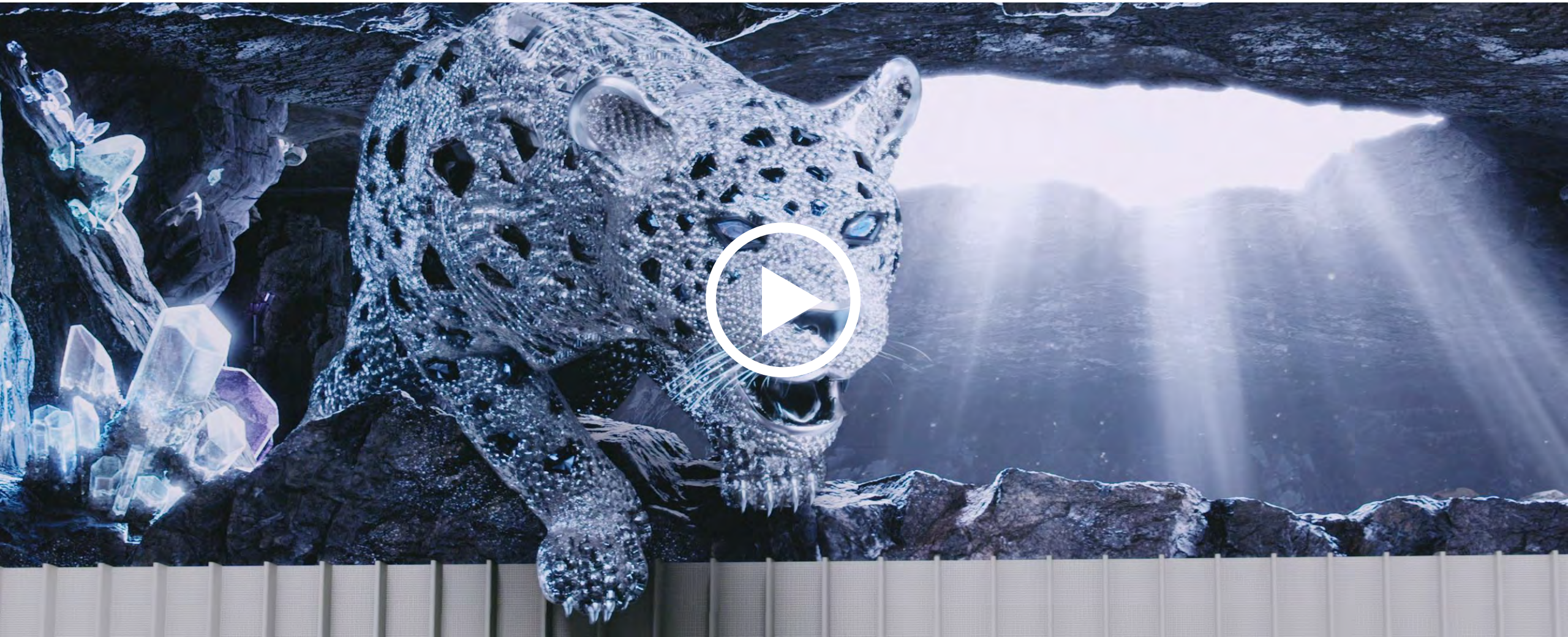
August 2025. "Diamond Jaguar" is an anamorphic media content created for the lobby of Samsung Display's new research headquarters. Combining Diamond Pixel technology with the jaguar's dynamic movement, the work brings the brand identity to life through cinematic visuals — completing a powerful sense of immersion and visual impact through over 12,000 diamond objects, depth-rich spatial composition, and rhythmic motion.

WORK SCOPE

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

CLIENT

Samsung Display



2025

Grand Josun Busan DOOH
3D ANAMORPHIC CONTENTS

Explore this Project

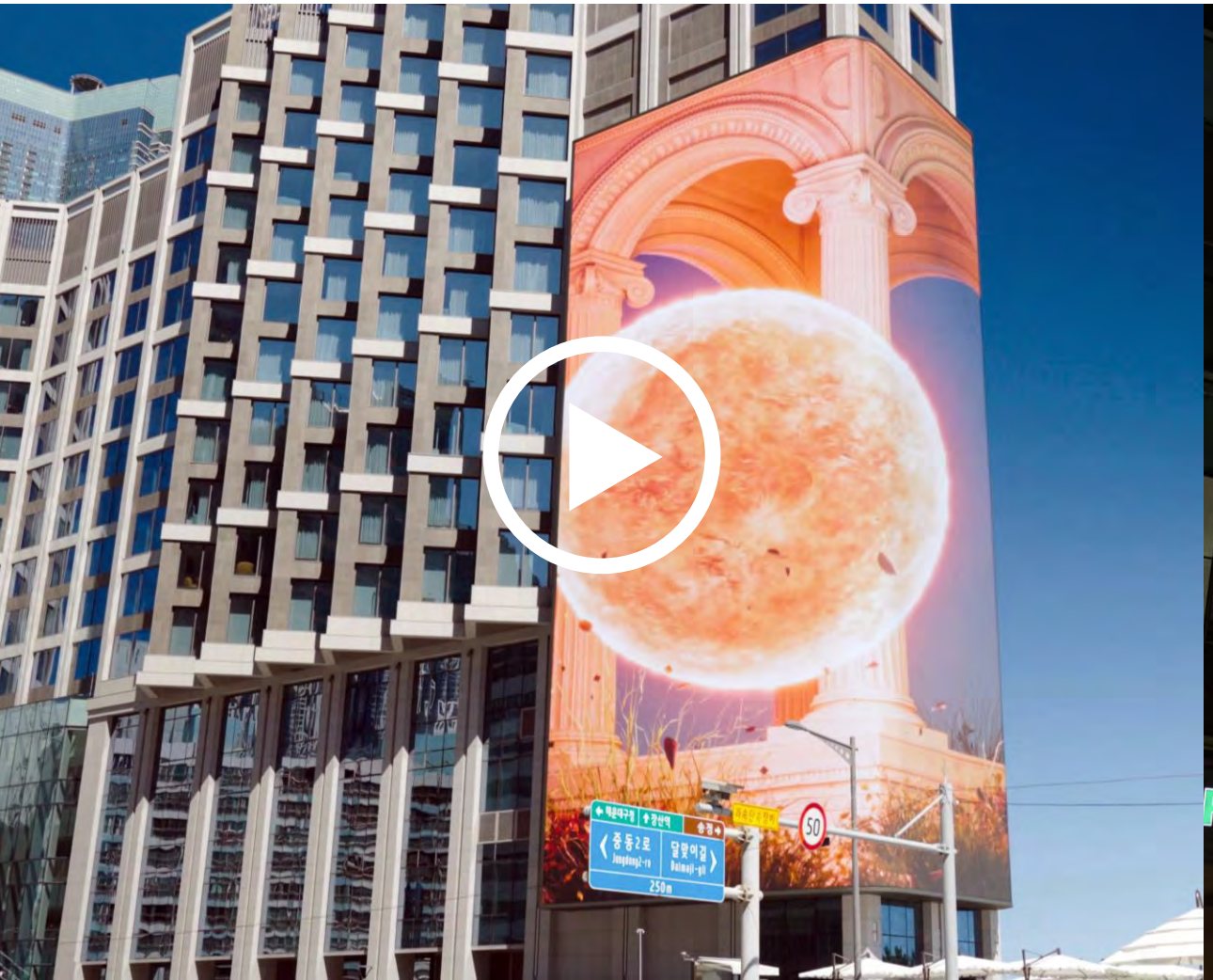
Summer and Winter 2025. "Luna Sol" and "Kumi and Popo's Winter Story" are two opening media contents created for the new DOOH at Grand Josun Busan Hotel & Resort. "Luna Sol" visually reinterprets the passage of time through the motifs of the moon and sun, while "Kumi and Popo's Winter Story" captures the warmth of winter through a fairytale world built around Kumi and Popo — newly developed brand characters exclusive to this project. Together, through light, color, and rhythmic motion, the two works deliver a memorable first experience that defines the identity of the space.

WORK SCOPE

· Proposal
· Pre-production
· Space Setup & Virtual Test

CLIENT

Dexter Crema





2021

HANDSOME Headquarters Building, Seoul
3D ANAMORPHIC CONTENTS

Explore this Project

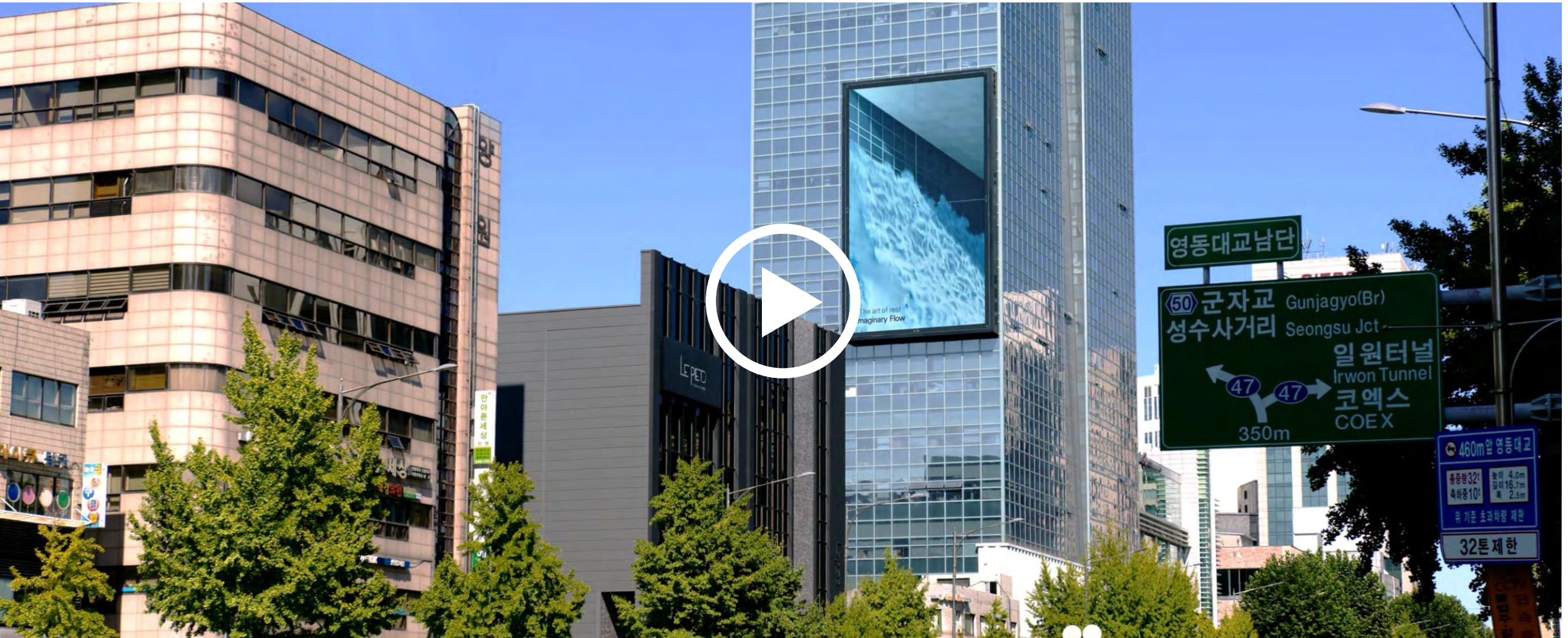
In August 2021, CGI artwork by Apollon Immersive Works was displayed on the large outdoor LED of Handsome HQ in Seoul. Inspired by Inception, the design extended the façade with swirling wave illusions, creating striking anamorphic 3D effects from every angle. Apollon collaborated with motion design studio Neuron Fractal.

WORK SCOPE

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

CLIENT

HANDSOME



2022

Myeongdong Shinsegae Department Store Outdoor LED
BRANDED 3D ANAMORPHIC CONTENTS

Explore this Project

October 2022, Apollon Immersive Works produced two branded films for the new DOOH at Shinsegae Myeongdong Department Store, marking its shift from analogue signage to digital branding. Interpreting DOOH as an Art Space 2.0, Apollon created films reflecting Shinsegae's heritage and identity to capture pedestrians' attention and build a distinctive brand image.

WORK SCOPE

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

CLIENT

VINYL I



04

From the lobby to the garden, an art experience sculpted in light

MEDIA SCULPTURE DESIGN

We design and build media sculptures throughout hotel and resort spaces
— lobbies, outdoor gardens and entry drives.
Digital media sculptures integrated with architecture, landscaping and lighting
complete an iconic landmark that captures every visitor's attention.
Delivery is also possible under Korea's public art in buildings scheme (the "1% law").

BUILDING SPACE

PUBLIC OPEN SPACE

PUBLIC GARDEN

LANDMARK

2022

Yeoksam Asia Media Center MEDIA SCULPTURE

View Details

April 2022, We installed a suite of media artworks at the Asia Media Center, a newly completed office building in Yeoksam-dong, one of Gangnam's key business districts, opening together with the building. From the earliest stage we worked with the architecture, lighting and landscaping teams to design and lead a holistic media experience showcasing the building and its spaces. Winner, Interior Architecture, iF Design Award 2023.

WORK SCOPE

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

CLIENT

Asia Media Group Co., Ltd.





2023

LUNAR CRESCENDO MEDIA SCULPTURE

View Details

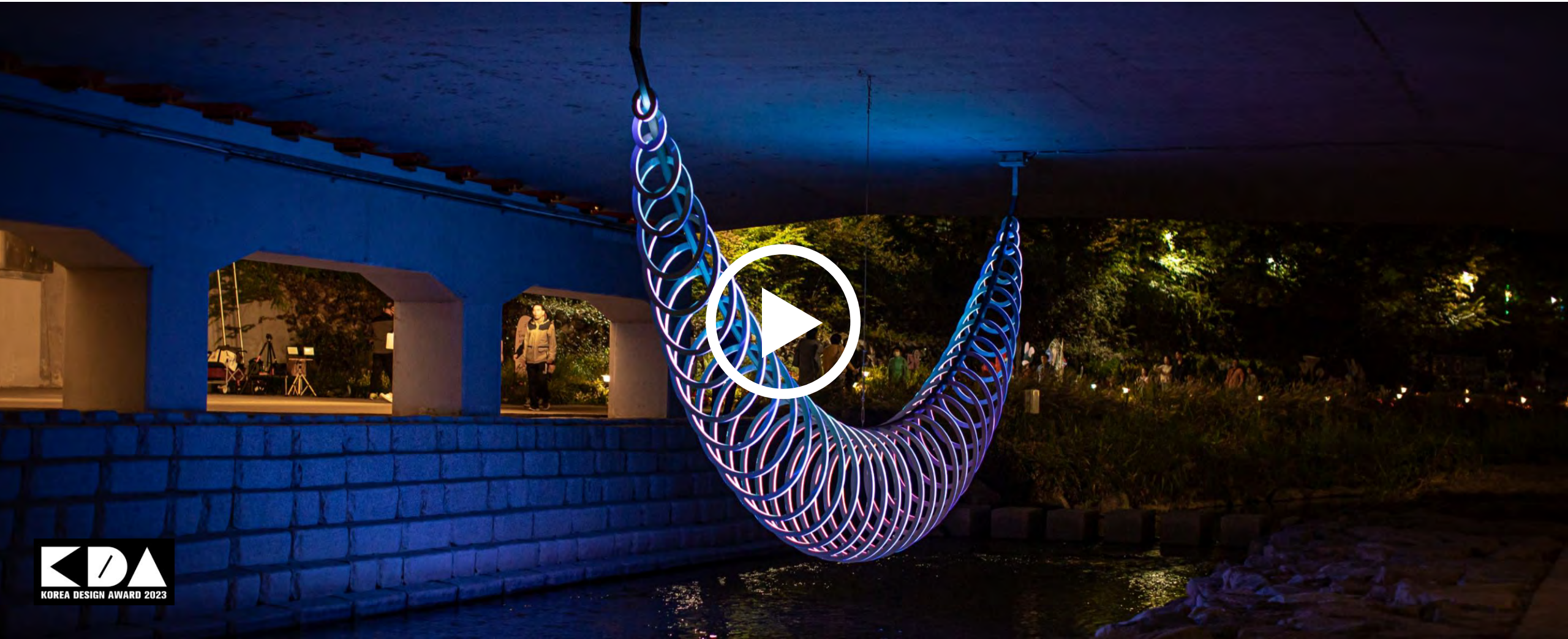
In October 2023, Apollon collaborated with visual artist Timo Helgert to present Lunar Crescendo at the Nowon Light Sculpture Festival 2023. Reinterpreting the crescent moon, the work brought sculptural form and audiovisual delight to a public space. The piece was selected as a Winner in the Digital category at the 2023 Korea Design Award.

WORK SCOPE

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

Sponsored by

Nowon Foundation for Arts and Culture





2022

Bukhangang Starbucks Reserve
MEDIA SCULPTURE

View Details

In January 2022, to bring an artistic atmosphere to the rooftop of Korea's largest Starbucks Reserve store, which opened along the Bukhangang riverside, Apollon installed a permanent, door-shaped standing media sculpture built around the concept of a connection between nature and people, and curated the media art content to be displayed on its LED screen.

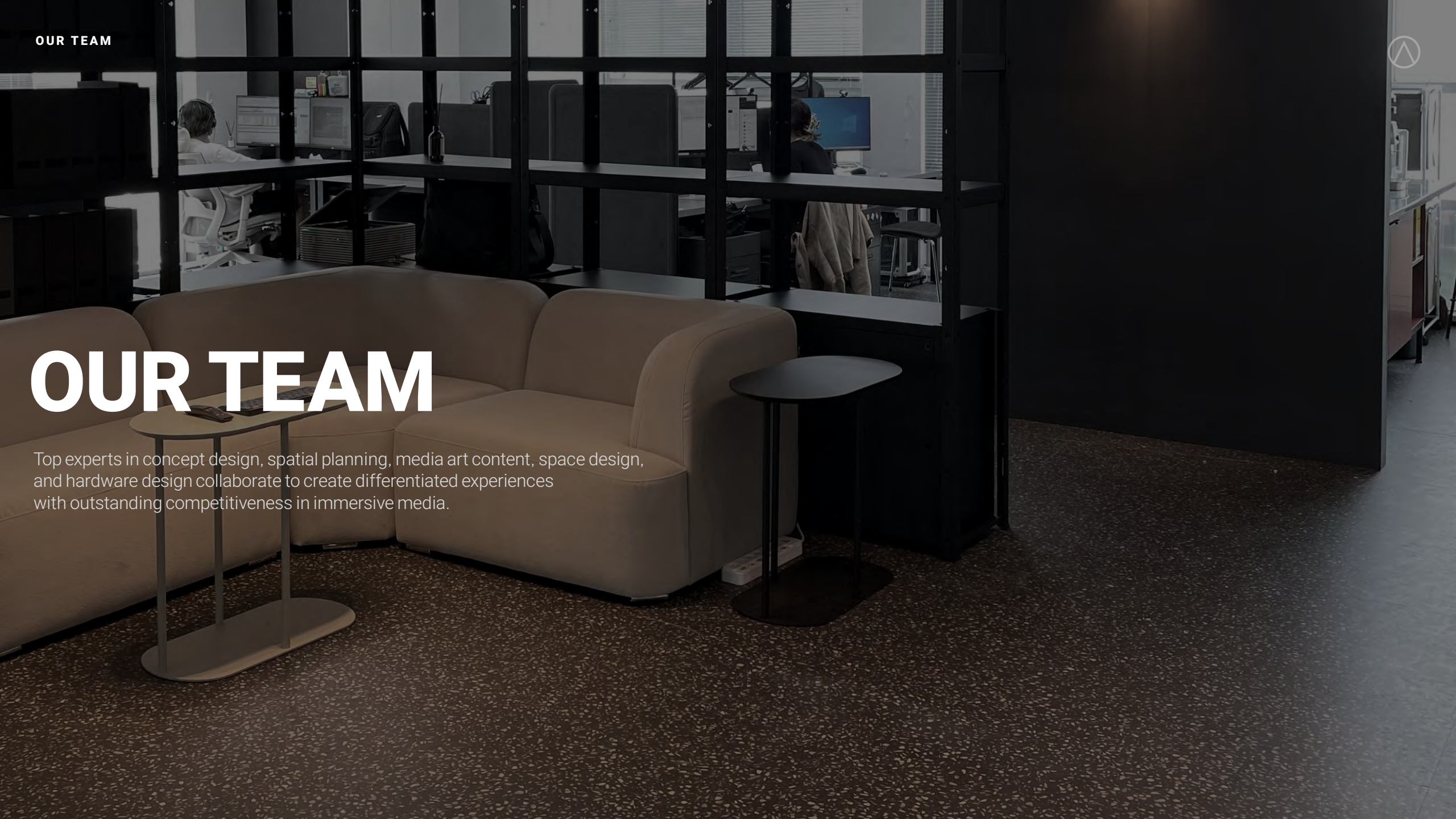
WORK SCOPE

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

CLIENT

JY COPERATION





OUR TEAM

Top experts in concept design, spatial planning, media art content, space design,
and hardware design collaborate to create differentiated experiences
with outstanding competitiveness in immersive media.

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 Chongquing, 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
Netility / 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 Hyndai 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'stirct on the establishment of City Experience Center in Chongqing, China
- Multiple TVC — Canon / Millet Outdoor / Daize and more

2004 - 2017
ZOO production (꽃바람) / 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

LET’S TALK

Start a Project!
biz@apollonworks.com

Talk Media & Speaking!
pr@apollonworks.com

Join the Team!
apollonworks.com/career

Let’s Partner Up!
partner@apollonworks.com

906 & 903, JK Tower, 16, Seongsui-ro 20-gil,Seongdong-gu, Seoul, Korea, 04783 www.apollonworks.com