



# 2015 COMPANY BRIEF

P +82.(0)70.4126.4196

F +82.(0)70.4127.4196

M +82(0)10.9433.3548

E [go@heavybrain.co.kr](mailto:go@heavybrain.co.kr)

H [www.heavybrain.co.kr](http://www.heavybrain.co.kr)

H E A V Y   B R A I N   O F   I D E A S

## we believe

---

### HEAVY BRAIN

수많은 아이디어로 꽉찬 두뇌

우리는

변화하는 시대에 맞춰 기존 방식에서  
새로운 아이디어를 만들어 내기 위해  
만들어진 디자인 그룹입니다.

우리는

기본적인 상업 목적의 디자인을 유지하며  
사람과 사람이 소통 할 수 있는  
모두의 생각을 디자인 합니다.

우리는

디자이너나 기획자들만의 디자인이 아닌  
삶에 자연스럽게 녹아들어 갈 수 있는  
디자인을 추구합니다.

그 결과는

다양한 프로젝트로 발전하여  
여러분들에게 다가가며

이런 노하우로 인한 우리의 지성은

다양한 결과물로  
모두에게 보답하게 될것입니다.





what we do

---

*Advertising Design*

광고 그래픽 디자인

---

*Editorial Design*

편집 디자인

---

*3d Modeling*

3D 모델링

---

*UI/UX & Website*

인터페이스 경험 디자인 & 웹사이트

---

*Identity Design*

CI / BI 로고 디자인

---

*Display Design*

디스플레이 진열대 디자인

---

*P.O.P Design*

피오피 디자인

---

*Package Design*

패키지 디자인

---

*Product Design*

프로덕트 디자인

---





We could say,  
A good idea come to mind suddenly  
why we keep thinking about that always.



## organization

---

\_01

### Art Director

*Brain*

\_02

### Project area

*Project plan  
Consulting/Proposal  
New media devices research*

---

### Design area

*Advertising Design  
Editorial Design  
3d Modeling  
UI/UX & Website  
Identity Design  
Display Design  
P.O.P Design  
Package Design  
Product Design*

\_03

### Sub\_contractor

*Web programmer  
Web developer  
App programmer  
Computer Aided Design  
and more ...*



## Refrigerator AD

*Advertising Design*

**LG**  
Life's Good

**Natural Efficient Freshness by  
Linear Compressor Technology**

LG's mold-breaking Linear Compressor Technology achieves maximum efficiency, with energy savings of as much as 20%. By transforming the circular movements of traditional compressors into linear ones, LG Home Appliances have attained complete movement efficiency, lower electricity bills and minimal operation noise.

**LG**  
LINEAR





## Light wave Oven AD

*Advertising Design*



**Mother Nature Cooking from Light Wave Technology**

Try the taste of nature. Thanks to its sun-like rays, LG's Light Wave Technology offers the ultimate in healthy and refined cooking, and raises the bar for the home cooking experience. Light Wave rays soak deeply into the food, producing dishes that are evenly cooked and utterly irresistible. Get a taste of food as Mother Nature Intended.



Light Wave





## 6motion AD

### Advertising Design

#### YOUR SIX CHOICES OF CLEANNESS ADVANTAGES.

By replacing the old fashioned system with direct drive technology, there's loads more space so you can wash even your bulkiest items. And because it has fewer moving parts there's a lot less noise. There's also a clever ball bearing system that counter balances the load preventing it from shaking and rattling. Now that's something to shout about.



lg.directdrive.com



©2009 LG Innotek Inc.

#### THE LARGEST EVER CAPACITY WITH LESS NOISE AND VIBRATION. 11KG. IT'S THE NEXT BIG THING.

By replacing the old fashioned system with direct drive technology, there's loads more space so you can wash even your bulkiest items. And because it has fewer moving parts there's a lot less noise. There's also a clever ball bearing system that counter balances the load preventing it from shaking and rattling. Now that's something to shout about.



lg.directdrive.com



©2009 LG Innotek Inc.



# Monitor AD

## Advertising Design

DISCOVER  
YOUR  
HIDDEN  
CAPABILITY  
WITH SMART  
LED

The LG E50 Series, with its upgraded Smart+ Package, will let you experience even sharper visuals and diverse multi-task functions. It boasts a slim refined design and a versatile two-way stand, which will enhance your productivity. LG LED. Sincerely yours.



LG LED LCD  
Monitor  
[www.lge.com](http://www.lge.com)



ENJOY THE  
INNOVATIVE  
NEW TECH-  
NOLOGY  
WITH SEN-  
SIBLE LED

The neat and clean slim design, realistic picture quality, low power consumption, and easy controls are all for you. Enjoy the ample LED monitor functions. LG E40 Series never lets you down. LG LED. Sincerely yours.



LG LED LCD  
Monitor  
[www.lge.com](http://www.lge.com)







# Air Conditioner AD

## Advertising Design

The most comfortable 24 hours  
with LG Eco Eye

**COMFORT  
AIRFLOW  
WITH LG  
ECO EYE**

LG Maestro's new feature, 'Eco Eye' saves power consumption by sensing human motion. Maestro sends out optimized direct or indirect airflow, which is set according to user's choice, by sensing human temperature and movement. LG Eco Eye Saves energy by 35 percent when operated on smart-mode for 1 hour.

LG Air Conditioners  
[www.lge.com](http://www.lge.com)

**LG**  
Life's Good

**CONTROL  
BUILDING  
AT ONCE**

LG Health+ takes cold storage to a whole new level with three innovative features. Door Cooling provides fast cooling and even temperature with 3-Way cooling system. Vitamin Plus keeps fruits and vegetables fresh 1.7 times longer than those kept in ordinary crispers by generating Vitamin C. Additionally, Green Ion deodorizer protects food from odor, fungi and bacteria with ventilation system. LG Health+ is the perfect choice for your home. LG Health+ is the perfect choice for your home. LG Health+ is the perfect choice for your home.

LG Air Conditioners  
[www.lge.com](http://www.lge.com)

**LG**  
Life's Good

**MULTI V.**



## CG Visual Work

### *Advertising Design*





## CG Visual Work

### Advertising Design







## CG Visual Work

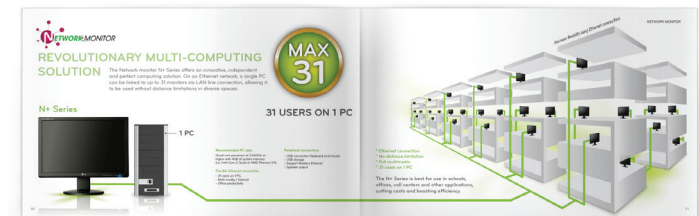
### *Advertising Design*





# CES 2010 Catalogue

## Editorial Design





# Microwave Oven Catalogue

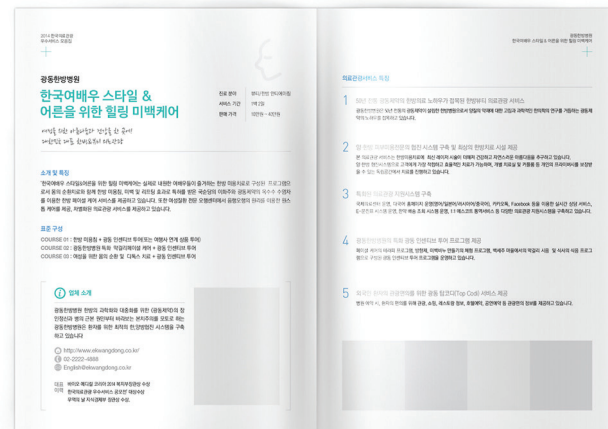
## Editorial Design





# 2014 한국의료관광 우수서비스 모음집

## Editorial Design







# KMTA Catalogue

## Editorial Design





# 서울시 여성가족재단 시민 아이디어 공모 Poster

## Editorial Design

서울시에  
'여성'과 '가족'을 위한 공간이 생긴다면?

# 시민 아이디어 공모

**응모자격** 일반(서울시민 누구나), 단체(서울시 소재 여성가족 관련 시설 및 단체)  
**응모기간** 2014.12.19 ~ 2015.01.12

**응모내용** 서울시 여성가족을 위한 공간 활용방안  
(제한하고자 하는 시설, 용도, 공간계획 등 활용 아이디어 세부내용 포함)

**대상지** 서울시 동작구 대방동 340-4 외 3필지 (대지면적: 8,875㎡)

**제출물** 공모신청서 (공모신청서 붙임) 아이디어 설명서 ~ 분량 및 형식 제한 없음

**선정방법** 선정방법: 내부 평가자에 의한  
평가기준: 적합성, 창의성, 공공성, 조화성 및 실현가능성 등 고려

**접수방법** 이메일 접수 (chris@seoulwomen.or.kr)

**신청발표** 2015년 1월 10일 (여성가족재단 홈페이지 공지 및 개별통보)

**선정혜택**

구분	수량	혜택
대상	최초 1	상장 + 40만원
개인	평등 1	상장 + 20만원
	평화 1	상장 + 10만원
단체	최종 1	상장 + 20만원
	동행 1	상장 + 10만원

**문의** 서울시여성가족재단 경영기획실 공간운영팀 조문태  
이메일: chris@seoulwomen.or.kr / 전화: 02-880-5113

자세한 사항은 서울시여성가족재단 홈페이지 참조  
[www.seoulwomen.or.kr](http://www.seoulwomen.or.kr)

서울시여성가족재단

서울시여성가족재단  
'스페이스살림'

# 시민 아이디어 공모

**응모자격** 일반(서울시민 누구나), 단체(여성가족 관련 시설 및 단체)  
**응모기간** 2014.12.00 ~ 2015.01.00

**응모내용** 서울시 여성가족을 위한 공간 활용방안  
(제한하고자 하는 시설, 용도, 공간계획 등 활용 아이디어 세부내용 포함)

**대상지** 서울시 동작구 대방동 340-4 외 3필지 (대지면적: 8,875㎡)

**제출물** 공모신청서 (공모신청서 붙임) 아이디어 설명서 ~ 분량 및 형식 제한 없음

**선정방법** 선정방법: 내부 평가자에 의한  
평가기준: 적합성, 창의성, 공공성, 조화성 및 실현가능성 등 고려

**접수방법** 이메일 접수 (chris@seoulwomen.or.kr)

**신청발표** 2015년 1월 10일 (여성가족재단 홈페이지 공지 및 개별통보)

**선정혜택**

구분	수량	혜택
대상	최초 1	상장 + 40만원
개인	평등 1	상장 + 20만원
	평화 1	상장 + 10만원
단체	최종 1	상장 + 20만원
	동행 1	상장 + 10만원

**문의** 서울시여성가족재단 경영기획실 공간운영팀 조문태  
이메일: chris@seoulwomen.or.kr / 전화: 02-880-5113

자세한 사항은 서울시여성가족재단 홈페이지 참조  
[www.seoulwomen.or.kr](http://www.seoulwomen.or.kr)

서울시여성가족재단

서울시에  
'여성'과 '가족'을 위한 공간이 생긴다면?

# 시민 아이디어 공모

**응모** 일반(서울시민 누구나),  
단체(서울시 소재 여성가족 관련 시설 및 단체)  
**응모** 기간 2014.12.19 ~ 2015.01.12

자세한 사항

서울시여성가족재단



## 2013 5th 한국의료관광 포럼

### Editorial Design





# VIVIEN 2015 Tights Catalogue

## Editorial Design

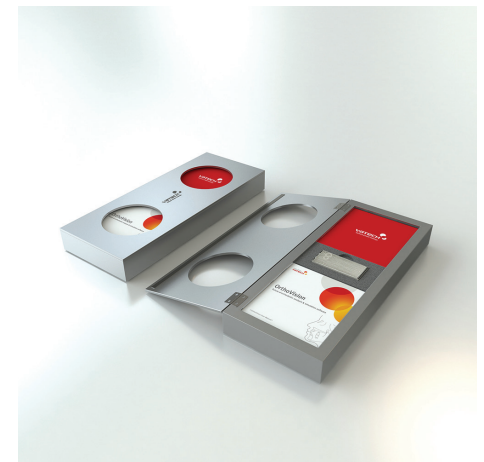






## Vatech Program USB Manual Package

### *PackageDesign*





# VIVIEN Tights Package

## PackageDesign





## CI / BI

### *Identity Design*





## CI / BI

### *Identity Design*



Mojeon Partners



(사)한국의료관광협회  
KOREA MEDICAL TOURISM ASSOCIATION





## Wobbler & Streamer & Stand P.O.P

### P.O.P Design

The P.O.P designs for the LG Kompressor Steam vacuum include:

- Top Left Circular Ad:** Promotes 'Natur BE' products. Text includes '수입 명품 화장품들 앞선 품질력' (Imported famous cosmetics, leading quality), '네추어비더모스트 크림' (Natur BE Moist Cream), '3.75 VS 3.24', and '※ 일반 소비자 300명 조사 결과' (※ Survey result of 300 general consumers). The Natur BE logo is at the bottom.
- Top Right Circular Ad:** Promotes 'Natur BE' serum. Text includes '청정오지 자생식물의 강인한 생명력' (Robust vitality of clean earth's native plants), '네추어비더모스트 세럼' (Natur BE Moist Serum), and lists ingredients: '알래스카 황근엑스', '히말라야 리스엑스', and '아라곤 오우메다'. The Natur BE logo is at the bottom.
- Cloud-shaped Sign:** Features the 'KOMPRESSOR™ STEAM' logo, the text 'Vacuum & steam at once', the LG logo, and 'Life's Good'. Below the sign is a small image of the vacuum head.
- Large Vertical Stand:** Features a large cutaway image of the vacuum. To the right is a vertical flowchart showing the process: 'Steam & Suction' (with a cloud icon), 'Compacting' (with a circular arrow icon), 'Hygiene' (with a blue cube icon), and 'Disposal' (with a trash can icon). The stand also features the 'KOMPRESSOR™ STEAM' logo, the LG logo, and 'Life's Good' at the bottom.





## Top Board & Streamer P.O.P

*P.O.P Design*





# Display Stand

## Display Design





## Product & Catalogue Display Stand

### Display Design







## Table Display & Price Stand

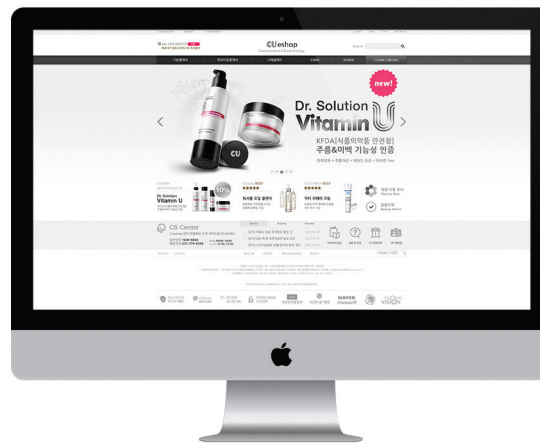
### Display Design





# Website

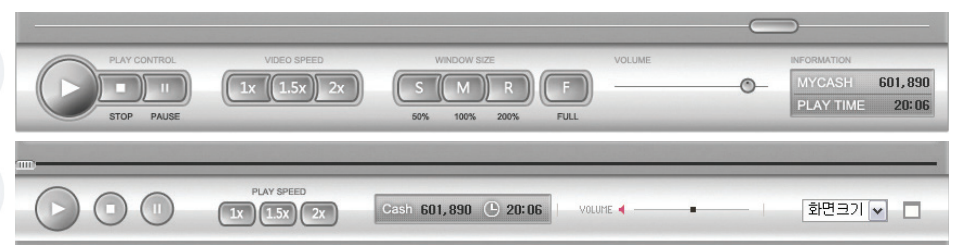
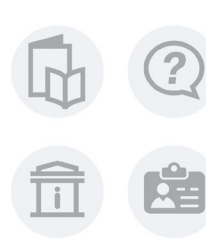
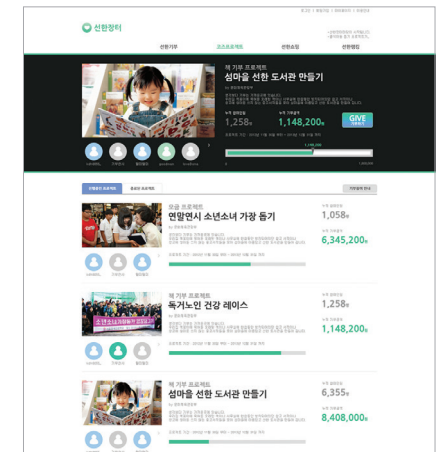
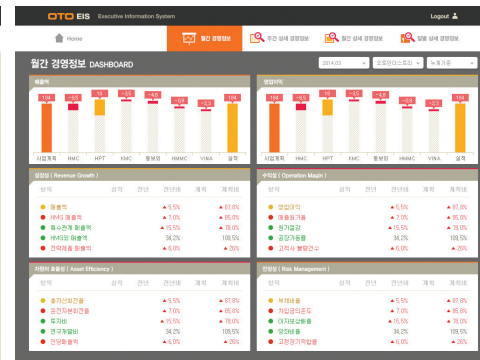
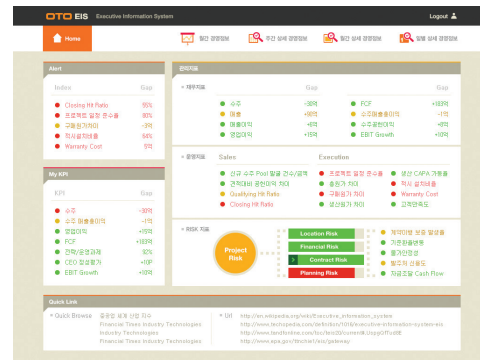
## UI/UX & Website





# User Interface

## UI/UX & Website



Thank you

“

We could say,  
A good idea come to mind suddenly  
why we keep thinking about that always.

”



Copyright (c) Heavy Brain All rights reserved.  
Designed by Heavy Brain in Korea.