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©JONG HYUN YOOK

# JONG HYUN YOOK

PORTFOLIO  
2016

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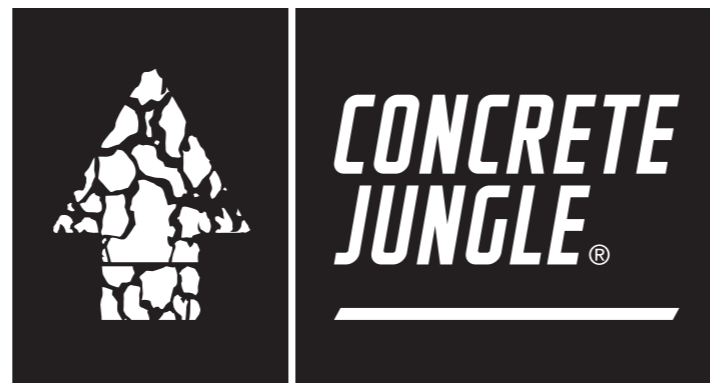
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CO-FOUNDERS:

**JONG HYUN YOOK**  
BRAND DIRECTOR

**SU MIN PARK**  
CEO



DESIGN AREAS:

- APPAREL DESIGN
- BRAND DIRECTING
- PRODUCT DEVELOPMENT
- COLOR AND FABRIC DEVELOPMENT
- PHOTOGRAPHY
- MARKETING

BRAND:

**CONCRETE JUNGLE SEOUL®**

COMPANY:

**CONCRETE JUNGLE®**

BRAND DESCRIPTION:

Concrete Jungle Seoul® is a South Korean ready-to-wear brand. It's entire design development and production process is executed locally in Seoul. The brand focuses on designing and developing premium quality clothing fit in style and function for the contemporary man and the next generation youth. Minimalism and Function are thought to be the two basic principles for the design process. The result is simplicity, clean proportions, distinct colors, new forms, and one-of-a-kind graphic print designs, in garments that are comfortable to wear, durable, and functional. Concrete Jungle will consistently push forward contemporary design principles and production capabilities to bring higher quality products at democratic price ranges each season.

Concrete Jungle® was founded in 2014 by Designer and Brand Director Jong Hyun Yook and CEO Su Min Park. They have been close friends for over 10 years. Jong Hyun dropped out of Syracuse School of Architecture in his fourth year and came to Seoul, South Korea where he began the development of his own design studio. Albert is an imaginative and ambitious entrepreneur with a forward-minded business philosophy. The two became partners in the development of a radically new fashion business taking full advantage of the highest quality fabrics and production capabilities found in the fashion industry of Seoul.

[WWW.CONCJUNGLESEOUL.COM](http://WWW.CONCJUNGLESEOUL.COM)  
[INSTAGRAM @CONCJUNGLE.SEOUL](https://www.instagram.com/CONCJUNGLE.SEOUL)

SEASON:

**15SS**  
SEASON 1





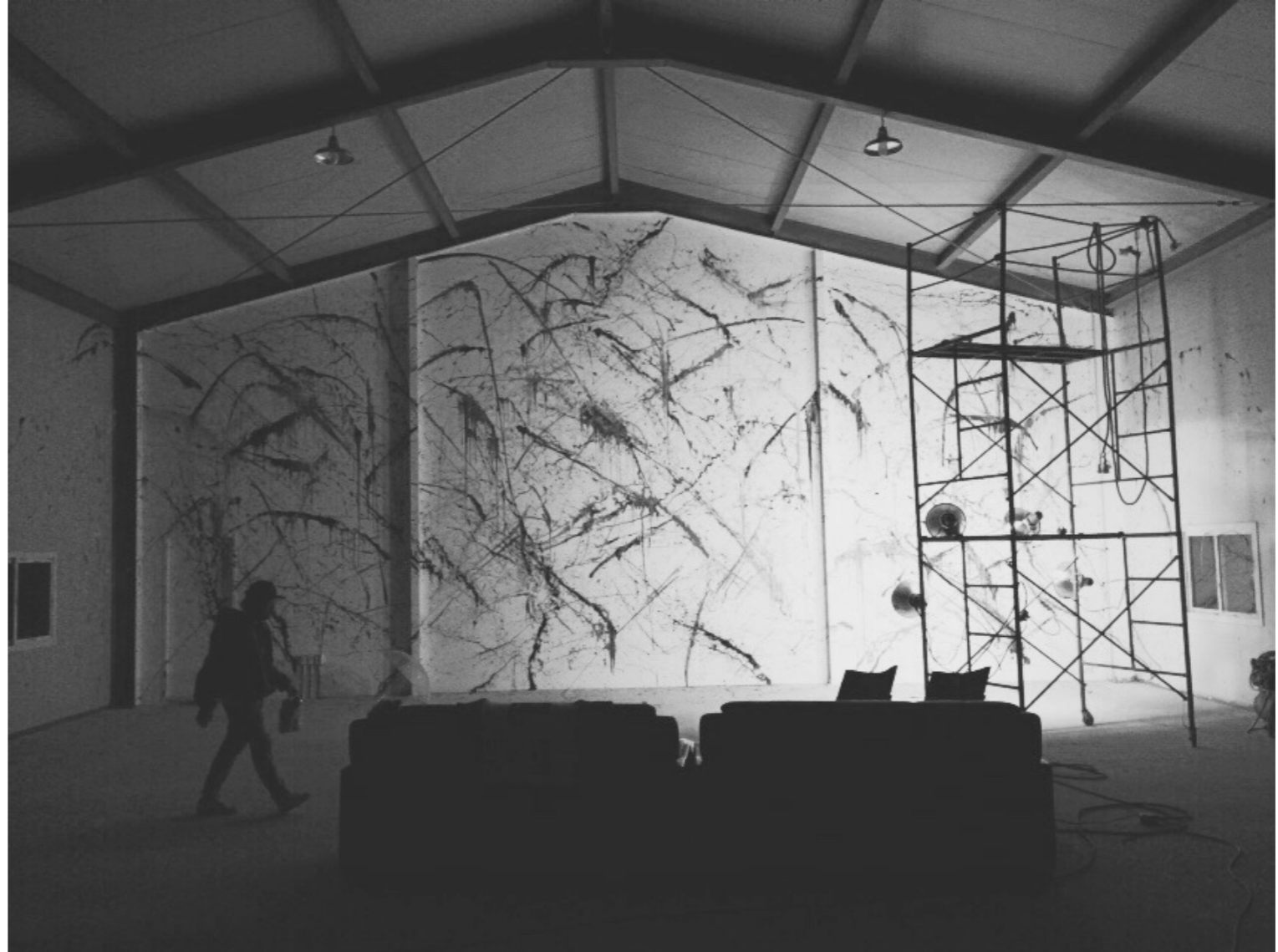




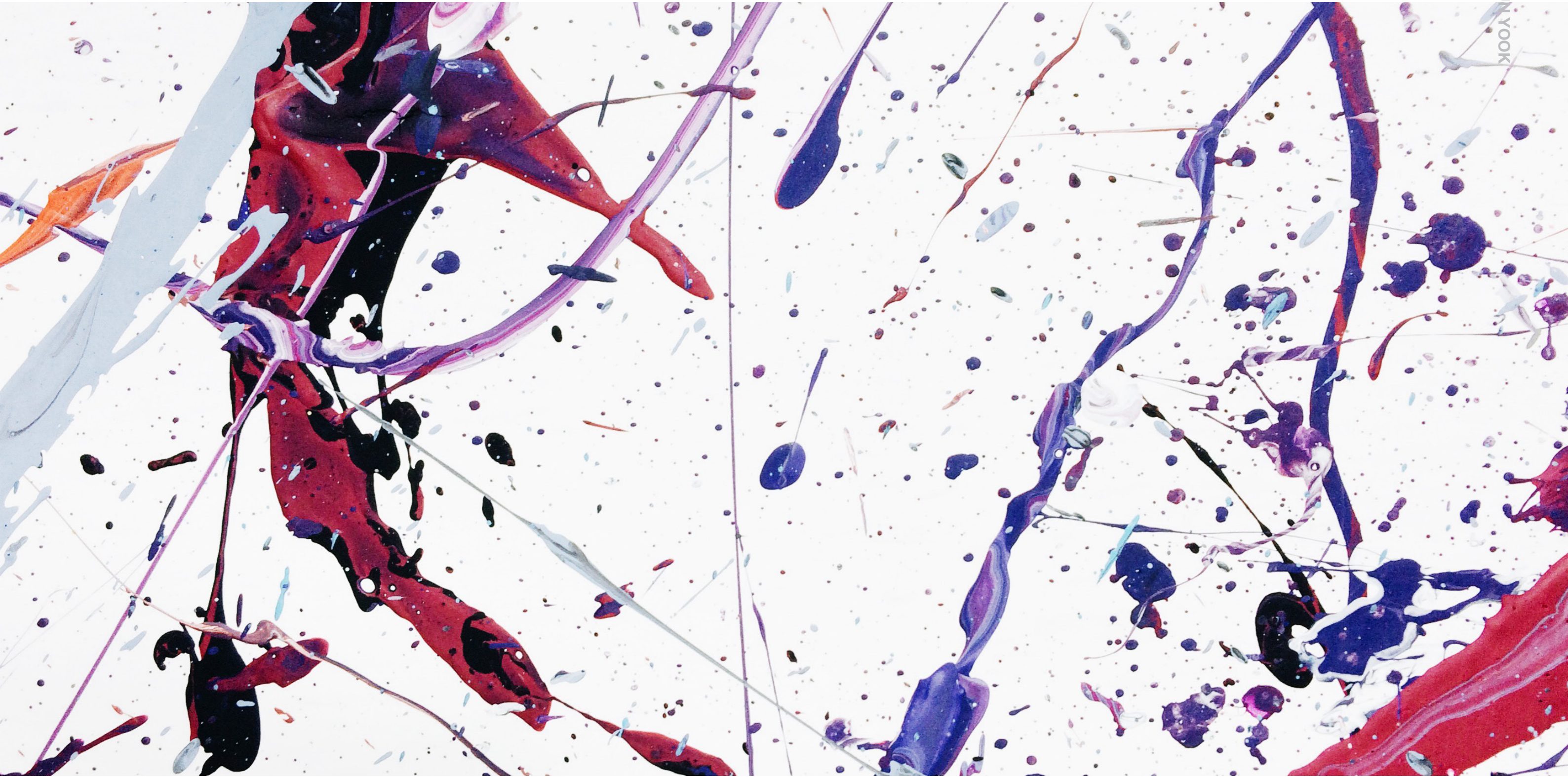




LARGE SCALE ART INSTALLATION - WAREHOUSE, 2015

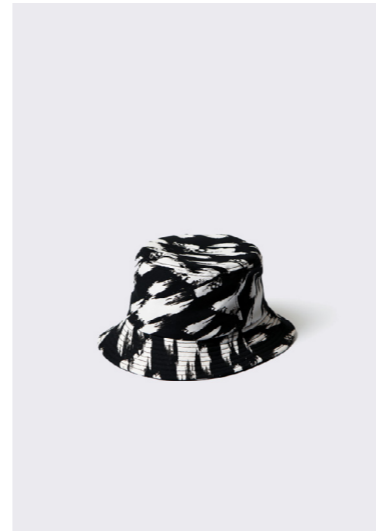






SEASON:

**15SS**  
SEASON 1



SEASON:

**15FW NEUE WILDEN**  
SEASON 2

Subjects:

Leonardo DiCaprio  
Natalie Portman

Basketball Diaries, 1995  
Leon: The Professional, 1994  
The Matrix, 1999  
Interstellar, 2014  
Dawn of the Planet of the Apes, 2014



**'Neue Wilden'**

The phrase means 'New Wild Ones' and it was used to describe Neo-expressionist artists from the late 70s to 80s, such individuals as Jean-Michel Basquiat. The dominant art form of that era was minimal conceptual art, which was characterized by the absence of recognizable subjects. Neue Wilden artists developed a reaction against conceptual minimal art and returned to portraying recognizable objects in a rough and violently emotional way, often using vivid colors.

Neue Wilden 15FW graphics features Leonardo DiCaprio, Natalie Portman, and scenes from several movies from the 90s such as Basketball Diaries (1995) and more recent movies such as Interstellar (2014). Each subject was used as a visual analogy describing the different facades of life and reality.



**NEUE WILDEN HOODIE  
BLACK**

**100% COTTON  
LOOSE-FIT  
PRE-SHRUNK  
MENS SIZE: S, M, L**





**NEUE WILDEN HOODIE  
WHITE**

100% COTTON  
LOOSE-FIT  
PRE-SHRUNK  
NEVER WASH WITH COLORS

MENS SIZE: S, M, L



NEUE  
WILDEN





©  
SJS

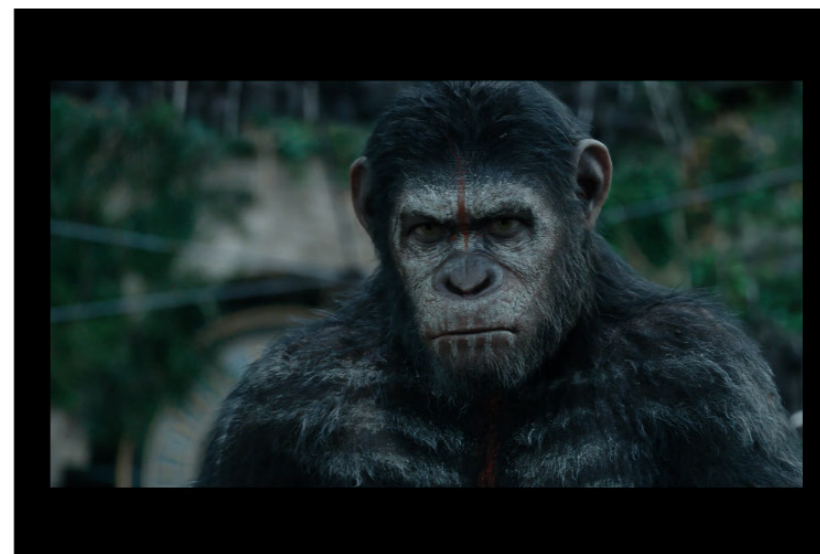
SOBER  
NICE  
CONTENT  
FAITH



**KNOW YOURSELF CEAZER  
T-SHIRT**

100% COTTON  
LONG SLEEVE NO CUFFS  
BOX-FIT  
PRE-SHRUNK  
NEVER WASH WITH COLORS

MENS SIZE: S, M, L





**INTERSTELLAR SWEATER  
BLACK**

100% COTTON  
LOOSE-FIT  
PRE-SHRUNK  
WIDE NECK

MENS SIZE: S, M, L



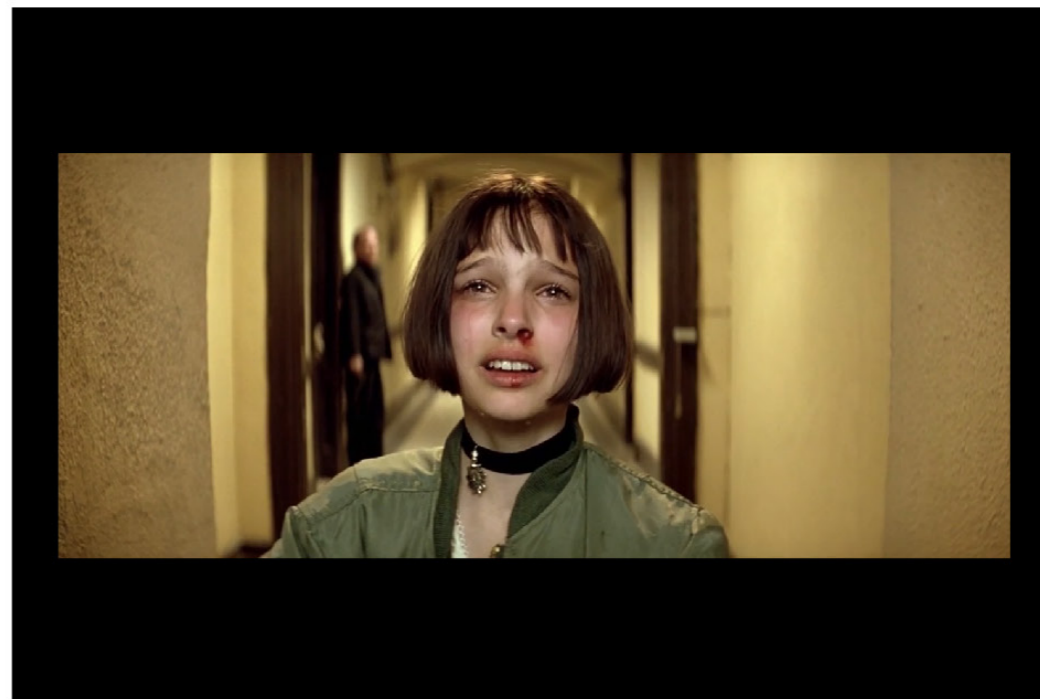




**NATALIE PORTMAN  
T-SHIRT**

**100% COTTON  
LONG SLEEVE NO CUFFS  
BOX-FIT  
PRE-SHRUNK  
NEVER WASH WITH COLORS**

**MENS SIZE: S, M, L**







SEASON:

**1617FW THE CONTEMPORARY MAN**  
SEASON 3 - COMING SOON



2016  
THE CONTEMPORARY MAN  
©



**CJS RIB TURTLENECK**

**100% Cotton 2x1 Rib**

**Dark Green**



**PANTONE®**  
PQ-19-0509TCX  
Rosin



**CJS RIB TURTLENECK**

**100% Cotton 2x1 Rib**

**Gray Mist**



**CJS RIB TURTLENECK**

**100% Cotton 2x1 Rib**

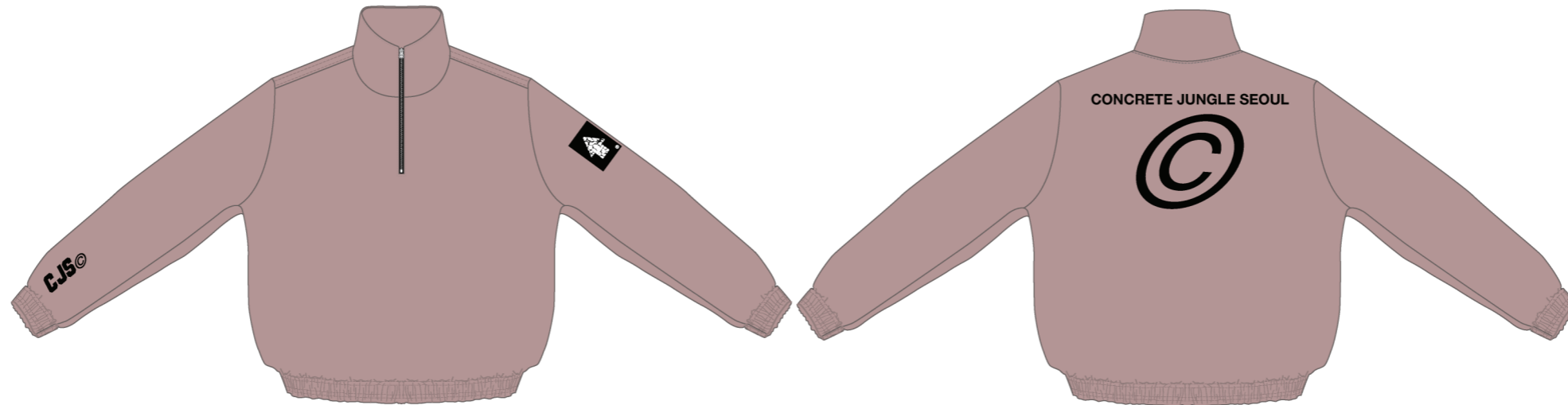
**Light Blue**



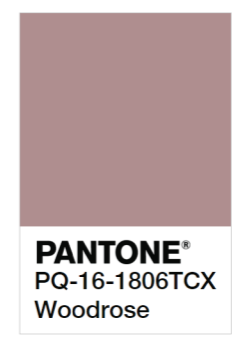
**CJS TRACK PULLOVER**

98% Cotton 2% Span

Gray Mist



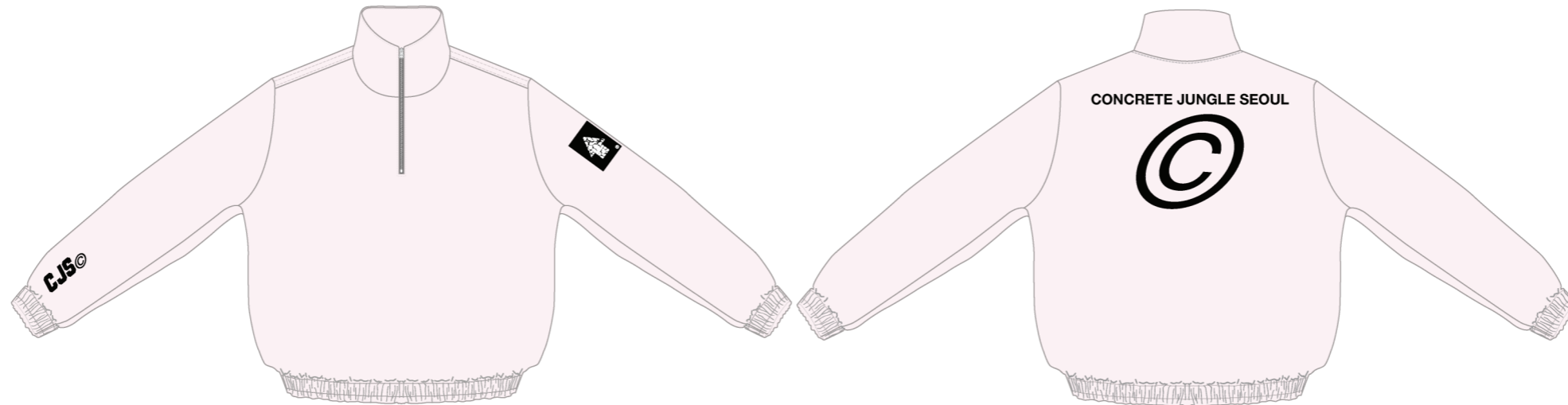
**CJS TRACK PANTS**  
98% Cotton 2% Span  
Woodrose



**CJS TRACK PULLOVER**

98% Cotton 2% Span

Baby Pink



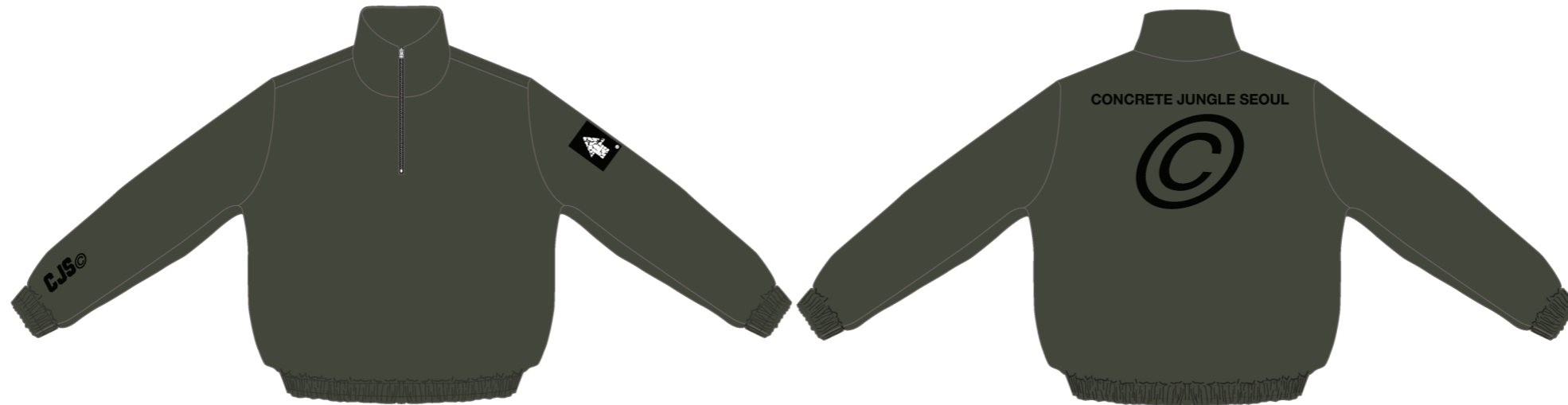
**CJS TRACK PANTS**  
**98% Cotton 2% Span**  
**Baby Pink**



**CJS TRACK PULLOVER**

98% Cotton 2% Span

Forest Deep





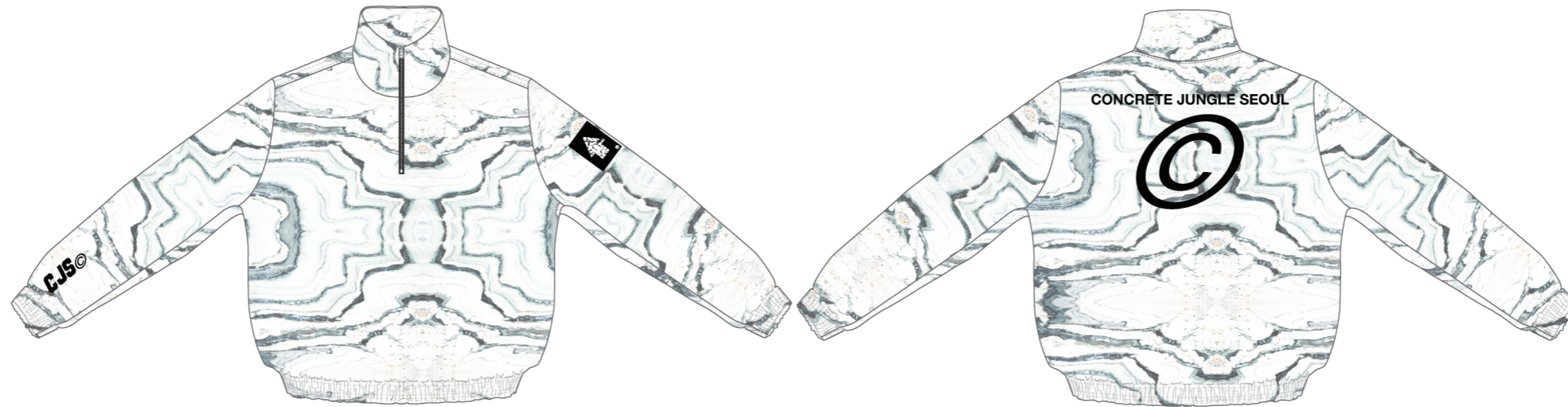
**CJS TRACK PANTS**  
98% Cotton 2% Span  
Rosin



**CJS TRACK PULLOVER**

**98% Cotton 2% Span**

**Marble Print**



**CJS TRACK PANTS**

**98% Cotton 2% Span**

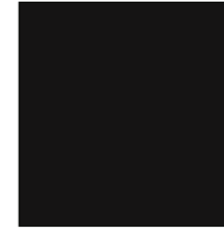
**Marble Print**





COTTON 98% SPAN 2% TWILL FABRIC  
DTP PRINTED PATTERN  
WHITE MARBLE

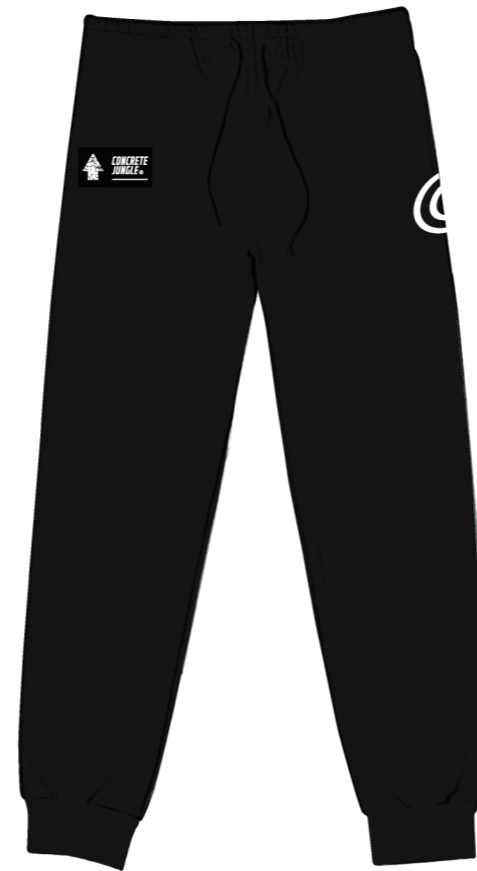
**ZIONIST SWEATSHIRT**  
**100% Heavy Cotton Jersey**  
**Black**



**CJS SWEATPANTS**

**100% Heavy Cotton Jersey**

**Black**



**ZIONIST SWEATSHIRT**

**100% Heavy Cotton Jersey**

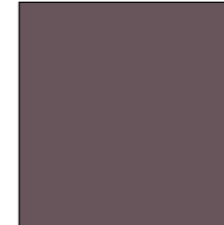
**Dark Brown**



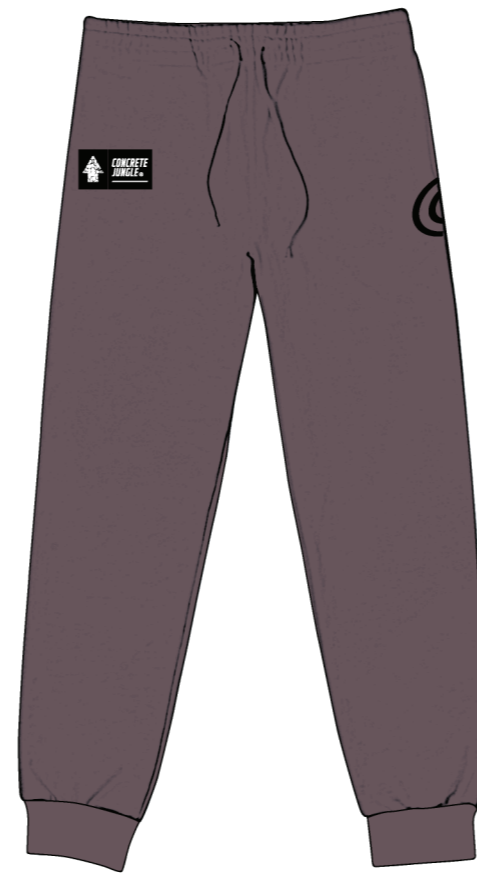
**CJS SWEATPANTS**

**100% Heavy Cotton Jersey**

**Dark Brown**



**PANTONE®**  
PQ-18-1612TCX  
Rose Taupe





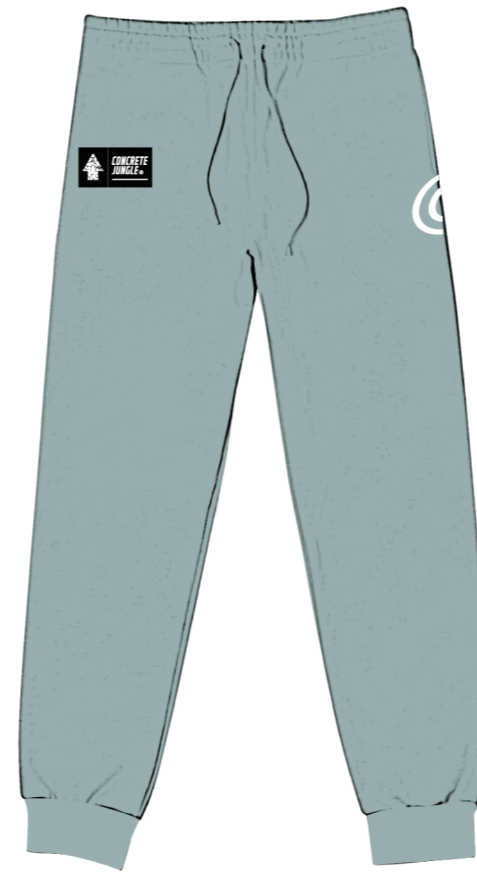
**ZIONIST SWEATSHIRT**  
**100% Heavy Cotton Jersey**  
**Gray Mist**



**CJS SWEATPANTS**

**100% Heavy Cotton Jersey**

**Gray Mist**



**ZIONIST SWEATSHIRT**

**100% Heavy Cotton Jersey**

**White**



**CJS SWEATPANTS**

**100% Heavy Cotton Jersey**

**White**



**CJS HOODIE**

**100% Heavy Cotton Jersey**

**Marble Print**



**CJS HOODIE**  
**100% Heavy Cotton Jersey**  
**Jungle Camo**



**CJS HOODIE**  
**100% Heavy Cotton Jersey**  
**Woodrose**



**CJS OXFORD LIGHT OUTER**

**100% Heavy Cotton Jersey**

**Jungle Camo**







NYLON 210D  
DTP PRINTED PATTERN  
JUNGLE CAMO

**CJS LIGHT OUTER**  
**100% Poly Oxford Shell**  
**Light Blue**



**CJS OXFORD LIGHT OUTER**

**100% Poly Oxford Shell**

**Marble Print**





NYLON 210D  
DTP PRINTED PATTERN  
WHITE MARBLE

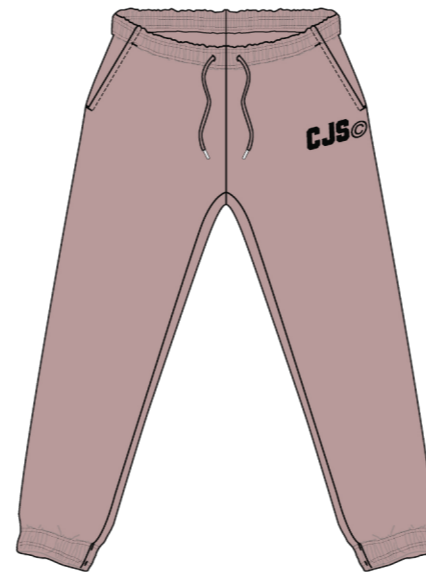
# LOOK #01



LOOK #02



# LOOK #04

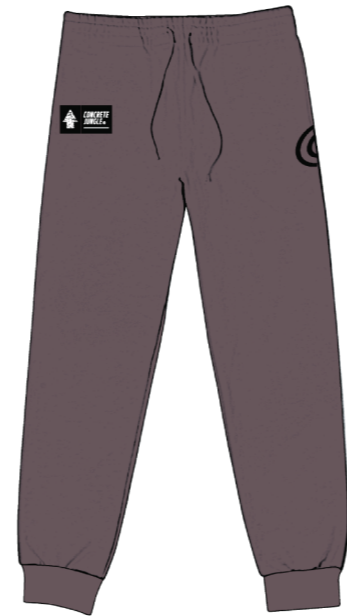


# LOOK #03





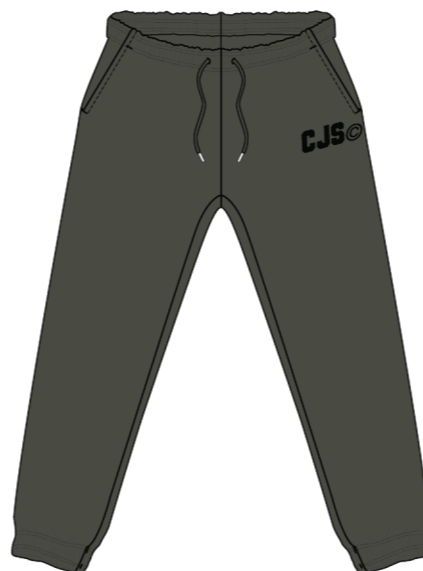
# LOOK #05



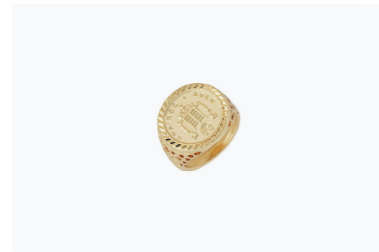
# LOOK #06



# LOOK #07



# LOOK #08



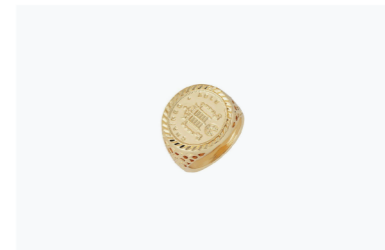
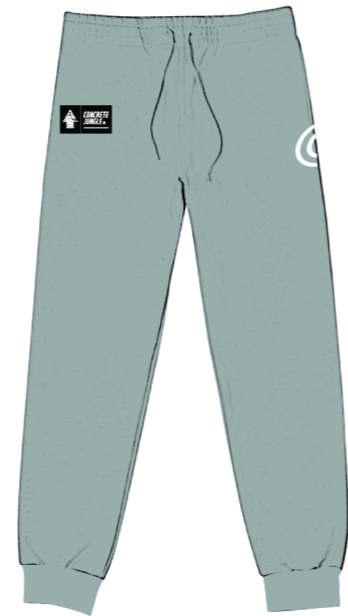
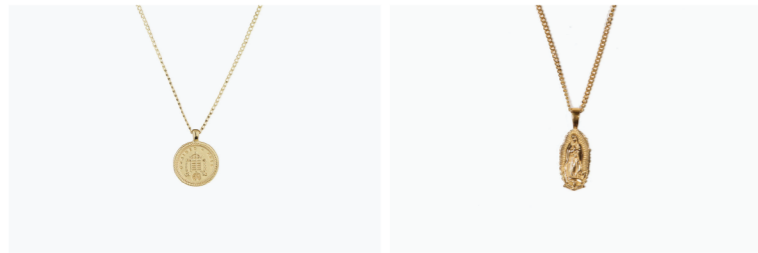
# LOOK #09



# LOOK #10



LOOK #11





BLACK



JUNGLE CAMO



JUNGLE CAMO



DARK FOREST



DARK FOREST



LIGHT BROWN



DARK BROWN



WHITE



WHITE MARBLE



WHITE MARBLE



WHITE MARBLE



GRAY TEAL



LIGHT BLUE



LIGHT BROWN



LIGHT BLUE



LIGHT PINK



**DESIGN TEAM:**

**JONG HYUN YOOK**  
PRODUCT DESIGNER

**SU MIN PARK**  
CO-FOUNDER

# Dricycle

**PROJECT NAME:**

**DRICYCLE©**

**DESIGN AREAS:**

**PRODUCT DESIGN**

**PROJECT DESCRIPTION:**

Over 10 million bicycle users in South Korea face the same problem when they park their bicycle outdoors, when it rains the seat gets wet and dirty. Dricycle was a simple product solution to solve this problem for the daily biker.

The project was a seasonal product offering sold through our website and several biker shops throughout Seoul. The product was designed and developed by Jong Hyun Yook and partner Su Min Park.

# Dricycle<sup>®</sup>

Products designed for the daily rider.

드라이사이클은 매일 자전거를 타는 라이더들을 위해 유니크한 제품들을 만드는 브랜드입니다.

단순히 레저나 스포츠로 즐기는 것뿐만 아니라 출퇴근 또는 통학할 때도 매일 자전거를 사용하는 분들이 늘고 있습니다.

저희 제품들은 그 안에서 문제점들을 찾아 해결하여 자전거 라이더들의 삶의 질을 향상시키기 위해 고안 및 디자인되었습니다.

앞으로 더욱 많은 사람들이 자전거를 생활 속 이동 수단으로 활용하여 더욱 건강하고 친환경적인 라이프 스타일을 즐기도록 격려하는데 비전을 두고 있습니다.

▼ scroll down

# Dricycle<sup>®</sup> Cover

휴대용 안장 방수커버! 언제나 먼지와 비로부터 안장을 보호하자.

☔ 100% Water-proof

☼ Dust protection






## Cover to Pouch

커버에서 파우치로 쉽고 간편하게 뒤집어 바꿀 수 있습니다.

# Attach under Seat

안장 아래에 부착 가능하여, 휴대하기가 편리합니다.

 Always with you



# One-Fit-All

모든 안장 크기와 모양을 고려해 제작되어 어떤 안장 타입에도 사용 가능합니다.



▼ scroll down

## 3 Colors

3가지 색상 초이스. 자전거 색상과 믹스매칭해보세요!

재질:

Outside: Nylon 210T W,P

Inside: HIPORA

**100% Water-proof**

\*윗부분은 이중 겹으로 구성되어있습니다.



Dricycle Cover - Original



Dricycle Cover - Midnight



Dricycle Cover - Vitamin

# Dricycle<sup>®</sup>





**DESIGN TEAM:**

**JONG HYUN YOOK**  
UX/UI DESIGNER

**MIN JUN KIM**  
CO-FOUNDER & CEO

**ISAAC LEE**  
CO-FOUNDER



**COMPANY NAME:**

**WOLFMENT Inc.**

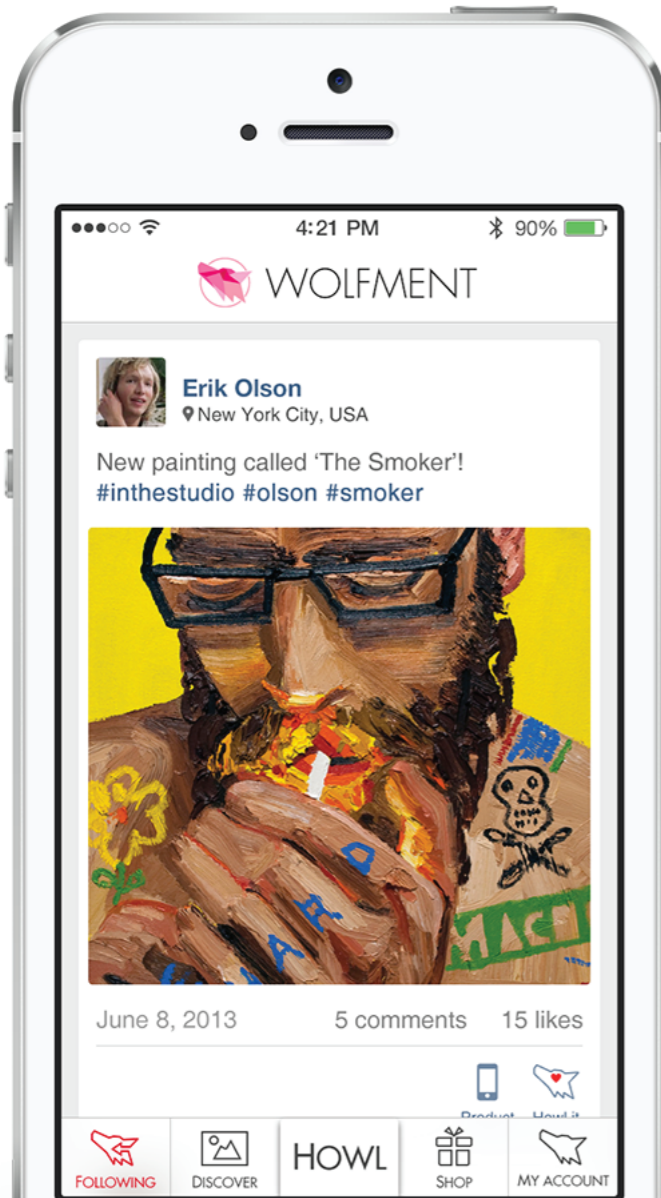
**PROJECT DESCRIPTION:**

**WOLFMENT** was a Social Networking Platform for artists and designers to share their work with each other and to the public. The service was provided on an interactive iOS Mobile App and Website, and targeted the North American market. The company was founded by two Syracuse University Alumni and UX/UI Designer Jong Hyun Yook.

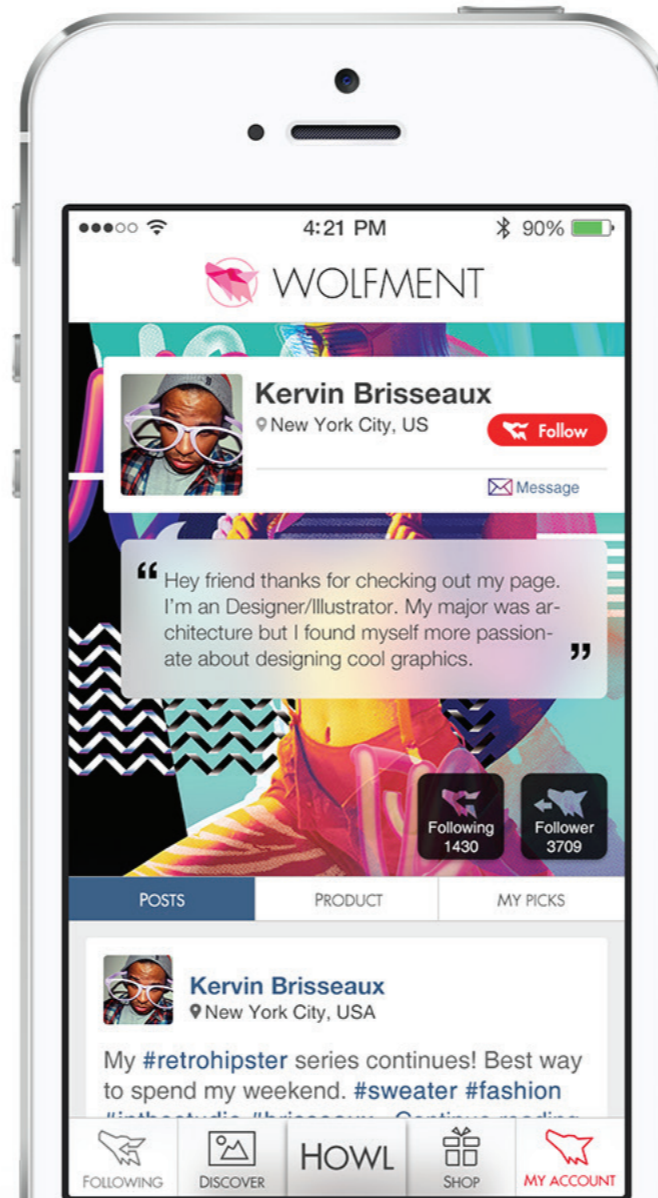
**DESIGN AREAS:**

**UX/UI DESIGN**  
**(WEBSITE / IOS APP)**

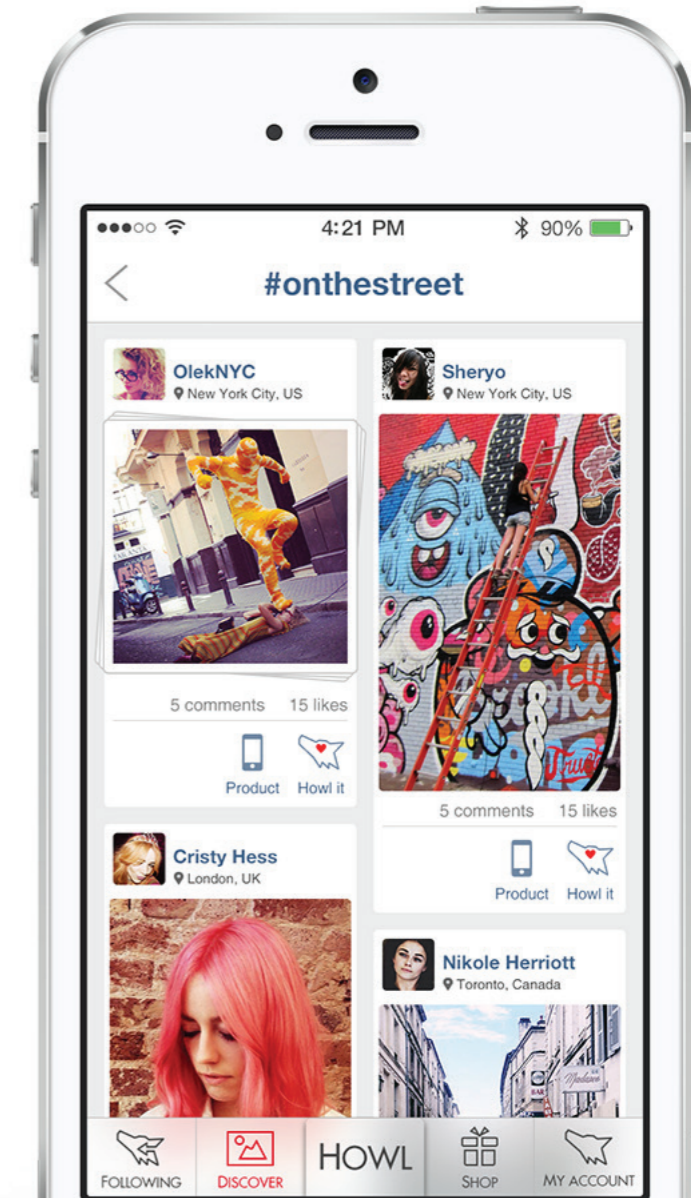
Follow fellow creatives.

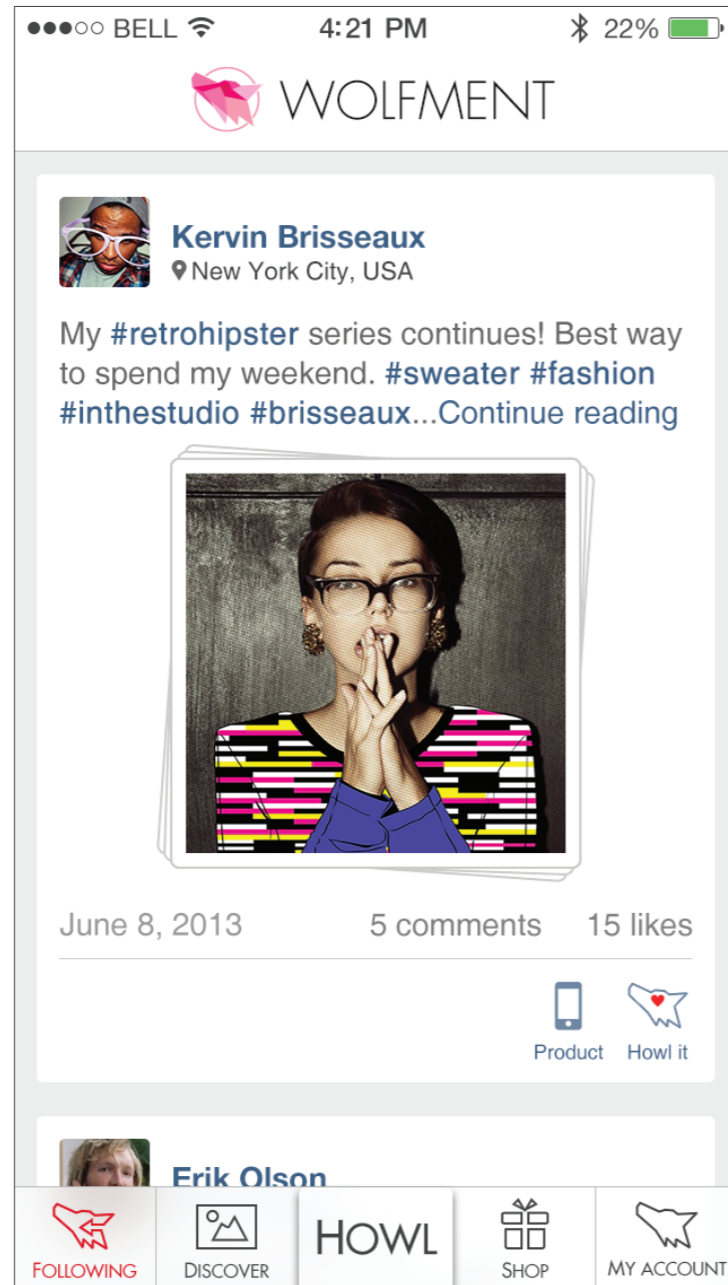


Present your artworks.

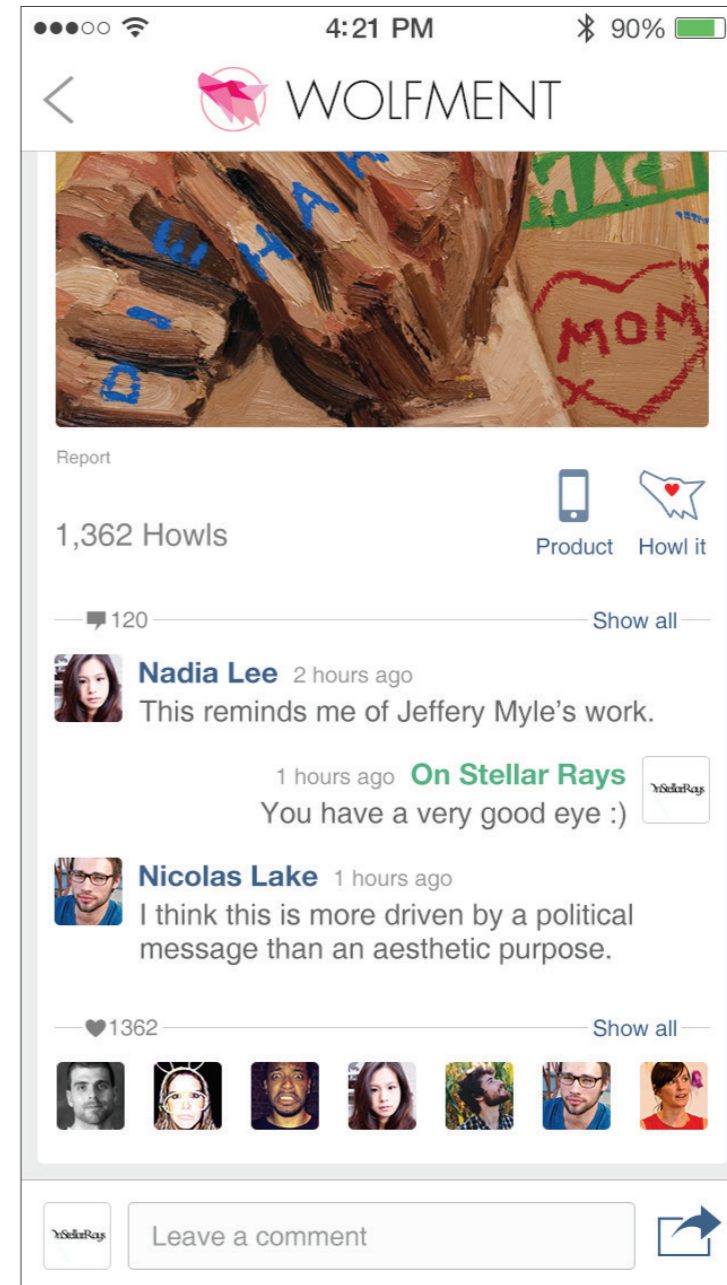


Discover new artists.

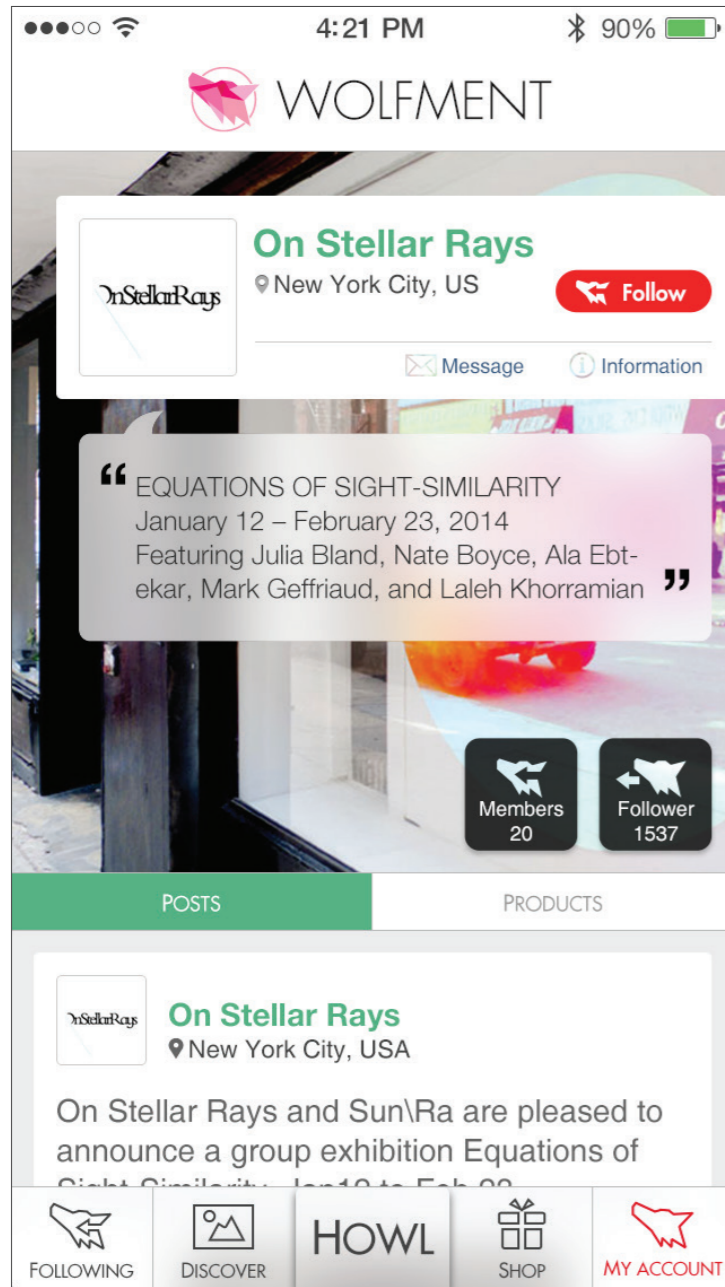




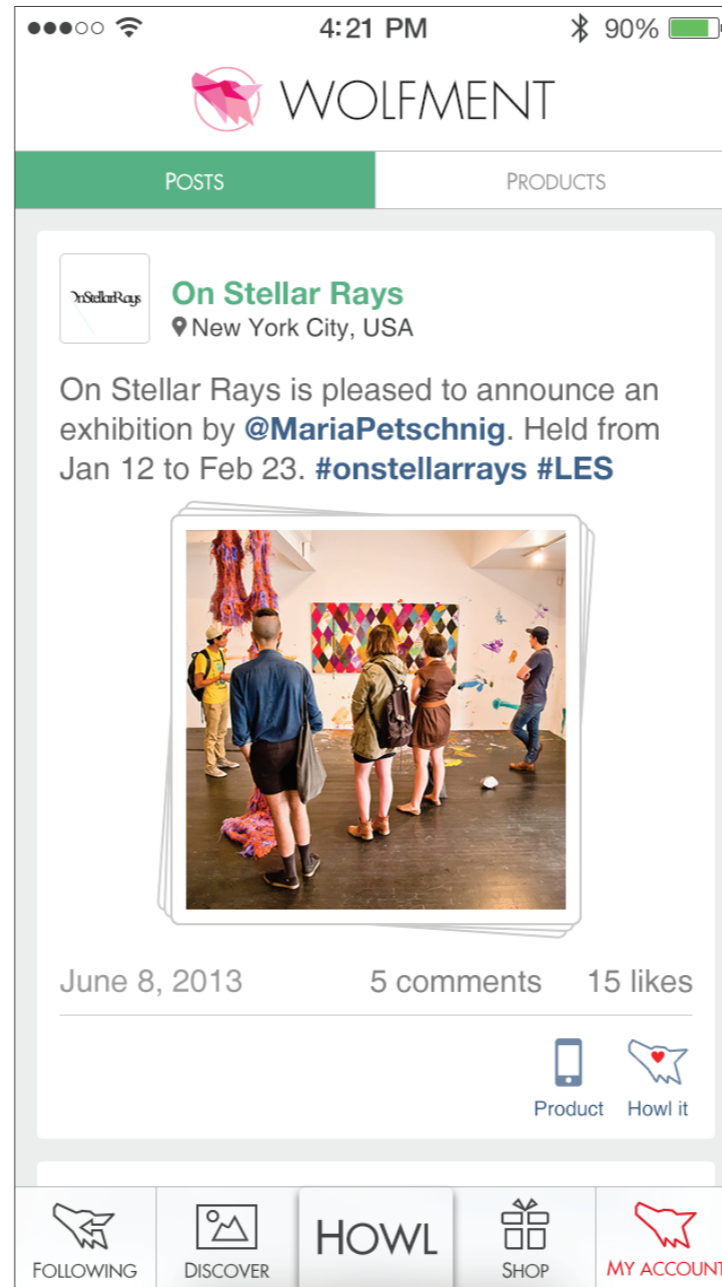
POST EXAMPLE - MULTI-IMAGE TOSS FUNCTION



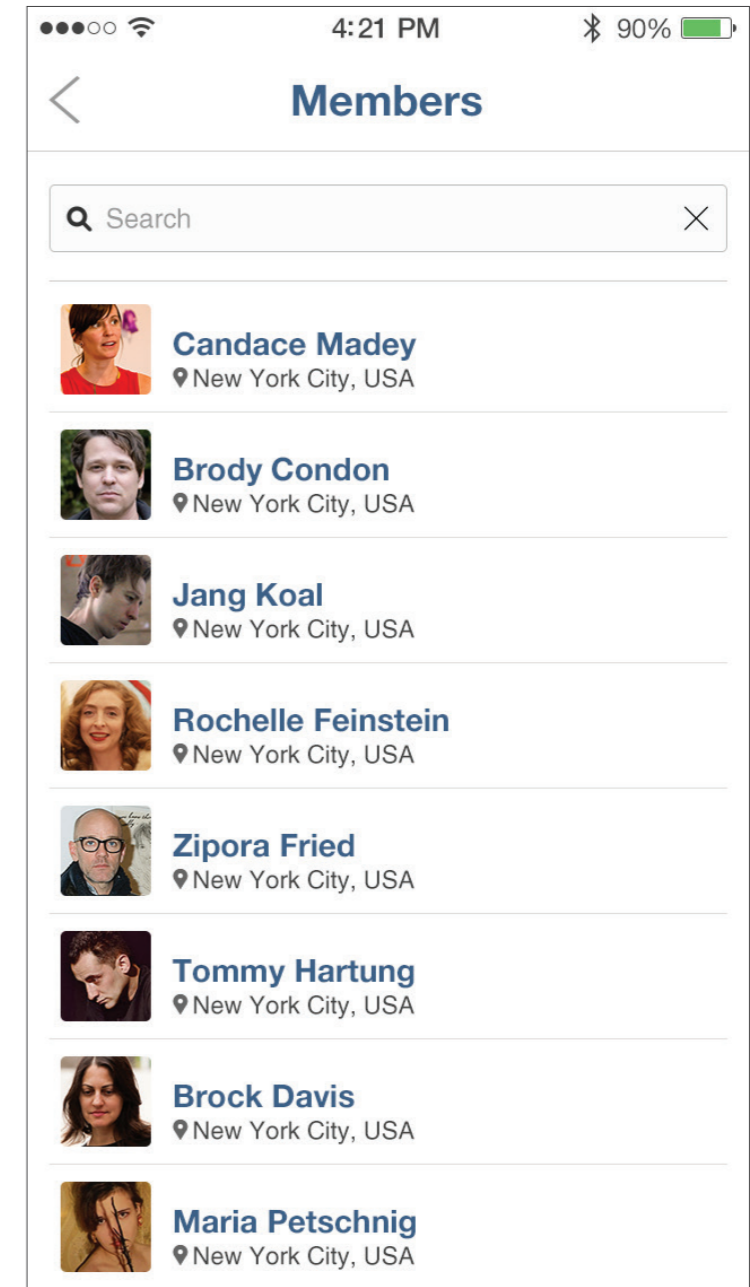
POST COMMENT FUNCTION



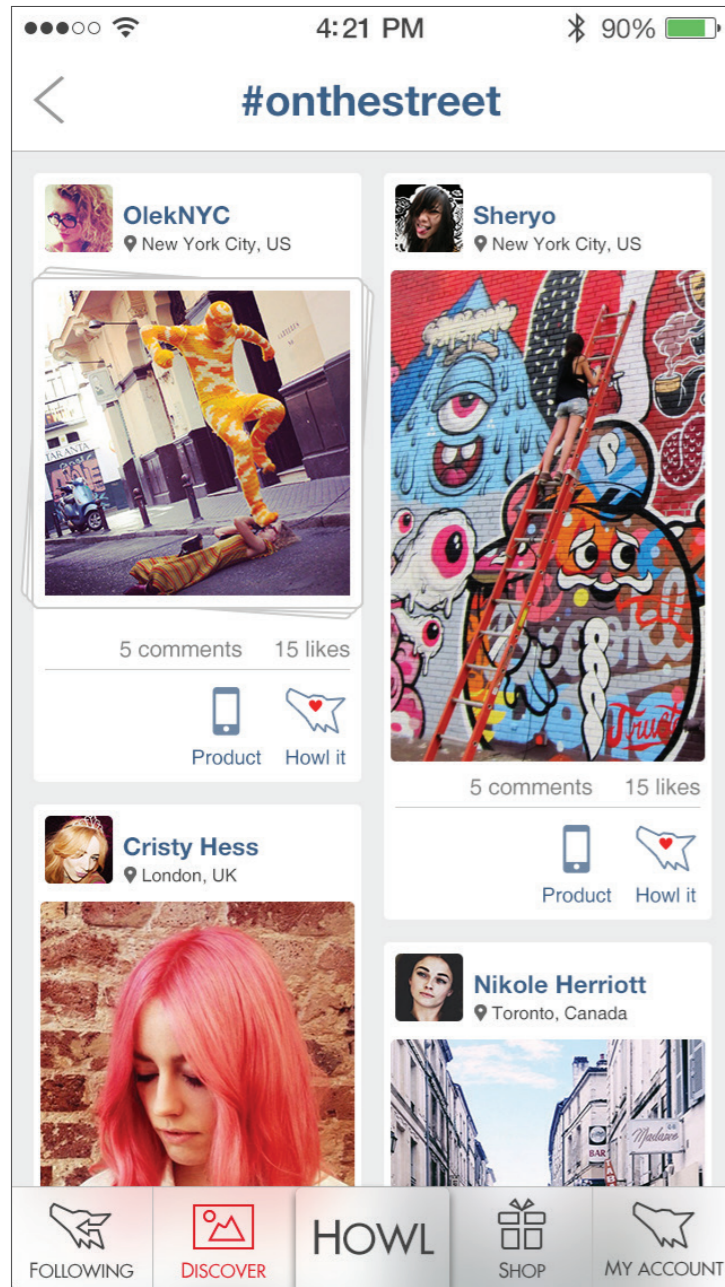
GROUP PAGE - MAIN



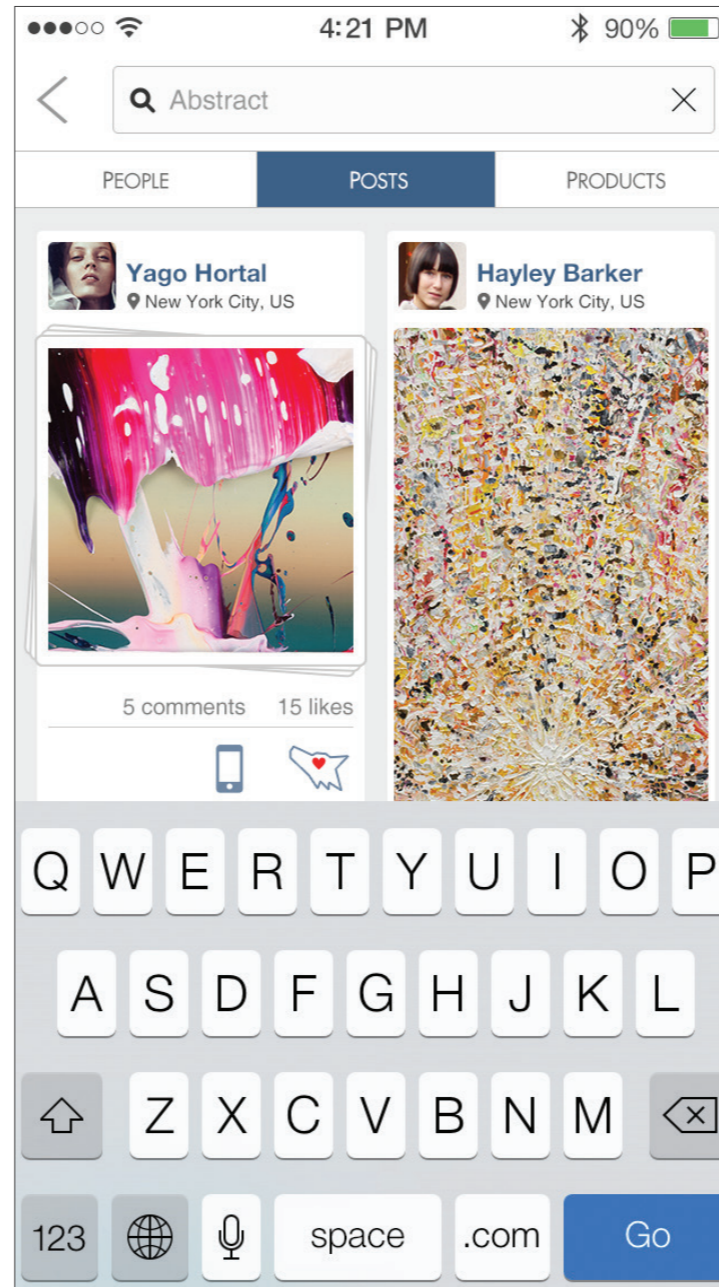
GROUP PAGE - POSTS



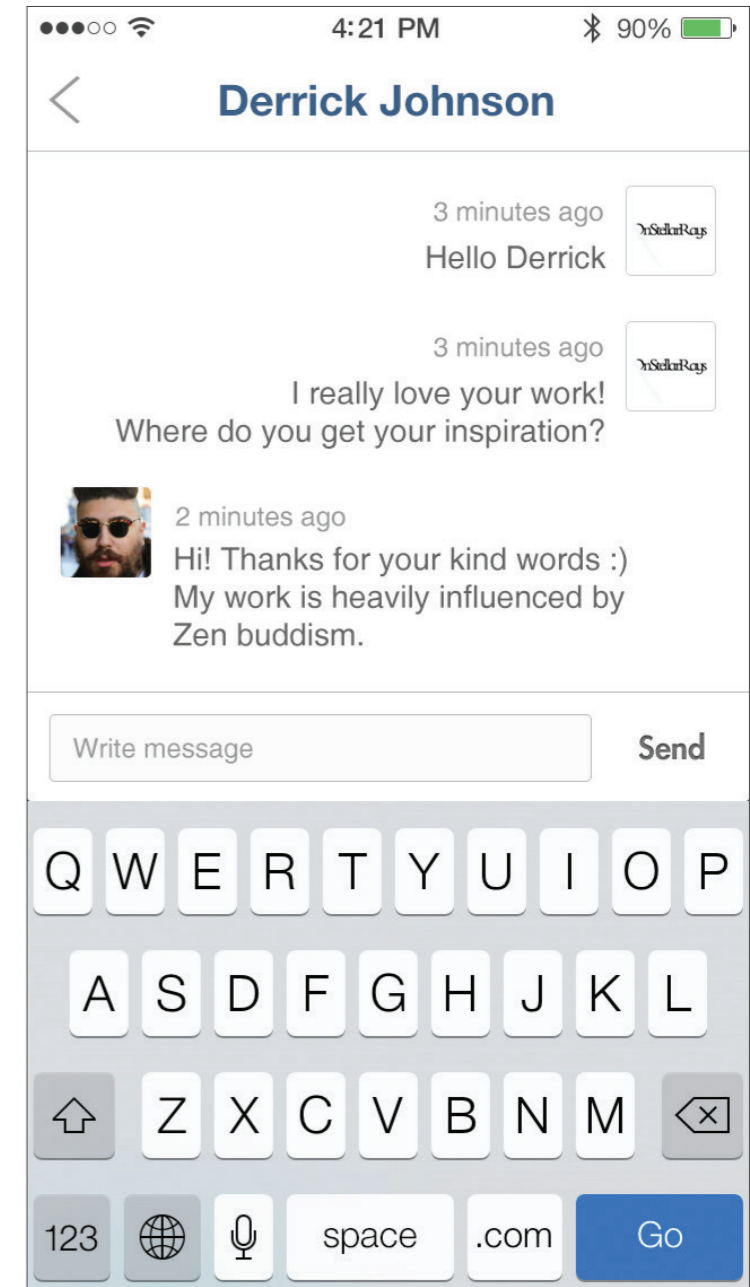
GROUP PAGE - MEMBERS



SEARCH - TAGS



SEARCH - POSTS

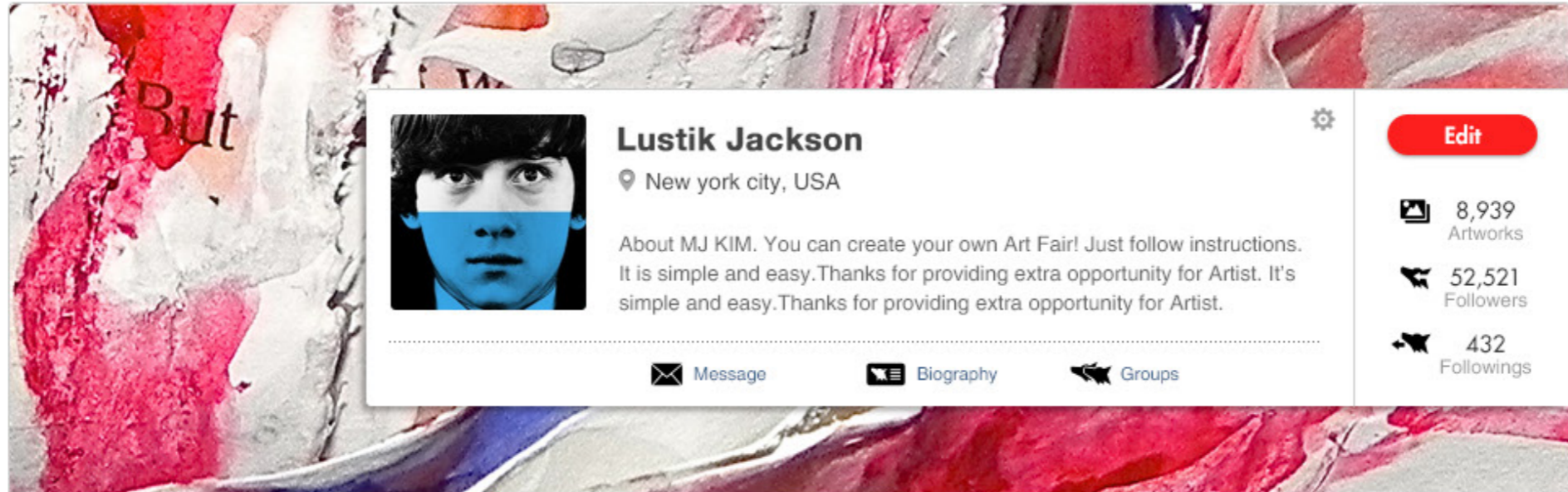


CHAT FUNCTION

CREATE IT. HOWL IT LOUD. 



SEARCH FOR ART, PEOPLE, AND GIFT...  FOLLOWING GALLERY GIFT LOCATION  






**Lustik Jackson**

New York City, USA

About MJ KIM. You can create your own Art Fair! Just follow instructions. It is simple and easy.Thanks for providing extra opportunity for Artist. It's simple and easy.Thanks for providing extra opportunity for Artist.

[Message](#)
[Biography](#)
[Groups](#)

**Edit**

 8,939 Artworks  
 52,521 Followers  
 432 Followings

MY GALLERY PRODUCTS MY PICKS FOLLOWERS FOLLOWING

**POST+** ANYTHING TO HOWL, LUSTIK?








**Lustik Jackson**  
New York City, USA

A year after Google Street View was launched, Montreal-based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website. Montreal-based artist Jon Rafman started collecting interesting views.



Notification

-  **Lee Joohyeon** started following your gallery. 5days ago
-  **Sooyeol** started following your gallery. 5days ago
-  **Park jin-woo** started following your gallery. 5days ago
-  **Hyo seong** started following your gallery. 5days ago
-  **Mr. Kim** started following your gallery. 5days ago



**Lustik Jackson**  
New York City, USA

A year after Google Street View was launched, Montreal-based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website. Montreal-based artist Jon Rafman started collecting interesting views.



CREATE IT. HOWL IT LOUD. 



SEARCH FOR ART, PEOPLE, AND GIFT...



FOLLOWING

GALLERY

GIFT

LOCATION

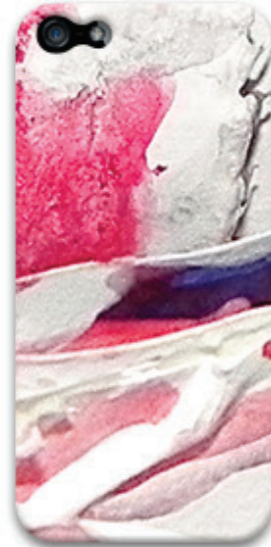


## Gift



**Lustik Jackson**

New york city, USA



iPhone 5/4/4S  
**\$20**

[View Detail](#)

[Add to Cart](#)

WONDERLAND

June 8, 2012

5 comments 15 likes

#sculpture #art #design



Howl it



**2012 TDC: Type di...**

New york city, USA



iPhone 5/4/4S  
**\$20**

[View Detail](#)

[Add to Cart](#)

WONDERLAND

June 8, 2012

5 comments 15 likes

#sculpture #art #design



Howl it



**Damage**

New york city, USA



iPhone 5/4/4S  
**\$20**

[View Detail](#)

[Add to Cart](#)

WONDERLAND

June 8, 2012

5 comments 15 likes

#sculpture #art #design



Howl it



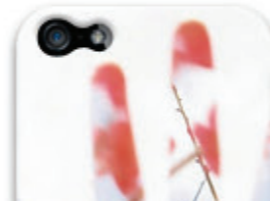
**Harvey Davis**

New york city, USA



**Derrick Johnson**

New york city, USA



**Christopher Winsler**

New york city, USA





SEARCH FOR ART, PEOPLE, AND GIFT...



FOLLOWING

GALLERY

GIFT

LOCATION



**Lustik Jackson**  
New York City, USA

Message 8

Notification 17



**Lee hyeon** started following your gallery.  
5days ago



**Sooyeol** started following your gallery.  
5days ago



**Park jin-woo** started following your gallery.  
5days ago



**Hyo seong** started following your gallery.  
5days ago



**Mr. Kim** started following your gallery.  
5days ago

[Load more notifications](#)

Group



**The Factory** 9  
New York City, USA



**NY Artists**  
New York City, USA



**Bohemian street people**  
New York City, USA



**Jazz union** 21  
New York City, USA



**Bboyworld** 11  
New York City, USA

[Create Group](#)

[Load more Groups](#)

POST+

ANYTHING TO HOWL, LUSTIK?



**Lustik Jackson**  
New York City, USA

A year after Google Street View was launched, Montreal-based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website.

June 8, 2012 5 comments 15 likes



**Sooyeol** 5days ago  
really love and enjoyed looking at the colours

2 minutes ago **Lustik Jackson**  
thanks for you kind words good friends :)



Comment...

#sculpture #art #design



**Ralph Lauren**  
New York City, USA

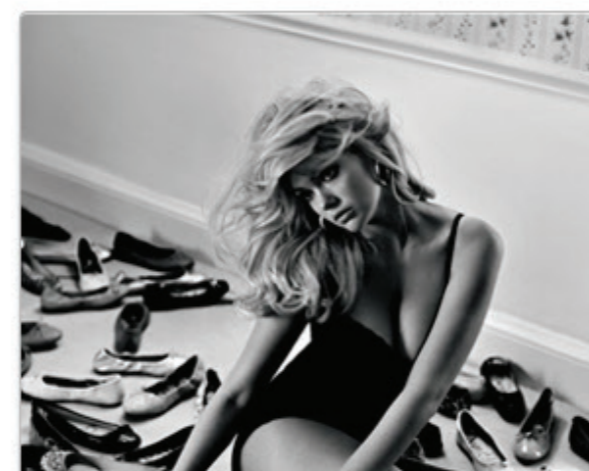
A year after Google Street View was launched, Montreal-based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website.

June 8, 2012 0 comments 15 likes



Comment...

#photography #fashion #design







**Jessy Mayfair**

New York City, USA

Follow

A year after Google Street View was launched, Montreal based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website. Google Street and posted website posted them on his website. Google Street and posted website... [Continue Reading](#)



June 8, 2012

Comments 8,910



**Lee Jooheon** 5days ago  
this is fucking awesomeeee! great work :)



**Sooyeol** 5days ago  
really love and enjoyed looking at the bright

**Jesy Mayfair** 5days ago  
Increibles trabajos, me declaro FAN!

[See More Comments](#)

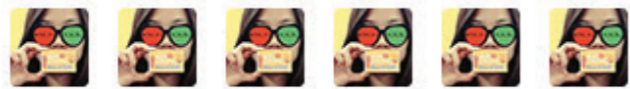


Comments...



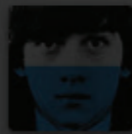
Peoples who howled this 8,910

[See more](#)



Report

# WONDERLAND



**Lustik Jackson**

New York City, USA

A year after Google Street View was launched, Montreal-based artist Jon Rafman started collecting interesting views from Google Street and posted them on his website. Montreal-based artist Jon Rafman started collecting interesting views.

June 8, 2012

5 comments



**Sooyeol** 5days ago  
really love and enjoyed looking at the colours! its awese



SEARCH FOR ART, PEOPLE, AND GIFT...



FOLLOWING

GALLERY

GIFT

LOCATION



**Lustik Jackson**

New york city, USA

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CREATE IT. HOWL IT LOUD.



SEARCH FOR ART, PEOPLE, AND GIFT...



FOLLOWING

GALLERY

GIFT

LOCATION



ART FAIR

tdc

### 2012 TDC: Type directors club Award

New york city, USA

2012. 10. 23 ~ 10. 30

About MJ KIM. You can create your own Art Fair! Just follow instructions. It is simple and easy.Thanks for providing extra opportunity for Artist.



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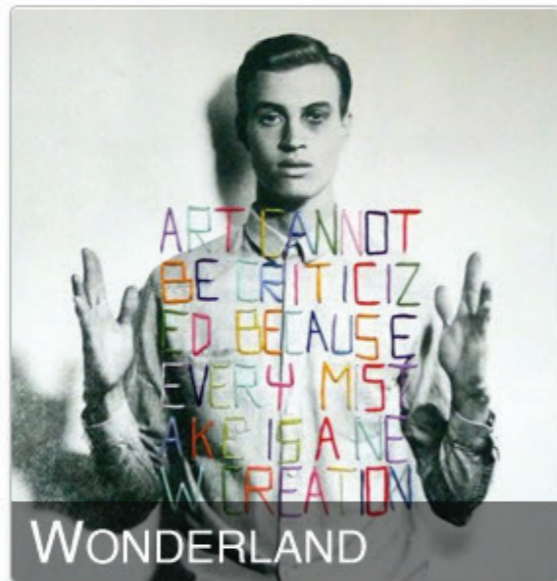
POST+

ANYTHING TO HOWL, LUSTIK?



Christopher Winsler

New york city, USA



June 8, 2012

5 comments 15 likes



Missy Lee

New york city, USA



Derrick Johnson

New york city, USA

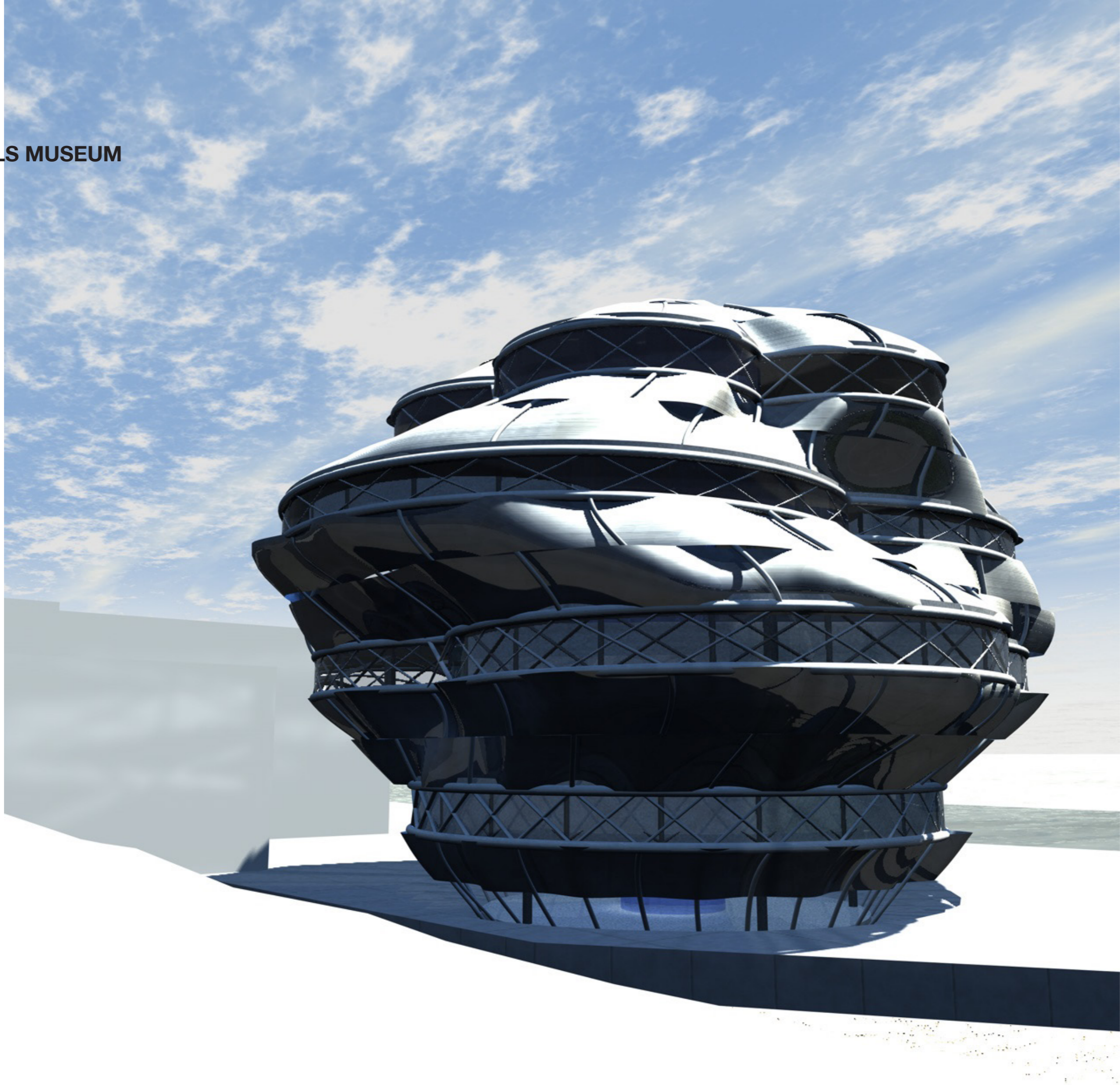


June 8, 2012

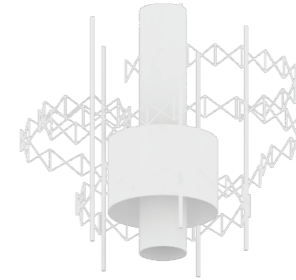
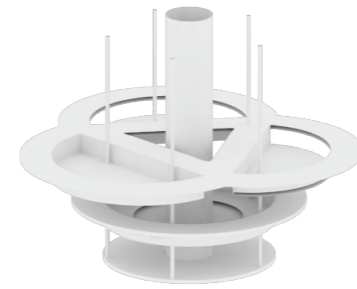
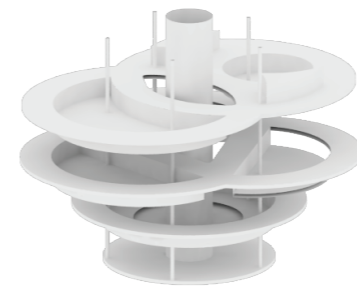
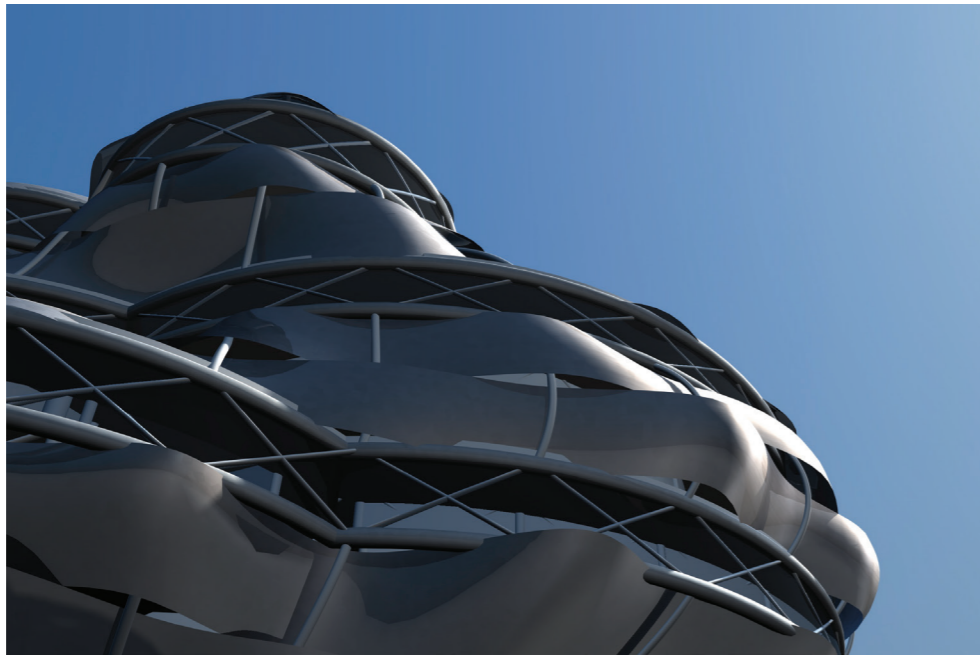
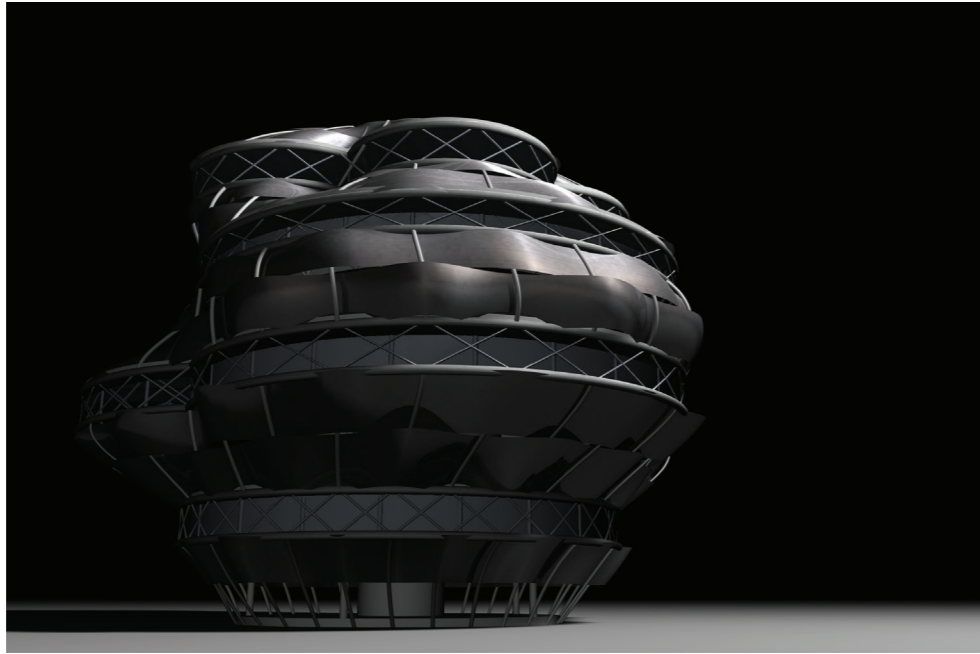
5 comments 15 likes

PROJECT:

**SENECA FALLS MUSEUM**  
SENECA FALLS, NY

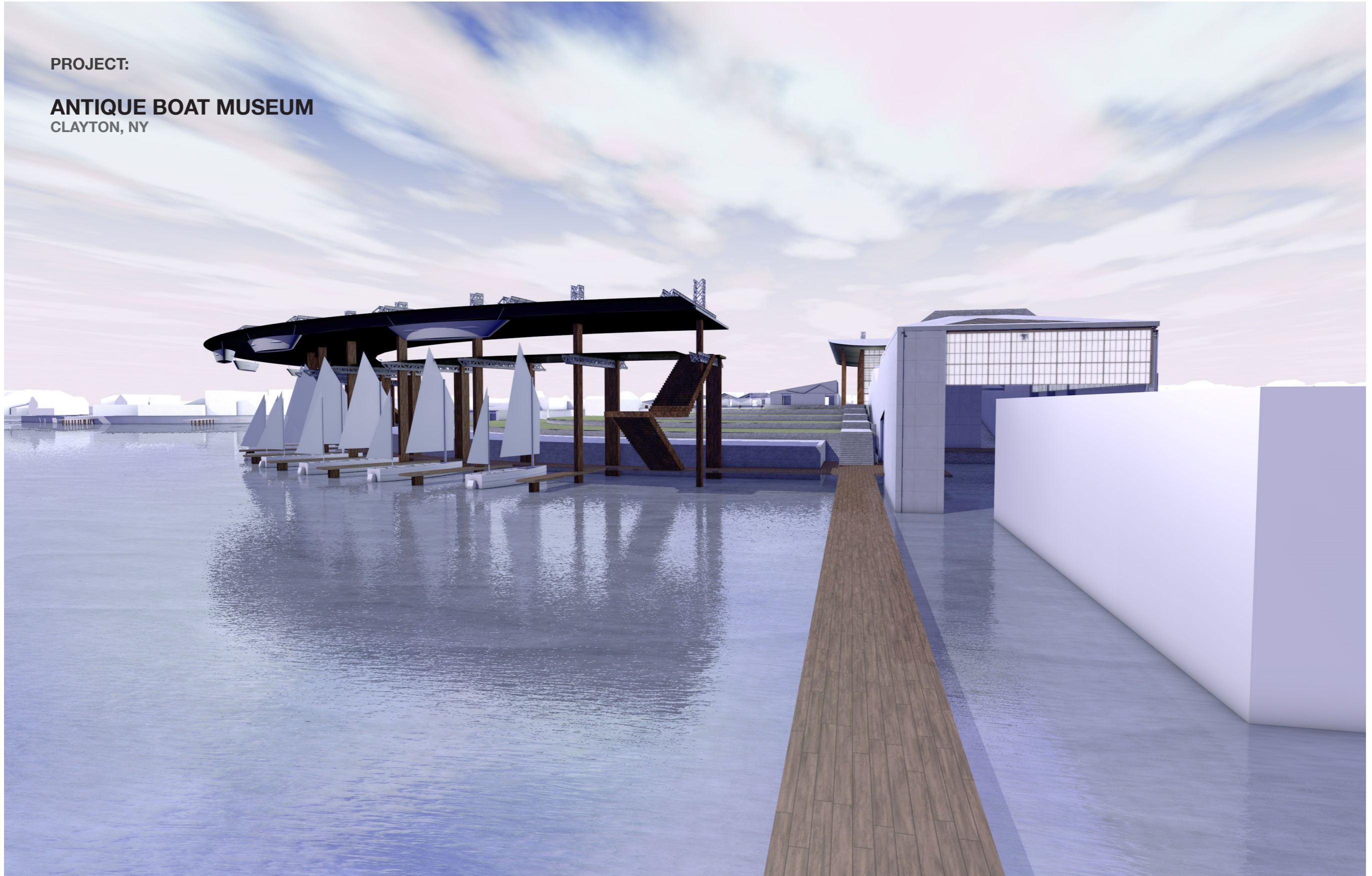


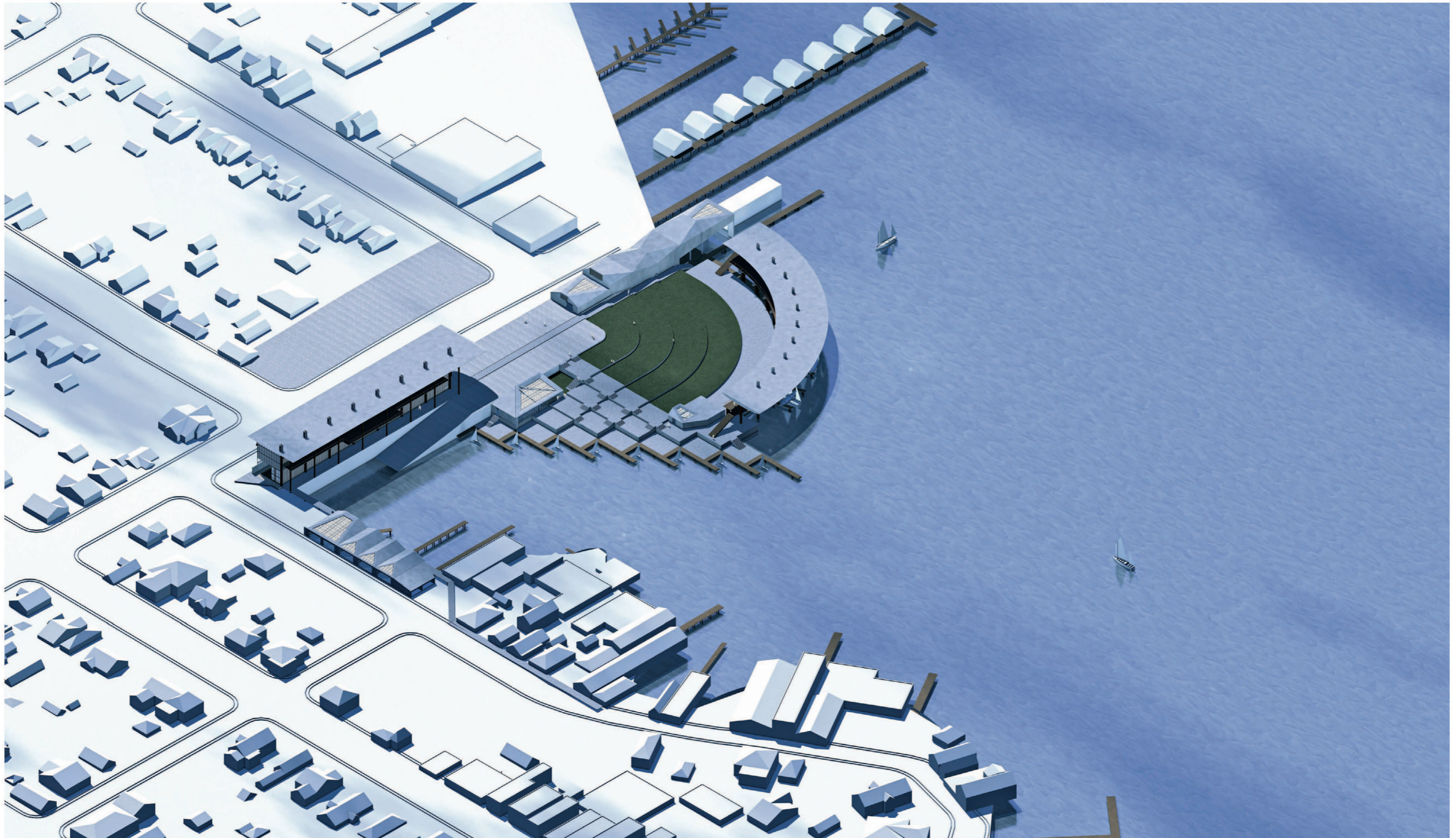
©JONG HYUN YOOK



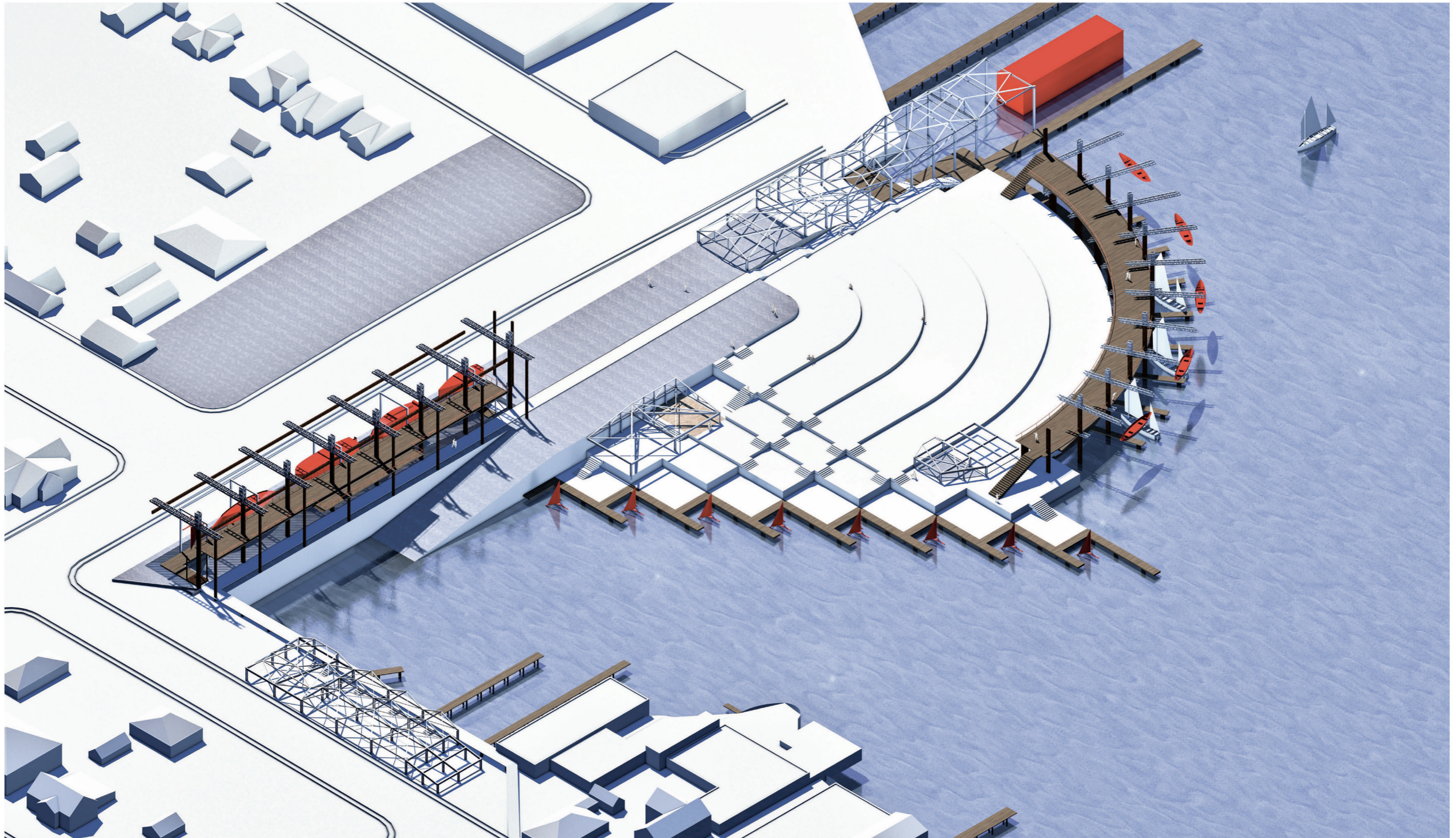
PROJECT:

**ANTIQUE BOAT MUSEUM**  
CLAYTON, NY



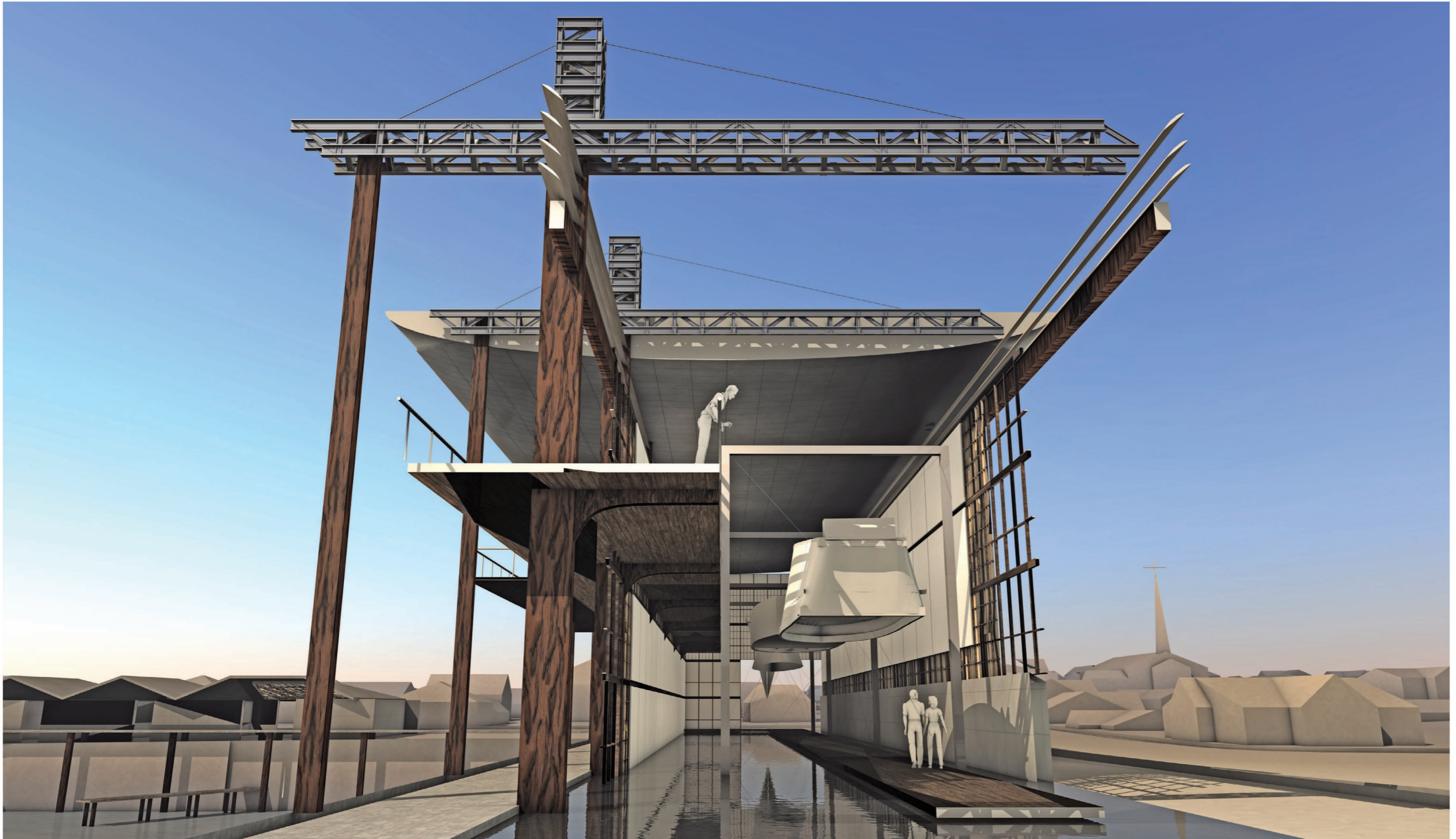


Antique Boat Museum | Clayton, NY  
ISOMETRIC VIEW | Scale: 1"=1/64"



Antique Boat Museum | Clayton, NY  
STRUCTURAL AXONOMETRIC VIEW

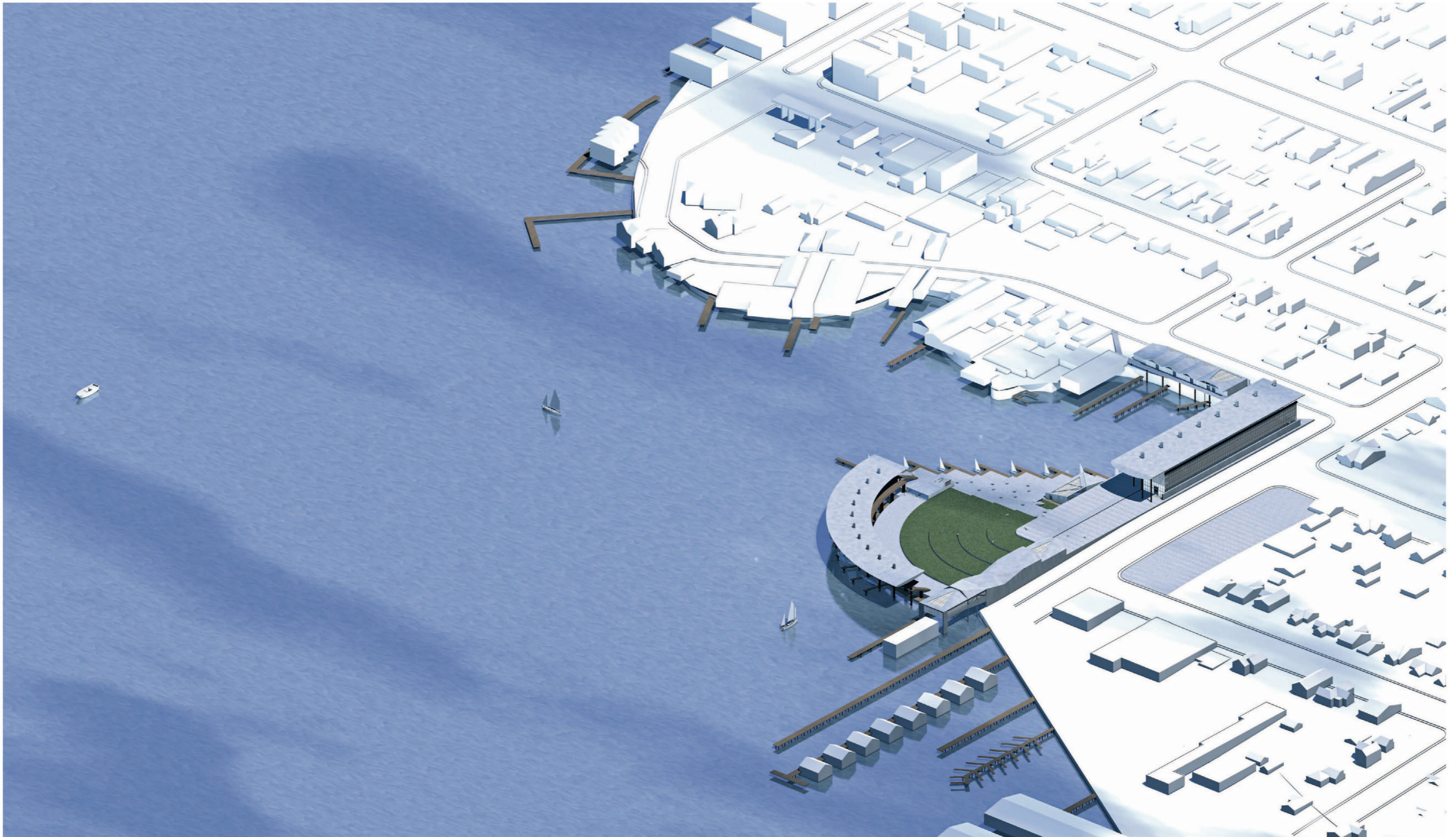




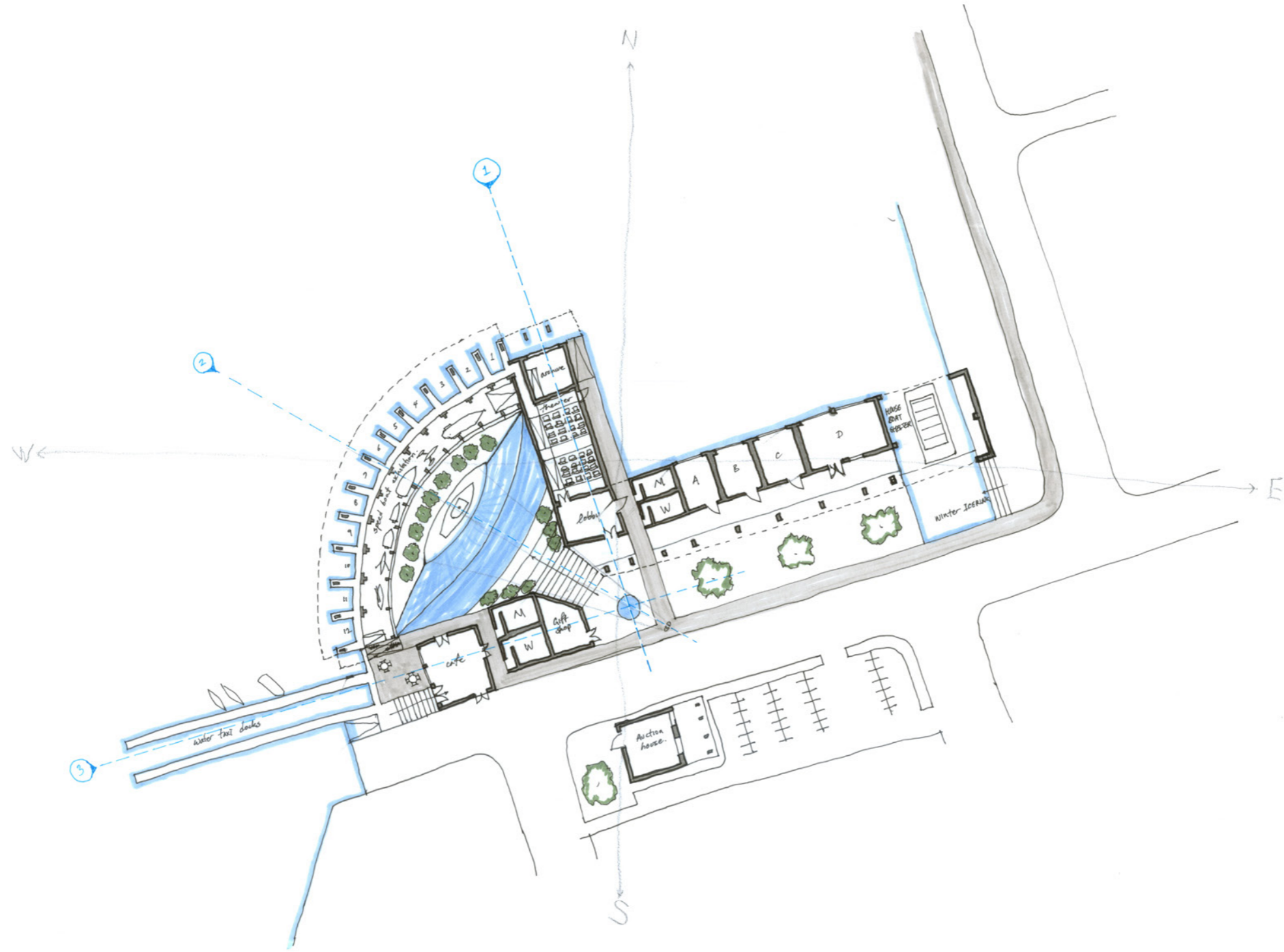
Antique Boat Museum | Clayton, NY  
SECTIONAL PERSPECTIVE VIEW  
PRIME EXHIBITION - RACEBOATS

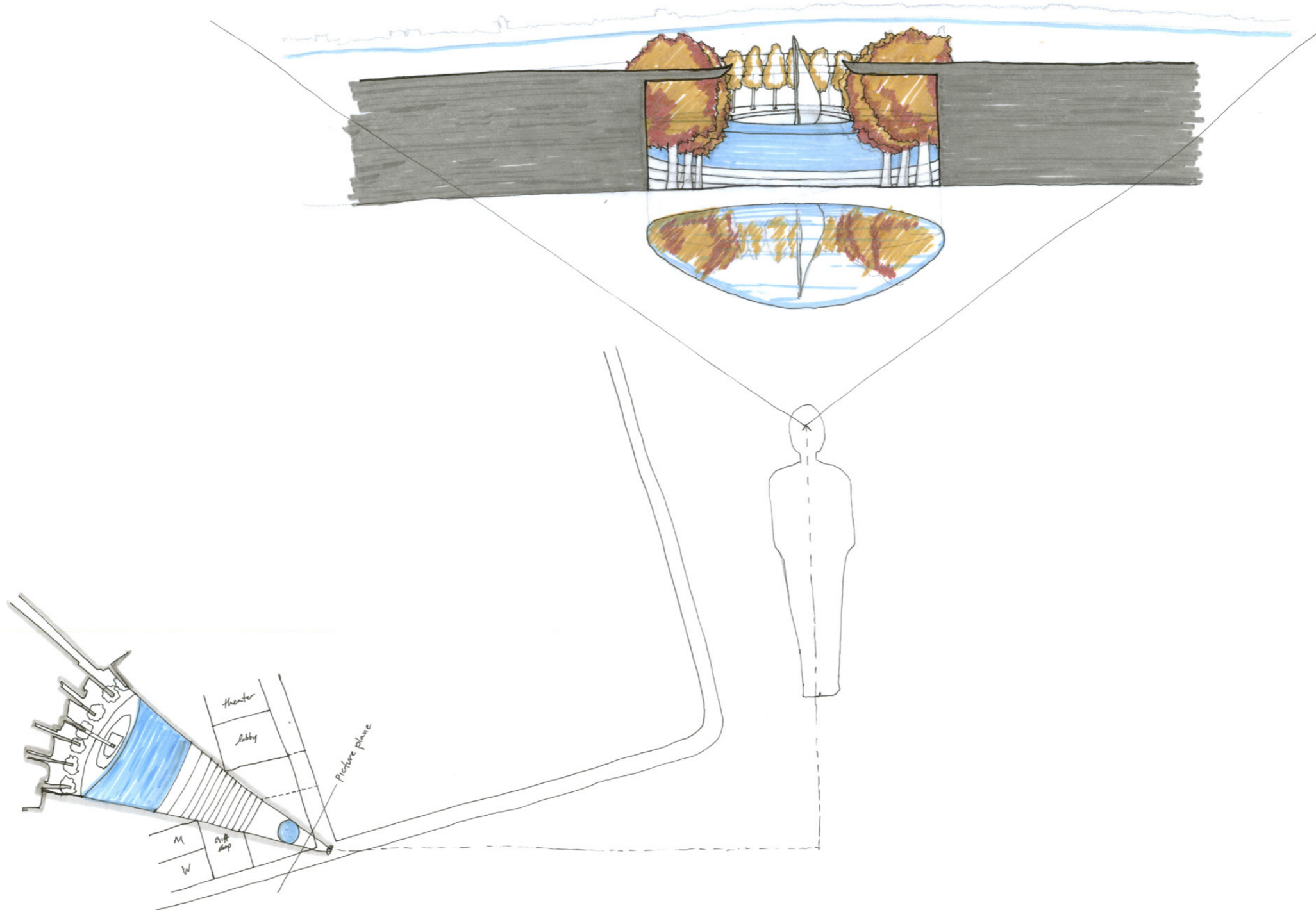


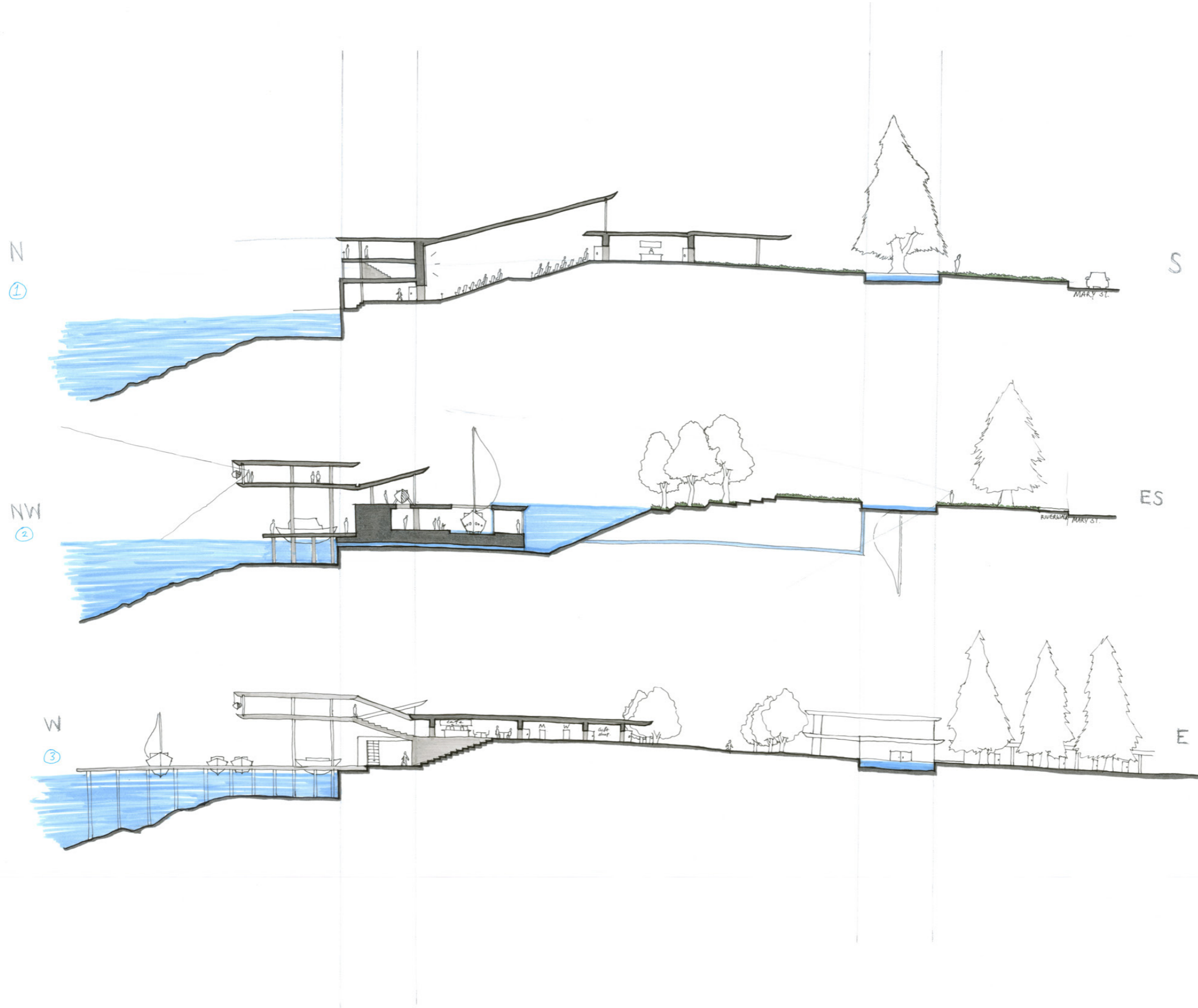
Antique Boat Museum | Clayton, NY  
PERSPECTIVE VIEW  
PRIME EXHIBITION - RACEBOATS



Antique Boat Museum | Clayton, NY  
AXONOMETRIC VIEW | Scale: 1"=1/64"



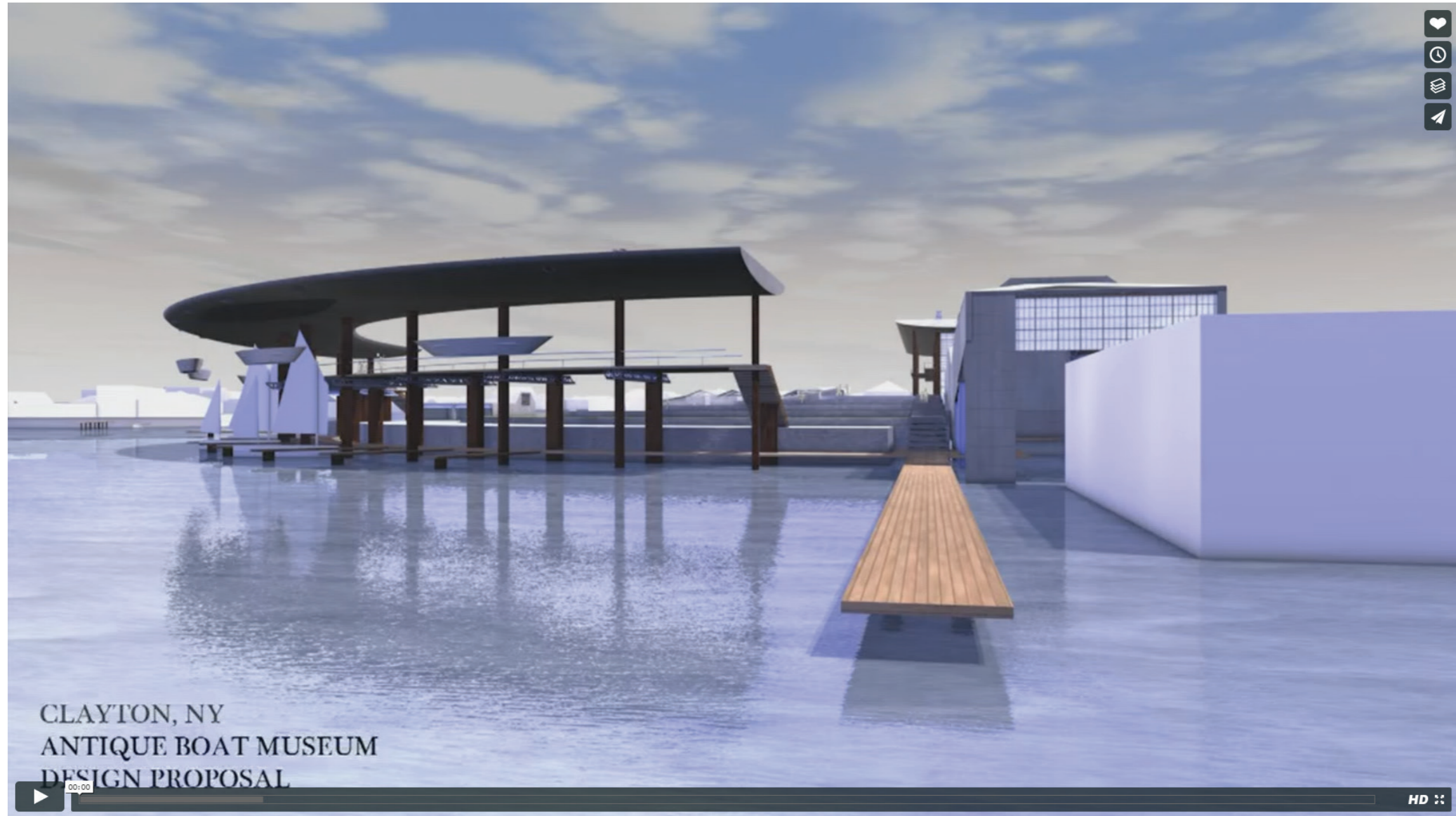




PRESENTATION VIDEO:

## ANTIQUE BOAT MUSEUM

3D SPATIAL ANIMATION (02:15)



PROGRAMS USED:

**RHINOCEROS**  
3D MODELING

**CINEMA 4D**  
RENDERING  
ANIMATION

**PREMIERE PRO CS6**  
VIDEO EDITING

PROJECT:

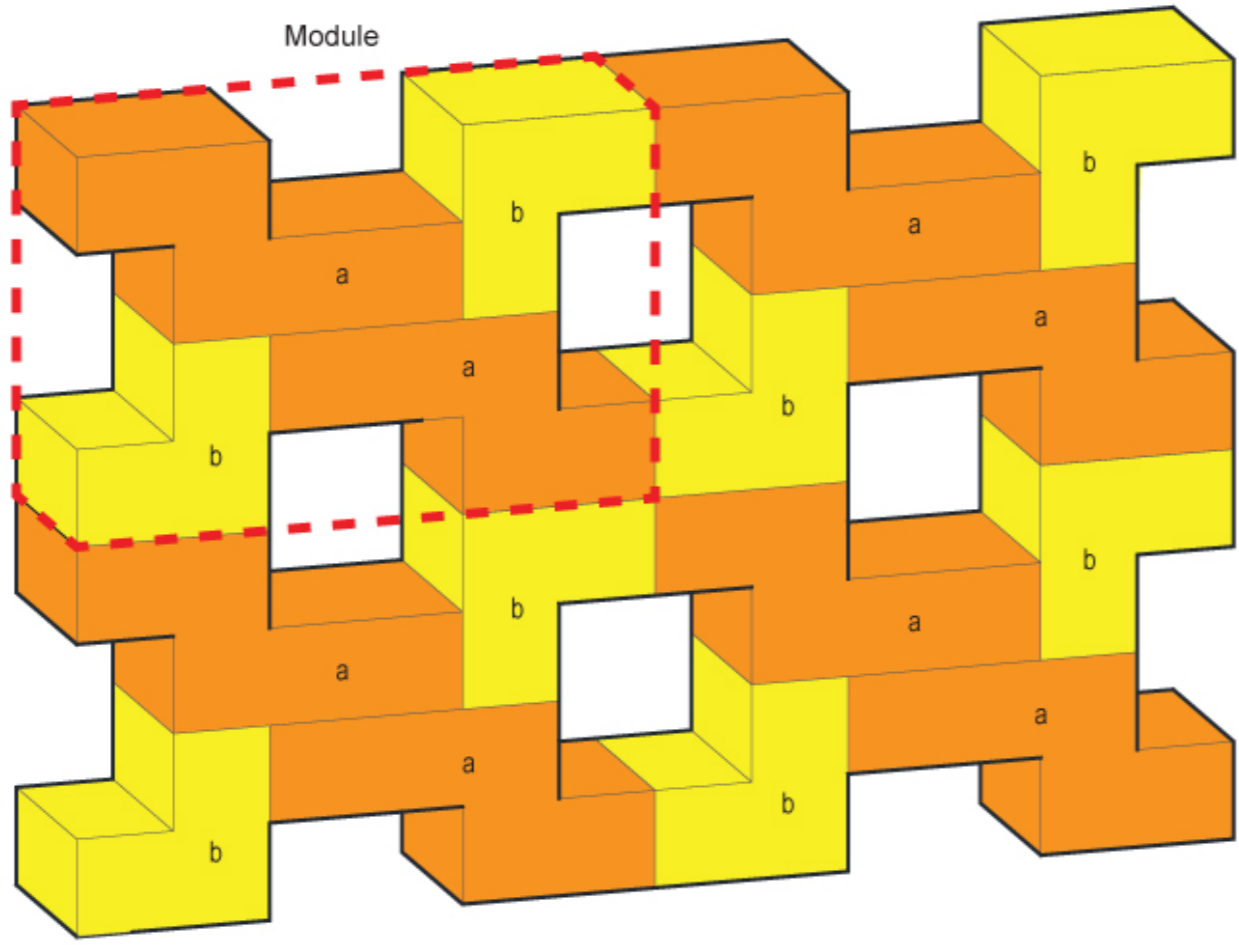
**FORT POINT LIVING - APARTMENT COMPLEX**  
BOSTON, MASSACHUSETTS



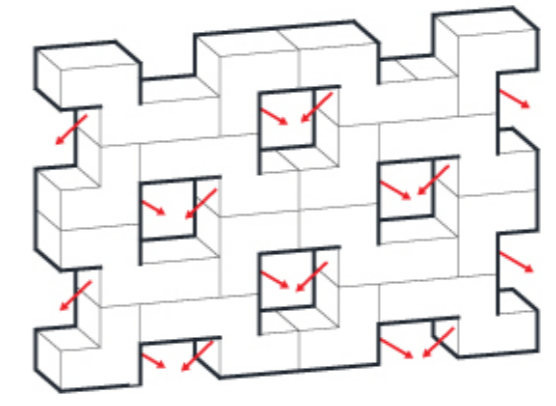
ELEVATION NW  
1" = 1/16"

03 May 2011  
Studio M. Pelken  
Kwang min Lee  
Jong hyun Yook

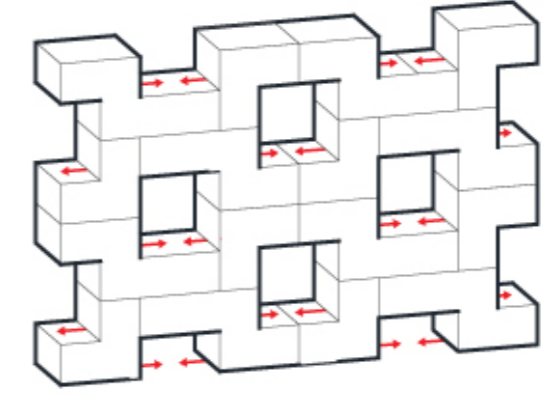




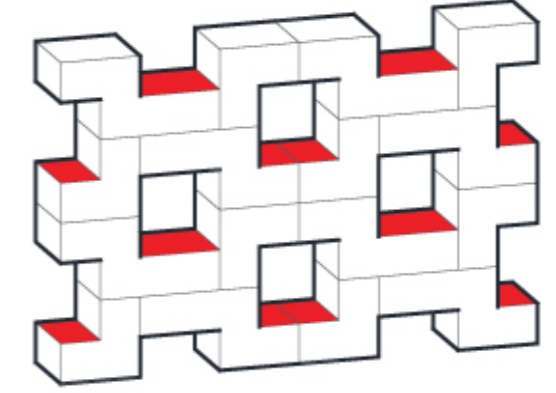
a family unit  
b studio unit



Visual Interaction



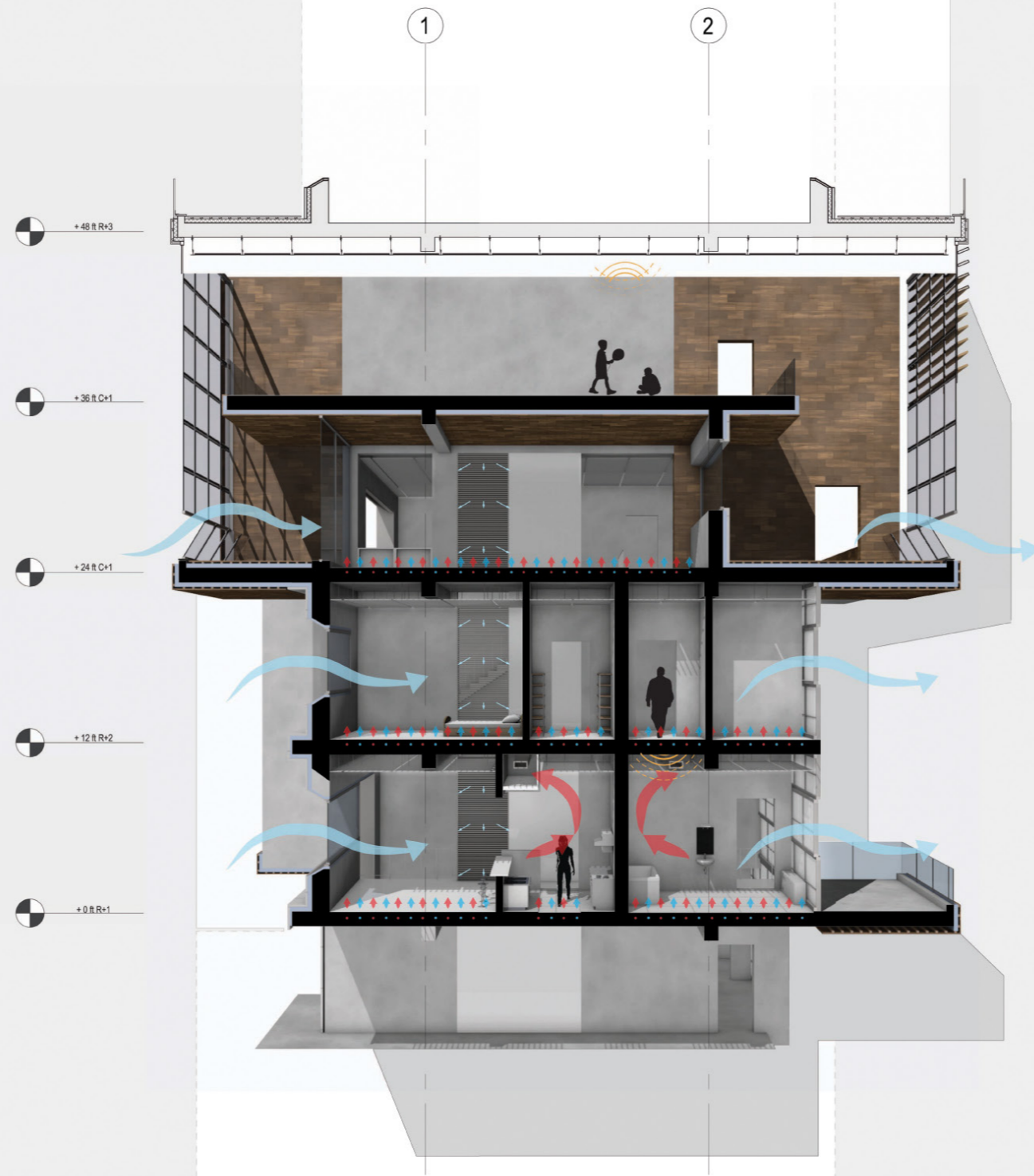
Accessibility

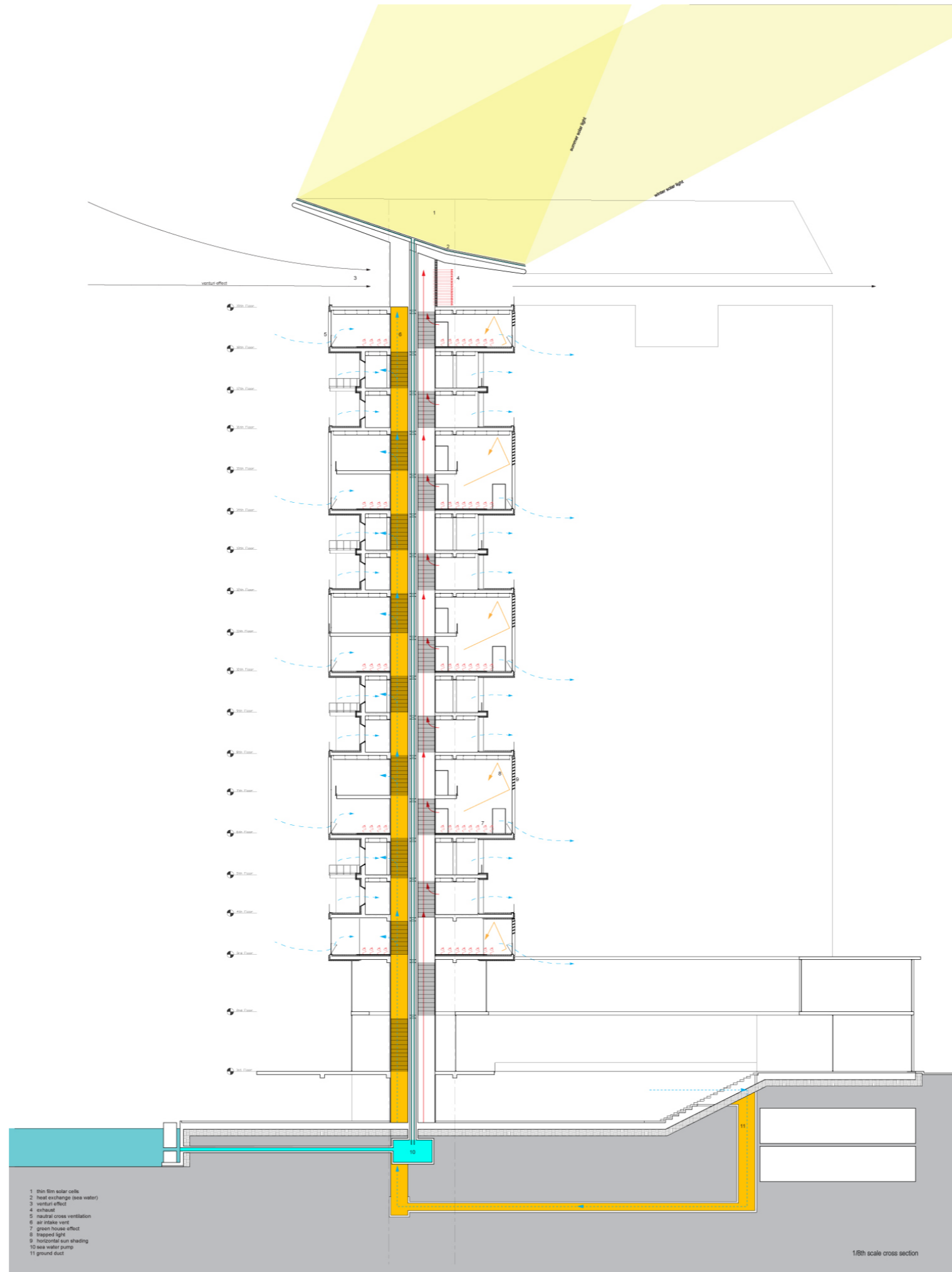


Gallery / Common balcony

04 May 2011  
Studio M. Pelken  
Kwang min Lee  
Jong hyun Yook







03 May 2011  
Studio M. Pelken  
Kwang min Lee  
Jong hyun Yook



PRESENTATION VIDEO:

## FORT POINT LIVING - APARTMENT COMPLEX

3D SPATIAL ANIMATION (02:30)



### Credits:

Jong Hyun Yook (jyook@syr.edu)  
Kwang Min Lee (klee@syr.edu)  
Professor Michael Pelken (mpelken@syr.edu)  
Song: *Castle - Nujabes Theme*

PROGRAMS USED:

**RHINOCEROS**  
3D MODELING

**CINEMA 4D**  
RENDERING  
ANIMATION

**PREMIERE PRO CS6**  
VIDEO EDITING

DESIGN TEAM:

**DONGWOO Architects & Engineers**  
**SD Partners Architecture**



PROJECT TITLE:

**Children's Education Facility**

LOCATION:

**Gwang-Gyo New Town,  
South Korea**

PROJECT DESCRIPTION:

The project was a joint project between DONGWOO Architects & Engineers and SD Partners Architecture. The site was surrounded by a low mountain and a road on one side. The building is designed with playful facade block elements, materiality, and colors to inspire young children in creativity and form.

The plan is also arranged in playful juxtaposition of spaces with different characteristics. The outer wrapper is intended to contain the playful arrangements and hug the building in a protective manner as a mother would for her child, inspired by the site condition of surrounding mountain.





PRESENTATION VIDEO:

# CHILDREN'S EDUCATION FACILITY

3D SPATIAL ANIMATION (02:28)



PROGRAMS USED:

**RHINOCEROS**  
3D MODELING

**CINEMA 4D**  
RENDERING  
ANIMATION

**PREMIERE PRO CS6**  
VIDEO EDITING

**DESIGN TEAM:**

**DONGWOO Architects & Engineers**



**PROJECT TITLE:**

**Paju Music Library & Auditorium**

**LOCATION:**

**Paju, South Korea**

**PROJECT DESCRIPTION:**

The proposal for the new Music Library and Auditorium in Paju was designed to provide a dynamic spatial experience for the users. The ramping promenade leads down to the entrance of the auditorium space. The first floor main entrance of the building leads to the lobby and the library spaces on the first, second and third floors. Just outside of the entrance is an exhibition gallery space where artworks are presented to the public. The facade of the building is made with solar panels that rotate throughout the day to gain maximum sunlight and provides 85% of the building's energy consumption.

PRESENTATION VIDEO:

**M LIBRARY**  
3D SPATIAL ANIMATION (02:27)



PROGRAMS USED:

**RHINOCEROS**  
3D MODELING

**CINEMA 4D**  
RENDERING  
ANIMATION

**PREMIERE PRO CS6**  
VIDEO EDITING



**JONG HYUN YOOK**

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**brian.j.yook@gmail.com**