

**Company:** Korea representative

**Nomination Submitted by:** KCU

**Company Description:** Bae Seog Bong is the official representative of the Stevie Awards in South Korea.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Company History Publication - Up to 50 Years

**Nomination Title:** Korea 009 Dawon & Company's 『Creative Innovator 30』

1. Date this publication was first distributed:

Published June 30, 2025

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 152 words used.**

Dawon & Company is leading the development of the interior architecture design industry in Korea and is growing into a global company. To celebrate its 30th anniversary, we published the 30 years history of Dawon&Company, which consists of a general history centered on the founding spirit and management innovation activities, and a project history that selects core projects by business and tells the story of the project's concept and brand value.

Through interviews with executives and long-term employees, we have uncovered vivid historical facts and the company's growth DNA, and compiled the company's 30 years history of leading the way as a 『Creative Innovator 30』 .

The design identity was highlighted by using the '+' as a graphic motif, borrowed from the Border line, which expresses the basis of architectural design and serves as the central standard for measurement. This allowed us to expand into points, lines, and planes while maintaining design consistency.

3. Provide the applicable creative and production credits for this entry:

Creative & Production CEO: Gi-Sook Chu

Writer: Eun-Mong Park

Project manager: Eun-Kyeong Jeong

CLIENT: Dawon & Company

## Attachments/Videos/Links:

[Korea 009 Dawon & Company's 『Creative Innovator 30』](#)



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