

3D Trick Art Museum of development scheme

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1. Trick Art

Trick Art is created by S.D Exhibition Planning Company founded by Kazumune Keniu for 20 years ago in Japan. The term of "Trick Art" refers to the brand new genre of Art museum and exhibition which is experienced-driven. The principle of Trick Art is combination of science principles, illusion, perception and reflection of the light. So Trick art enable visitor to feel art works differently according to the each different visitor's angle. Paintings become alive and experiential so that people actually can feel, touch and enjoy Trick Art. Realism paintings also make people feel illusion real. In 2010, Trick art became a phenomenon with the temporary Trick Art event in Social Network Service, for example, "The Chalk Guys", "Banksy's Painting in U.K".

Recent years, Korea also had a phenomenon of Trick Art. As a result of its popularity, many Trick Art Museums had been established in Korea. Table 1 shows the current status of Trick Art Museums Establishment in Korea.

[Table 1] Current Status of Trick Art Museums Establishment in Korea(2009~2013)

Type of Exhibition	Religion(Year of Opening Museum)
Alive museum	Jeju-si Jungmun village(2012), Seoul-si Insa-dong(2013), Yeosu-si(2013), Daecheon-si(2013)
Trick Art Museum	Jeju-si Seongeup(2009), Paju-si Heyri(2011)
Trick Eye Art Museum	Seoul-si Seogyo-dong(2011), Busan-si(2013), Jeju-si Jungmun village(2013)

Table 2 show the current status of Trick Art Museums Establishment in Asia (2012~2014)

[Table 2] Current Status of Trick Art Museums Establishment in Asia (2012~2014)

Country	Name of Museum	Country	Name of Museum
Thailand	2012 Pattaya Art in Paradise	China	2012 Xian Alive Museum
	2013 Chiang Mai Art in Paradise		2013 Chengdu Trick Art Museum
	2013 Phuket Trick Eye Museum		2014 Guangzhou Trick Art Museum
	2013 Hua Hin Trick Art Museum	Philippine	2013 Cebu Trick Art Museum
	2014 Bangkok Art in Paradise	Indonesia	2012 Tangerang live Art Museum
	2014 hatyai Magic Eye 3D Museum	Vietnam	2012 Ha Noi Alive Museum
2014 Bangkok Alive Museum	Malaysia	2012 Shah Alam Trick Art Museum	

Trick Art business has promising future planning to open Trick Art Business in UAE(Dubai), India(Delhi, Mumbai), Vietnam(Nha Trang), Indonesia(Bali), Malaysia(Kuala Lumpur)

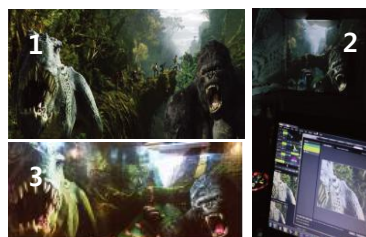
2. Technical Strength-Projection Mapping

Every work process of Magic Eye Museum has been digitalized. Projection Mapping is unique and efficiency method can reduce the labor cost. And the result of work could have high quality such as detailed finishing of paintings. Figure 1 shows 3D simulation in work process. And Figure 2 shows how to sketch by using projection mapping

Figure 1. 3D simulation



Figure 2. Sketch by Projection Mapping



In figure 2, the first picture is graphic design. This graphic design is made as same size as wall. Second picture is projection sketch. The projection mapping technology enables sketch through projected graphic design. Third picture shows that the result of projection mapping is same as originally intended to sketch.

As it is mentioned on previous paragraph, those technologies using projection enable cost to reduce and faster work period than sketch directly by hand. Table 3 shows the comparison between “Magic Eye 3D museum” and “Art in Paradise Pattaya”

[Table 3] Comparison between "Magic Eye 3D Museum" and "Art in Paradise Pattaya"

	Magic Eye 3D Museum (produced by 3D Projection Mapping)	Art in Paradise Pattaya
Labor Cost	Less than \$200,000	Less than \$400,000
Korean Painter	4(Thi painter 10)	Around 10
Work Period	2 months	6 months
Painting Method	3D Projection Mapping (Pre-graphic design, Post-project sketch)	According to painter’s ability
Composition of Labor	20s~30s Specialists from Hongik Univ.	40s~60s Painters

3D Projection Mapping shows several facts. First, 3D projection Mapping technology reduces labor costs around 50%. Because constructing with completed 3D simulation enables local artists to collaborate. Second, since the graphic design already completed (pre-graphic design), only things to do is drawing following the projection sketch. By doing so, the work period is 2.5 times faster than other. In trick art business, the labor cost and work period are the most important factor of successful business. Therefore, in terms of business success, Projection Mapping technology is a key factor.

3. Management team skills and Strengths

As those advantages of technologies (3D simulation and Projection Mapping) mentioned in above, there are many management team skills and strengths. First, those technologies enable cost to be reduced in the progress of work. 3D simulation is design which is considering space very delicately before producing as same size as actual wall. And the pre-graphic design and 3D projection mapping enable artist to collaborate with local artists. Because projection mapping is make the process much easier than usual method of Trick art production. Second, those technologies enable work period to be shorten as the same reason with the first management team skills and strengths. Third, the change of Korean Wave from Korean TV dramas via broadcasting systems (Hallyu 1.0) to K-pop via social media (Hallyu 2.0) shows the promising future of Trick Art Business. Since trick art is experience oriented content by taking picture in front of paintings and share through the social network service. Social network service, therefore, is regarded as an extension of Trick Art. So the marketing strategy that exhibition of painting or media art regarding to Korean Wave such as K-pop star or scene of drama through the licensing with the Entertainment Company and production could have marketability in overseas especially in South East Asia where the main target of 3D Trick Art Museum.

Through many careers not only in domestic market but also in overseas market, the management team skill has developed. Table 4 shows their career in Trick art business

[Table 4] career in Trick art business

Year	Project Name
2011	Mural Paintings in D’s strict 4D Live Park In KINTEX
2012	Pyeongchang Olympics Traditional Maket Revitalization Project Mural Painting
2013	Mural Paintings of Chengdu Trick Art Museum in China
2013	Mural Paintings of Pattaya Teddy Bear Museum in Thailand
2013	Designing and Supervising of Hat Yai Magic Eye Museum in Thailand
2014	Mural Painings of Guangzhou Trick Art Museum in China (in progress)

They have marketing strategies through various contents such as 3D live art which is produced by projection technology, Korean contents and K-pop star could be an efficient marketing tool in South East Asia. And their specialties such as capability of every designer about realistic painting and design and understanding of space through careers of interior design enable are free from the copyright infringement by self-production.

- [1] The Encyclopedia of Seogwipo(no date), Interview of Jong-seong Park; the operator of Trick Art Museum (21.Nov.2011) Seogwipo native culture encyclopedia. (http://seogwipo.grandculture.net/Contents/Index?contents_id=GC04601512&local=seogwipo) [Accessed 23 May 2014]
- [2] Alive Museum, (Alivemuseum.com) [Accessed 23 May 2014]
- [3] Trick Art, (Trickart.or.kr) [Accessed 23 May 2014]
- [4] In-sul Kim and Jong-seok Lee, “Culture and Content Industry: An Analysis on New Korean Wave based on Social Capital Perspective”, Journal of Korean Industrial Information Systems Society / v.17 no.7, 2012, pp.127-138