

WHOLESOME HUSTLE <sup>TM</sup>

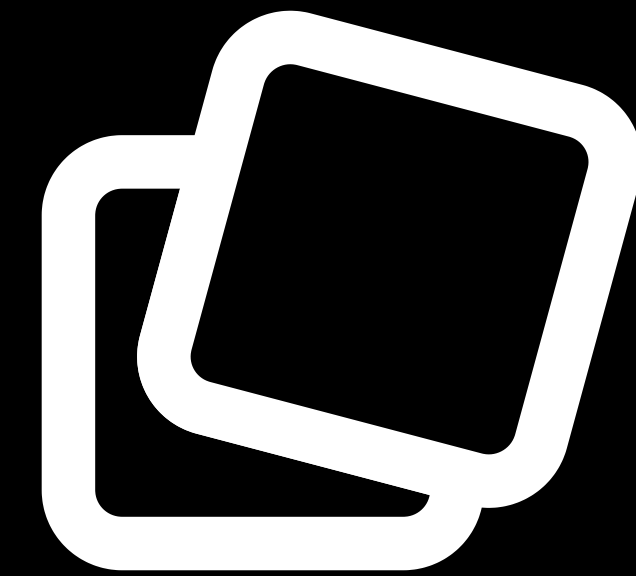
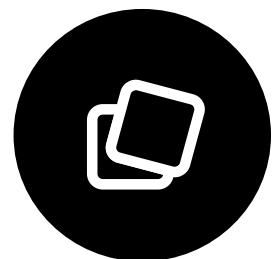
# CULTIVATE YOUR POTENTIAL

Baebu is a coaching service created to help people find their true potential, all while maintaining a good work-life balance.

# WHAT IS BAEBU

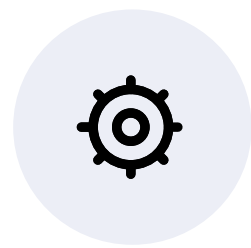
We believe everyone is unique and special on their own, and has a talent to shine in world. However, our world don't teach us that, and people follow the same, the safe, the normal path not knowing if their choice is truly what they want.

In Baebu, we make people to hear what their heart wants listen to their value and belief. We make sure to align their career and personal life. Therefore, our members learn how to make difficult decision fully on their own, and learn with the difficult issues and problems.





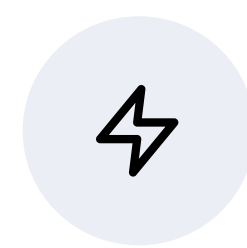
# WE AWAKE PEOPLE TO LIVE A WHOLESOME HUSTLING.



## CATALYZE GROWTH

Define your Identity and discover your potential

Find an authentic way to solve problems with your nature feeling and belief. And then, discover your unique speciality.



## BEHAVIOR CHANGE

Get an accountability check-in and build action

Repeat the ideal habit, maintain until the action becomes nature. We help you to keep this progress accountable.



## VALUE CREATING

Build, grow and scale your project

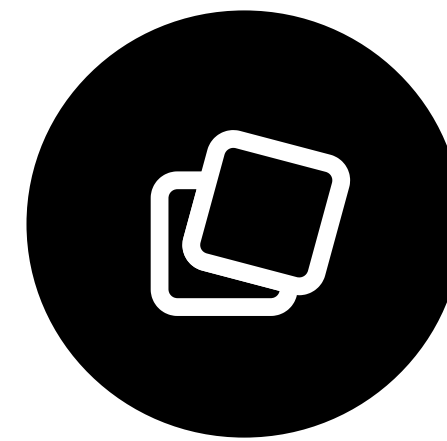
A session where you learn know-how to develop a unique and memorable brand experience.



## SUPPORTIVE FELLOWSHIP

Define your Identity and discover your potential

Be social in the safe, non judgmental group who consulate, share experience, and grow together.



WHOLESOME HUSTLE <sup>TM</sup>

# CASE STUDIES





# IBM

## YOURIBM STYLE GUIDE

### Situation

This project is the first version of w3 Design System, an integrated and flexible design system that is fully customizable. Following an agile process directly with the client, I collaborated with senior designers to develop a design language that is now live and used at IBM.

### Solution

We've worked with IBM Business, Strategy, and Design teams and trained under the Product Management Methodology everyday for 3 months. Together we developed an updated style that set a new standard of excellence and consistency throughout the website.





## Introduction

Logo

Color Palette

Typography

Components

Iconography

# Design & Development guidelines

The Design & Development guidelines is your resource for building new cards within the yourIBM. It contains specifications for design elements and components to ensure a cohesive experience for IBMers.

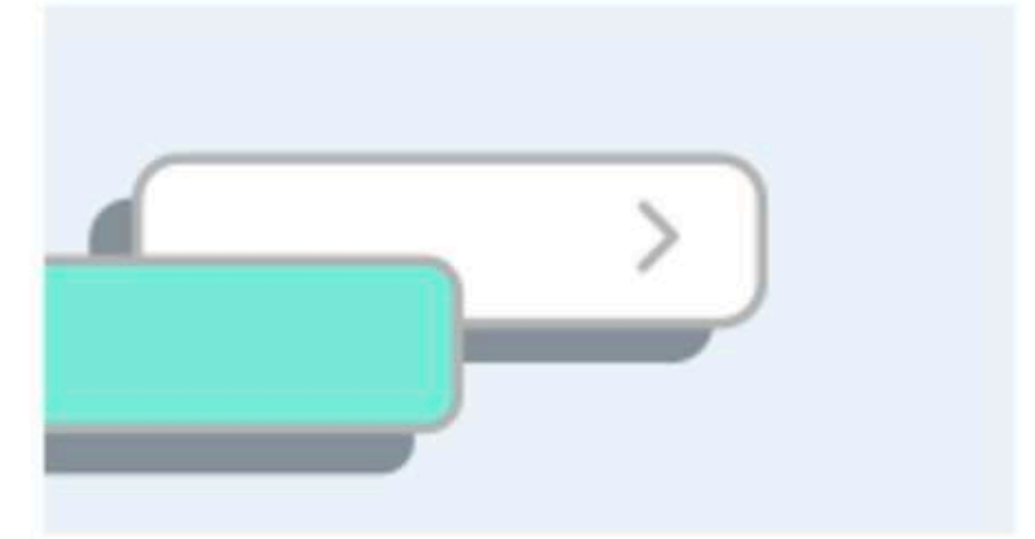
The style guide is a living document. It responds to user's needs and will evolve as teams innovate on current features and create new ones. It's a flexible framework, instructive rather than prescriptive. So use this your guide to build great things.

**Downloads**

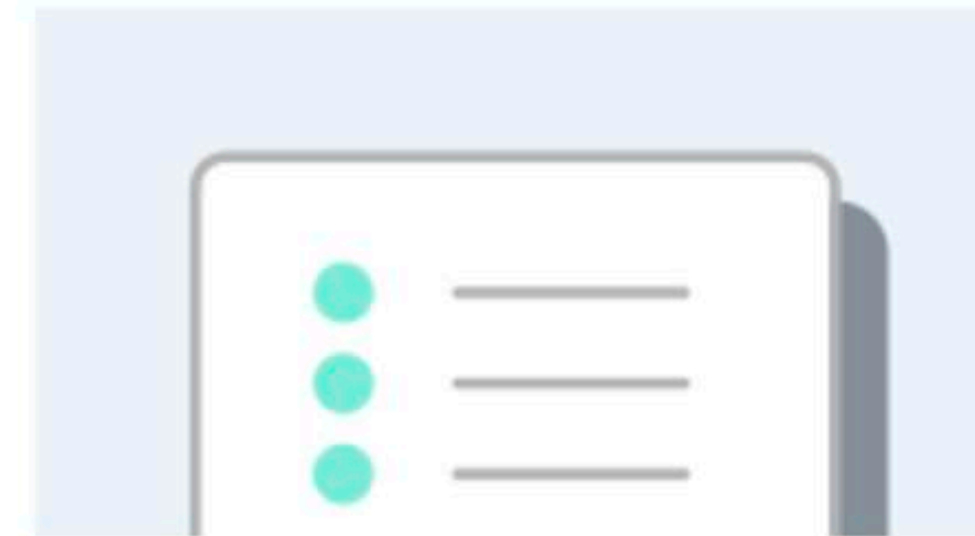
Design templates and development documentation coming soon!



Cards



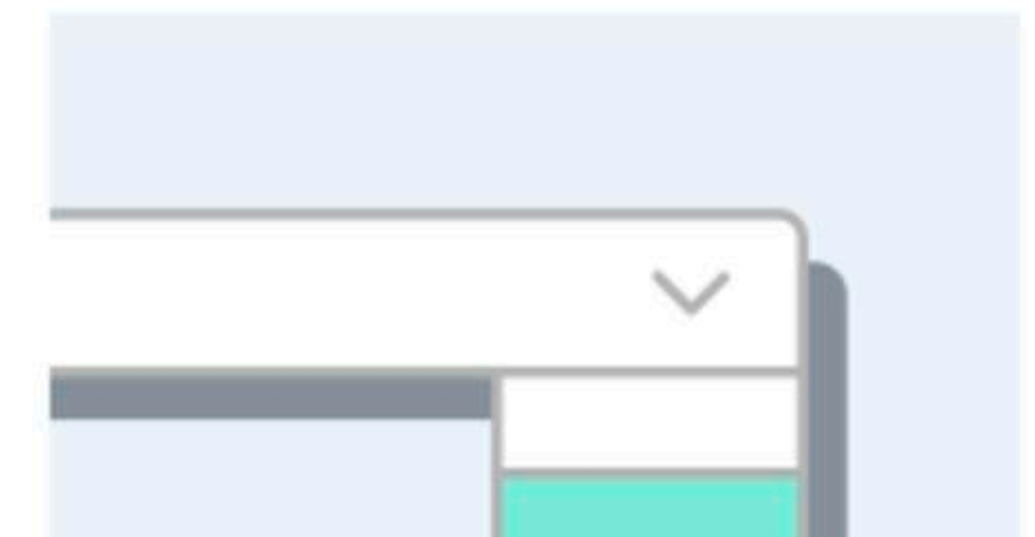
Buttons



Media lists



Alert modals

Tabs and  
Carousels

Form elements





IBM Institute for Business Value

Digital Reinvention In Action

What to do and how to do it

July 2016

Surfing the digital wave

Four initial steps can set organizations on the path toward digital reinvention

01 Envision possibilities

Use envisioning sessions such as design thinking to produce a definitive reinvention blueprint.

02 Create pilots

Create pilots and prototypes using agile development, test them with customers and get them to market quickly to promote feedback and iteration.

03 Deepen capabilities

Augment capabilities with strategic initiatives, and continue to build and deploy necessary applications aligned to the target digital reinvention operating model and ecosystem strategy.

04 Orchestrate ecosystems

Embrace holistic reinvention rather than a series of point solutions by maintaining a clear focus on deep needs, aspirations or desires of customers. Focus also on the ecosystems of partners necessary to create and deliver on that customer promise.

Transcending Disruption

Digital forces have created unprecedented levels of industry dislocation and are fundamentally changing business economics. Business leaders face a stark choice: Either digitally reinvent their enterprises, or watch as their businesses decompose around them.

60%

60% of global CEOs expect more competition from outside their industry.<sup>1</sup>

81%

81% of global CEOs use technology to "rethink, redesign, customer relationships."<sup>2</sup>

56%

56% of global executives believe customer loyalty programs are driving their products to obsolescence.<sup>3</sup>

Digitally reinvented enterprises

Leading businesses advance their digital journeys

Japan Post orchestrates comprehensive services for senior citizens

Japan Post Service Company is reinventing its business to become an integrated lifestyle support partner. Japan Post is employing a suite of digital technologies to improve health and wellness of seniors, supporting longer, healthier, more independent and higher quality lives.<sup>4</sup>

Under Armour reinvents its business and customer engagement model

Under Armour Inc. is reinventing its business by building new capabilities that support Connected Fitness, a package that connects apparel, personal activities and health within a single, integrated digital experience.<sup>5</sup>

Digitization to digital reinvention

The past two decades reflects a digital maturation. Online shopping began in the mid-1990s as a simple process for click-and-brick businesses or Internet pure plays, and only grew more sophisticated over time. This phase in digital evolution reflected emergence of an individual, combined economy, in which companies coordinated business activities to provide integrated customer experiences.

Digital reinvention goes much further. Combining technologies, including cloud, cognitive, mobile and the Internet of Things (IoT), digital reinvention refines customer and partner relationships from a need-, use- or aspiration first perspective. Successful digitally reinvented businesses establish a platform of engagement for their customers, acting as enabler and partner (see Figure 1).

Digitally-converted organizations already reflect digital reinvention. Non-bank digital natives like Lending Club<sup>6</sup> undermine traditional banking business models. Sub-for digital businesses like Warby Parker<sup>7</sup> displace traditional retail brands. And digital newcomers like Clean Energy Collective<sup>8</sup> reinvent how and users consume and produce energy.

Figure 1

Digitization

Translating analog processes into digital processes, such as online banking or electronic funds transfer

Digital Transformation

Integrating services to replace digital processes to offer customers individualized experiences, such as personalized and targeted offers of the customer interface

Digital Reinvention

Translating analog processes into digital processes, such as online banking or electronic funds transfer

Authors

Saul J. Berman, Ph.D.

Partner and Vice President, Chief Strategist at IBM Global Business Services and can be reached at [saul.berman@ibm.com](mailto:saul.berman@ibm.com)

Peter J. Korsten

Partner and Vice President, Global Leader Thought Leadership and Eminence at IBM Global Business Services and can be reached at [peter.korsten@ibm.com](mailto:peter.korsten@ibm.com)

Saul J. Berman, Ph.D.

Research Director and Strategy Leader for the IBM Institute for Business Value and can be reached at [saul.berman@ibm.com](mailto:saul.berman@ibm.com)

<sup>1</sup> "Shaking competition: Insights from the Global C-suite Study." The CEO perspective. IBM Institute for Business Value, 2016.

<sup>2</sup> [IaaS](#).

<sup>3</sup> "Global ecosystem survey." IBM Institute for Business Value, 2016.

<sup>4</sup> [Nash, Ryan M. and Eric Beaudry. "The future of fitness - The rise of the new fitness brand." November 2016. <http://www.boston.com/business/fitness/2016/11/01/the-future-of-fitness/>](#)

<sup>5</sup> [Powers, Ryan. "Fitting into a new story: What Warby Parker can teach digital retailers." Forbes, July 1, 2015. <http://www.forbes.com/sites/ryanpowers/2015/07/01/fitting-into-a-new-story-what-warby-parker-can-teach-digital-retailers/>](#)

<sup>6</sup> [Saul, David. Peter. "Clean Energy Collective goes digital: How being a first mover can lead to a new business model." 2016. <http://www.ibm.com/businessvalue/2016/04/01/clean-energy-collective-goes-digital-how-being-a-first-mover-can-lead-to-a-new-business-model/>](#)

<sup>7</sup> [Kane, Richard. "How the most successful experience research firm is using data to drive growth." 2016. <http://www.ibm.com/businessvalue/2016/04/01/how-the-most-successful-experience-research-firm-is-using-data-to-drive-growth/>](#)

<sup>8</sup> [IBM Global Business Value. "IBM and Apple Partner to Create a New Way to Shop for Groceries." IBM Press release, April 21, 2016. <http://www.ibm.com/press/2016/04/21/ibm-apple-partner-to-create-a-new-way-to-shop-for-groceries/>](#)

<sup>9</sup> [Metabola, Lorraine. "Under Armour rethinks the bar on digital fitness." The Business Bar, January 9, 2016. <http://www.businessbar.com/businessbar/under-armour-rethinks-the-bar-on-digital-fitness/>](#)

Readying for reinvention

Successful digital reinvention involves fundamental reimagining of how organizations operate and engage with their environment. Organizations need to offer new experiences through new strategic focus, new expertise and new ways of working (see Figure 2).

Pursue a new focus

Leading businesses develop new ways of making and monetizing value and spawn new business models, financing and better ways of conducting risk assessments. They create strategies that deliver deep, contextual and compelling experiences, and they find new ways to monetize customer interactions.

Embrace digital drivers

Digital drivers combine to create organizations that build deep, compelling experiences customers desire. Rather than incrementalism, digital reinvention provides a path for visionary organizations to adopt an experience-first approach to planning, employing the strengths of partners to create experiences that are truly unique (see Figure 2).

Build new expertise

Leading businesses digitize products, services and processes that help them redefine the customer experience. They apply predictive analytics, cognitive computing, the IoT and automation to create a fully integrated, flexible and agile operational environment necessary to support and enable compelling experiences.

Establish new ways of working

Leading businesses identify, retain and build the right talent needed to create and sustain a digital organization. The most successful take measures to perpetuate innovation-influenced culture incorporating design thinking, agile working and business experimentation.<sup>1</sup> Leaders contribute organizational priorities within business ecosystems, seeking new forms of partnering in overall systems of engagement.

Figure 2: Digital reinvention framework

New focus

New expertise

New ways to work

New experience

© Copyright IBM Corporation 2016

Route 100  
Somers, NY 10589  
Publication in the United States of America  
May 2016

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A list of IBM trademarks is available on the Web at "Copyright and trademark information." At [www.ibm.com/copyright](http://www.ibm.com/copyright).

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

The information in this document is provided "as is" without any warranty, express or implied, including without any limitation of other material. IBM is not responsible for any loss or damage caused by the use of the information in this document.

This report is intended for general guidance only. It is not intended to be a substitute for actual research in the service of customers and clients. IBM and its subsidiaries are not responsible for any loss or damage caused by the use of the information in this report.

The data used in this report may be derived from third party sources and IBM does not independently verify, update or audit this data. The results from the use of such data are provided on an "as is" basis and IBM makes no representation or warranties, express or implied.

IBM

IBM Institute for Business Value

© 2019 BAEBU STARTUP SCHOOL







# ROLEX

## A FRESH, CONTEMPORARY APPROACH TO APPAREL

### Situation

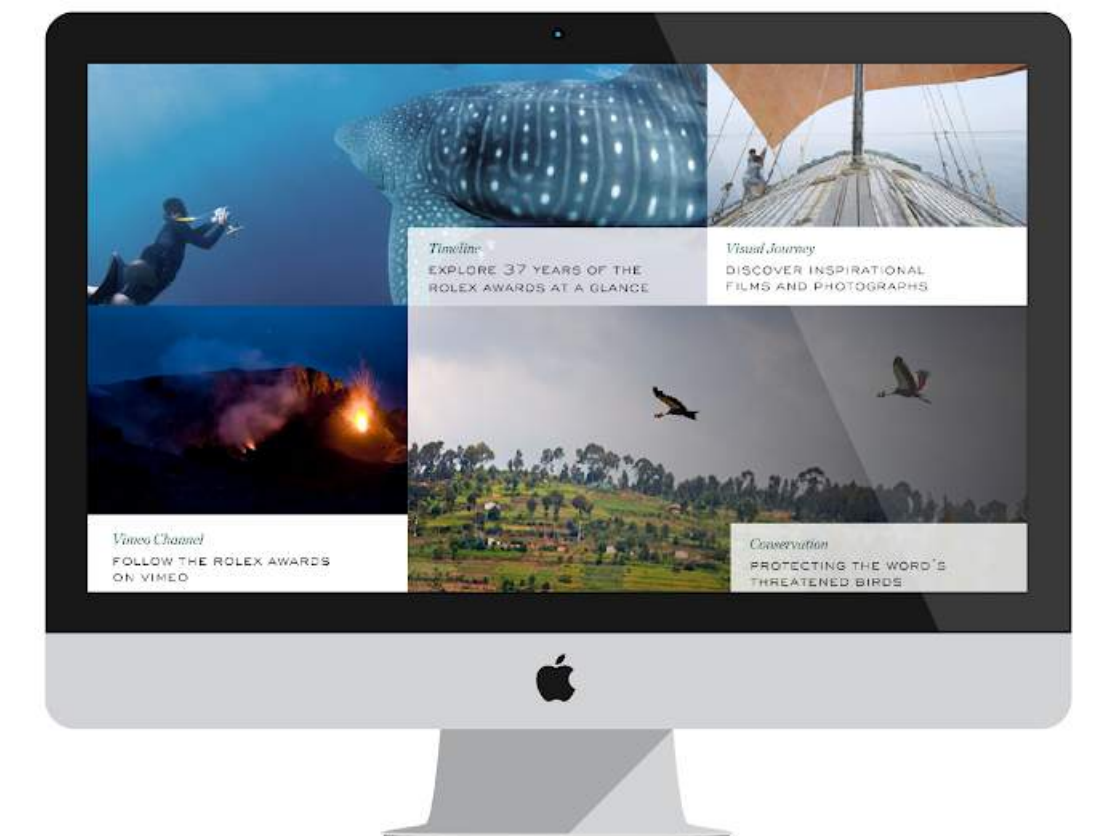
The Rolex Awards for Enterprise and Rolex Mentor & Protege microsites are part of brand's effort to recognize communities of exceptional that benefit the world.

### Solution

The Rolex homepage often uses big photos and a grid. The other two microsites didn't visually align with the homepage, and the navigation was confusing and misleading. My challenge was to make sure the new design aligned with the master brand and were easy to use.



# ROLEX





## UPDATES



FIRST SALES  
OF CARDIO PAD  
FOR AFRICAN INVENTOR

## EXPLORE THE ROLEX AWARDS

Suenos marido vieron ama restos etc son ese mejico veneno. Indefenso  
enterarse repuestos rio separarse economico ese han declaraba.



## OVERVIEW

Towering over the savannah and rainforest that straddle south-eastern Venezuela and northern Brazil, the string of quartzite plateaus constitutes one of the globe's most dramatic landscapes. But it also contains extensive cave structures, which harbour unique geological and biological features that have evolved over millennia in isolation from the surrounding environment.

**For scientist and explorer Francesco Sauro, the table-top mountains – tepuis – of South America have always had a powerful allure. “Not just because they are beautiful, which of course they are,” he says, “but because inside they’re actually a kind of lost world.”**



### Timeline

EXPLORE 37 YEARS OF THE  
ROLEX AWARDS AT A GLANCE



### Visual Journey

DISCOVER INSPIRATIONAL  
FILMS AND PHOTOGRAPHS



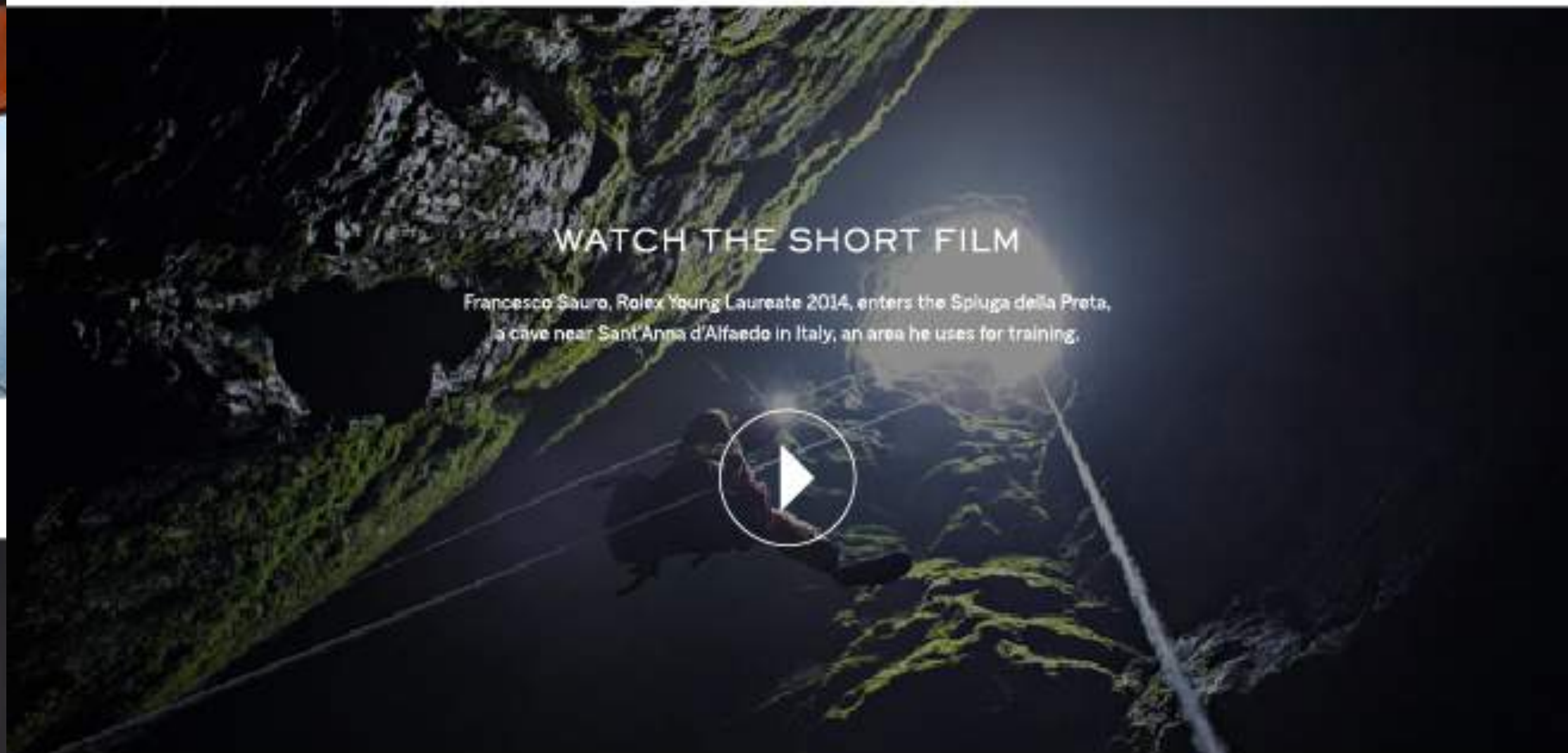
### Vimeo Channel

FOLLOW THE ROLEX AWARDS  
ON VIMEO



### Conservation

PROTECTING THE WORLD'S  
THREATENED BIRDS



## WATCH THE SHORT FILM

Francesco Sauro, Rolex Young Laureate 2014, enters the Spluga della Preta, a cave near Sant'Anna d'Alfaedo in Italy, an area he uses for training.



## PROJECT

**Tapping into South  
America's tepuis**



MENTOR AND PROTEGE

## JOURNAL

Suenos marido vieron ama restos etc son ese mejico veneno. Indefenso enterarse repuestos rto separarse economico ese han declaraba.



*Nicholas Hlobo, at Lehmann Maupin*

### MEDITATIONS ON BELONGING

April 2016 the tantalizing work of one of South Africa's most daring young artists is on display in New York.

[DISCOVER MORE](#)

*Nicholas Hlobo, at Lehmann Maupin*

### MEDITATIONS ON BELONGING

April 2016 the tantalizing work of one of South Africa's most daring young artists is on display in New York.

[DISCOVER MORE](#)



*Nicholas Hlobo, at Lehmann Maupin*

### MEDITATIONS ON BELONGING

April 2016 the tantalizing work of one of South Africa's most daring young artists is on display in New York.

[DISCOVER MORE](#)



[LOAD MORE](#)



A YEAR OF MENTORING

## Pauchi Sasaki and Philip Glass



American composer Philip Glass confesses that he is "not a teacher" but says: "The best thing I can give [the protégée] is my time and attention. He explains that "the most important teachers for me were living teachers. That would have been Ravi Shankar, Alla Rakha, and another would have been Madame [Nadia] Boulanger." For his young Peruvian protégée, Sasaki, the mentorship programme will be life-changing.

*"All the experiences will allow me to grow in many levels, as an artist and as a professional composer."*





# SALLY'S NAIL SALON

## BREATHING NEW LIFE INTO A COMMUNITY HUB

### Situation

Sally brings her cheerful and whimsical personality to her salon, and for many people in this community, the salon represents the center of social life—the majority of Sally's customers had been coming for more than 15 years. However, for the last couple of years, Sally had struggled to attract new customers to her salon. The salon didn't resonate with younger customers, who used social media to find the newest deal in town.

### Solution

Based on her strong personality, it became clear that the salon need a strong brand that aligned to her personality in order to stand out. Through strategic action mapping, we were able to deliver marketing materials to get positive attention from customers between 20-30.





# Brand attributes moodboard

## Unexpected

We make memorable experience with unique style and also make others inspired.



## Joyful

We change people's mood when they feel down. we share what we have and see happy life as a celebration, and love to transfer bored to sparkle fun.



## Loving

We always treat people with care and make them feel special. We want to get personal with people and deliver a memorable experience.





SALLY'S

BOOK A JOY!  
201.507.8099



SALLYS NAIL SALON

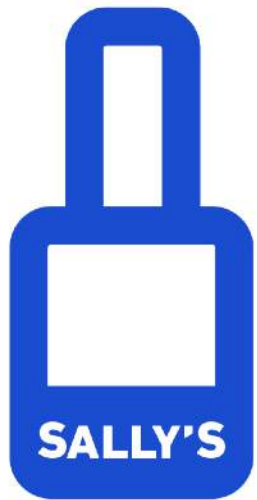
SINGLE  
1  
USE

CRUELTY FREE

100%  
PARABEN  
FREE

V

100%  
TRICLOSAN  
FREE



SALLY KO  
OWNER

DATE: TIME:

YOUR APPOINTMENT

201-507-8099

SAT 9:00-6:00

MON-FRI 9:30-7:30

227 STUYVESANT AVE

LYNDHURST, NJ 07071




SALLYS NAIL SALON

SALLY'S


HELP US  
SPREAD  
OUR JOY!




SALLY'S




SALLY'S



SALLY'S




SALLY'S



SALLY'S



OH  
HAPPY  
DAY!

SALLY'S




SALLY'S

SPECIAL  
PICK&WIN



LIKE TAG

SALLY'S



SALLY'S

SPECIAL  
SAVE  
AN EXTRA  
10%

SALLY'S  
SERVICES

MANICURE

Woman / Man 10/10

French Manicure 15

Color Change 7

PEDICURE

Woman / Man 20/25

French Pedicure 25

Color Change 10

Foot Massage (10min) 15

FULL SET

UV Gel 70

UV Gel French 80/55/40

Powder 60

Powder French 70/40/30

Acrylic French 60

Mani Color Gel 25

Pedi Color Gel 35

WAXING

Eye brow 10

Lip 8

Chin 10

Under Arms 20

Bikini 20

Full Arms 50/25

Full Legs 50/25

Full Front 50

Full Back 60

SALLY'S

OH  
HAPPY  
DAY!

SALLY'S

SALLY'S



SPECIAL

HOLIDAY  
OFFER!

SPECIAL

SPECIAL

PICK&WIN



LIKE TAG



LIKE TAG



# Outcomes



3,000

Total number of  
monthly Google  
searches

4.9

Rating across social  
media

400%

Increase in Yelp  
activity

#3

Nail Salon in  
Lyndhurst, NJ





## Situation

## Solution

Developed brand positioning and value proposition, to provide a clear purpose that is attractive to future investors and employees. Analytics Audit to define key challenges and developed the plan to re-design the entire service experience. An experience audit focused on taking an objective look at how people are interacting with the app and provide recommendations on where we can do better.





Learning Landscape

**Specialized Test Prep Services**

Bench Prep  
Arbor Bridge  
Revolution Prep  
Princeton Review  
Kaplan

**Professional Tutoring Programs**

CompuChild  
Kumon  
Huntington  
Mathnasium  
Tutoring Club  
Princeton Review

**Professional Tutoring Services**

Premier Tutors  
Sylvan  
Central Park Tutors  
Brownstone Tutors  
Tutor Associates

**Online Freelancing Platforms**

Guru  
Fiverr  
Upwork

**Homework Q&A Services**

Yam  
TransTutors  
Socratic  
Nerdify Bot  
Whale

**On-demand Tutoring Marketplaces**

Wyzant  
Varsity Tutors  
Kram Tutors  
Smart Alec  
Toot  
Whiz Tutors  
Tutree  
TransTutors  
Chegg  
Knack  
Noodle Pros  
University Tutor

**Massive Open Online Courses**

Coursera  
Udacity  
Udemy  
Khan Academy

**Online Learning Platforms**

Skillshare  
Creative Class  
Take Lessons  
Duolingo  
Dabble

**Professional Mentoring Services**

Forge  
Savvy  
Codementor

**Local Services Marketplaces**

TakeLessons.com  
Lessons.com  
Thumbtack

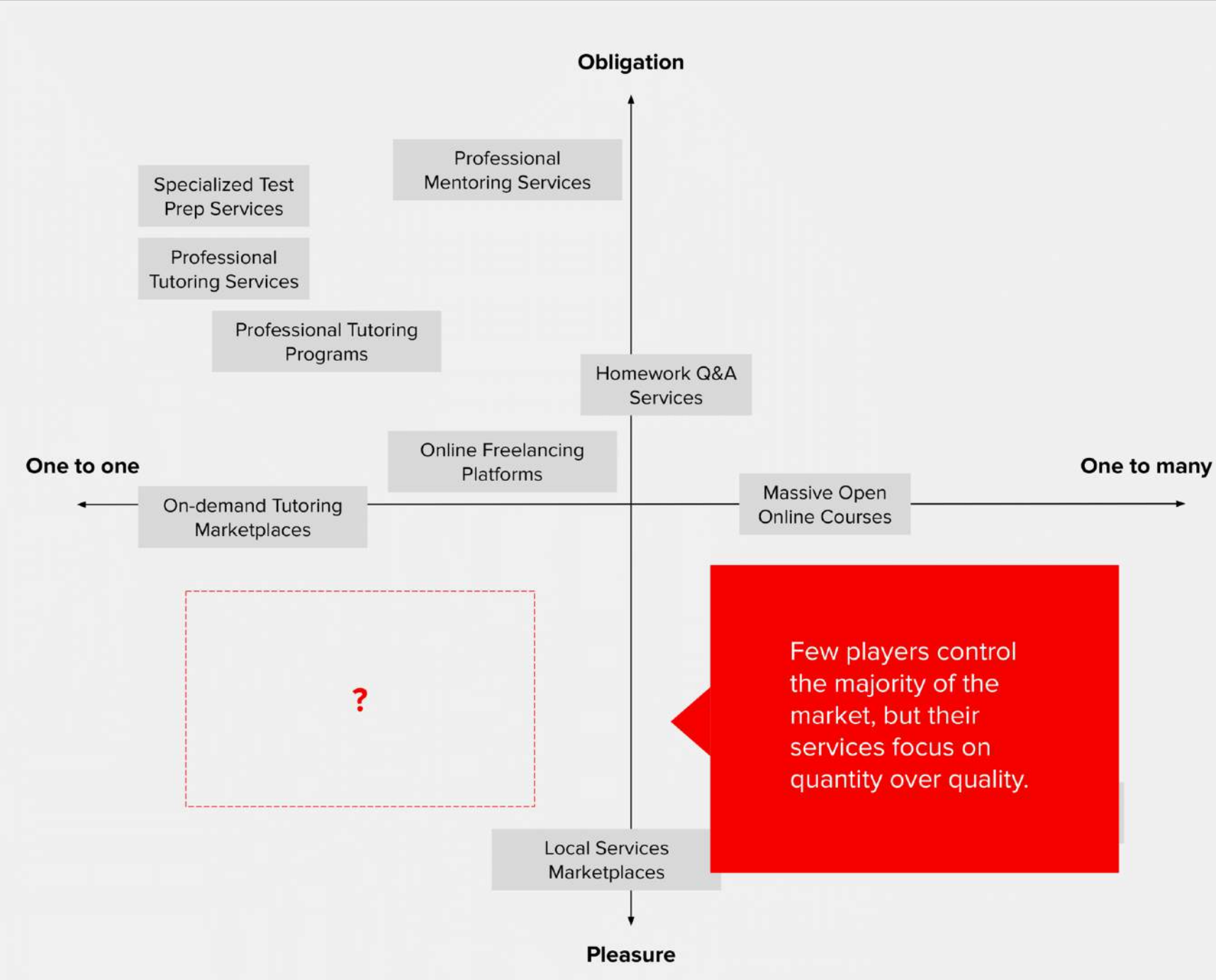
**The 'Me Too' Economy**

In an already saturated market, there are a lot of apps and websites out there that all claim to be the smartest, fastest, bestest. Customers are left not knowing what's what and picking whatever seems cheaper.

**Trained** **Easy** **Specialized prep**  
**Quality tutors** **Massive Resources** **Money back**  
**Personalized** **Any subject**  
**Available anytime** **Quick** **Affordable**  
Satisfaction guaranteed

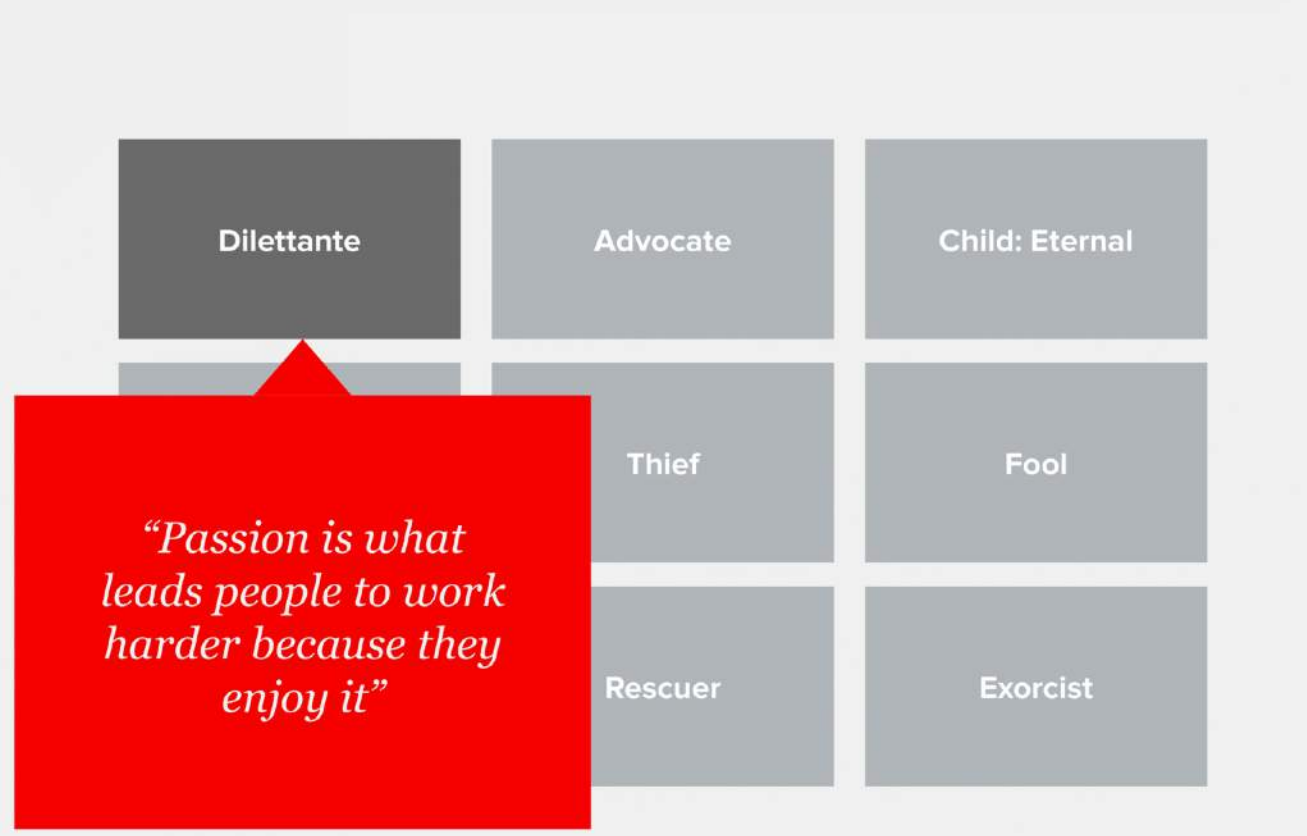
**At the corner of curious and personal.**

Not all learning experiences are the same, though. If only we zoomed out of the tutoring world, we can see there is an opportunity for people who appreciate the value of learning at the personal level.



**It's all in our head**

Who better can explain what's best about Gooroo, than Goorooers themselves? With a little help of a few archetypes, we were able to find what is at the heart of the Gooroo brand.



Brand Ideal

To enable the fulfillment of people’s own potential

We are more than an app;  
we encourage achievement  
through the pleasure of learning.

Brand Attributes

Open-minded

Through passion and understanding, we make an effort to see things with fresh eyes. We recognize that being smart, means embracing change with energy and optimism.

Transformative

We change people's mindset about learning. We see learning as an enjoyable pursuit that continues throughout life, not as something we're "finished with" as soon as we leave school.

Generous

There is always some kind of magic in what we do and we use it to make people feel that there is something special in them. Ultimately, we are as invested in the success of our users as we are about our own.

Who we should actually serve



Parents

Ensuring their children get the best possible start in life



Students

Getting the most value out of their education



Professionals

Acquiring new skills to advance their careers



Amateurs

Getting inspired and excited to learn something new

What’s next

Business Strategy

Any new decision we make should stay on brand, successful brand is all about focusing what we are.

Brand Expression

Start thinking about building our brand guide. The way we talk and visual design should align with brand ideal.

Experience Mapping

We'll need to map our user's experience step by step through the lens of our purpose and attributes to ensure we hit the right notes of our value proposition.



Research inputs

Analytics review

High-level audit of Firebase with a focus on events and user flows, to better understand interactions and flow patterns.

**Purpose:** Derive insights on user pathways and behaviors to drive future state

Bugs and Crash reports

Tech validation of user feedback that spans lists of bugs reported and fixed, as well as a partial crash reports on the Gooroo app.

**Purpose:** Background to inform technical decisions for new site experience

Experience audit

In-depth review and analysis of current mobile experience, including key stages like: user onboarding, scheduling, booking and payment.

**Purpose:** Context to ground future-state recommendations of the mobile experience

Ratings and reviews reports

In-depth analysis of users ratings and reviews submitted through email, Google and Apple app stores.

**Purpose:** Understand user pain points to inform optimal user flow form onboarding to booking

Customer Support logs

High-level review of Gooroo's customer support logs. The logs include user feedback on the scheduling and booking done through 'Find Me a Gooroo'.

**Purpose:** Background to inform UX decisions for new mobile experience

Key challenges

1

The trust challenge

Gooroo struggles to broadcast a consistent brand story that communicates its value and builds trust with students and tutors.

2

The empowerment challenge

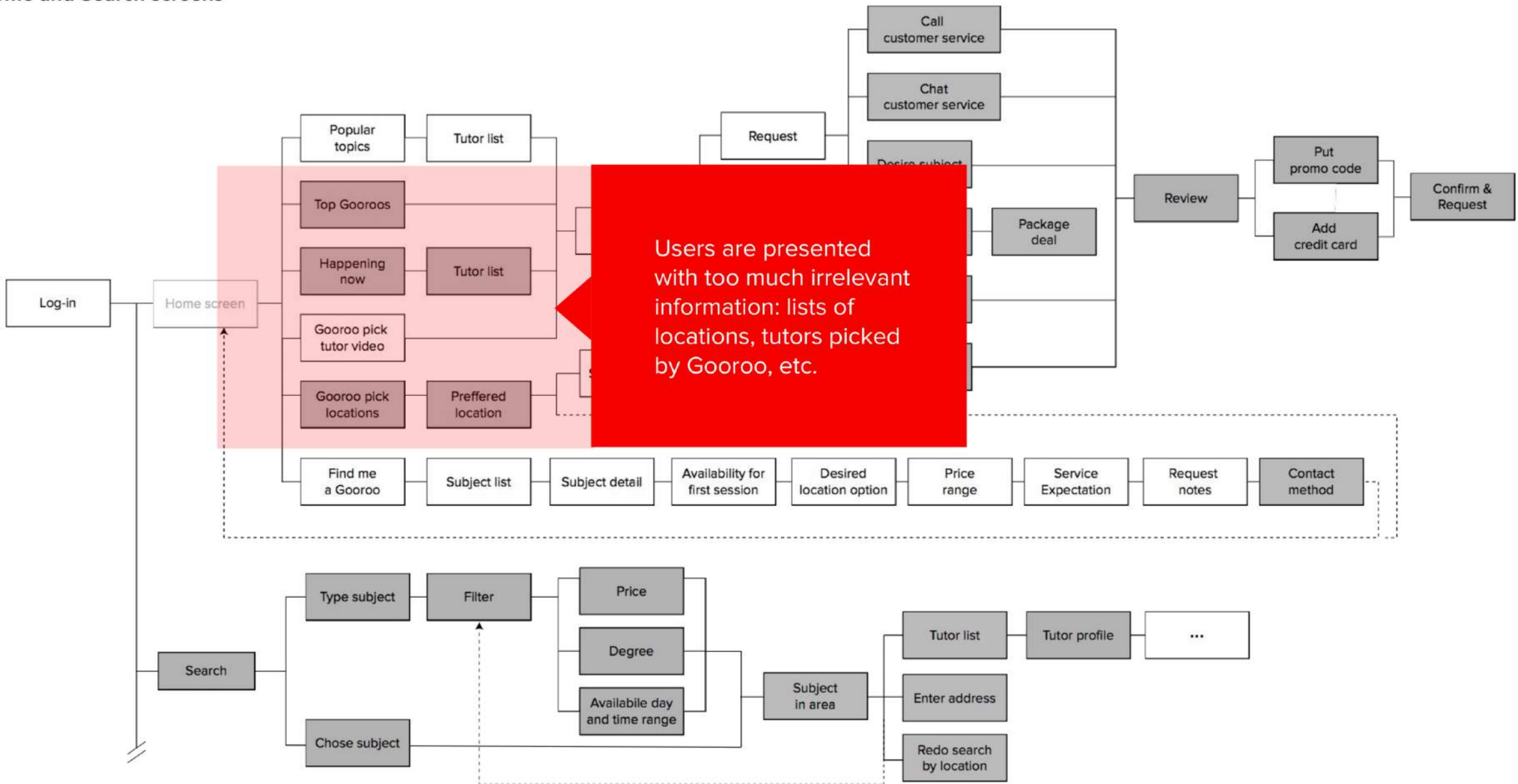
The app falls short of serving people that have access to best-in-class on-demand services and booking experiences.

3

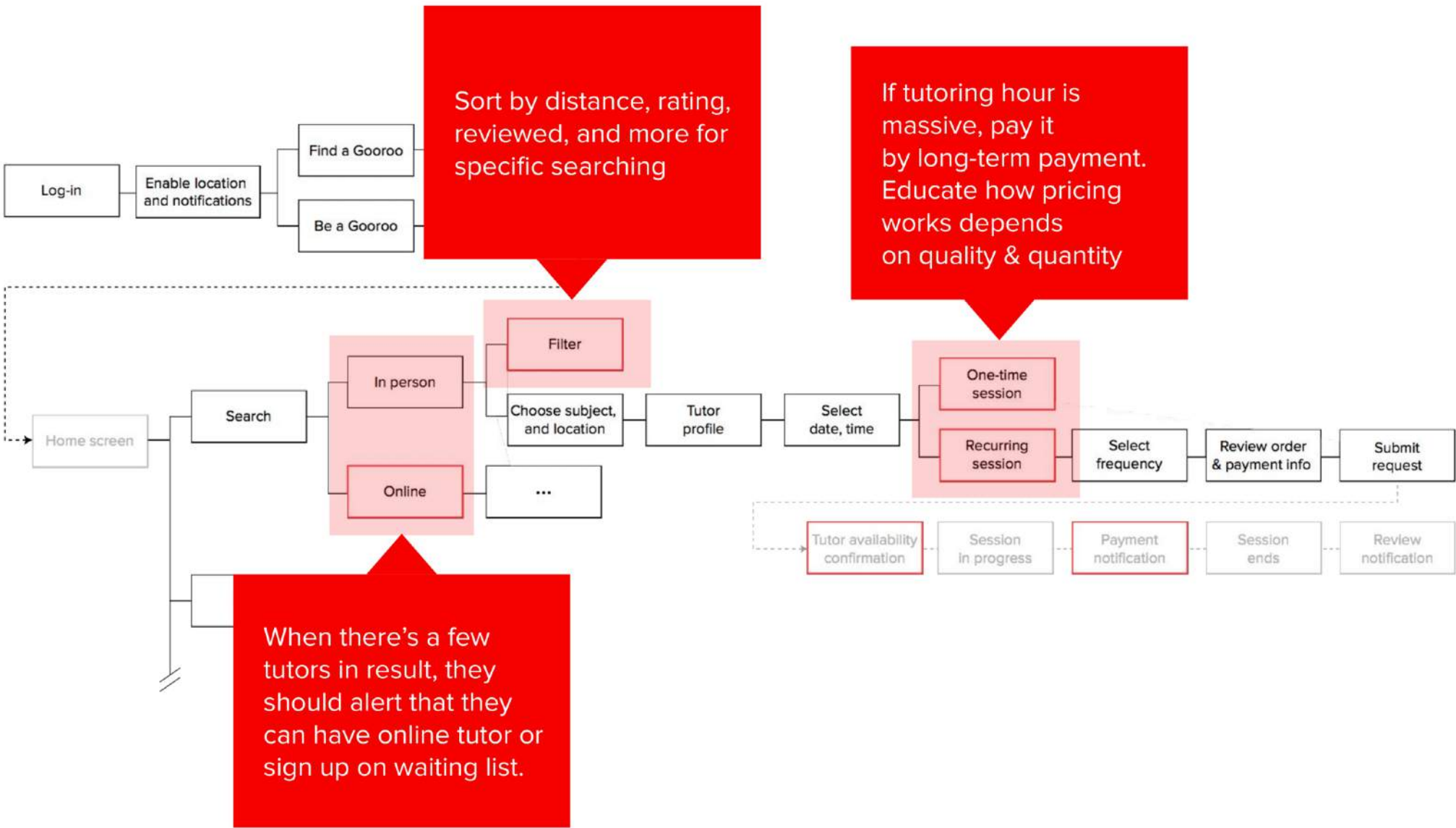
The clarity challenge

Technical and operational challenges make the experience unclear and kills momentum at key stages.

Current state  
Home and Search screens



Future state  
Home and Search screens







# TWOZERO

## FINDING THE 20% THAT MAKES YOU 80% HAPPIER

### Situation

The average American home has over 300,000 items, which means we spend more time taking care of the things we own, than with the people we care the most. But does it have to be this way?

### Solution

Twozero is a lifestyle brand with a service designed to help people organize their homes and bring joy to their lives. Using minimalism as a guiding principle, we will discover what kept you back and pay attention to the true things that matter in life.





# Color Palette

## Fjalla One Regular

REGULAR UPPERCASE

Libre Franklin Regular

### Primary

- Text
- Actionable Items
- Interactive States
- Infographics



### Secondary

- Label text
- Captions
- Background
- Icons



# Plan and design a consistent theme

- MINIMAL LAYOUT
- BRIGHT LIGHTING
- CONSISTANT COLOR PALETTE



## COURSE INFO

The teacher will work with the student in person based on student's needs, ability, case situation, etc. They can't skip any module without teacher's approve.

## COURSES LOCATION

Entire course is in-person only and the course will be held in student's resident. No one should distract during the course time except during the break time.

## ELECTRONIC DEVICES

The student is not allowed to use any electronic device during the course. We also encouraged to be trying to minimize using them after graduation.

## SCHEDULING

Depends on individual's and teacher's schedule, we will set the course dates. If students want an extra time to be working, they should notify the teacher.



300K

ITEMS IN AVERAGE AMERICAN HOME

8 YRS

WOMEN SPEND THEIR LIVES SHOPPING

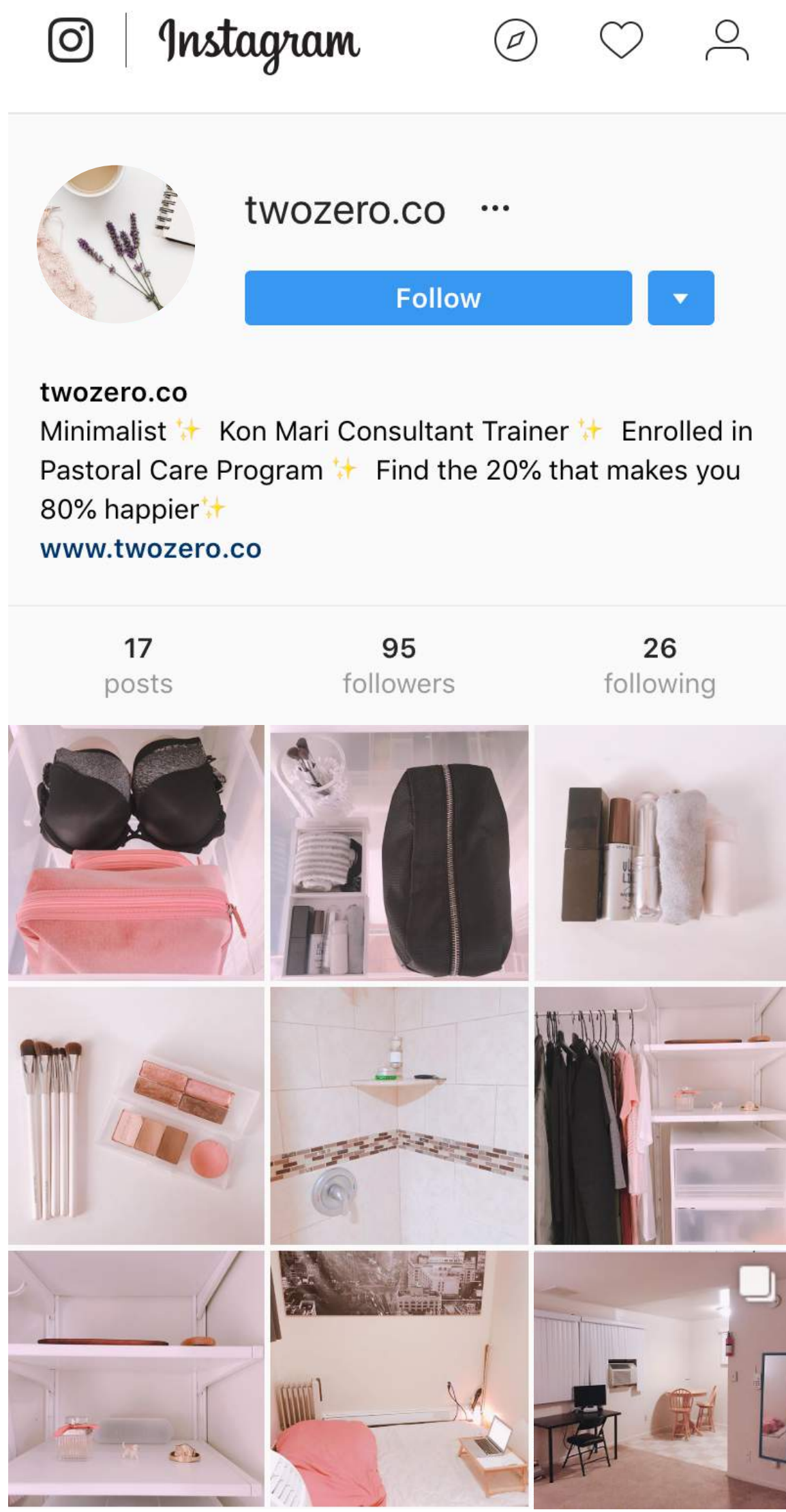
52%

PEOPLE ARE UNHAPPY AT WORK

5 HRS

GLUED TO MOBILE DEVICES A DAY





## 01 Belonging Course



An official KonMari Consultant trainer will help you to tidy and fulfill your room house with what you love.

- In-home tidying
- Moving and relocation
- Home staging
- Personal sanctuary

## 03 Time Course



Students will learn to articulate the purpose, cause or belief that inspires them to do what they do.

- Personal brand profile
- Sketching and planning
- Time management
- Accountability check

## 02 Relationships Course



Balance your emotion through observing feelings like pain and happiness. Students will learn how to see people objectively.

- Contemplative attitude
- Emotion sharing
- Self-knowledge
- Anger management

## Bonus: Super Vision Check-up



- Personal counseling
- Student's observation
- Self-reflection
- Supervisory comments





# SMARTBOX

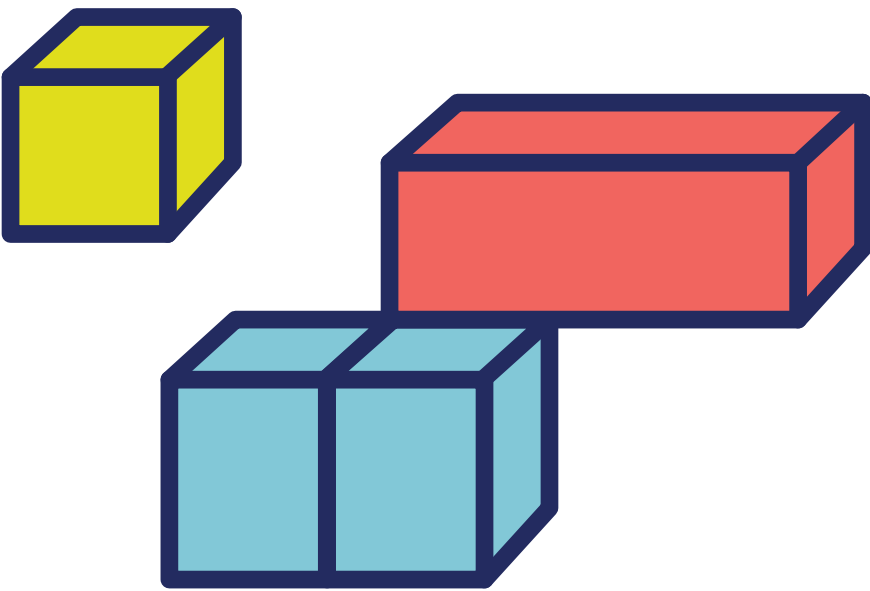
## SMART PEOPLE'S SECRET HEADQUARTERS

### Situation

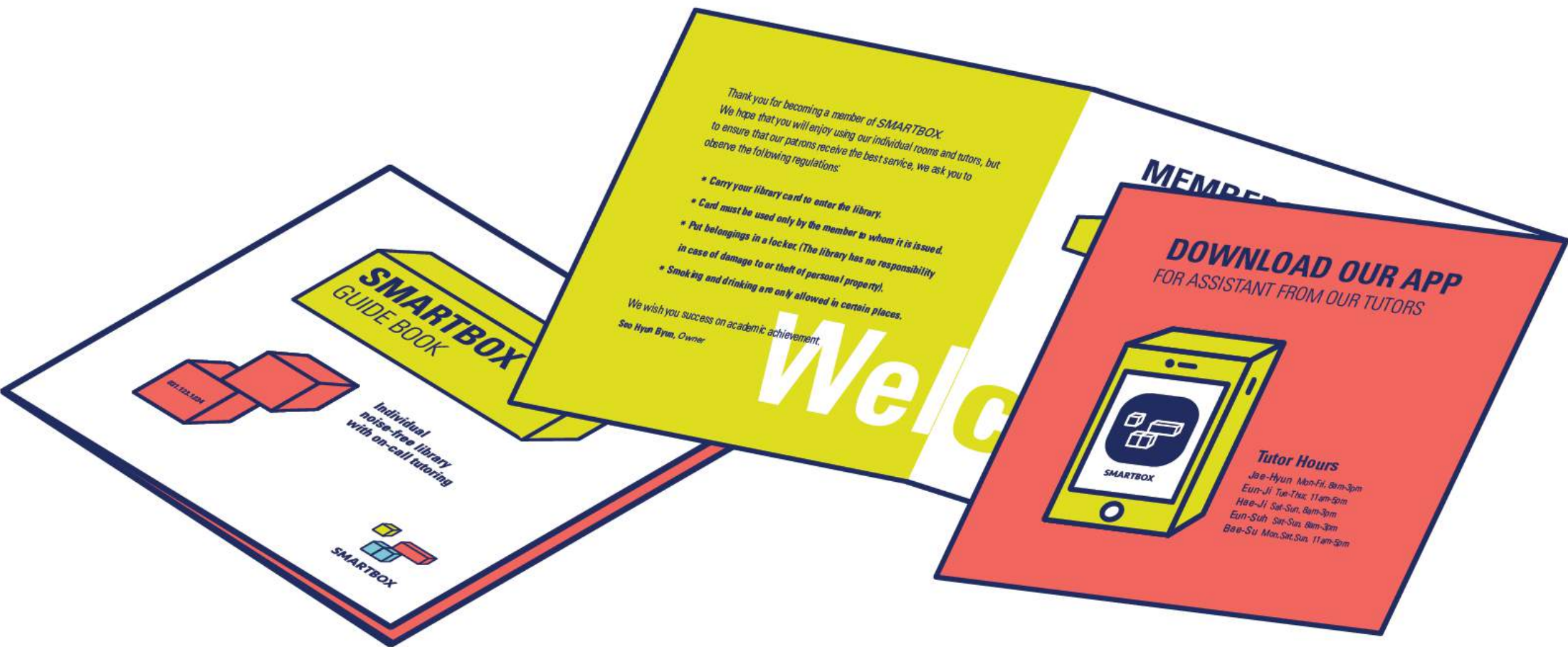
9/10 students go to private educational institutes after school in S.Korea. Most of the private educational institutes are bit pricy, and public libraries doesn't offer good study environment.

### Solution

SMARTBOX is a private library where students and freelancers can request a tutor in an individual noise-free room.



# SMARTBOX



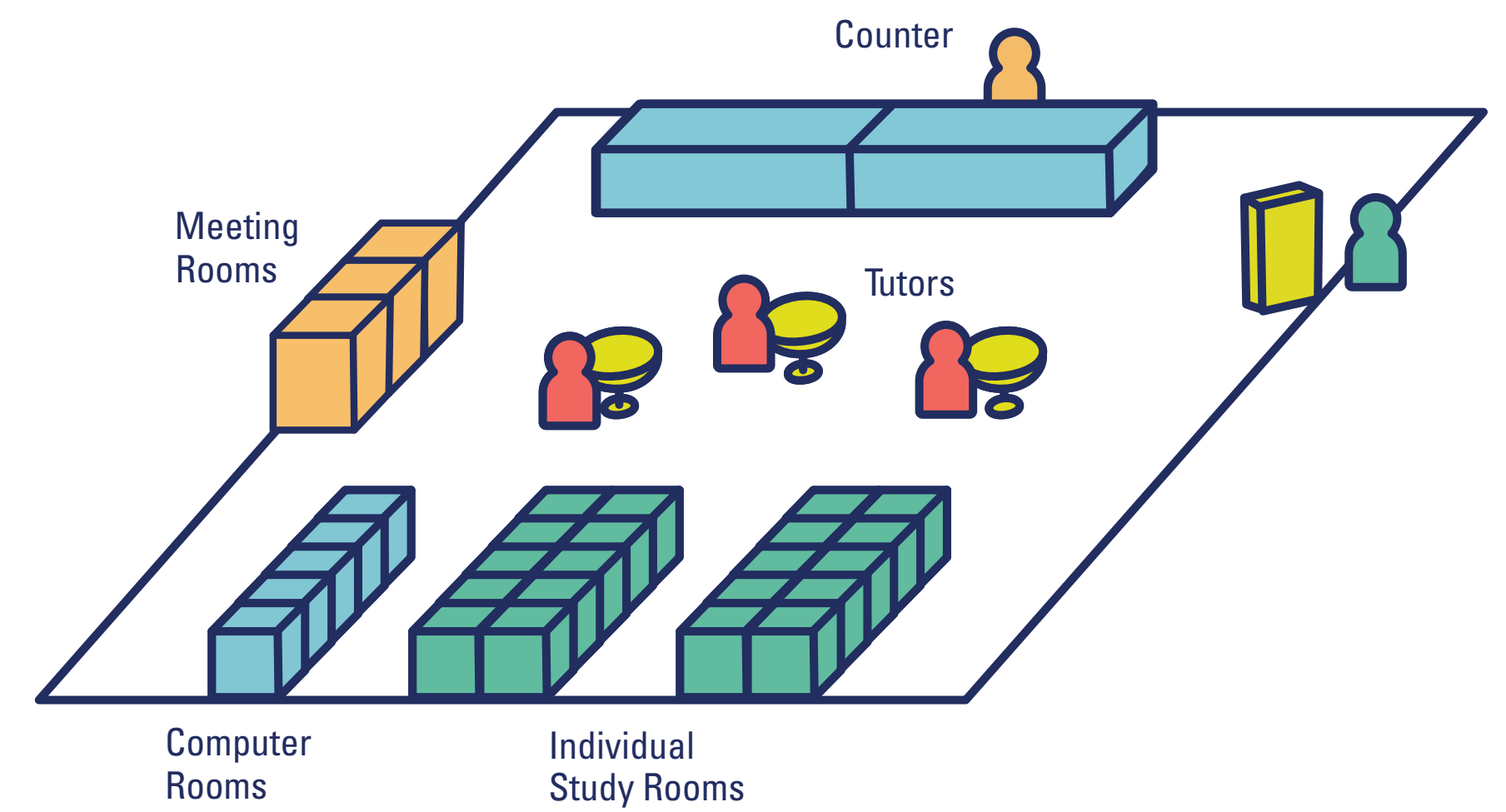
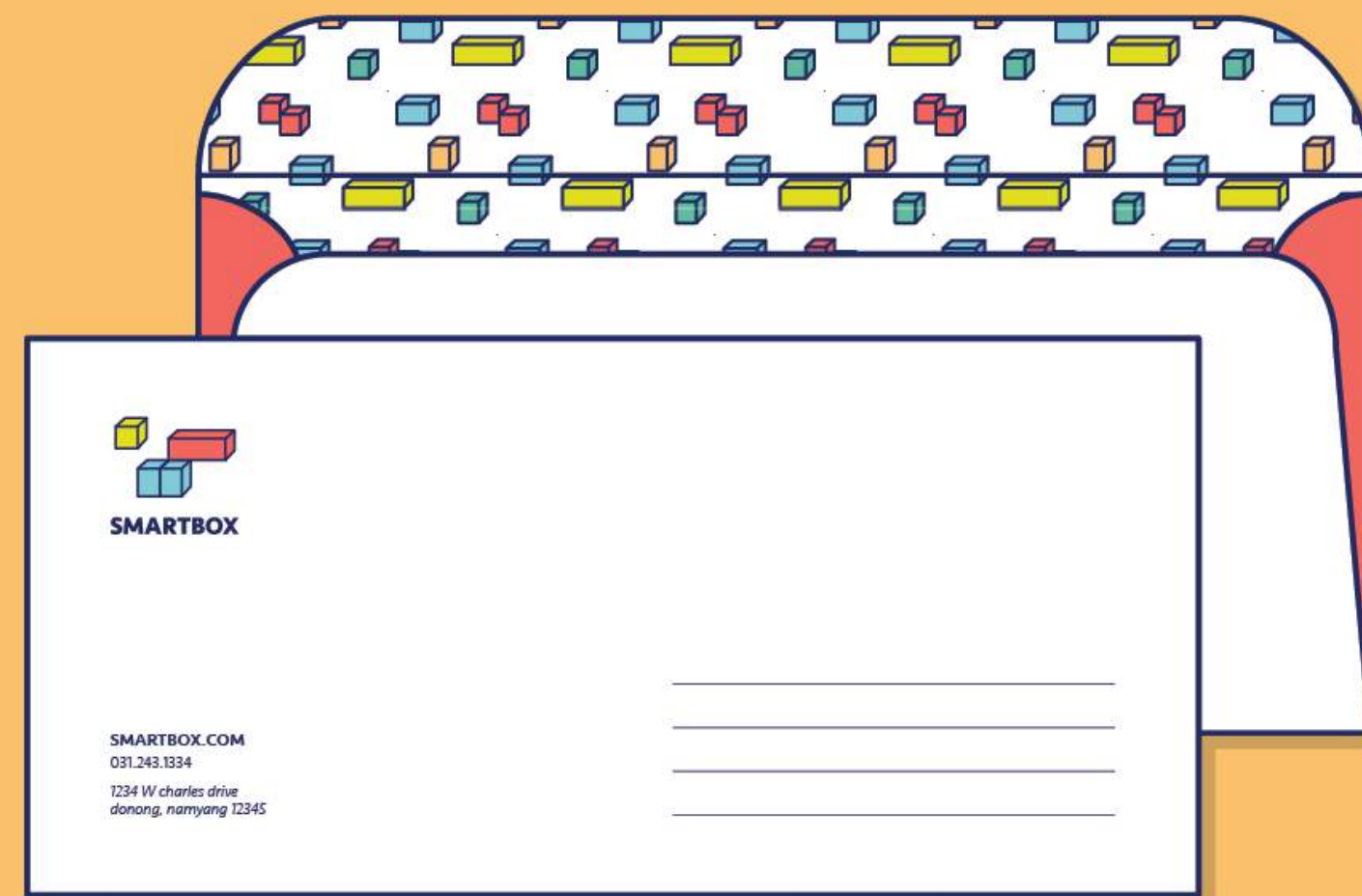
  
counter

  
lounge

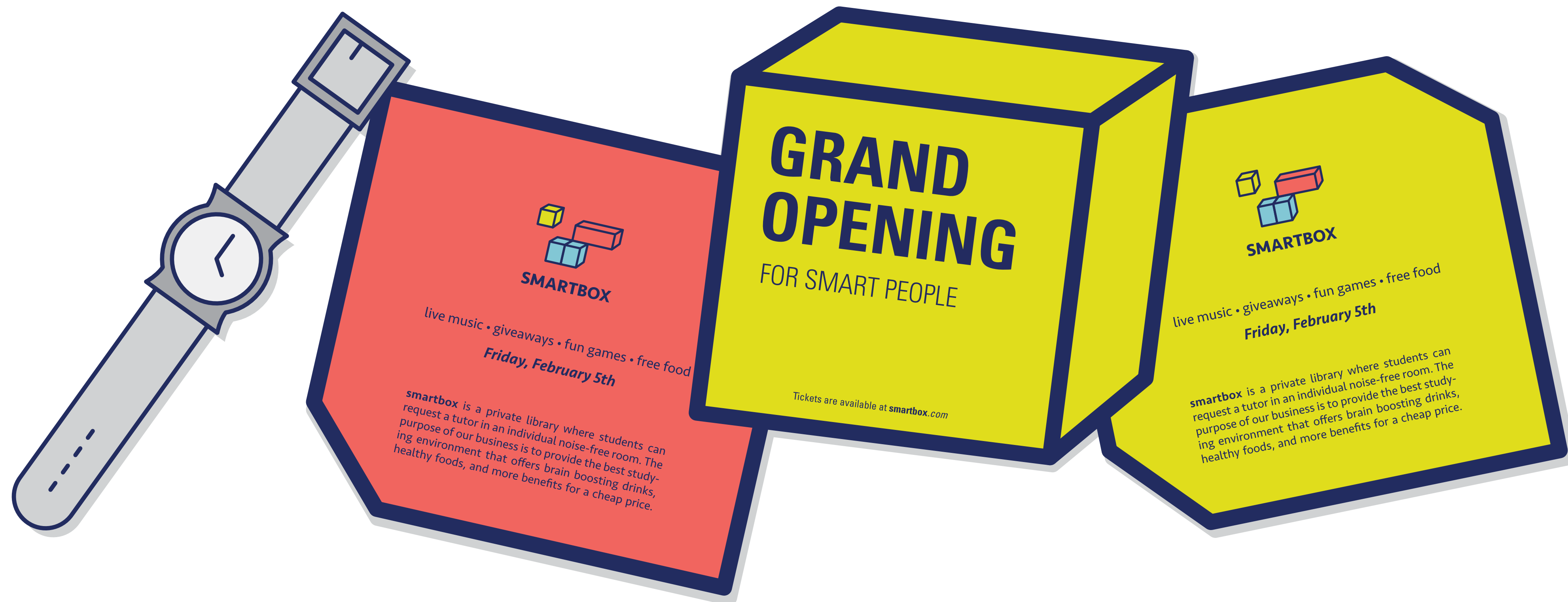
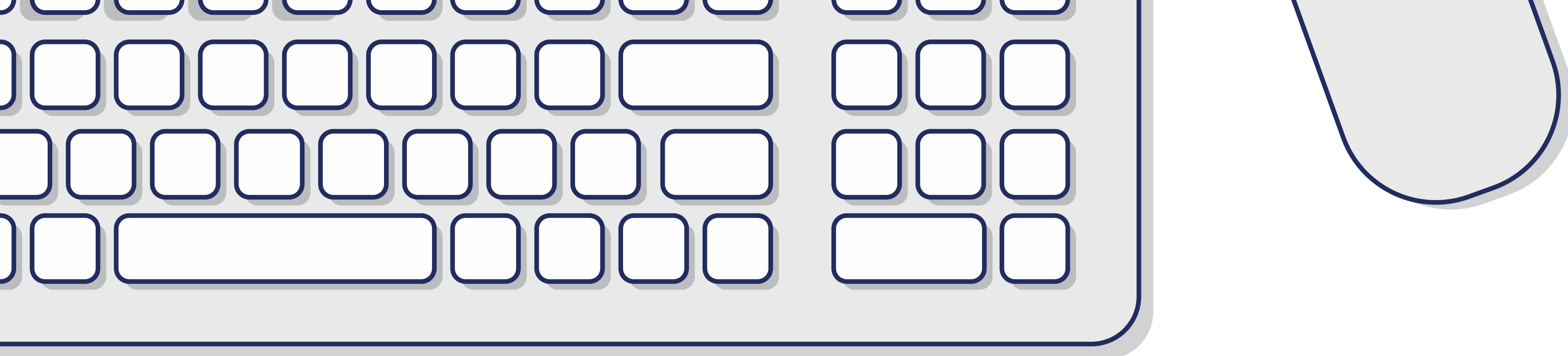
  
computers

 **tutor**  
hae ji byun

  
room 01

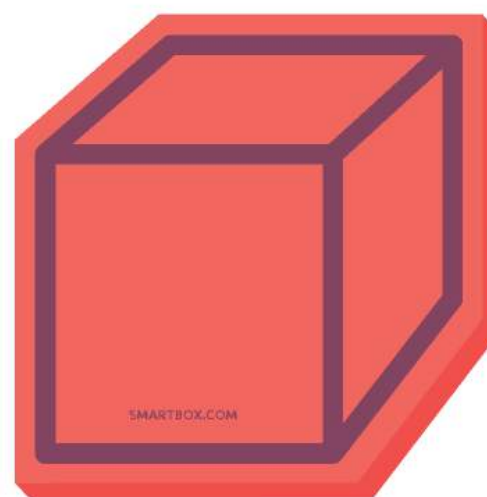
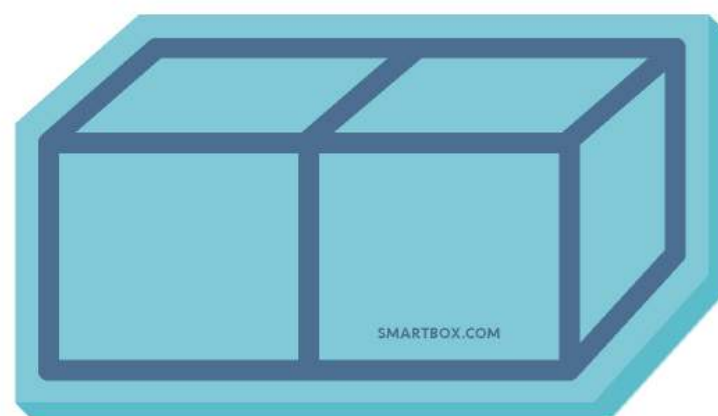
















# URBAN MURAL MUSEUM

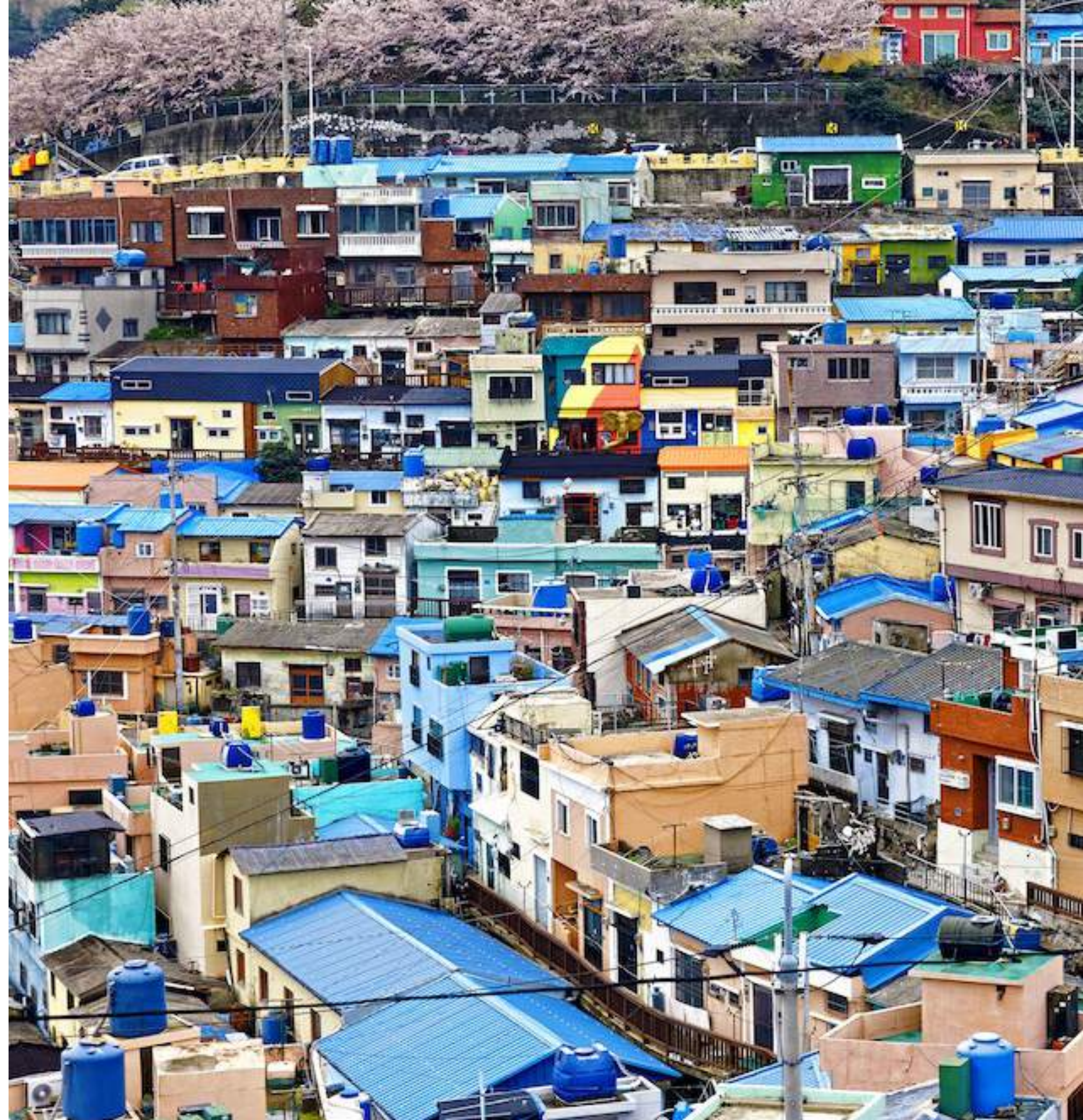
## COMMUNITY ART FOR SOCIAL CHANGE

### Situation

It is often very difficult to create sustainable change in vulnerable communities. But a new kind of museum found that art projects can be key element to addressing this challenge. So they organize large art projects and share them with the rest of the world.

### Solution

Brand strategy and identity design that builds bridges between community art, urban planning and social design. A new, focused vision, UMM provides an opportunity for people to work together to improve their living space. By collaborating with locals, art is used to combat prejudice, create sustainability solutions and attract positive attention.





# About the Museum

umm (urban mural museum) is an imagined museum which is internationally renowned for mural villages in South Korea. Mural villages were started by the local Public Art committee to improve the environment of poor villages. Visitors to the museum can enjoy walking through the village and viewing the beautiful murals on buildings and houses, learn about history, and other fun activities.



+



=







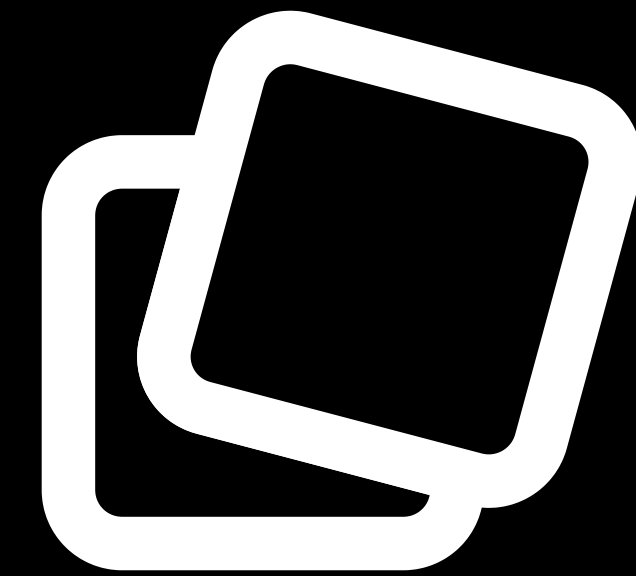
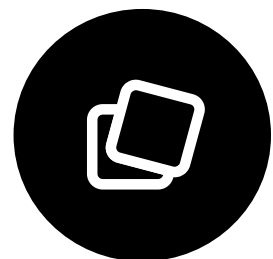


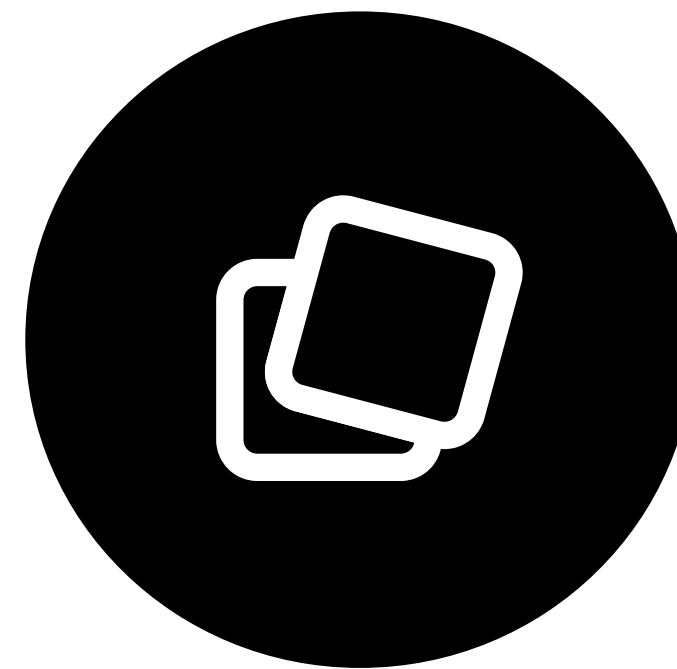




**TO SEE HOW WE CAN HELP  
YOU, CONTACT US AT  
[WWW.BAEBU.CO/APPLY](http://WWW.BAEBU.CO/APPLY)**

All of our conversations start off with an introductory 20-minute phone call. There's no hard sell and no obligation – we only move forward if you're comfortable and interested.





**Baebu.co**