

# 2026 KOREA'S DESIGN INNOVATORS

**CONNECT GLOBALLY**

Collaborate with 19 Design Companies

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BDCI is an industrial design company based in Seoul, South Korea. Our multidisciplinary work ranges from home appliances, furniture, lighting and small accessories to innovative technological products, by bridging the digital to the physical. We elevate everyday living through our inspired designs and unforgettable experiences. We strive to develop immaculate, desirable and sustainable products that seamlessly integrate as part of our lifestyle. We do not only develop everyday objects, but also strive to design and implement new functions for unusual and innovative products.

## EXPERTISE

- Industrial Design
- Living Product Manufacturing
- Kitchen Electrical Appliance Manufacturing

### Lighting Lullaby + Hygge

- Lullaby — A wireless bedside lighting that autonomously adjusts to ambient light, encased in a transparent dual resin bulb for an immersive, universe-like glow.
- Hygge — A 3D-printed lighting holder wrapped in flexible woven fabric, elegantly suspended by a metal ring and inspired by the gentle sway of a rocking chair.



CLIENT BDCI DATE 2024

### Mobile Hybrid CBCT Scanner

- An autonomous hybrid CBCT optimized for operating rooms, featuring a compact design that enables movement and rotation within minimal space.
- A user-centered design that enhances medical staff accessibility while expanding the scan area and reducing patient claustrophobia.



CLIENT JPI Healthcare DATE 2022

### Hand Purifier

- A mindful hand sanitizing device featuring an organic, futuristic form with opal glass, using white and ice-blue lighting to provide a visually and emotionally reassuring sense of cleanliness and hygiene, along with an aesthetic user experience.
- A mist spray combined with air and a rapid drying process delivers a refreshing and intuitive user experience, fostering a positive perception of hygiene.



CLIENT BDCI DATE 2022

BKID



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BKID is an industrial design studio founded in Seoul in 2006, led by design director Song Bong-gyu, an iF Design Award juror and a recognized young creative leader in Korea. The studio collaborates with companies across diverse industries—including IT devices, medical and healthcare, beauty, mobility, robotics, home appliances, and furniture—delivering high-quality design outcomes from strategy to final execution. Building on numerous international awards, the studio delivers strategic design solutions that connect emotional value with global standards through in-depth analysis of cultural and industrial contexts.

## EXPERTISE

- Design Consulting
- Design Strategy
- Product Design (IT, Robotics, Healthcare)

### Orange Biomed A1c

- Lab-grade accuracy in a home-use form factor — a POCT device designed to make HbA1c monitoring a seamless part of daily life.
- Ergonomically shaped to fit in one hand, with an angled front for easy cartridge loading and a slide door that keeps the device hygienic.



CLIENT Orange Biomed DATE 2023

### Bear Robotics Servi Plus Delivery Robot

- The perfect companion for large-scale hospitality — expanded payload and multi-tray capacity built for busy shifts and high-volume events.
- Dot matrix LED display, vivid sound system, and responsive tray lighting that communicates with guests and elevates every delivery moment.



CLIENT Bear Robotics DATE 2022

### VLUDOT Vaccume Cleaner (GLEAM Vaccume Cleaner)

- Designed as a true design object — no need to hide it away, it belongs right where you live.
- Always within reach, effortlessly easy to use, and made to become part of your everyday interior.



CLIENT VLUDOT DATE 2022

HEAZ®



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Established in 2003, HEAZ is a branding and design communication company rooted in the ethos of “The new breath for your brand,” driven by the core value of empathy. Our creative approach deeply responds to the senses and emotions of both clients and their target audiences, aiming to build meaningful connections between brands and consumers. Through branding, content planning, brand identity, packaging design, and development, we collaborate across diverse industries to expand brand value with authentic, experience-driven solutions.

## EXPERTISE

- Branding (Brand Identity & Content Development)
- Brand Design (Design Communication / Packaging Design, etc.)

### Torrident X Sephora Launching Special Package

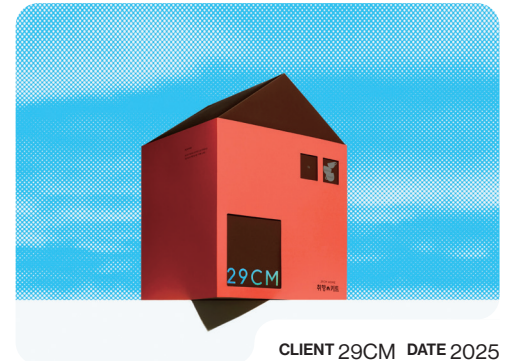
- A seeding kit celebrating Torriden's Sephora US launch, visualized through a swimming pool concept inspired by the 'Deep Dive In' line.
- Designed with minimized cushioning and a stainless steel straw to reflect the brand's commitment to sustainability.



CLIENT Torriden DATE 2025

### 29CM HOME '29 Home Week' Promotion Kit

- Created a house-shaped '29 Home Week' kit for 29CM HOME, developing logos for Taste and Welcome Kits and icons for six HOME categories to build a cohesive identity.
- Ensured visual consistency by matching kit and leaflet colors, adding a window sleeve to the Taste Kit, and designing a door hanger Welcome Kit with an acrylic keyring.



CLIENT 29CM DATE 2025

### CULEAN Branding & Package Design

- Developed brand identity and packaging for CULEAN mist and sachet, applying “Journey”-inspired linear elements to express how fragrance spreads and lingers.
- Created a clean, negative space-focused logo and restrained layouts, using curated color palettes to convey each scent's mood, softness, and calm.



CLIENT CULEAN DATE 2025

# SECOND WHITE



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Second White is a design-focused company founded in 2016 under the philosophy of “Only the Essentials,” pursuing designs rooted in timeless essence amid a rapidly evolving world. Starting with product design, the company has steadily expanded into design strategy, planning, and branding, delivering global projects that remain grounded in what truly matters. In 2021, the establishment of Second White Shenzhen marked a new chapter in building a global network and infrastructure to bring that vision to the world.

## EXPERTISE

- Product Design (Product · Cosmetic Design)
- Visual & Packaging Design
- Design Strategy & Consulting

### Ayaneo 3 Game Console

- The first handheld gaming device with modular, customizable controls for a fully personalized play experience.
- Visualizes AYA Neo's confidence and differentiation through a bold, edgy front line.



CLIENT AYANEO DATE 2025

### Xiaomi Mix Flip 2 Case

- Led a 2025 Xiaomi flip phone project, launching a customizable case with added functions like a diffuser and mirror.
- Expanded collaboration into audio products, focusing on lifestyle-driven tech design.



CLIENT Xiaomi DATE 2025

### SIMETRA AI Smart Mirror

- An AI-powered skincare device that enables personalized routines, featuring fabric materials to create a familiar and approachable user experience.
- An object-inspired design optimized for cosmetic environments, integrating camera, display, and LED in a balanced, user-centered form.



CLIENT SIMETRA DATE 2024

# UNICHEST



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UNICHEST is a name created by combining "Uni, meaning united or as one, and "Chest, which can mean a box or the human heart. The name reflects our vision of bringing people together and connecting users hearts through design. With extensive professional experience, UNICHEST strives not only to shape the external form of products but also to understand their true essence. We continuously work to deliver designs that create greater value. We pursue user experience driven design and provide emotional design solutions that resonate with consumers, move their hearts, and enhance overall user satisfaction.

## EXPERTISE

- Product Design
- Visual & Packaging Design
- Digital & Multimedia Design

### MoBED Dron Station

- A design that inherits the gray and silver tone color identity of the Hyundai MoBED platform, ensuring visual unity and brand consistency.
- Optimized for mobile operation, integrating drone landing, collaborative robot, and humanoid robot assembly capabilities into a single compact form factor.



### CASARTE Sparkling Water Puttier

- Combines modern aesthetics with a premium feel, featuring a Chinese character and icon-based UI for intuitive use across all age groups.
- An integrated system offering both purified and sparkling water, designed for easy filter replacement and maintenance in a single compact form factor.



### B-Stick

- A rehabilitation device designed for elderly users with reduced finger function due to aging or neurological disorders.
- It incorporates VR technology and combines a futuristic design with ergonomic elements to deliver a user-friendly concept.





2026 KOREA'S DESIGN INNOVATORS

**kidp** KOREA INSTITUTE OF  
DESIGN PROMOTION



Ministry of Trade, Industry  
and Resources