

SUNJIN
PROPERTIES & INVESTMENT

sunjin
PROPERTIES & INVESTMENT



sunjin
ENGINEERING & ARCHITECTURE

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“

At SUNJIN PNI, we really see ourselves as the owner’s partner. Our role is to quickly understand what the client is trying to achieve and stay one step ahead as the project evolves. We look at the entire project through the owner’s eyes—from the very beginning to the end—so decisions are clearer and outcomes are stronger. It’s not just about execution. We help set the direction that actually turns an idea into something real.

We’re constantly learning and questioning the usual way of doing things. That’s how we find opportunity in change and work smarter. At the end of the day, we grow together with our clients and focus on creating long-term, sustainable value with every project.

”

NAMGOONG Jeung Kyu
President / CEO

선진피앤아이는 Owner’s Representative로서 **고객의 목표에 신속하게 대응**하고, 변화의 흐름을 읽어 **미래를 함께 준비**하는 파트너가 되고자 합니다.

우리는 **프로젝트 전 과정**을 **고객의 관점에서 세심하게 관리**하며, **더 나은 선택을 이끌어내는 것을 중요한 역할**로 삼고 있습니다. 단순한 수행을 넘어, **고객의 비전이 현실로 이어지도록 전 과정에서 최적의 방향을 제시**하는 것이 우리의 사명입니다.

끊임없이 배우고 도전하는 태도는 선진피앤아이의 핵심 에너지입니다. 우리는 변화 속에서 새로운 가능성을 발견하고, 더 나은 방식을 향해 꾸준히 나아가고 있습니다. 앞으로도 고객과 함께 **지속 가능한 가치를 만들어가는 기업**으로 발전해 나가겠습니다

남궁정규
대표이사

“

Every development is different, and we treat it that way. We spend a lot of time upfront really understanding what the developer wants to achieve and what the project is dealing with. From there, we tailor how we manage the project—based on real market insight and solid technical experience.

We work closely with owners through the entire process, from looking at sites and shaping the plan all the way through construction and operations. And as a strategic partner, we bring in the right external experts early to spot risks and test feasibility from every angle.

That structure gives owners clarity and confidence. They stay in control, make better decisions, and ultimately get better results.

”

LEE Sang Hak
President / CEO

모든 개발사업은 서로 다른 목표와 환경을 지니고 있습니다. **선진피앤아이**는 이러한 차이를 이해하고, **사업주의 성향과 사업 여건을 면밀히 분석**해 각 프로젝트에 **적합한 맞춤형 서비스**를 제공하고 있습니다.

기술적 전문성과 **부동산 개발시장에 대한 폭넓은 이해**를 바탕으로, **사업의 발굴부터 기획·시행·운영까지 전 과정**을 사업주와 함께 주도하며 **실질적인 파트너 역할**을 수행하고 있습니다.

또한 **개발사업의 리스크를 정확히 파악**하기 위해 외부 전문가관과 협력해 **사업의 타당성과 안정성을 다각도로 검토**하며, 사업주가 보다 합리적인 결정을 내릴 수 있도록 **전문적이고 체계적인 지원**을 제공하고 있습니다.

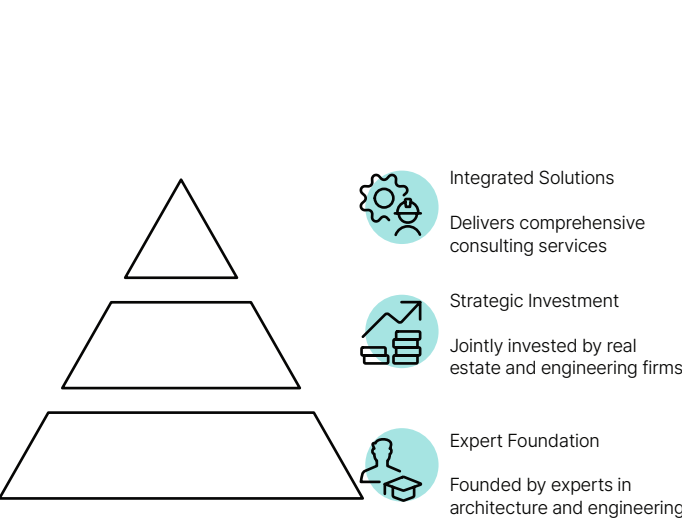
이상학
대표이사

INTRO

Founded by experts in architecture, urban planning, civil engineering, construction, and operations, SUNJIN PNI delivers proven project management and consulting services in Korea and abroad.

Established through joint investment by leading real estate development professionals and SUNJIN Engineering & Architecture, we bring deep, development-first expertise to every assignment.

We are recognized for delivering total, integrated solutions—and for successfully executing complex projects from vision to reality.



건축·도시·토목·건설·운영 분야 전문가들이 설립한 Project Management 전문기업으로, 다양한 프로젝트 경험을 기반으로 국내외 개발 컨설팅을 수행하고 있습니다.

검증된 전문가들과 (주)선진엔지니어링종합건축사사무소의 공동 출자로 탄생한 PM 조직으로, 개발 전 과정에 특화된 전문 역량 보유하고 있습니다.

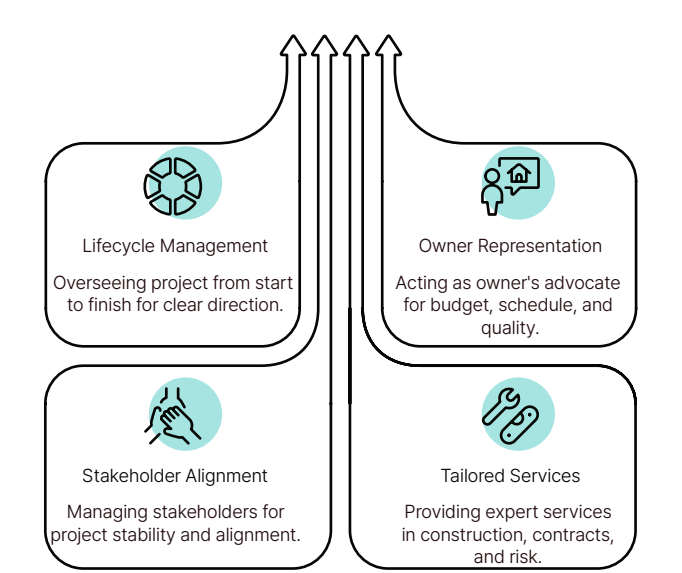
복잡한 프로젝트를 성공적으로 이끌며 Total Integrated Solution을 제공하는 신뢰도 높은 사업 파트너로 성장할 것입니다.

OWNER'S REPRESENTATIVE

We oversee the entire project lifecycle on behalf of the owner—providing clear direction and disciplined control.

Acting as the owner's eyes and ears, we protect budget, schedule, and quality through both strategic oversight and hands-on execution. We safeguard owner interests, align stakeholders, and maintain project stability in complex environments.

Our tailored PM services are grounded in deep expertise across construction management, contracts, regulations, and risk—ensuring confidence at every stage.



발주처를 대신해 프로젝트 전반을 총괄하며, 목표 달성을 위한 최적의 의사결정 환경을 구축 합니다.

예산·일정·품질을 통합적으로 관리하며, 프로젝트의 '눈과 귀'로서 핵심 정보를 선제적으로 파악하고 대응 합니다.

이해관계자 간 조율과 리스크 관리에 강점을 갖고, 프로젝트가 흔들림 없이 진행되도록 안정적 구조를 설계 합니다.

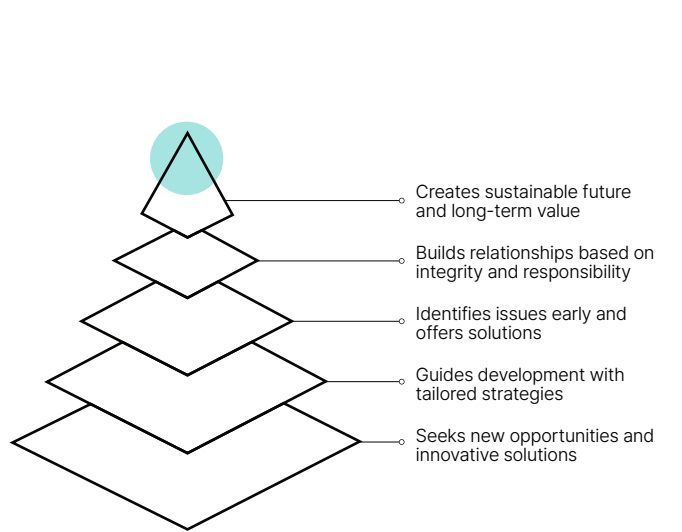
건설 관리·계약·법규·리스크 분야의 전문성과 명확한 커뮤니케이션을 기반으로 프로젝트 특성에 맞춘 전략적 PM 서비스 제공하고 있습니다.

OUR PHILOSOPHY

We pursue new opportunities and deliver innovative solutions that turn vision into reality.

We guide sustainable development through differentiated strategies tailored to each project. By identifying issues early from the owner's perspective, we provide practical, competitive solutions that not only protect, but enhance value.

Grounded in integrity and accountability, we build trusted partnerships that create long-term value - and a more sustainable future.



변화 속에서 새로운 가능성을 발견하고, 고객의 비전을 현실로 연결하는 혁신적 솔루션을 탐색 합니다.

지속 가능한 개발 방향과 실행 프로세스를 제시하며, 프로젝트마다 요구되는 차별화된 접근 방식을 구축 합니다.

고객의 관점에서 문제를 미리 찾아내고, 실현 가능한 해결책과 경쟁력 있는 전략을 제안 합니다.

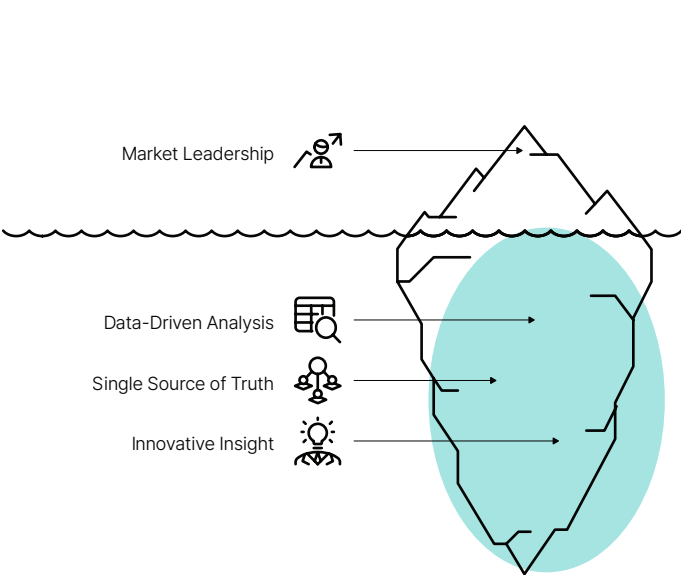
신뢰·존중·성실·책임을 바탕으로 협력 관계를 강화하며, 파트너와 함께 지속 가능한 미래 가치를 창출할 것입니다.

THE NEW STANDARD OF PROJECT MANAGEMENT

Bold Strategy
We identify opportunity through rigorous, data-driven analysis and design strategies that stay ahead of the market.

Speedy Execution
A Single Source of Truth (SSOT) platform eliminates decision friction-aligning teams, accelerating decisions, and driving execution at one unified pace.

Innovative Insight
By challenging conventional thinking, we uncover hidden growth signals and redefine the long-term value of every project.



Bold Strategy
정교한 데이터 기반 분석으로 기회를 예측하고,시장보다 한 박자 빠르게 움직이는 전략적 프레임을 설계 합니다.

Speedy Execution
SSOT 기반의 단일 정보 체계로 의사결정 지연을 제거하고,현장과 경영진을 하나의 실행 속도로 통합 합니다.

Innovative Insight
기존의 패턴을 넘어서는 시각으로 숨겨진 성장 신호를 포착하고,프로젝트의 미래 가치를 재정의 합니다.

Rethinking Project Management

From Conception to Breakthrough

Project management today is more than operational control. It is a decision-acceleration platform.

In a real-time, fully connected environment, value is created through synchronized data, transparent sharing, and instant connectivity—not tools alone.

SUNJIN PNI has already built this foundation, enabling faster, clearer decisions across every stage of a project.

Our focus is clear.

How bold

How fast

How innovative

These three principles define the new technical specification of PM built by SUNJIN PNI and the way we lead the market.

PM은 더 이상 운영을 관리하는 역할이 아닙니다. 데이터가 실시간으로 흐르고, 모든 정보가 하나의 언어로 연결되는 시대. PM은 의사결정을 가속하는 플랫폼으로 재정의 되어야 합니다.

도구의 선택은 중요하지 않습니다. 동기화된 데이터, 투명한 공유, 즉각적인 연결성. 이것이 이미 선진PNI가 구축한 기본 인프라입니다.

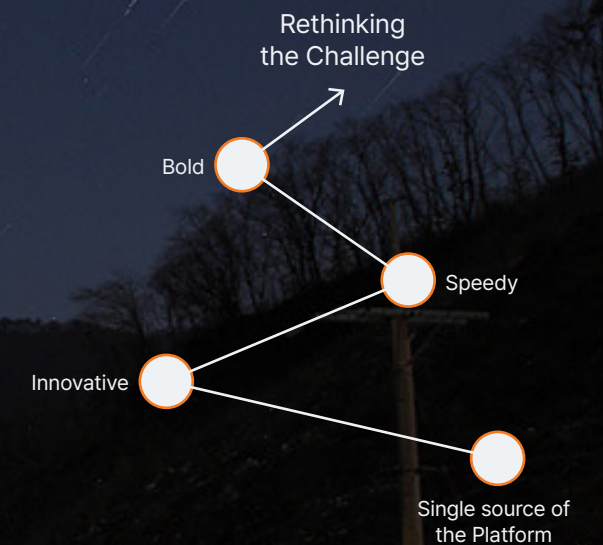
우리가 집중하는 건 명확합니다.

How bold

How fast

How innovative

이 세 가지는 선진PNI가 구축하는 PM의 새로운 기술 스펙이며, 우리가 시장을 리드하는 방식입니다.



RE-IMAGINING WORK

Construction is no longer linear. Neither is project management. Client expectations have shifted toward seamless collaboration and real-time site intelligence—fundamentally redefining the PM role.

Today, construction PM extends beyond schedule and cost control. It operates as a central decision-making platform, integrating data across the entire project lifecycle and delivering insight when it matters most.

By unifying once-disconnected phases into a single, continuous flow—anchored by a Single Source of Truth—stakeholders act in sync. Information moves instantly, communication gaps disappear, and reporting is automated. This is not about adopting new tools. It is about redefining how projects are run.

At the forefront of this transformation, SUNJIN PNI is setting a new standard for construction PM.

건축 산업은 더 이상 선형적인 프로세스에 머물지 않습니다.

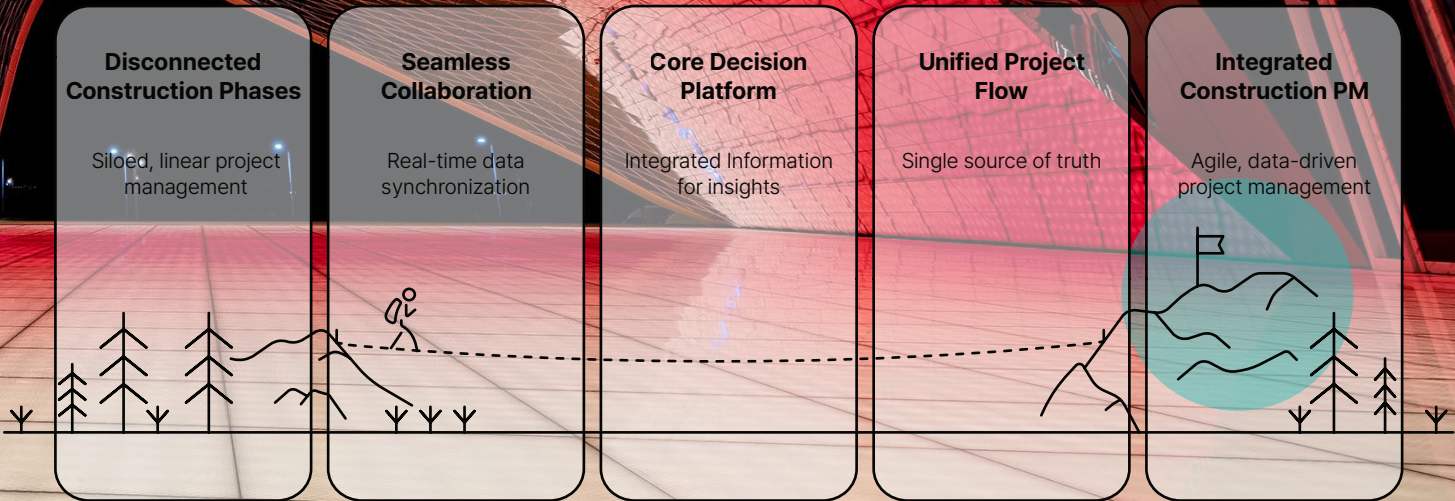
발주처의 기대 수준은 정교해졌고, 프로젝트 참여자 간의 유기적인 협업과 현장 데이터의 실시간 동기화는 이제 선택이 아닌 표준이 되었습니다. 이러한 패러다임의 변화는 프로젝트 관리(PM)의 역할을 근본적으로 재정 의하고 있습니다.

현대의 건축 PM은 단순한 일정과 비용의 관리자를 넘어, 프로젝트 전 과정의 정보를 통합하고 즉각적인 통찰을 제공하는 '핵심 의사결정 플랫폼'으로 기능해야 합니다.

단절되었던 각 단계는 하나의 연속된 흐름으로 연결되어야 하며, 모든 이해관계자는 단일화된 데이터(Single Source of Truth)를 기반으로 기민하게 움직여야 합니다. 모든 변경 사항이 지체 없이 공유되고, 커뮤니케이션의 격차는 사라지며, 보고와 검토가 자동화된 체계 속에서 흐르는 환경. 이는 단순한 기술의 도입을 넘어 프로젝트 운영 방식 자체를 새롭게 설계하는 과정입니다.

SUNJIN PNI는 이러한 산업적 전환의 최전선에서, 시대를 리딩하는 건축 PM의 새로운 기준을 구축해 나가고 있습니다.

Transforming Construction Project Management



HOW WE CREATE VALUE

“Meeting the right PM consultant is half the challenge.”

The right master plan, established early, determines everything that follows. SUNJIN PNI ensures it is done right—without wasted time or cost.

“PM 컨설턴트를 만나는 것이 사업의 절반입니다.” 시간과 비용의 낭비 없이 최적의 마스터플랜을 짜는 것, 그것이 선진PNI가 프로젝트의 시작점에서 제공하는 가장 큰 가치입니다.

The First Step: Rethink the Process

What comes first is not a drawing, but a profit roadmap. Too many developments begin with concept designs, only to use those drawings to approach lenders. This sequence consumes time and capital while leaving core business risks unresolved—making it one of the most dangerous ways to start a project. When the order is wrong, the cost of failure multiplies.

The Critical Error: Limits of Conventional Processes

Designing Without Market Proof
Design developed without market validation often forces a full project reset.

Financing Without a Revenue Model
Pursuing funding without a clear profit structure increases risk—and the cost of capital.

Late Risk Discovery
Issues identified too late turn time and professional fees into sunk costs.

The First Step: Rethink the Process

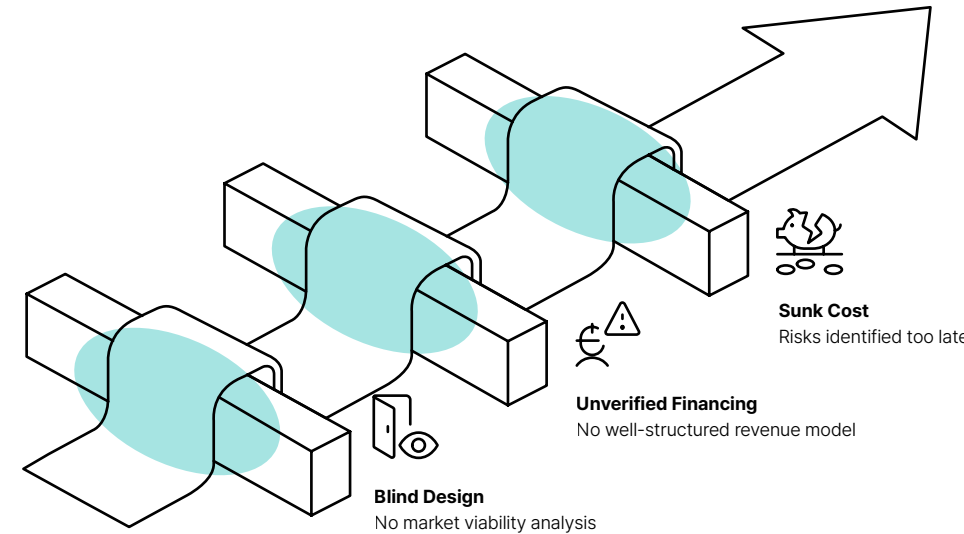
설계보다 앞서야 할 것은 '그림'이 아닌 '수익의 지도'입니다. 대부분의 부동산 개발 프로젝트는 설계사를 통한 기획 도면 작성에서 시작됩니다. 이후 작성된 '그림'을 근거로 금융권의 문을 두드립니다. 하지만 이는 사업의 불확실성을 방치한 채 비용과 시간을 먼저 소모하는 가장 위험한 접근 방식입니다. 잘못된 순서는 실패의 비용을 키울 뿐입니다.

The Critical Error: 관행적 절차의 한계

Blind Design: 시장성 분석이 결여된 설계는 사업 전면 재검토의 원인이 됩니다.

Unverified Financing: 정교한 수익 구조가 부재한 상태에서의 펀딩 시도는 자본 비용을 증대시킵니다.

Sunk Cost: 뒤늦게 발견된 리스크로 인해 이미 투입된 시간과 용역비가 매몰 비용(Sunk Cost)으로 전환됩니다.



Success Formula: The Winning Business Process Proposed by SUNJIN PNI

Successful development begins with strategy—not drawings. Market value must be assessed objectively, and when required, the business concept itself must be redefined from the ground up.

01. Strategy Development & Feasibility Review (Feasibility First)
Profitability and a sustainable operating model are validated upfront. Design without a data-driven master plan creates the illusion of progress—nothing more.

02. Partnership & Operator Alignment (Partner Selection)
Before design begins, the right financial and operational partners must be in place. Long-term viability is determined by planning that ensures operational continuity.

03. Optimal Design Initiation (Value Based Design)
Design starts only after the revenue structure and operating strategy are proven. At this point, design moves beyond drawings—becoming a tool that delivers real business value.

Success Formula: 선진PNI가 제안하는 ‘이기는 사업’의 절차

정확한 개발의 첫걸음은 ‘그림’이 아니라 ‘전략’입니다. 사업대상지의 시장가치를 냉철하게 분석하고, 필요하다면 사업 구상 자체를 처음부터 새롭게 정의해야 합니다.

01. 전략 수립 및 타당성 검토

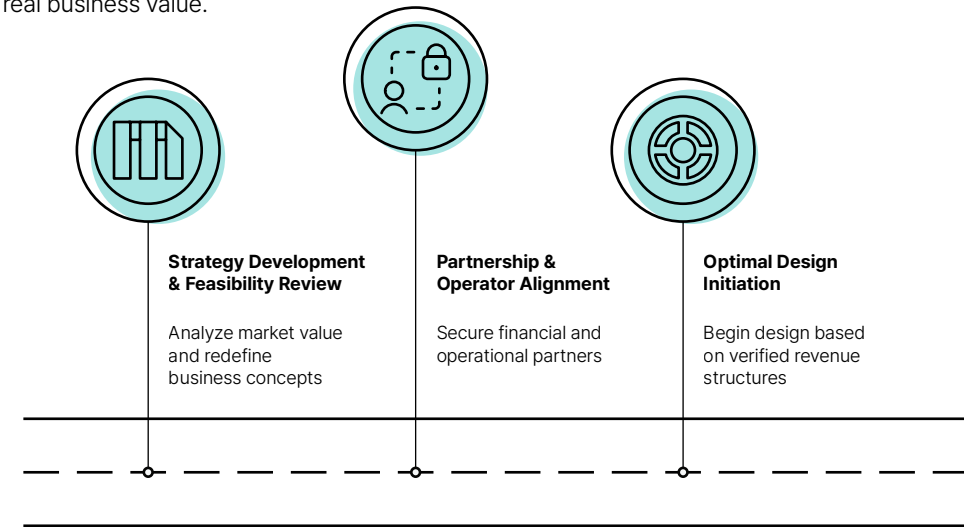
사업의 확실한 수익 보장과 지속 가능한 운영 구조가 사전에 검토되어야 합니다. 데이터에 기반한 마스터플랜이 수립되지 않은 설계는 공허한 환상에 불과합니다.

02. 파트너십 및 운영 주체 확보

설계가 시작되기 전, 사업을 함께 끌고 갈 금융·운영 파트너를 먼저 확보해야 합니다. 운영의 연속성을 고려한 기획만이 프로젝트의 생명력을 결정합니다.

03. 최적의 설계 착수

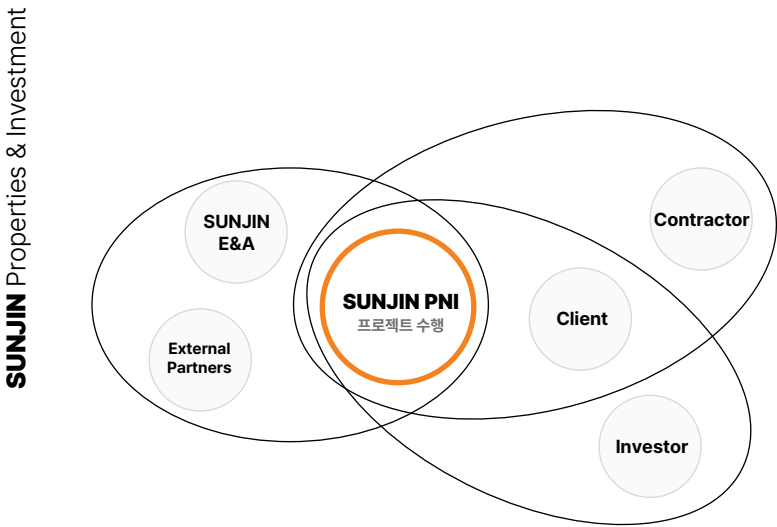
검증된 수익 구조와 운영 전략을 바탕으로 설계를 시작합니다. 이때 비로소 설계는 단순한 그림을 넘어, 사업 가치를 현실화하는 도구가 됩니다.



PROJECT DELIVERY

SUNJIN PNI delivers end-to-end project management across the full development lifecycle—from early planning through post-completion operations.

We empower better decisions, reduce project costs, and uphold the highest standards of quality and service. Our approach is grounded in deep, cross-sector experience and proven know-how.



6 Questions.

- PLANNING:**
"Securing project profitability?" 사업의 수익성 확보?
- BUDGET:**
"An optimal capital structure?" 최적의 자금 구조?
- DESIGN:**
"Aesthetics and constructability?" 심미적 가치와 시공성?
- PROCUREMENT:**
"Efficient Capital Procurement?" 조달의 효율성?
- CONSTRUCTION:**
"How can efficiency and safety coexist?" 효율성과 안전성의 공존 방안?
- O&M:**
"Business Sustainability?" 사업의 지속성?

(주)선진피앤아이는 사업주를 대신하여 기획 단계에서부터 준공 이후 운영 단계까지 사업의 전 생애주기에 걸쳐 프로젝트 총괄 수행 서비스를 제공합니다.
사업주의 의사결정을 돕고 사업비를 절감하는 동시에 최고의 품질과 서비스 제공을 약속 드리며 다양한 파트의 경험과 노하우를 기반으로 업무를 수행하고 있습니다.

PLANNING

Feasibility study, Project viability review (F/S), Master plan establishment, Project delivery method decision, Basic investment plan establishment

타당성 조사, 사업성 검토(F/S), 마스터플랜 수립, 사업 방식 결정, 기본 투자계획 수립

BUDGET

Finalization of total project cost, Funding plan, Financial arrangement and collateral securing, Establishment of budget control baseline

총사업비 확정, 자금조달 계획, 금융 조달 및 담보 설정, 예산 통제 기준 확정

DESIGN

Design, VE, Decision on BIM adoption, Design optimization for permits and approvals, etc.

설계, VE, BIM 도입 여부, 인허가 등 설계 최적화

PROCUREMENT

Material & equipment ordering, Identification and early ordering of Long Lead Items, Determination of bidding and contracting method

자재·장비 발주, Long Lead Item 식별 및 선발주, 입찰·계약 방식 결정

CONSTRUCTION

Site organization setup, Progress management, Safety-Quality-Environmental management, Change management (Change Order), Completion inspection and handover

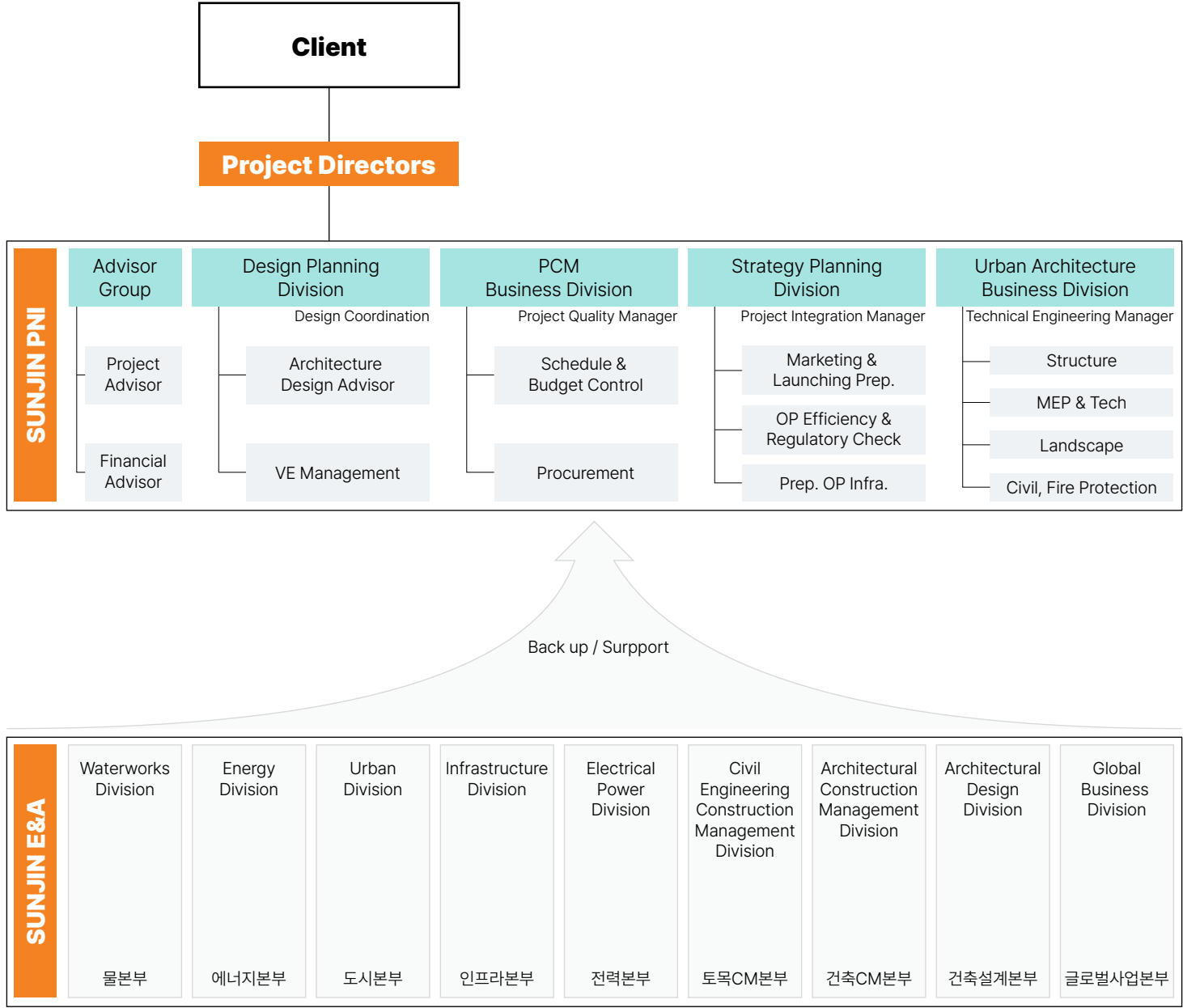
현장 조직 구성, 공정 관리, 안전·품질·환경 관리, 변경관리 (Change Order), 준공검사 및 인계인수

O&M

Commissioning and performance testing, Preparation of operation manuals, Establishment of Facility Management (FM) system

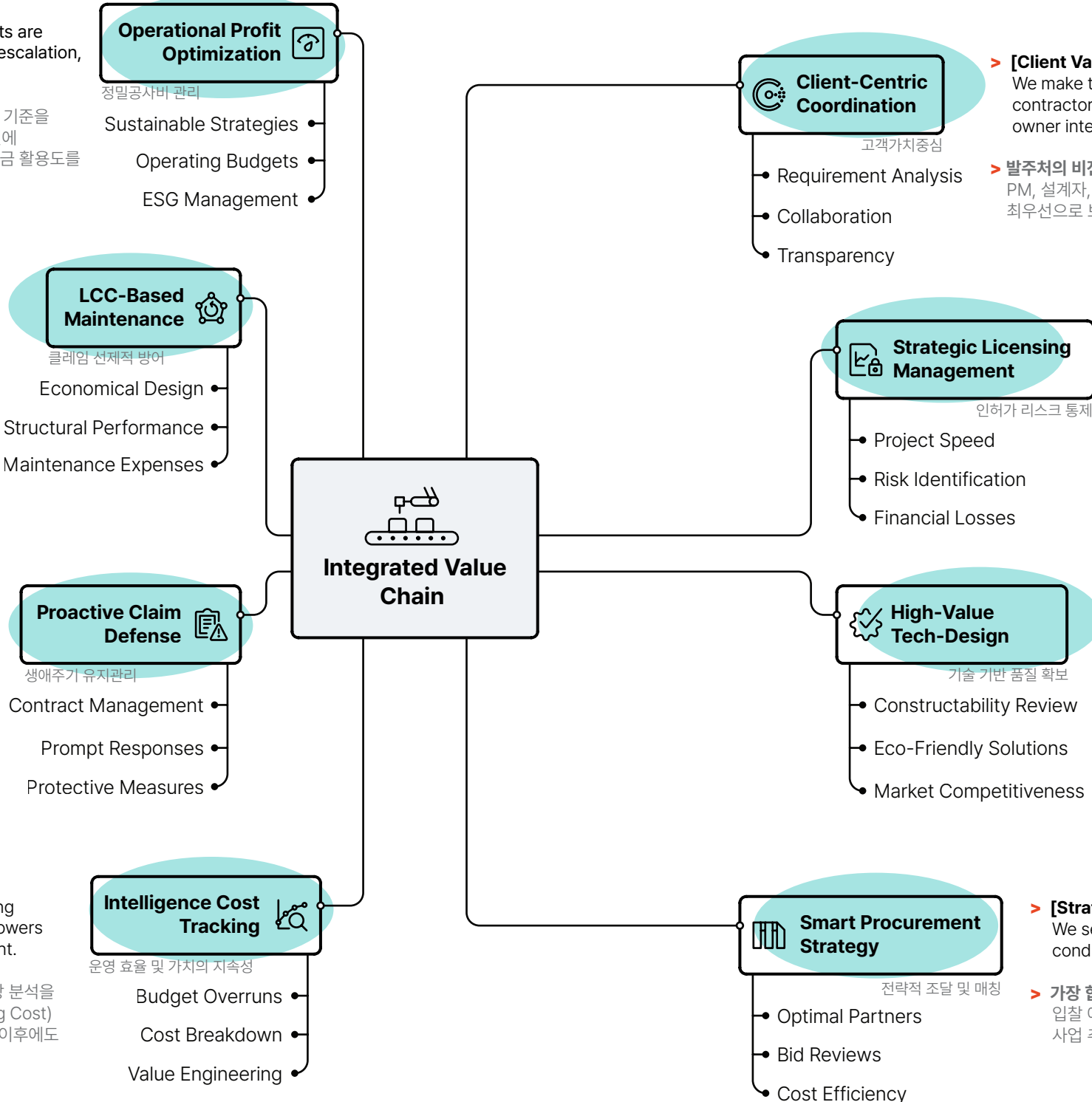
시운전·성능시험, 운영 매뉴얼 작성, 시설관리(FM) 체계 구축

ORGANIZATION



INTERGRATED VALUE CHAIN

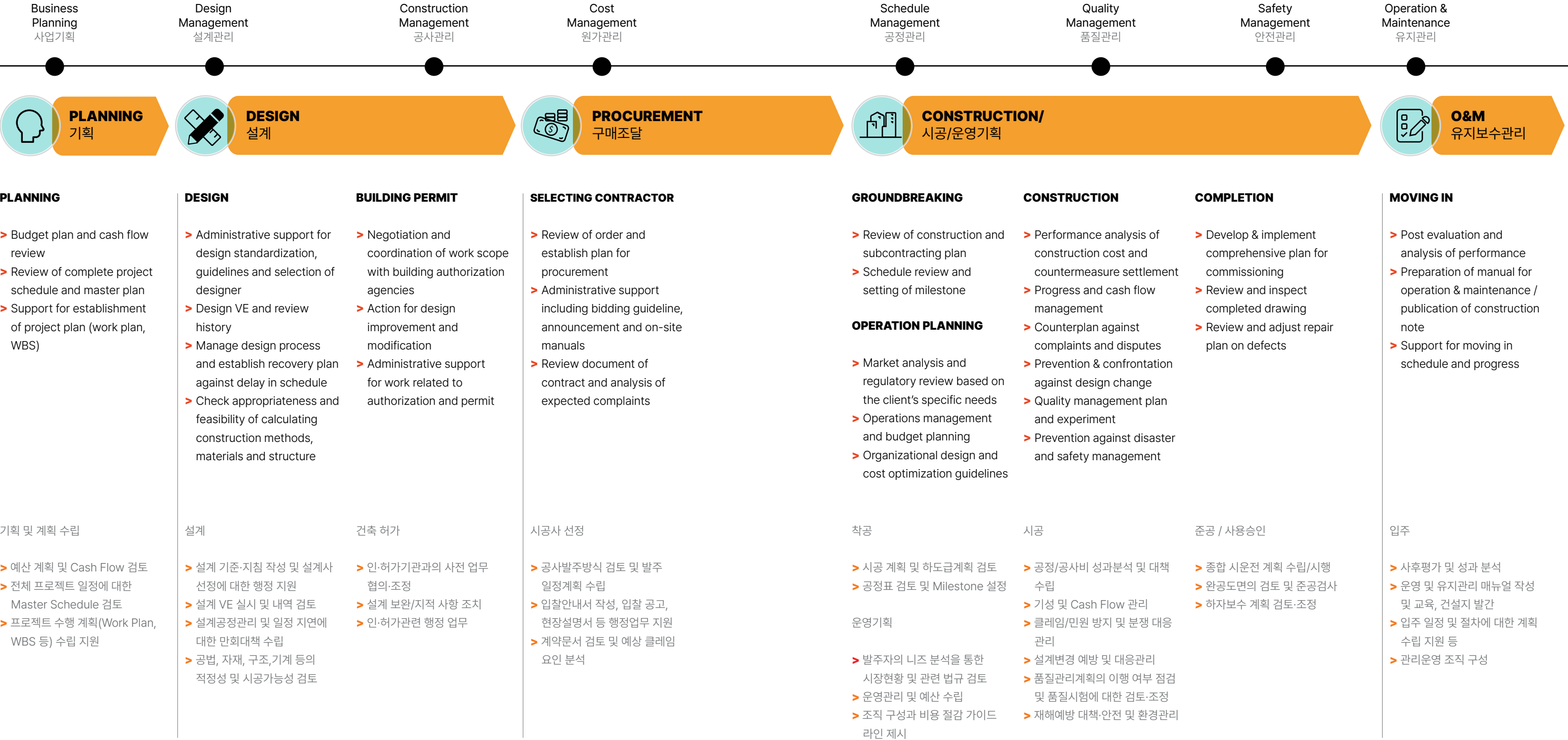
- > **[Precision Cost Control]**
We prevent overruns and engineer profitability from day one. Costs are structured by design stage and tracked with discipline to control escalation, while value engineering maximizes capital efficiency.
- > **예산 이탈을 방지하고 사업의 수익성을 설계합니다.** 설계 단계별 내역서 작성 기준을 제시하고 객관적인 공사비 추적 관리를 수행합니다. 공사비 상승 요인을 사전에 제어하고, 가치공학(VE)을 통한 혁신적인 절감 방안을 제시하여 발주처의 자금 활용도를 극대화합니다.
- > **[Preemptive Claim Management]**
We reduce disputes through rigorous contract control. Clear contract alignment, rapid issue resolution, and tight stakeholder coordination protect the owner when claims arise.
- > **완벽한 계약 관리로 잠재적 분쟁을 원천 차단합니다.** 계약 문서의 완성도를 확보하여 불일치성을 제거하고, 시공자의 의사결정 요청에 기민하게 대응합니다. 프로젝트 참여사 간 긴밀한 협조 체계를 구축하여 클레임을 최소화하며, 발생 시 발주처 보호를 위한 강력한 대책을 추진합니다.
- > **[Lifecycle Maintenance]**
We design for durability, not short-term savings. Life Cycle Cost (LCC) principles are applied early to enhance performance, extend asset life, and reduce long-term maintenance costs.
- > **준공 후의 내구성까지 고려한 경제적 설계를 지향합니다.** 설계 단계부터 생애주기비용(Life Cycle Cost) 개념을 도입하여 구조적 개선안을 도출합니다. 자산의 수명 연장과 기능성 확보를 통해 장기적인 수선 유지비를 획기적으로 낮추는 미래 지향적 관리를 수행합니다.
- > **[Operational Efficiency and Value Sustainability]**
We strengthen long-term asset value through sustainable operating strategies. Market-based planning optimizes operating budgets, lowers running costs, and sustains value through ESG-driven management.
- > **지속 가능한 운영 전략으로 자산의 미래 가치를 높입니다.** 기획 단계부터 시장 분석을 기반으로 최적의 운영 예산과 조직 체계를 수립합니다. 러닝 코스트(Running Cost)를 최적화하고 ESG 기반의 운영 관리 방안을 수립하여, 자산의 가치가 준공 이후에도 지속적으로 증대되도록 관리합니다.



- > **[Client Value Driven]**
We make the client's vision the project standard. From the outset, we align PMs, designers, and contractors under an independent governance structure—ensuring transparency and protecting owner interests through Full CM services.
- > **발주처의 비전을 프로젝트의 기준으로 정립합니다.** Pre-project 단계부터 발주처의 요구사항을 완벽히 분석하여 PM, 설계자, 시공자 간의 최적화된 협업 체계를 구축합니다. 독립적인 지위에서 투명성을 확보하고 사업주의 권익을 최우선으로 보호하는 Full PM Service를 제공합니다.
- > **[Permitting Risk Control]**
We eliminate administrative uncertainty to protect schedule and capital. Permitting is embedded into the PM plan, with proactive monitoring to prevent delays and financial loss.
- > **행정적 불확실성을 제거하여 사업의 속도를 보장합니다.** 인허가 업무를 사업관리 계획과 연계하여 정기적인 모니터링을 실시합니다. 항목별 예상 문제점을 사전에 분석하고 선제적 대응 방안을 수립함으로써, 인허가 지연으로 인한 막대한 금융 비용 손실을 원천 차단합니다.
- > **[Technology-Based Quality Assurance]**
We deliver quality built right the first time. Early constructability reviews reduce design changes, while global best practices and eco-conscious solutions enhance competitiveness.
- > **시공성이 검증된 설계로 무결점 품질을 구현합니다.** 초기 단계부터 토목, 공정, 공사비 관점에서 시공성을 검토하여 불필요한 설계 변경을 최소화합니다. 글로벌 네트워크를 활용한 최신 사례 분석과 친환경 설계안 도출로 프로젝트의 시장 경쟁력을 한 차원 높입니다.
- > **[Strategic Procurement and Matching]**
We secure the right partners, not just the lowest bid. Procurement is tailored to project conditions, with rigorous bid evaluation to ensure cost efficiency and execution strength.
- > **가장 합리적인 경로로 최상의 파트너를 연결합니다.** 발주자의 상황에 최적화된 시공사 선정 전략을 수립하고, 입찰 예정가 및 응찰 내역의 정밀 검토를 지원합니다. 투명하고 신속한 조달 프로세스를 통해 비용 효율성과 사업 추진력을 동시에 확보합니다.

WORK SCOPE

SUNJIN Properties & Investment





PROJECT EXPERIENCE

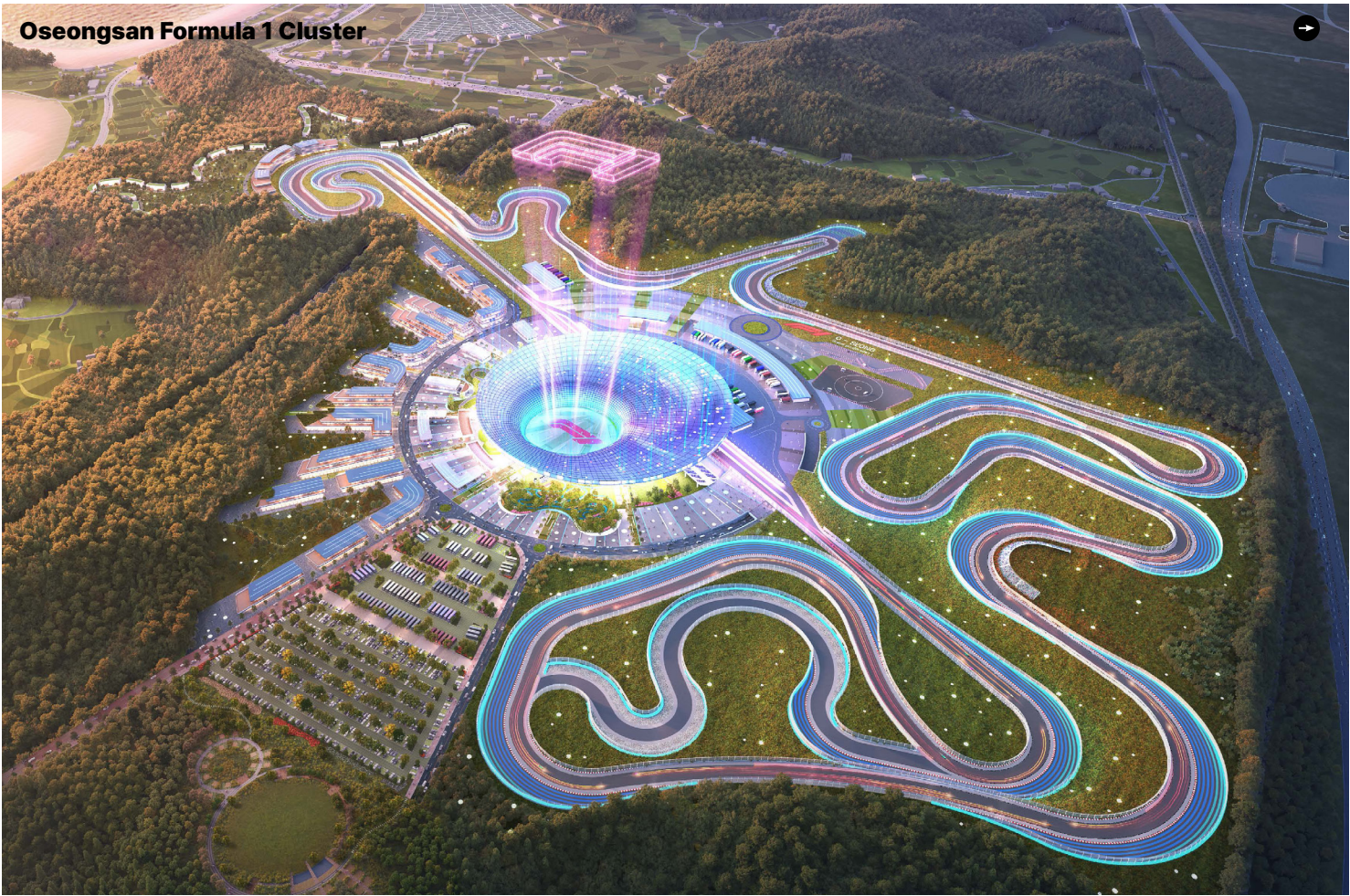
PM/CM



As a world-class wellbeing spa and resort destination, Therme Korea Incheon is set to become the epicenter of Korea’s wellness tourism—positioning the Republic of Korea on the global stage. The facility is organized into three distinct zones—Play, Relax, and Restore—each designed with dedicated facilities, concepts, and programs for its core audience.

Project name	Therme Korea Incheon Project
Location	300-20 and 300-23, Songdo-dong, Yeonsu-gu, Incheon, Republic of Korea
Site Area	99,014 m²
Program Area	75,537 m²
Building Scale	Maximum Height 40m
Project Schedule	2Q of 2025~ (On-Going)
Budget	Appx. KRW 850 Billion

PM/CM



The Oseongsan Formula 1 Cluster transforms the cut-slope area of Oseongsan Mountain into a motorsports-themed destination. Designed to support airport operations and stimulate the regional economy, the project repositions underutilized terrain as a high-impact tourism and development asset.

Project name	Oseongsan Formula 1 Cluster
Location	San64-1, Nambuk-dong, Jung-gu, Incheon, Republic of Korea
Site Area	1 mil. m²
Program Area	1,186,043 m²
Building Scale	F1 Circuit, 5-Star Hotel etc.
Project Schedule	Q3 of 2023 (On-going)
Budget	KRW 862 Billion

Dot Key

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Personal Project

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On-Going Project

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Pending Project

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Complete Project

PROJECT EXPERIENCE

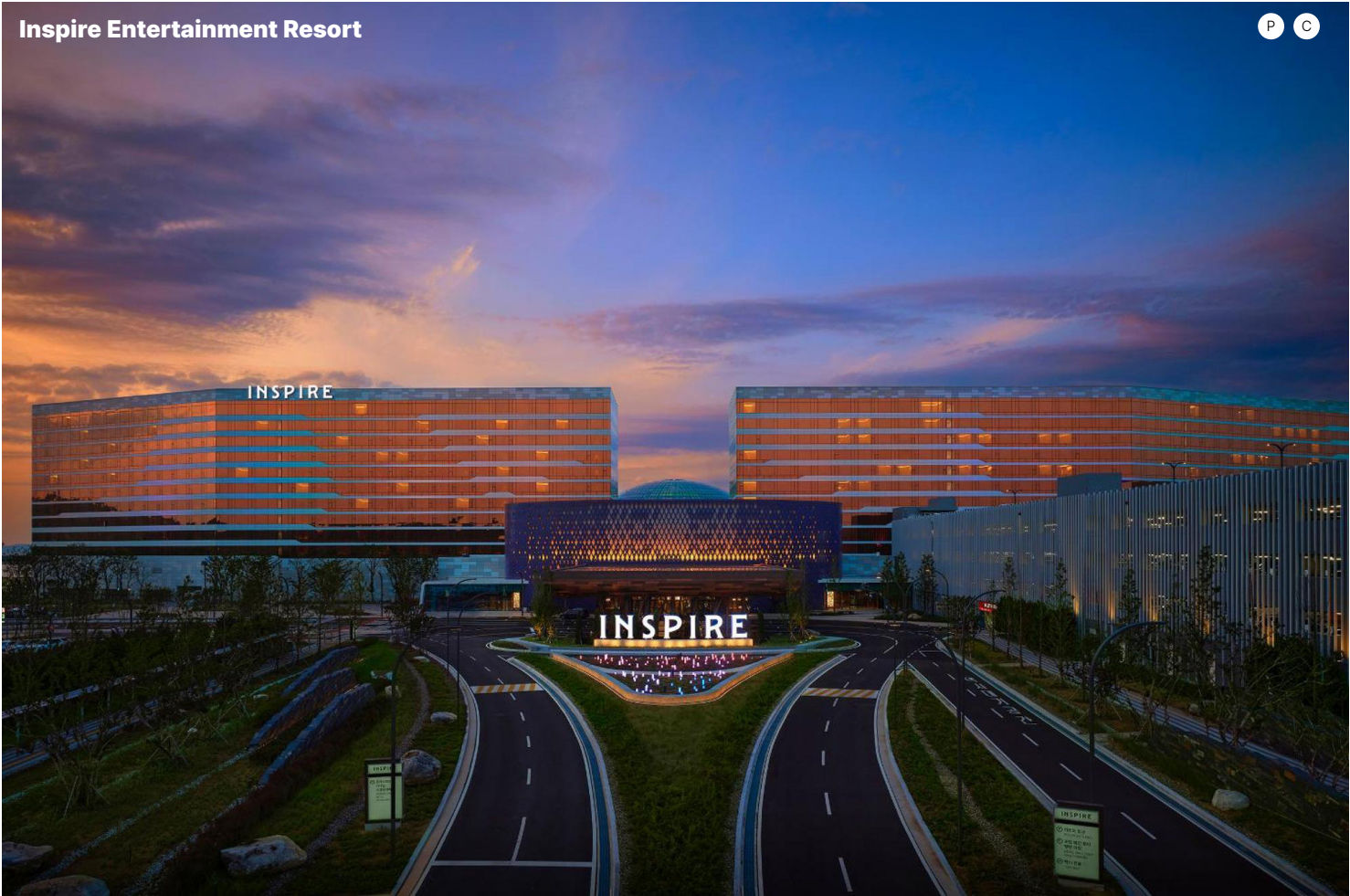
PM



Completed in 2017, Paradise City on Yeongjong Island marked the debut of Northeast Asia's first integrated resort. Now a defining landmark of Korea, the 330,000 m² destination brings together a five-star hotel, a world-class casino, curated dining, family entertainment, a business spa, and cultural venues—setting a new benchmark for integrated resort development.

Project name	Paradise City (711 rooms)
Location	186, Yeongjonghaeannam-ro 321 beon-gil, Jung-gu, Incheon, Republic of Korea
Site Area	330,000 m ²
Program Area	195,144 m ²
Building Scale	Maximum Height 60m
Project Schedule	1-1 phase- 4Q of 2014~1Q of 2017 / 1-2 phase- 1Q of 2016~4Q of 2018
Budget	USD 700 million

PM



Inspire Entertainment Resort is a KRW 2 trillion-scale integrated entertainment destination. Spanning 461,661 m², the resort brings together a multi-purpose arena, convention facilities, and five-star hotels across three distinct hotel districts. Signature attractions include the world's first multi-purpose arena of its kind, a 150-meter digital entertainment street, a foreigner-only casino, and an indoor water park—positioning Inspire as a new benchmark for large-scale entertainment resorts.

Project name	Inspire Entertainment Resort (1,275 rooms)
Location	127, Gonghangmunhwa-ro, Jung-gu, Incheon, Republic of Korea
Site Area	272,820 m ²
Program Area	352,814 m ²
Building Scale	Casino, 5-Star Hotel, Arena. etc.
Project Schedule	Q2 of 2019 ~4Q of 2023
Budget	USD 1.6 Billion

PROJECT EXPERIENCE

PM



The Novotel Ambassador Suwon Project was developed on the privately owned station site of AK Suwon Aekyung Station Co., Ltd. Conceived as an urban landmark, the project extended the Suwon Station commercial district into a mixed-use cultural destination anchored by a global hotel brand. Today, it stands as one of Suwon’s leading luxury hotels and a catalyst for area revitalization.

Projecty Name	AK Suwon Novotel Ambassador Hotel (287 rooms)
Location	902, Deogyong-daero, Paldal-gu, Suwon-si, Gyeonggi-do, Republic of Korea
Site Area	88,812m ²
Program Area	194,237m ²
Building Scale	B3~9F
Project Schedule	4Q of 2011 ~ 4Q of 2014
Budget	USD 89.1 million

Dot Key

- Personal Project
- On-Going Project
- Pending Project
- Complete Project

PM



Launched in 2007, the D-Cube City Project transformed Daesung Industrial’s former coal plant site in Sindorim into a landmark mixed-use district in Seoul. Developed in collaboration with U.S.-based Jerde Partnership, the project integrates residential towers, offices, a luxury hotel, a musical theater, and a department store. Completed in 2011, D-Cube City redefined southwestern Seoul—creating a vibrant destination where living, work, retail, and culture converge.

Project name	D-CUBE CITY – Sheraton Seoul D-Cube City Hotel(269 rooms)
Location	662 Gyeongin-ro, Guro-gu, Seoul, Republic of Korea
Site Area	16,853 m ²
Program Area	229,992 m ²
Building Scale	Maximum Height 189.7m
Project Schedule	3Q of 2007 ~ 2Q of 2011
Budget	USD 690 million

PROJECT EXPERIENCE

PM



Pine Avenue redefines the Euljiro skyline with its two symmetrical towers, blending a modern business environment with urban sophistication. Featuring a clean, linear aesthetic and highly efficient spatial design, the project has maintained its status as a premier prime office landmark in Seoul's Central Business District since its completion in 2011.

Projecty Name	Pine Avenue
Location	100, Eulji-ro, Jung-gu, Seoul, Republic of Korea
Site Area	9,159m ²
Program Area	129,995 m ²
Building Scale	B5F ~ 25F
Project Schedule	1Q of 2008 ~ 4Q of 2011
Budget	KRW 350 Billion

Dot Key

- Personal Project
- On-Going Project
- Pending Project
- Complete Project

PM



Steel Land is a centralized, one-stop distribution hub for steel products, special steels, non-ferrous metals, tools, and machinery. Serving the Seoul-Incheon metropolitan area and nationwide construction and manufacturing markets, the project is being developed as a large-scale logistics center to expand regional logistics capacity and enhance service accessibility for northwestern Gyeonggi Province.

Project name	Steel Land
Location	21, Oido-ro, Siheung-si, Gyeonggi-do, Republic of Korea
Site Area	215,339 m ²
Program Area	214,876 m ²
Building Scale	1F ~ 5F
Project Schedule	1Q of 2007 ~ 1Q of 2008
Budget	KRW 260 Billion

PROJECT EXPERIENCE

PM



The development is underway to expand the logistics market and improve services for residents of the northwestern region of Gyeonggi Province by developing a large-scale logistics center.

Projecty Name	Gamjung Logistics Park
Location	477-10, Gamjeong-dong, Gimpo-si, Gyeonggi-do, Republic of Korea
Site Area	80,168m ²
Program Area	155,372 m ² / B6~25F
Building Scale	Maximum Height 49m
Project Schedule	1Q of 2019 ~ 4Q of 2021
Budget	KRW 380 Billion

PM



The Blooming The Mark mixed-use project was the tallest building in Siheung City at the time of completion and remains the city's third tallest today. Directly connected to a station on the Wolgot–Pangyo Line, and complemented by the nearby Shinsegae Premium Outlet, the project enhances everyday convenience for residents while serving as a defining landmark of the Wolgot district.

Project name	Blooming The Mark mixed-use apartment building
Location	5-6, Wolgotjungang-ro 58beon-gil, Siheung-si, Gyeonggi-do, Republic of Korea
Site Area	3,400 m ²
Program Area	39,262 m ²
Building Scale	B2F ~ 39F
Project Schedule	1Q of 2019 ~ 4Q of 2021
Budget	KRW 100 Billion

Dot Key

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Personal Project

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On-Going Project

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Pending Project

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Complete Project

PROJECT EXPERIENCE

Urban Regeneration



The Tongyeong Dockyard Regeneration Project reimagines a former shipyard site as a future-oriented waterfront district. Transforming an inactive dockyard into a hub for culture, tourism, and the maritime industry, the project serves as a model for sustainable urban regeneration and community coexistence.

Projecty Name	International Urban Design Competition for the Regeneration of Tongyeong Dockyard
Location	195 Donam-ro, Tongyeong-si, Gyeongsangnam-do (Shina sb dockyard)
Site Area	(total area) Urban Regeneration New Deal Zone : 510,000m ² (focused design area) (former) Shina dockyard site : 185,000m ² (including public waterfront)
Program Area	Main building - auxiliary / docks (two) / goliath crane (1 unit)
Building Scale	This project will be divided into phases carried out by LH
Project Schedule	2018 ~ 2023
Budget	KRW 1 trillion 104.1 billion (financial support from government KRW 41.7 billion, LH KRW 120 billion, Tongyeong KRW 30.4 billion, private investors KRW 710 billion, etc.)

Urban Design



The South Saad Al-Abdullah Project—also known as New Al-Jahra City—is one of Kuwait’s most ambitious large-scale urban developments. Conceived to address the nation’s housing shortage, the project envisions a modern, sustainable smart city in the desert—setting a new standard for future-ready urban living.

Project name	South Saad Al-Abdullah Project
Location	30km west of the Center of Kuwait City
Site Area	64.4 Km ²
Program Area	40,000 Houses
Building Scale	Maximum Height 189.7m
Project Schedule	3Q of 2007 ~ 2Q of 2011
Budget	USD 2.8 Billion

Dot Key

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Personal Project

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On-Going Project

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Pending Project

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Complete Project

PROJECT EXPERIENCE

Architecture



Designed by Peter Marino, the Cheval Blanc Beverly Hills reimagines luxury through a sophisticated lens, blending a sleek, contemporary limestone facade with lush, integrated greenery. The project serves as a premier architectural landmark on Rodeo Drive, harmonizing intimate residential-scale elegance with the grand scale of world-class hospitality.

Projecty Name	Cheval Blanc Beverley Hills
Client	LVMH (Moet Hennessy & Louis Vuitton)
Location	Beverley Hills, CA, US
Program Area	20,532m ² (Total Floor Area)
Building Scale	9F
Project Schedule	Scheduled Completion 2026

Architecture



The Rosewood Residences Miami Beach seamlessly restores the historic 1926 Sagamore and Ritz Plaza hotels, pairing meticulous preservation with a striking new ultra-luxury residential tower. Designed to epitomize "A Sense of Place," the project anchors the Art Deco District with a sophisticated blend of heritage charm and modern, light-filled tropical elegance.

Projecty Name	Rosewood Residences Miami Beach
Client	SHVO
Location	Miami, FL, US
Program Area	29,100m ² (Total Floor Area)
Building Scale	17F
Project Schedule	Scheduled Completion 2027

Dot Key

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Personal Project

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On-Going Project

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Pending Project

C

Complete Project

PROJECT EXPERIENCE

Architecture



The M Plaza renovation breathes new life into a prominent Myeongdong landmark by replacing its heavy, dated exterior with a high-performance glass curtain wall that enhances transparency and urban connectivity. This design by Manifesto Architecture utilizes a rhythmic, multi-layered facade to create a dynamic visual identity that reflects the vibrant energy of Seoul's premier shopping district.

Projecty Name	Myeongdong M Plaza Hotel Renovation
Client	Invesco
Location	Beverley Hills, CA, US
Program Area	27,822 m ² (Total Floor Area)
Building Scale	B2, 22F
Project Schedule	2011

PM



The Chanel duplex boutique at Incheon International Airport Terminal 2, which opened in August 2025, represents a landmark collaboration between Peter Marino and the brand, featuring a striking double-story facade that anchors the terminal's luxury wing.

Projecty Name	CHANEL Boutique
Client	CHANEL
Location	(Airport Facility) 2868, Unseo-dong, JUng-gu, Incheon, republic od korea
Program Area	813m ² (Total Floor Area)
Building Scale	2F
Project Schedule	2025

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 Personal Project

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 On-Going Project

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 Pending Project

C

 Complete Project

PROJECT EXPERIENCE

Architecture



Sinsa Tower reimagines luxury commercial real estate through a sophisticated lens, blending a warm classical wood structural elements encased in a sleek, contemporary glass curtain wall shell. The project serves as a premier architectural landmark in the Sinsa Station commercial district.

Projecty Name	Sinsa Tower
Client	Forest gangnam 595
Location	21-6 and 21-7, Jamwon-dong, Seocho-gu, Seoul, Republic of Korea
Program Area	4,509.62 m ² (Total Floor Area)
Building Scale	B2, 10F
Project Schedule	2025

Dot Key

- Personal Project
- On-Going Project
- Pending Project
- Complete Project

Architecture



The Healingway Center breathes new life into Cheongna city by adding a striking reinterpretation of the city's urban symbolism of natural gems. The façade uses rhythmic language of modern vertical louvers in combination with natural stone to create a landmark destination along the Canal Way commercial corridor.

Projecty Name	Healing Center
Client	Healingway Co. Ltd.
Location	152-20, Cheongna-dong, Seo-gu, Incheon, Republic of Korea
Program Area	20,110m ² (Total Floor Area)
Building Scale	B4, 10F
Project Schedule	On-going

PROJECT EXPERIENCE

PM



Housed within a meticulously restored 1935 neoclassical landmark, the Chanel boutique at Shinsegae “The Heritage” serves as a grand intersection of Parisian luxury and Korean architectural history. Designed by Peter Marino, the two-story space preserves original features like the building’s iconic floral plaster ceilings while integrating over 70 works of contemporary art and bespoke furniture to create a sophisticated, residential-inspired flagship.

Projecty Name	Chanel Shinsegae the Heritage, Seoul
Client	CHANEL
Location	53-1, Chungmuro 1(il)-ga, Jung-gu, Seoul, Republic of Korea
Program Area	8,249.9 m ² (Total Floor Area)
Building Scale	B1, 6F
Project Schedule	2025

Architecture



Designed by Dongil Architecture Group, the Center Building renovation offers a contemporary, international reinterpretation of Korea’s architectural heritage. Overlooking Seoul City Hall Plaza, the façade draws inspiration from the timber structures of Deoksu Palace, reimagined through a refined, modern curtain wall—bridging history and modernity in a single architectural expression.

Projecty Name	Seoul Center Building Remodeling Project in Sogong-dong
Client	Jeonghan Development Co., Ltd.
Location	116, Sogong-ro, Jung-gu, Seoul, Republic of Korea
Program Area	11,899.5 m ² (Total Floor Area)
Building Scale	B2, 16F
Project Schedule	On-going

Dot Key

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Personal Project

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On-Going Project

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Pending Project

C

Complete Project

PROJECT EXPERIENCE

Architecture



The Hyoje-dong Officetel reinterprets the historic legacy of the former Eouigung Palace site in a contemporary way, offering a differentiated residential product with refined vertical articulation across seven levels and a well-balanced human scale. Terraced landscaping and a three-dimensional façade secure both elegance and rarity in the heart of the city, positioning it as a premium housing asset.

Projecty Name	Hyoje-dong Officetel
Client	IGIS Asset Management Co., Ltd.
Location	21-12 and surrounding area, Hyoja-dong, Jongno-gu, Seoul, Republic of Korea
Program Area	29,216.78 m ² (Total Floor Area)
Building Scale	B5, 15F
Project Schedule	On-going

Architecture



The honeycomb-inspired façade visually expresses productivity and efficiency, reinforcing a strong corporate image. In harmony with the surrounding urban context, it is a strategic development designed to enhance long-term asset value for businesses.

Projecty Name	Siheung Janghyeon Knowledge Industry Center
Client	Family Pharm Co., Ltd.
Location	Siheung Janghyeon Public Housing District Self-Sufficient Site 1 Block
Program Area	114,985.90 m ² (Total Floor Area)
Building Scale	B4, 10F
Project Schedule	On-going

Dot Key

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Personal Project

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On-Going Project

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Pending Project

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Complete Project

PROJECT EXPERIENCE

Architecture



Inspired by the gentle ridgelines of Gwanaksan Mountain, this mixed-use development applies a horizontal design language to residential areas while emphasizing vertical elements on city-facing façades to create a dynamic rhythm and strong presence befitting a major transit hub. The result is a balanced architecture that combines residential comfort with landmark identity.

Projecty Name	Isu Station Mixed-Use Development
Client	Hyeonjin Group Co., Ltd.
Location	1008-22, Sadang-dong, Dongjak-gu, Seoul, Republic of Korea
Program Area	33,629.75 m ² (Total Floor Area)
Building Scale	B7, 29F
Project Schedule	On-going

Architecture



The Geoje Big Island Hotel features a restrained design concept inspired by the ocean horizon and the dramatic natural beauty of Haegeumgang, achieving a refined harmony with its coastal surroundings. Through a consistent color palette and material strategy, it establishes a distinctive brand image and positions itself as a landmark hotel representing Geoje Island.

Projecty Name	Geoje Big Island Hotel
Client	The Bom Plus Co., Ltd.
Location	(Airport Facility) 2868, Unseo-dong, JUng-gu, Incheon, republic od korea
Program Area	62,453 m ² (Total Floor Area)
Building Scale	B4, 24F
Project Schedule	On-going

Dot Key

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Personal Project

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On-Going Project

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Pending Project

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Complete Project

PROJECT EXPERIENCE

PM/CM

Coupang logistics center Jeju city, Korea, 2024	- Floor Area : 16,529 m² - Project Management	P C
Doosan We've Construction Project at Yongin Administrative Town Yongin city, Korea, 2013	- 1,300 units, 19 Buildings - Construction work	P C
Inspire Entertainment Resort Paramount Theme Park Incheon, Korea, 2019	- Design PM / Arch. - Site Area : 234,500 m² - Scale : 36 rides & attractions	P C
HCI Cement Plant Pyinyaung, Myanmar, 2018	- Construction Management - Operation & Maintenance	P C
LG Education Center Ashgabat, Turkmenistan, 2015	- Education center for Engineer - Construction Cost USD 30 Mil.	P C
AK Suwon Novotel Hotel project Suwon, Korea, 2015	- Site Area : 88,812 m² - Suwon Staion Hotel Project - Connected AK Plaza, and AK& mall	P C
AK Hong-Dae business Hotel project Seoul, Korea, 2015	- AK Hongdae project design review - Budget planning and Brand Establishment review	P C
NCsoft Pankyo R&D Center Pankyo, Seongnam-si, Korea, 2014	- Site supervisor - Construction Cost USD 200 Mil.	P C
Ibis Ambassador Hotel Suwon, Novotel Convention project Suwon, Korea, 2010	- Kim's Club shopping mall usage change - Development of Business Hotel and Convention Facilities	P C
Yongin NS Smart Logistics Complex Development Project Youngin, Korea, 2020	- Creation and Development of Large-Scale Logistics Complexes - Site Area : 320,100 m² - Program Area : 666,000 m²	P C
Hwaseong Jaegi-ri Logistics Center Project Hwaseong, Korea, 2020	- Located adjacent to nearby industrial complexes and tailored specifically for corporate logistics development. - Site Area : 67,464 m² - Program Area : 107,580 m²	P C
Anseong Goeun-ri Logistics Center Project Anseong, Korea, 2020~	- Developed to supply logistics facilities for Icheon's fashion-related logistics and other sectors. - Site Area : 42,554 m² - Program Area : 77,233 m²	P ➔
South Anseong Logistics Center Development Project Anseong, Korea, 2020~	- An automated logistics complex featuring a massive, clear-span space with a long-side dimension exceeding 300 meters. - Site Area : 202,907 m² - Program Area : 310,046 m²	P ➔
Eco & Logis Busan Eco-Friendly International Logistics Center Project Busan, Korea, 2021	- Construction of LX Group's Integrated Logistics Center in the Yeongnam Region - Site Area : 59,968 m² - Program Area : 199,681 m²	P C

Construction

Raemian Jang an 2nd Contruction Project Seoul, Korea, 2019	- 1,800 units, 24 Buildings - Construction work	P C
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Development

Water Prevention Project Thailand, 2013	- Flood Control Project of Chao Phraya River - Project Cost USD 13 Bil. - PQ by JV between Korea & Thailand - Submit Pre-PQ 264 firms - 1st Stage Qualified 34 firms - Selected 7 firms Submit Proposal	P C
Merauke Independent Power plant, Indonesia Papua, Indonesia, 2014	- EPC Project Cost USD 40 Mil. - Engineering Completed	P C

Urban Design

South Saad Al Abdullah New City Kuwait, 2017	- Site Area : 64.42 km² - Household : 25,000~40,000	P ➔
Santa-Cruz New City Project Santa-Cruz, Bolivia,2016	- Site Area 54.32 km² - Population : 364,000 ppl - Household : 104,000	P C
SOYO NEW CITY PROJECT Soyo, Angola, 2008	- New City Development in North-ern Angola - Gross Area : 3,438 ha Master Plan - Schematic Design & Design Development	P C
Boughzoul New City Master Plan Phase 2 Boughzoul, Algeria,2008	- One of 4 New City in Algeria - Gross Area : 4,061 ha Master Plan - Schematic Design	P C
Boughzoul New City Master Plan Phase 3 Boughzoul, Algeria, 2009	- Design Development - Apply Korean District Plan for Streetscape Design and Height Regulation - Gross Area : 1,259 ha	P C
Lobito 420 units Housing Complex Development Lobito, Angola, 2009	- Refurbishing project of residen-tial area - Master Plan for 8,000 Housing units, School, Public Facilities, Park	P C
Acra New City Development Promotion Acra, Ghana, 2010	- 0.2 Million units Housing Complex - Gross Area : 887 ha - Master Plan for Housing units, Amenities, Golf course, Public Facilities, Green area - Construction Cost USD 1.5 Bil.	P C
Angola Huambo Themepark Promotion Huambo, Angola, 2010	- Gross Area : 66,000 m² - Amusement Park, Water Park, Condominium, Leisure Facility - Feasibility Study, Conceptual Design	P C
Zhana Kok Tube Housing Complex Competition Zhana Kok, Kazakhstan, 2010	- Gross Area : 180,143 m² - 895 Housing units	P C
UAE Masdar City Development project Masdar, UAE, 2009	- Master Plan, Schematic Design - Feasibility Study, Marketing - Bid Preparation, BOQ	P C

Urban Regeneration

Regeneration of Tongyeong Dockyard Tongyeong, Korea, 2018	- Site Area : 64.42 km² - Household : 25,000~40,000	P ➔
Urban Regeneration and Rehabilitation Plan of Dalseong-gun, Daegu-si Daegu, Korea, 2019	- Establish Urban Regeneration Plan - Develop New Deal Zone - Proposal on New Deal project	P C
Pohang National Memorial Park for Disaster Prevention & Education Pohang, Korea, 2019	- Master Plan of National Memorial Park - Disaster Prevention Center - Feasibility Study	P C
Prototype Models & Guidelines of Urban Regeneration New Deal Project Korea, 2018	- Establish Prototype Models - Develop Urban Regeneration plan - Guideline reports with Plan & 3D images	P C
Urban Regeneration New Deal Plan of Dalseo-gu, Daegu-si Daegu, Korea, 2018	- Develop New Deal Plan - Proposal on New Deal project	P C
Urban Regeneration and Rehabilitation Plan of Ulleung-gun Ulleung-gun, Korea, 2018	- Establish Urban Regeneration Plan - Develop New Deal Zone - Proposal on New Deal project	P C
Urban Regeneration New Deal Plan of Mungyeong-si Mungyeong, Korea, 2018	- Develop New Deal Plan - Proposal on New Deal project	P C

Dot Key

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Personal Project

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On-Going Project

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Pending Project

C

Complete Project