

portfolio
project by Jina Yu
2020

PROFILE : YU JINA

1998.01.09

WORK

- 2016 · 17 [Kimsunju Art academi] entrance examination Director
2017 · 18 [Design263] Font & Space Designer
2019 [qoobo] Bexco Living&Life style Fair Staff
2019 [DSU] Graduation Preparation Committee
2020 [Attirance studio] Space & Graphic Designer
2020 [DSU] Department of Design Research Assistant

EDUCATION

- 2016 [Busan Art High School] Graduation
2018 [Domus Academi] Workshop Pass
2019 · 20 [Migliore&Serbetto] Workshop Pass
2020 [Dongseo University] Graduation

AWARDS

- 2015 Contest of Ideas To Create Shoes **Silver Prize**
2018 Korea Interior Design Competition **Winning**
2018 Grand Competition DGID Interior Architecture Design **Special Prize**
2019 Graduate Works of Design College **Best Achievement Award**

SOFTWARE

- | | | | |
|------------|-----------------|-------------------|----------------|
| Lumion | Adobe Photoshop | Adobe Illustrator | Adobe Indesign |
| ●●●●●●●●●● | ●●●●●●●●●○ | ●●●●●●●●●○ | ●●●●○●●●●○ |
| Sketch Up | Autodesk Cad | Autodesk 3Ds Max | |
| ●●●●●●●●○● | ●●●●●●●○●○ | ●●●●●●○●●○ | |



selected work
2016-2020

e-mail
dbwisk19@naver.com

Instagram
_u_0109

South Korea
+82 10 9203 2970

Human beings are surrounded by fine dust and air pollutants.

Life expectancy due to fine dust has already surpassed smoking (1.6 years), alcohol and drug addiction (11 months), hygiene (7 months) and traffic accidents (4.5 months). Even with unprecedented efforts to anticipate and respond to the future, air pollution will be a problem that is not easily solved.

How can we fundamentally solve this problem with skyscrapers?

AIR HUB

AIR PURIFYING SKYSCRAPER FOR A SUSTAINABLE FUTURE

BACKGROUND



The worst environmental disaster that will affect current and future.

Human beings surrounded by fine dust, developed urban centers are more serious status.....

The same reason that pollutants on the earth are naturally purified by rain, clouds and typhoons.

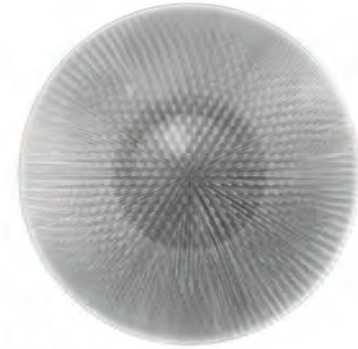
SOLUTION

Unlimited skyscraper :

The way to solve the modern problem of air pollution is to find the answer from the principles of nature.

The project is the same principle that the pollutants of the earth are naturally purified by rain, clouds and typhoons. We propose an Air Hub that uses natural energy to be efficient and not to worry about any further air pollution because it is not restricted by places.





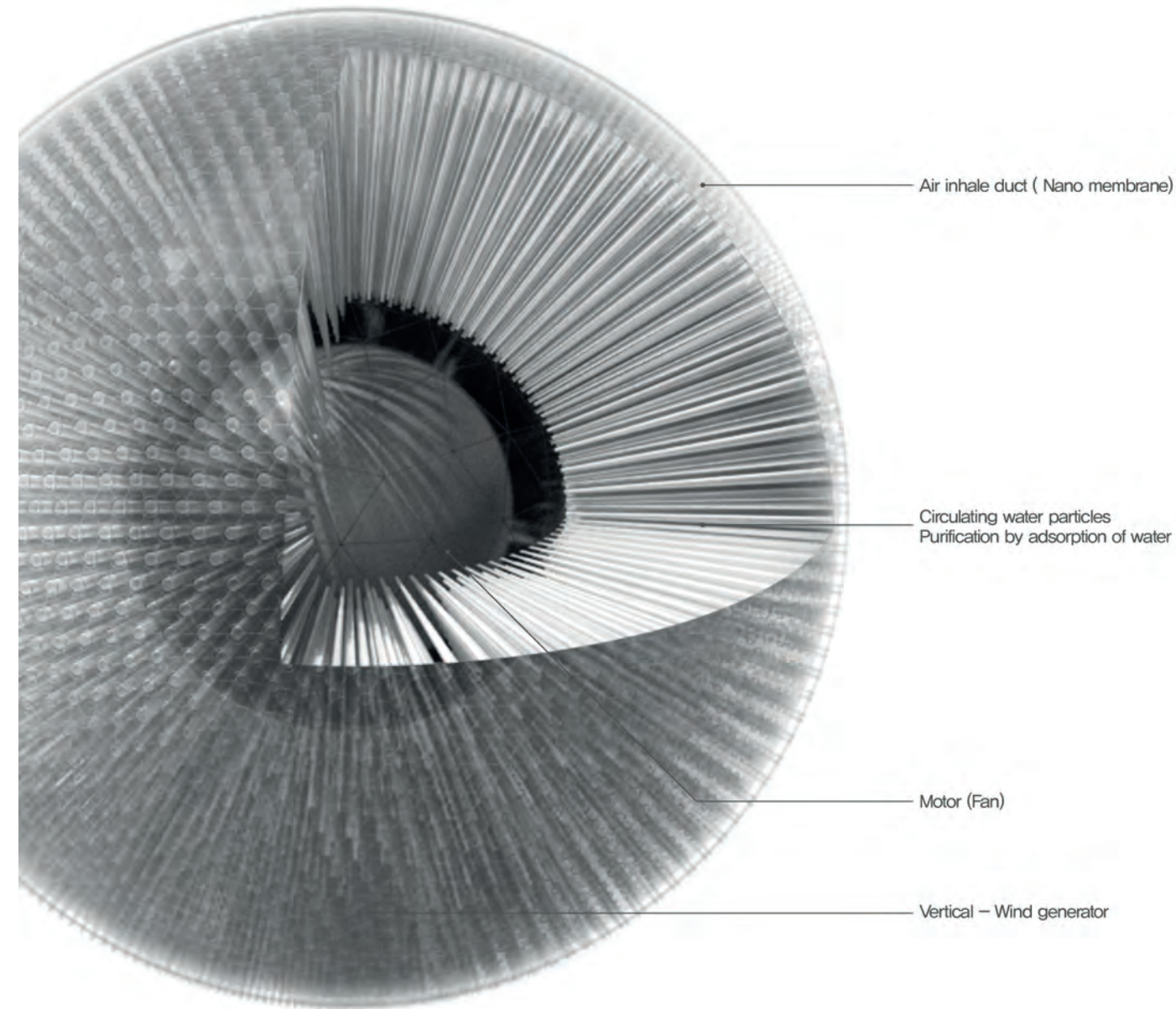
AIR HUB

The most stable sphere of air resistance in the air, Air Hub, consists of the first envelope, nanofibers, a long, slender, flexible nano-carbon fibrous duct, water vapor circulating between the ducts, a center with a motor and a wind generator.

Ducts take in air and contaminants in the air create an electric field as they pass through it. Contaminants formed with electric fields are absorbed into the water vapor through the central dust collector, which is in contact with the end of the duct, and part of the air purged by removing the contaminants is used as an energy source for the internal motor and wind generator of the Air Hub, and part of the air is exhausted into the liver duct.

A motor that can draw in natural wind and a vertical wind turbine underneath the motor can be operated to purify the air anywhere without energy limitation.

Air Hub is sustainable to clean the air using natural phenomena and energy, and the use of this system does not generate air pollutants.



It is an expression of theories and techniques obtained through four years of learning. I chose the most problematic agenda in society, and solved it through architectural theory and explanation. The results of design interpretation and space design can be checked.

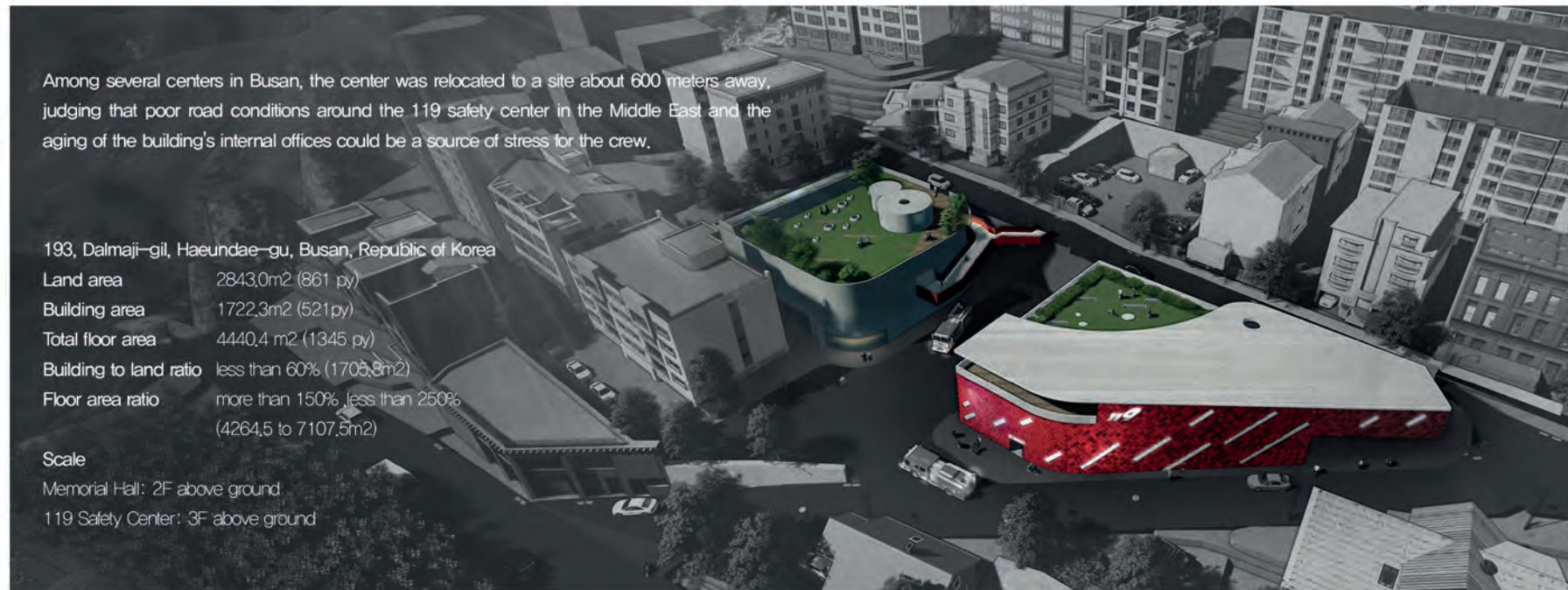
焼亡・消忘・所望

119 FIRE HOUSE & MEMORIAL HALL

project number
A-2

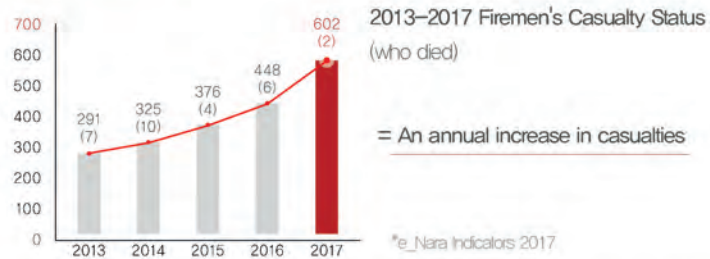
project classification
Architectural design & Interior

project year
2019



▲ Bird's eyes view

BACKGROUND



In a society where firefighters' perception of poor working conditions is imprinted on the general public, no tangible support or change has been made compared to the attention they are talking about improving working conditions. There are also places where 119 safety centers are not guaranteed even a short break for firefighters who actually have to go out to the scene and where there are no training grounds for training. It is also 15 to 20 times the number of workers in general due to poor handling of stress and mental disorders (PTSD, depression, and sleep disorders) caused by trauma.

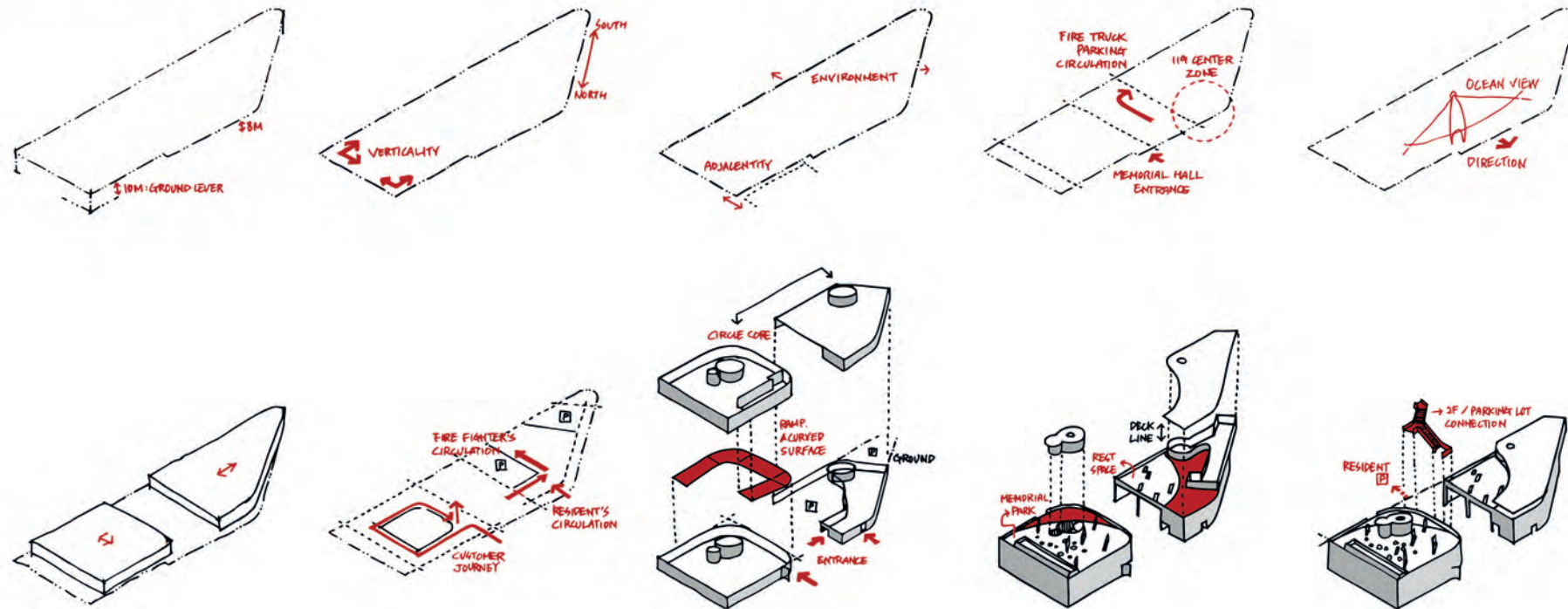
PROLOGUE

It will inform the status of the working environment of firefighters and solve problems directly related to people's lives by improving the working environment of firemen. It also proposes to build a memorial hall with the 119 Safety Center in memory of the firefighters who died during their working hours as well as those who were recognized as dead.

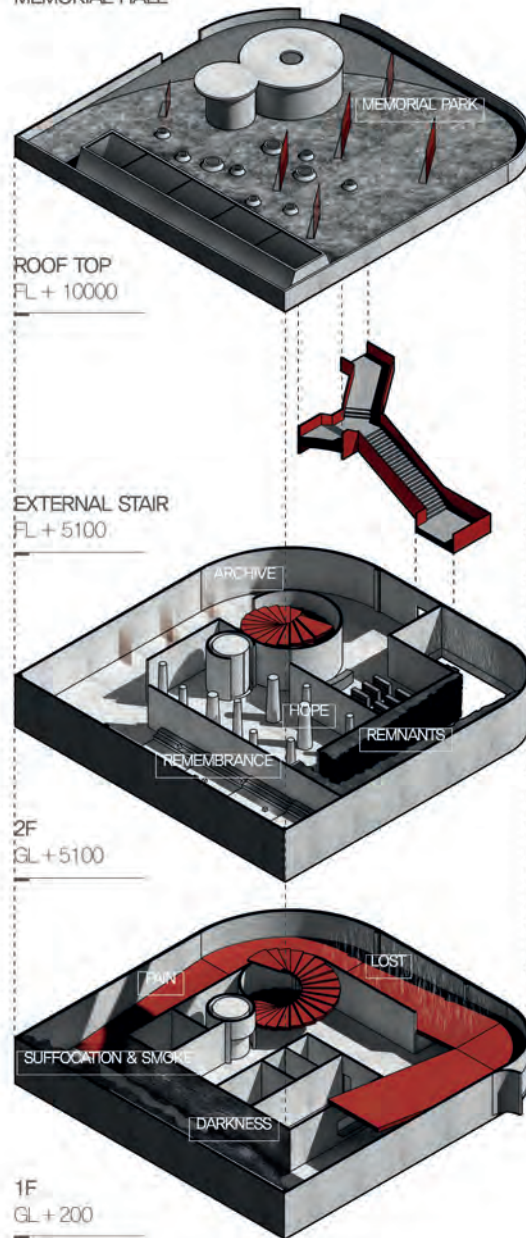
CONCEPT

The 119 Safety Center and the Memorial and Dural Exhibition Hall were planned together on a site. The space is designed to narrow the distance between ordinary citizens and firefighters, and to provide a sensory experience of firemen's experiences that are not easily accessible or known.

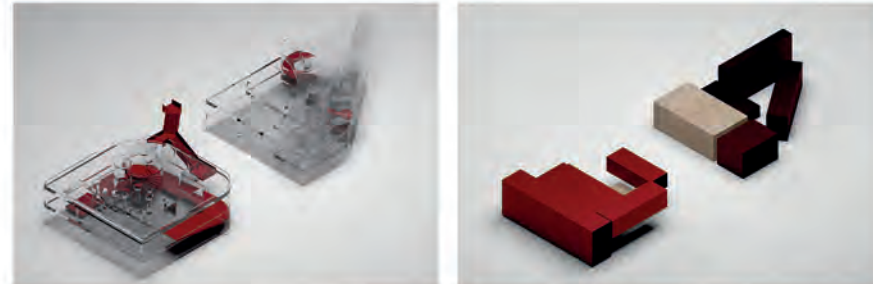
MASS PROCESS



ISOMETRIC MEMORIAL HALL



CIRCULATION & SPACE



Analyze the situation and feelings felt in the field when firefighters are dispatched. Based on the analysis data, programs are created for the space that you want to build.

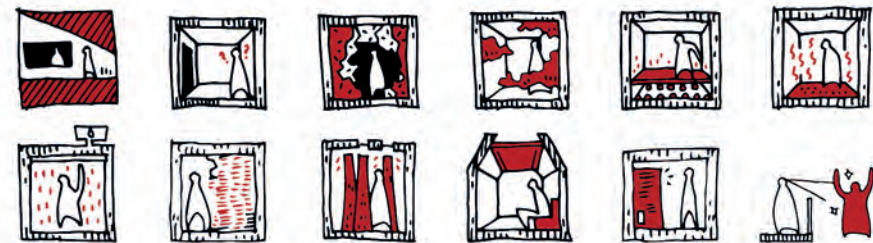
MEMORIAL HALL PROGRAM

THE FEELINGS THE FIREFIGHTERS FEEL ON THE FIRE SCENE



Analyze the situation and feelings felt in the field when firefighters are dispatched. Based on the analysis data, programs are created for the space that you want to build.

VISITOR'S CIRCULATION PATH MAP



The firemen's feelings and backgrounds at the same time as the firemen dispatch the site are expressed in various experience based spaces, so that the person can feel the same sense and emotions on the site. Space was largely divided into three stages, and depending on the experience, it changed the form of preparation, light, humidity, temperature, and space to enable the experienced person to experience the space sensibly.



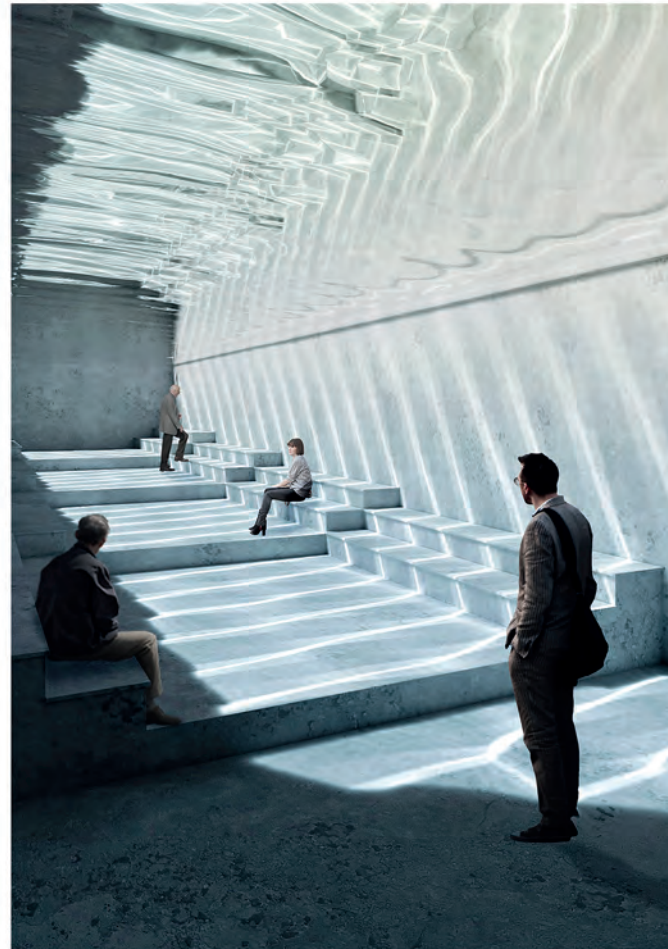
MEMORIAL HALL 2 _ suffocation and smoke



MEMORIAL HALL 3 _ pain



MEMORIAL HALL 6 _ hope



MEMORIAL HALL 7 _ remembrance

This space is designed to help experienced people recall memories and gratitude for those who died through on-site accidents. The images transmitted through the pure nature of water are exposed to sunlight, a natural object, throughout the space. This space can feel the experience what they want to express.



119 FIRE HOUSE _ 3F hall



119 FIRE HOUSE
_ an open-air rest area



MEMORIAL HALL _ memorial park



CIRCULAR STAIR

"Hankook Yakult" is a dairy beverage manufacturer of South Korea.
Currently, the brand sells yakult, a lactic acid beverage, and functional product of food for health.
The history of the brand shows the development of South Korea's beverage manufacturer.
Based on their credibility and awareness, they've been loved by people consistently.

This is a project to design a brand popup store.

HANKOOK YAKULT CONCEPT STORE

RETAIL SHOP



BRAND

"Hankook Yakult" is a dairy beverage manufacturer of South Korea. Currently, the brand sells yakult, a lactic acid beverage, and functional product of food for health.

BRAND HISTORY

The history of the brand shows the development of South Korea's beverage manufacturer. Based on their credibility and awareness, they've been loved by people consistently.

BRAND STATUS



Make the lid foil larger than before following the shape of the bottom. Then they launched this product but it's still not such a common behave.

Yakult's original identity is saved,
but it can help people getting great experiences.

BRAND KEYWORD



Creating Healthy Habits with Freshness

SECTION A
Main Entrance



SECTION B
Product Display



SECTION C
Laboratory



SECTION D
Product Display



STORY BOARD



A person who is doing experience

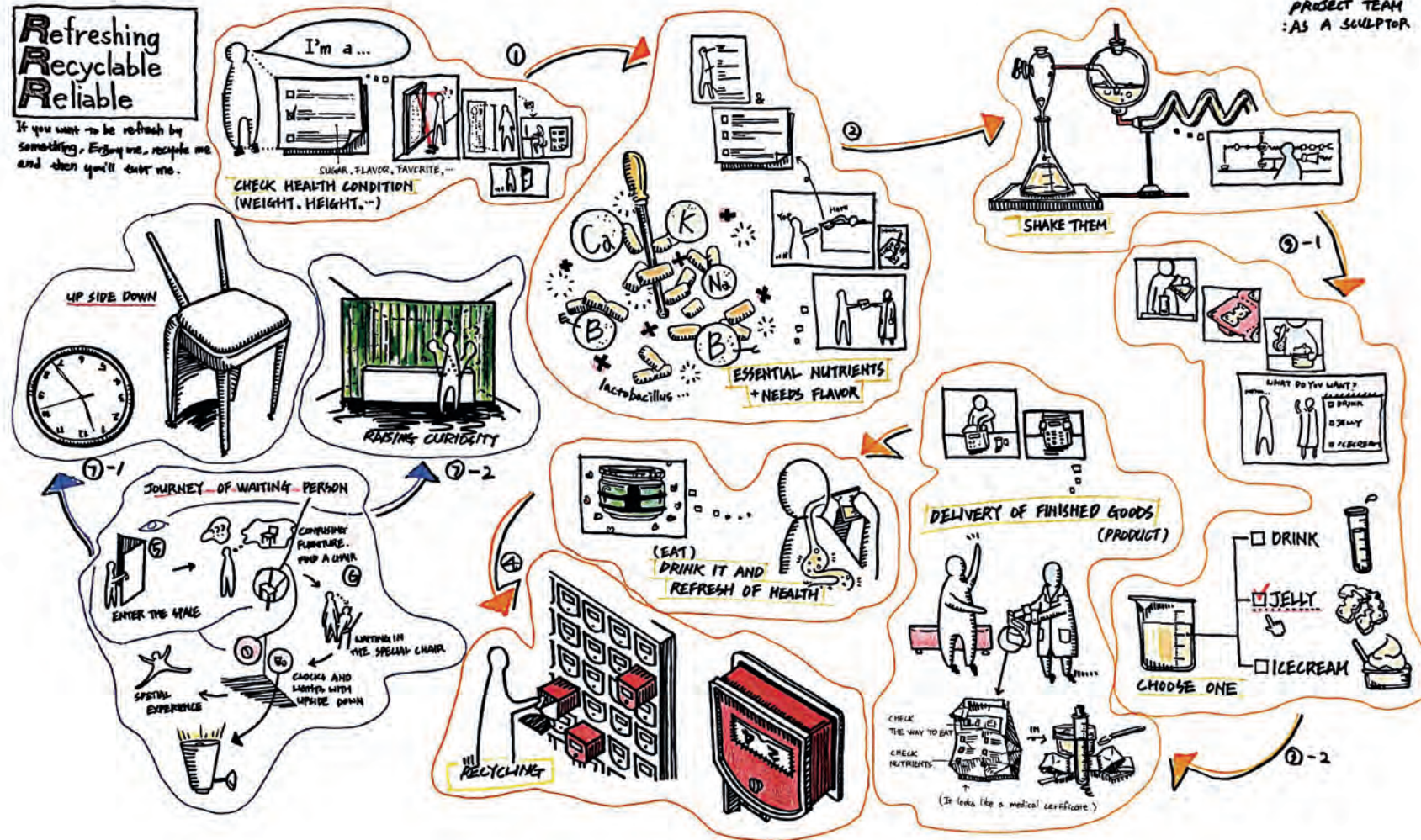
EACH CUSTOMER HAS OWN JOURNEY



A person who is waiting

	OUTSIDE	ENTRANCE	MANUFACTURING AREA	RECYCLING AREA
ACTION	A person who is walking on the street discovers his own appearance in the mirrored touch screen and he can check his physical condition like in the hospital through the technology system.	Entering the space, a customer meets the pharmacist and orders his own yakult according to his health condition.	A customer looks at the manufacturing process of yakult. And finally he enjoys the product.	After drinking yakult, a customer puts the bottle in the outside box. He collects lids of it. If he collects 10 lids, he will be provided with and additional yakult for free.
SENTIMENTS	wondering, curiosity, attention, interest	curiosity, interest, gaining professionalism	building trust, interest, exciting	refreshing, happy
DESCRIPTION				

	PROBLEM	SUGGESTION 1	SUGGESTION 2
ACTION	Another person who is waiting for his order sees the person who already is in the manufacturing area. He doesn't know what he should do.	He can see the strange chair which represents what this brand is doing now. Finally he will find how to wait for his order sitting comfortable.	Also, There are several installations such as the watch and the lamp that are upside down. Plus, he can see the manufacturing area through the translucent plastic partition.
SENTIMENTS	confused, embarrassed	relaxed, comfortable, satisfied, pleasure	curiosity, joy, interest, exciting
DESCRIPTION			



- OUTSIDE ①**
A person who is walking on the street discovers his own appearance in the mirrored touch screen and he can check his physical condition like in the hospital through the technology system.
- ENTRANCE ②**
Entering the space, a customer meets the pharmacist and orders his own yabute according to his health condition.
- MANUFACTURING AREA ③**
A customer looks at the manufacturing process of yabute. And finally he enjoys the product.
- RECYCLING AREA ④**
After drinking yabute, a customer puts the bottle in the recycle box. He collects 10 tils of it. If he collect 10 tils, he will be provided with additional yabute for free.
- PROBLEM ⑤**
Another person who is waiting for his order sees the person who already is in the manufacturing area. He doesn't know what he should do.
- SUGGESTION 1 ⑥**
He can see the strange chair which represents what this brand is doing now. Finally he will find how to wait for his order sitting comfortable.
- SUGGESTION 2 ⑦**
Also, there are several installations such as the watch and the lamp that are upside down. Plus, he can see the manufacturing area through the translucent plastic partition.