

yumin art nouveau collection

유민미술관



## Case Study

# Yumin Art Nouveau Collection in Jeju

Become another artwork inside the art museum

## Overview

Yumin Art Nouveau Collection is now emerging as a new tourist attraction in Jeju-do, South Korea. At Yumin Art Nouveau Collection, visitors can enjoy the exhibition of 47 glass arts with a nature motif, which is the representative feature of Art Nouveau, and the breathtaking nature of Jeju-do. In fact, Yumin Art Nouveau Collection is an art in itself. The view of the shining glass at the entrance changes depending on lights or the viewing angle, making the exterior view more attractive. The same role is played by Samsung SMART LED Signage inside the museum.

Samsung SMART LED Signages installed all over the museum make Yumin Art Nouveau Collection look more modern. Samsung SMART LED Signage, which applies the natural concept of the museum to digital features, allows people to enjoy a more elegant exhibition space.

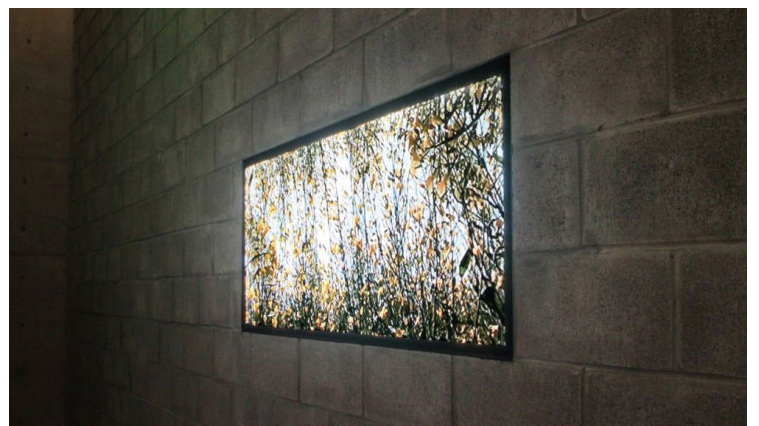
## Technology Highlights

- Ultra slim bezel that allows to realize a display looks like one single display
- Superior picture quality by 2.5mm pixel pitch
- Enhanced brightness and visibility

### About Yumin Art Nouveau Collection

Yumin Art Nouveau Collection in Seopjikoji, Jeju-do, South Korea is the only museum for Art Nouveau glass in Korea. The building was designed by the world-renowned architect Tadao Ando, but was reopened last June after renovation. The design of the exhibition was done by Johan Carlsson, the Danish architect.

※ Art Nouveau: It means "a new art." It is a crafts-design movement in the late 19th century pursuing new and original expressions with a natural motif away from traditional style



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## Solution

### Bezel-less signage melting into any space like arts

At Yumin Art Nouveau Collection, visitors can enjoy not only decent art, but also the Signages installed all over the museum like artworks. In accordance with the natural concept of the museum, Samsung SMART LED Signage plays videos of beautiful nature. The MagicINFO solution allows for easy modification of content so that vivid images about the arts of a new concept can be played whenever required.

In particular, the LED Signages well melt into anywhere in Yumin Art Nouveau Collection thanks to its bezel-less design. Also, a display looked like a single display can be realized by connecting multiple LED Signages. Since the LED Signage can be flexibly adjusted the size of the display, it takes center stage in the exhibition industry, which emphasizes the utilization of the space and image making.

### High-definition display making viewers feel like looking out of the window

Another reason that Yumin Art Nouveau Collection chose Samsung SMART LED Signage is because it delivers a high-definition display that allows for the realization of the museum's concept, nature.

The 2.5mm pixel pitch helps realize lifelike picture quality. Samsung SMART LED Signage helps improve the picture quality to provide a more realistic visual experience compared to previous models. Samsung SMART LED Signage provides improved visibility and greater brightness through the use of high-class LEDs. It delivers lifelike natural images, making people feel like looking out of the window.



"Samsung SMART LED Signages installed all over the museum seem like a part of the exhibition. In fact, though the museum can be a bit dark, the Signages feel like a window opening up new vistas of light," said a visitor in Yumin Art Nouveau Collection

## Result

Just like Art Nouveau, which means a new art, Yumin Art Nouveau Collection is paving the road for a new artistic space as the only museum for Art Nouveau glass in Korea. The adoption of Samsung SMART LED Signage adds to the modern interior design of the exhibition space and makes it more pleasant to appreciate the arts.

"We worked really hard to find the way to realize the natural concept of the museum. The adoption of Samsung SMART LED Signage allowed us to provide more details in the exhibition space based on the visitors' circulation path in accordance with the concept. We've been able to increase the status of the exhibition and customer satisfaction thanks to its frame-like design," said an official from the museum.

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### SMART Signage

For more information about Samsung SMART Signage, visit [www.samsung.com/business](http://www.samsung.com/business) or [www.samsung.com/displaysolutions](http://www.samsung.com/displaysolutions)

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