

DATA-DRIVEN X EXPERIENCE

또다른경험

(데이터 드리븐 경험 디자인의 이해)

성균관대학교
서비스융합디자인
설상훈

A glowing green tunnel with a central light source and a small sphere in the middle. The tunnel is formed by a series of overlapping, translucent green layers that create a sense of depth and movement. The light source is a bright, circular glow at the end of the tunnel, and a small, dark sphere is positioned in the center of the tunnel, reflecting the light. The overall atmosphere is ethereal and futuristic.

GENERATIVE
EXPERIENCE DESIGN

= 커뮤니케이션

Journey to the Planet
Sol 3039-MSL
-20°C / 827 Pa
sanghunsul

김포문화재단, 치유의빛, 2022 SANGHUNSUL

커뮤니케이션

COMMUNICATION



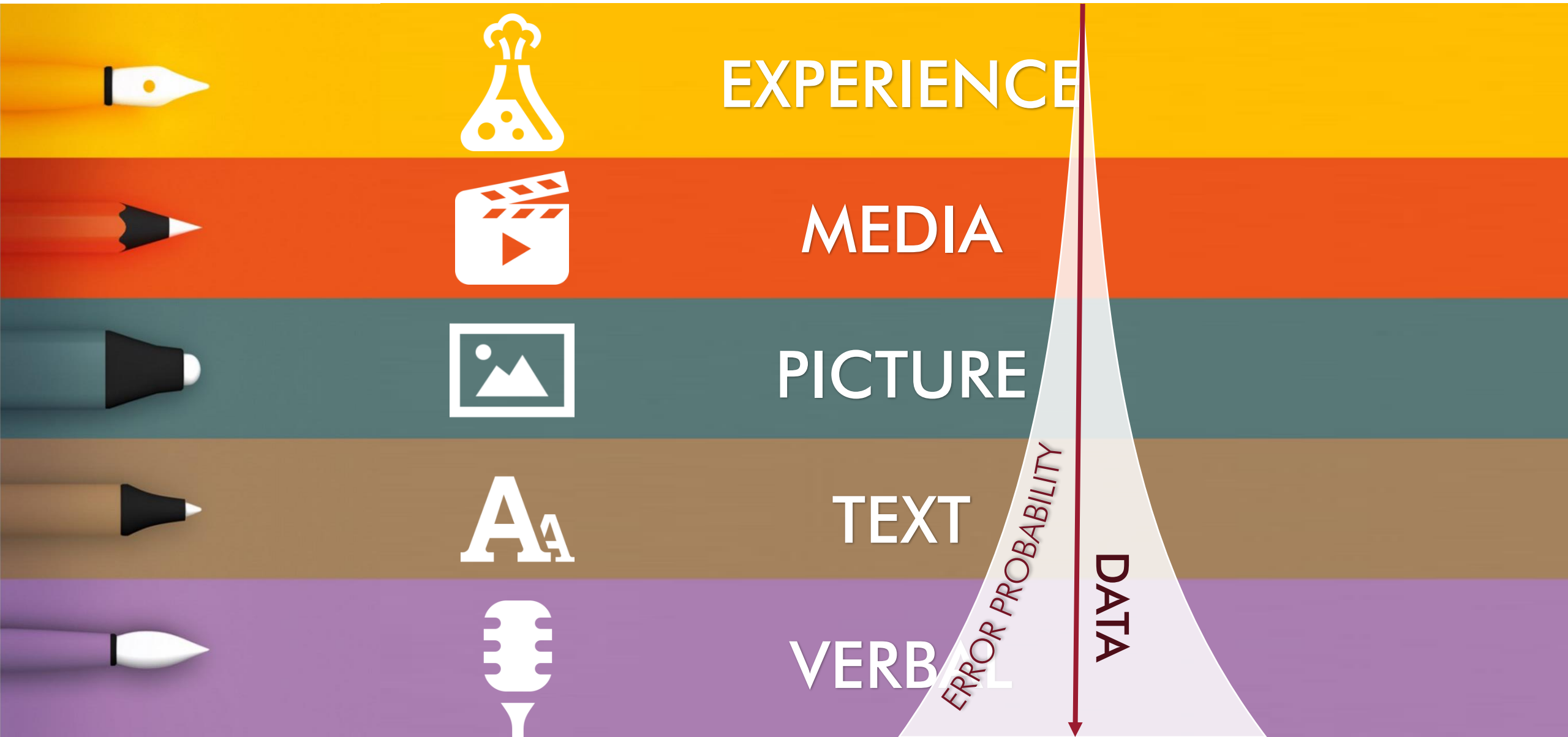
데이터

DATA

의사소통의 해상도 (경험의 전달)

COMMUNICATION RESOLUTION

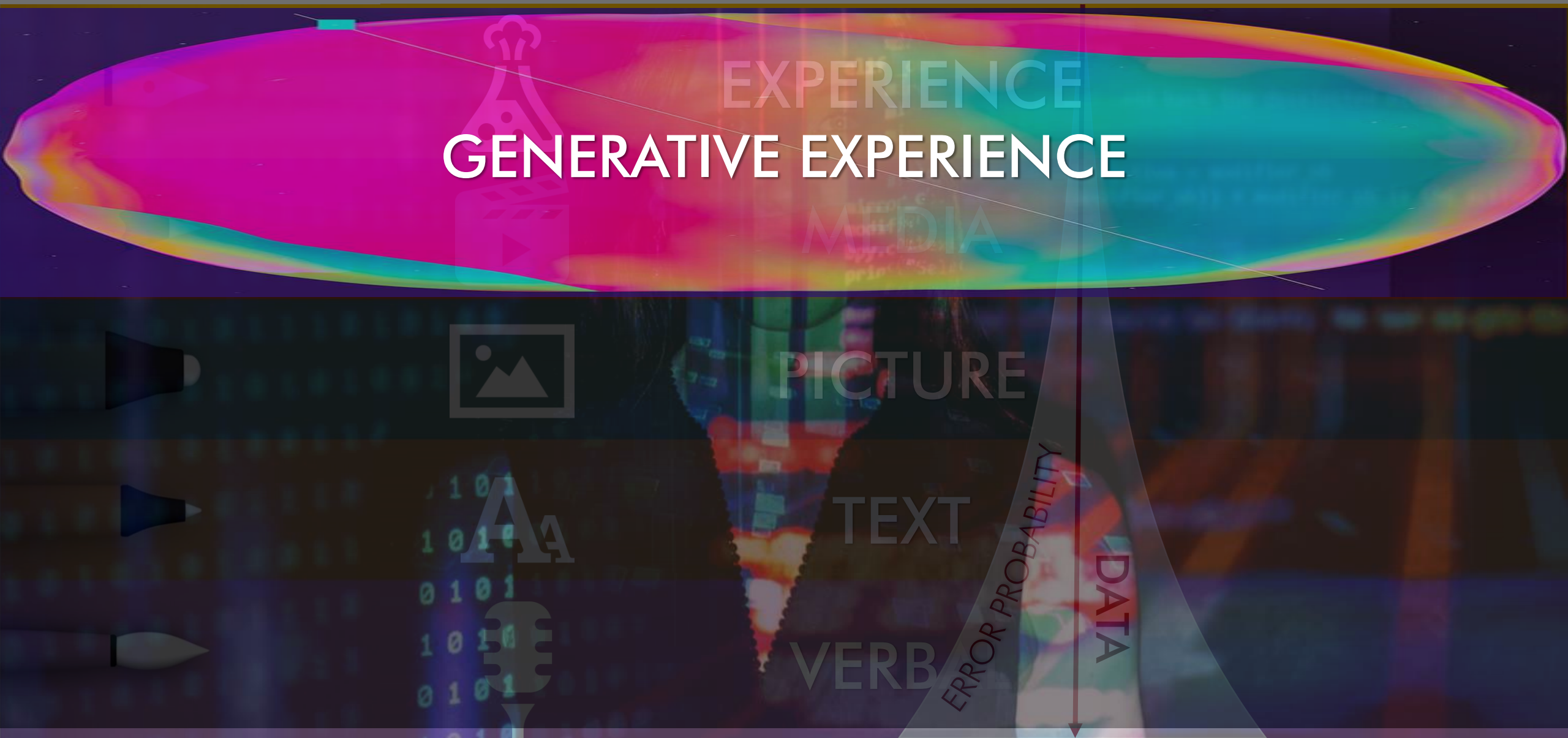
경험전달의 효율성을 위한 데이터 해상도



의사소통의 해상도 (경험의 전달)

COMMUNICATION RESOLUTION

경험전달의 효율성을 위한 데이터 해상도



컬처앤티크놀로지

제너러티브콘텐츠캡스톤디자인
인간생활중점융합디자인

ARS ELECTRONICA
Art, Technology & Society

KOGEI
東京工芸大学 TOKYO POLYTECHNIC UNIVERSITY

DATA-DRIVEN
GEN.DESIGN
Generative design

DATA-DRIVEN
EXPERIENCE
Service design

컬처앤티크놀로지

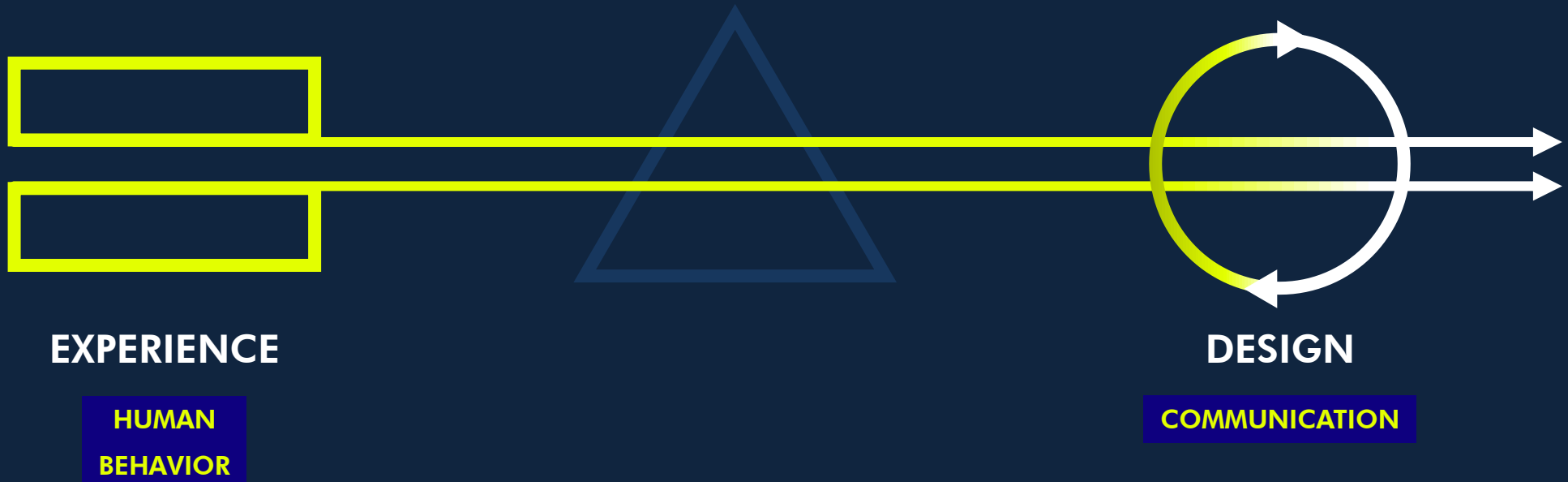
데이터드라이브마케팅
사용자경험캡스톤디자인

SAMSUNG ● OECD SHINSEGAE PROPERTY BESPOKE RAEMIAN
FORMULA LG전자 행정안전부 TikTok emart24
Microsoft amazon unity 한국콘텐츠진흥원 MEDIA SHOP
AMOREPACIFIC smardi aiex NIA 한국지능정보사회진흥원

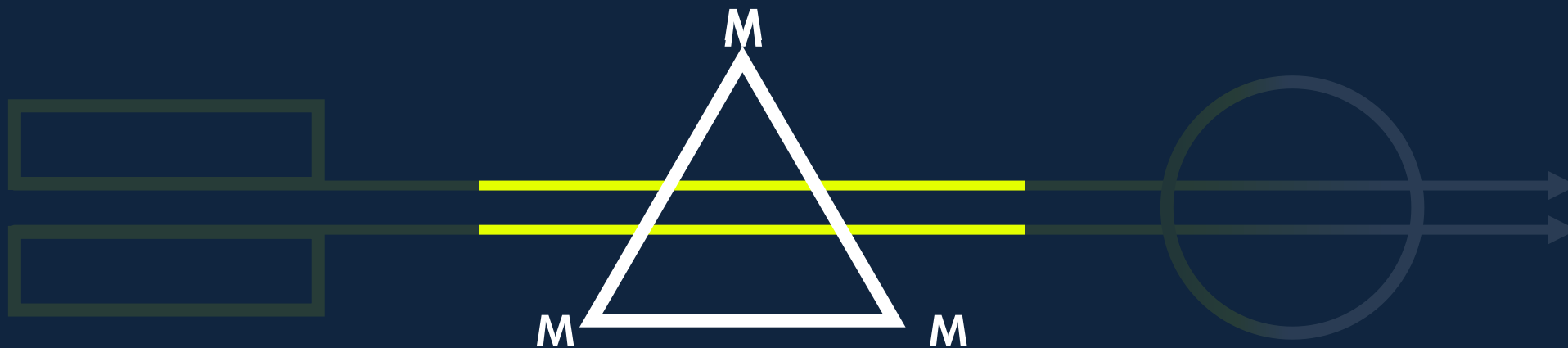
GENERATIVE | EXPERIENCE

FUTURISTIC GENERATIVE ART

DATA-DRIVEN GENERATIVE DESIGN STRATEGY



M³



DATA-DRIVEN
Design & Experience
STRATEGY

모사
模
또

Experience Data

AS MODEL

비견
比
다른

Experience Data

AS METRIC

통찰
洞
경험

Experience Data

AS MENTOR

As
METRIC

As
MENTOR

모사
模

Experience Data
AS MODEL

DATA-DRIVEN
Design&Experience

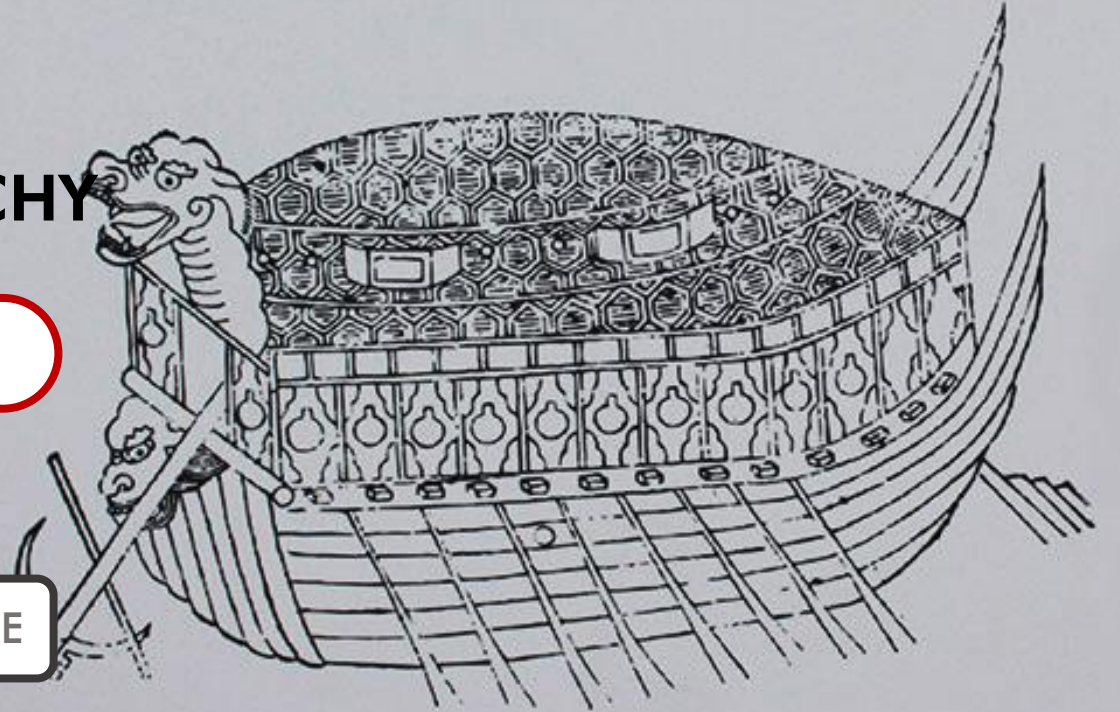


HIERARCHY

DESIGN



EXPERIENCE



비견



Experience Data
AS METRIC

DATA-DRIVEN
Design&Experience

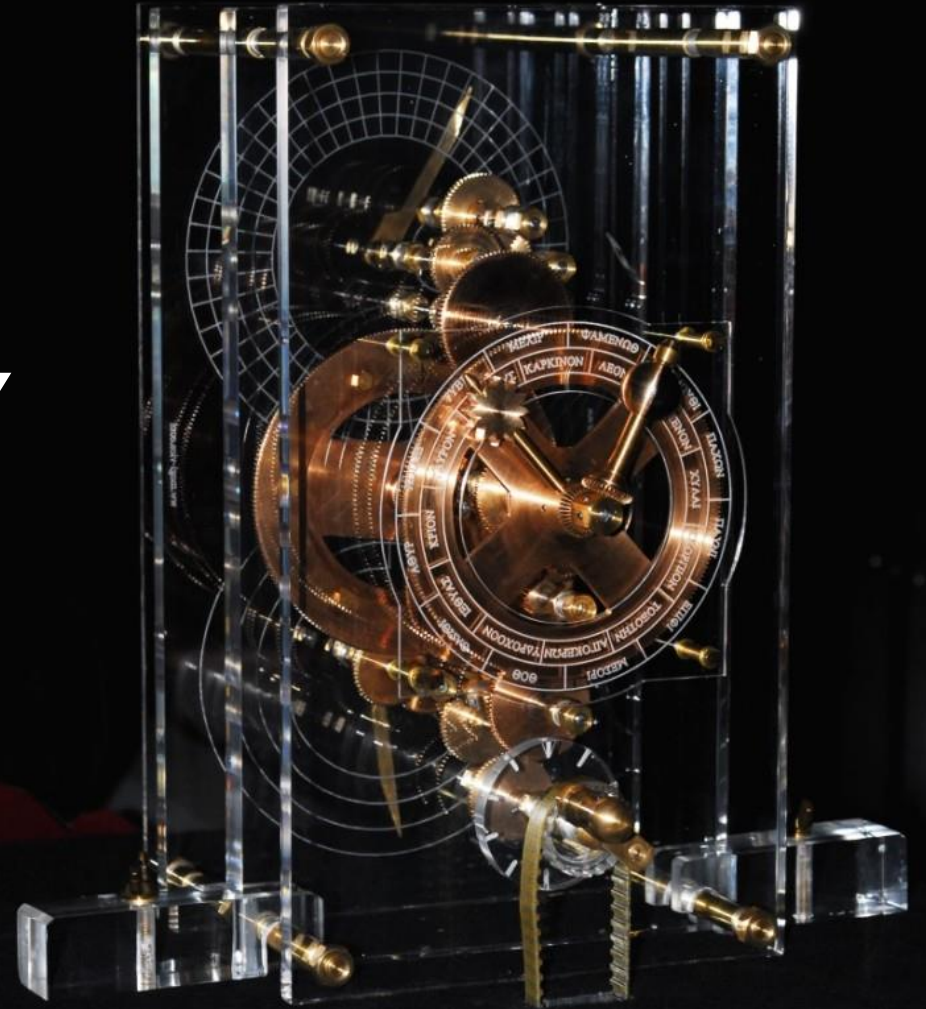


HIERARCHY

DESIGN



EXPERIENCE



仰釜日晷

앙부일구
1434

ANTIKYTHERA
MECHANISM

BC 100

DATA-DRIVEN
Design&Experience

통찰

경험

Experience Data

AS MENTOR

HIERARCHY

DESIGN

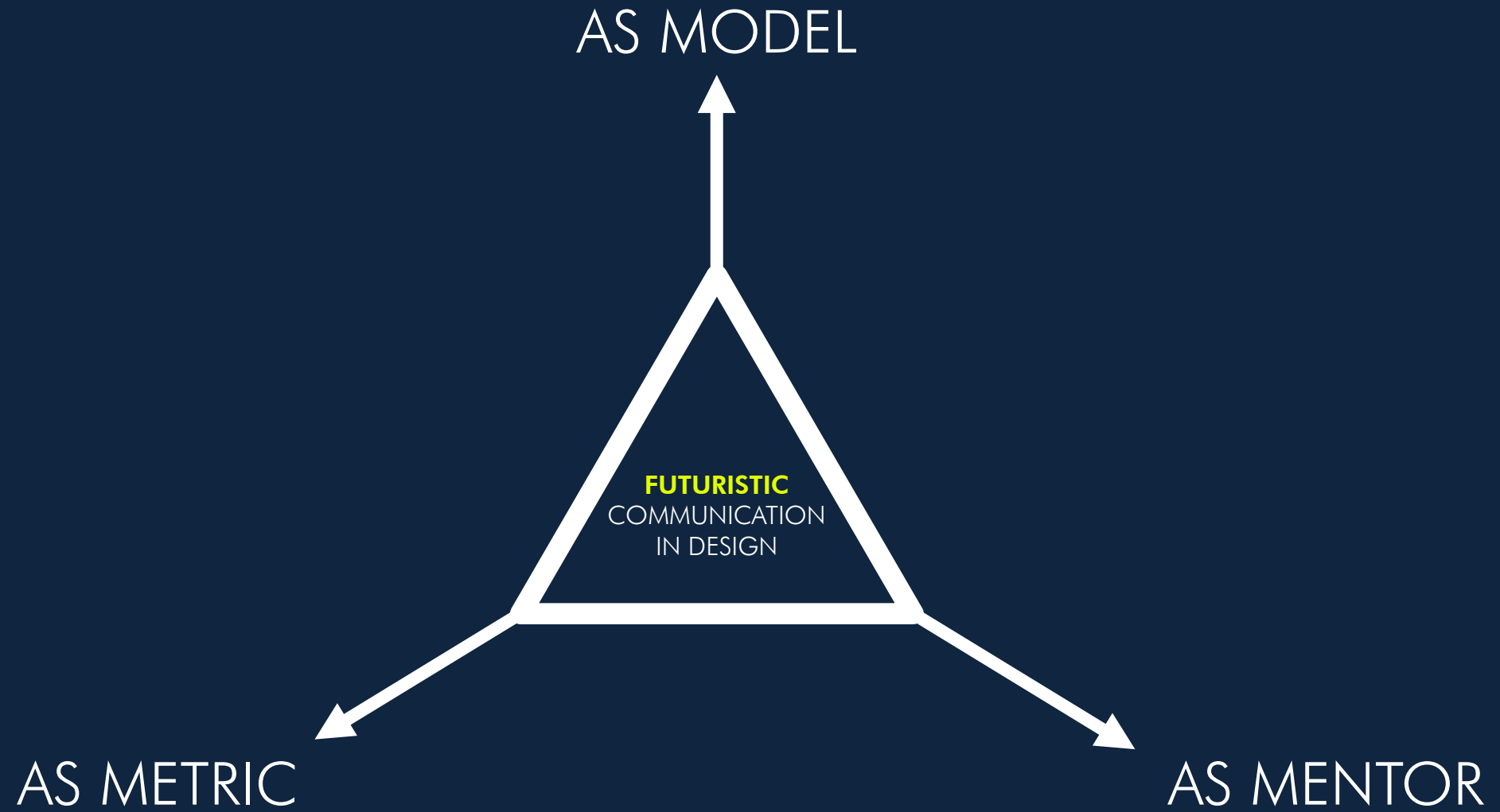
또다른경험

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양부일구
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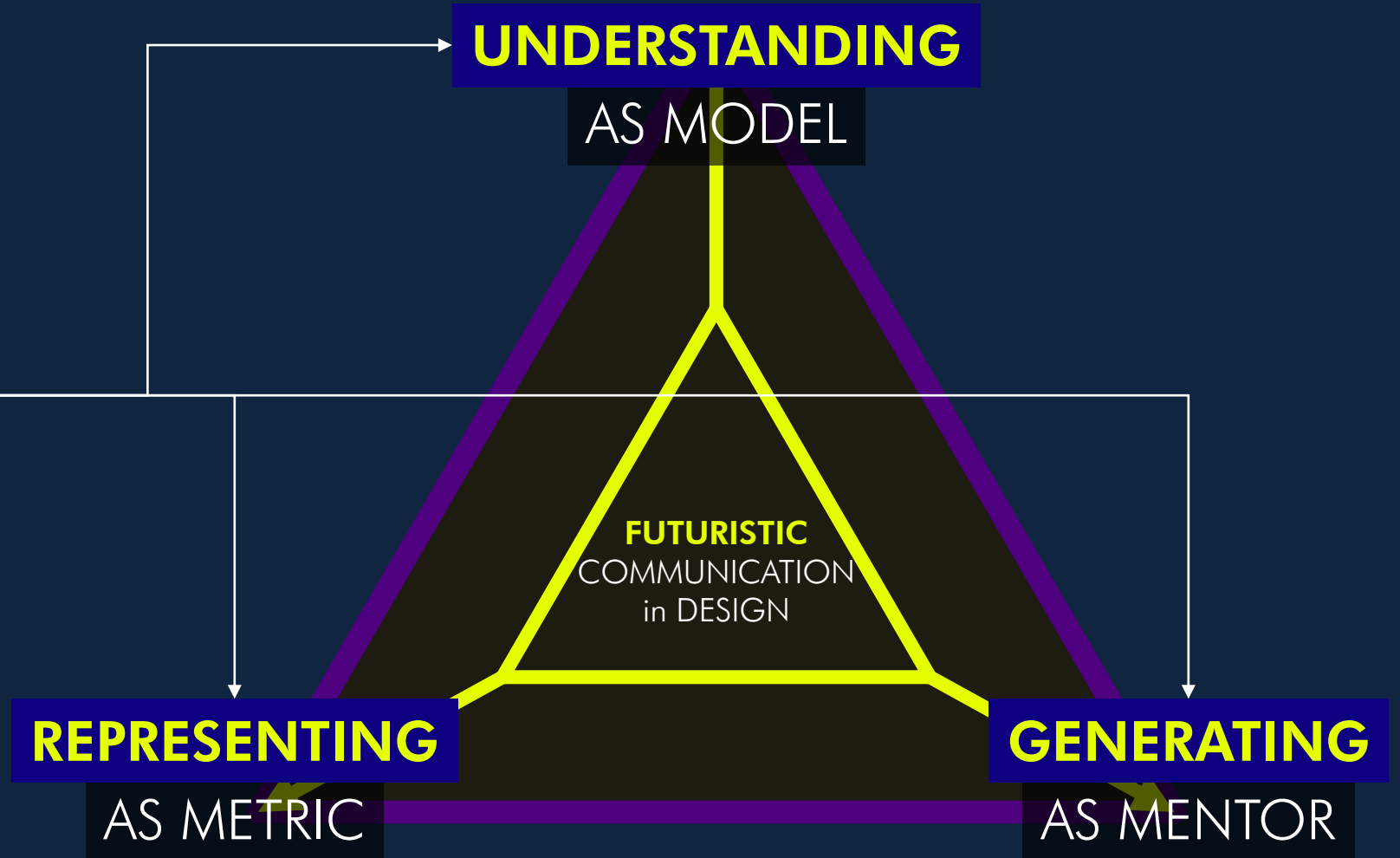
ANTIKYTHERA
MECHANISM

BC 100



DATA-DRIVEN
Design | **Ex.**

- | 이해 : **UNDERSTANDING**
- | 표현 : **REPRESENTING**
- | 생성 : **GENERATING**



Data-driven Strategy

Design&Experience. Strategy

as Mentor

엔트로피 증가

GENERATING

또다른경험 **생성**

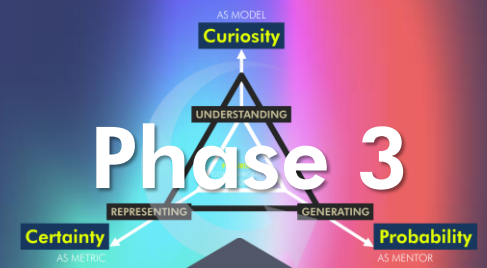
as Metric

표현
Representing

as Model

데이터량 감소

이해
Understanding



Phase 3

Phase 2

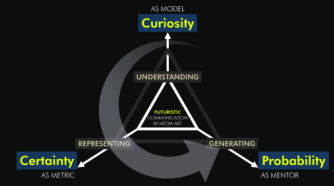
Phase 1

DATA-DRIVEN

Design&Ex. STRATEGY

Generative Creation

Representation & Models & Generative Creation



張力

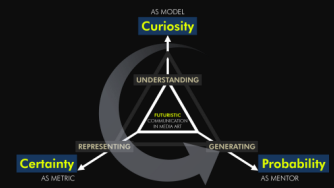
Tension Power

DATA-DRIVEN

Design&Ex. STRATEGY

Generative Creation

Representation & Models & Generative Creation



모사
模

Experience Data
AS MODEL

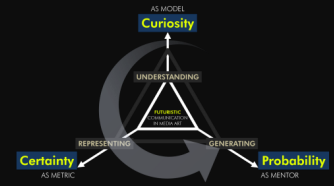
張力

Tension Power

UNDERSTANDING

DATA-DRIVEN
Design&Ex. STRATEGY

Generative Creation
Representation & Models & Generative Creation



비견
比

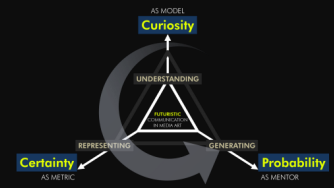
Experience Data
AS METRIC

REPRESENTING

Generative Bow: "Tekina — Optimal Recurve Bow" by Aminimal Studio (2015)
/ Generative Motion Art by Raven Kwok (2015)

DATA-DRIVEN
Design&Ex. STRATEGY

Generative Creation
Representation & Models & Generative Creation



통찰
경험

Experience Data
AS MENTOR

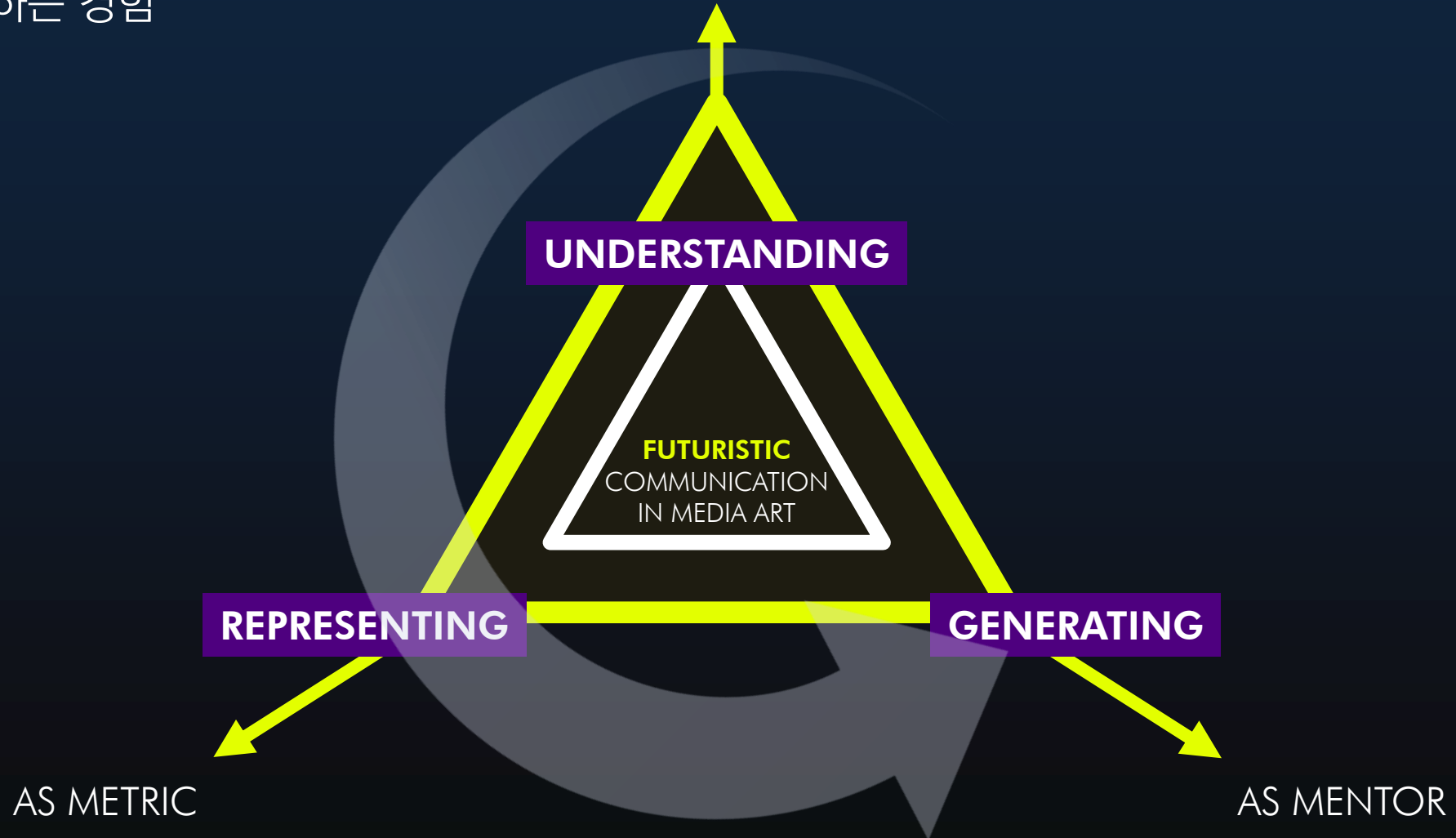
GENERATING

DATA-DRIVEN
DESIGN | **EXP.**

데이터기반 디자인이
고객에게 전달하는 경험

DATA-DRIVEN
Design&Experience

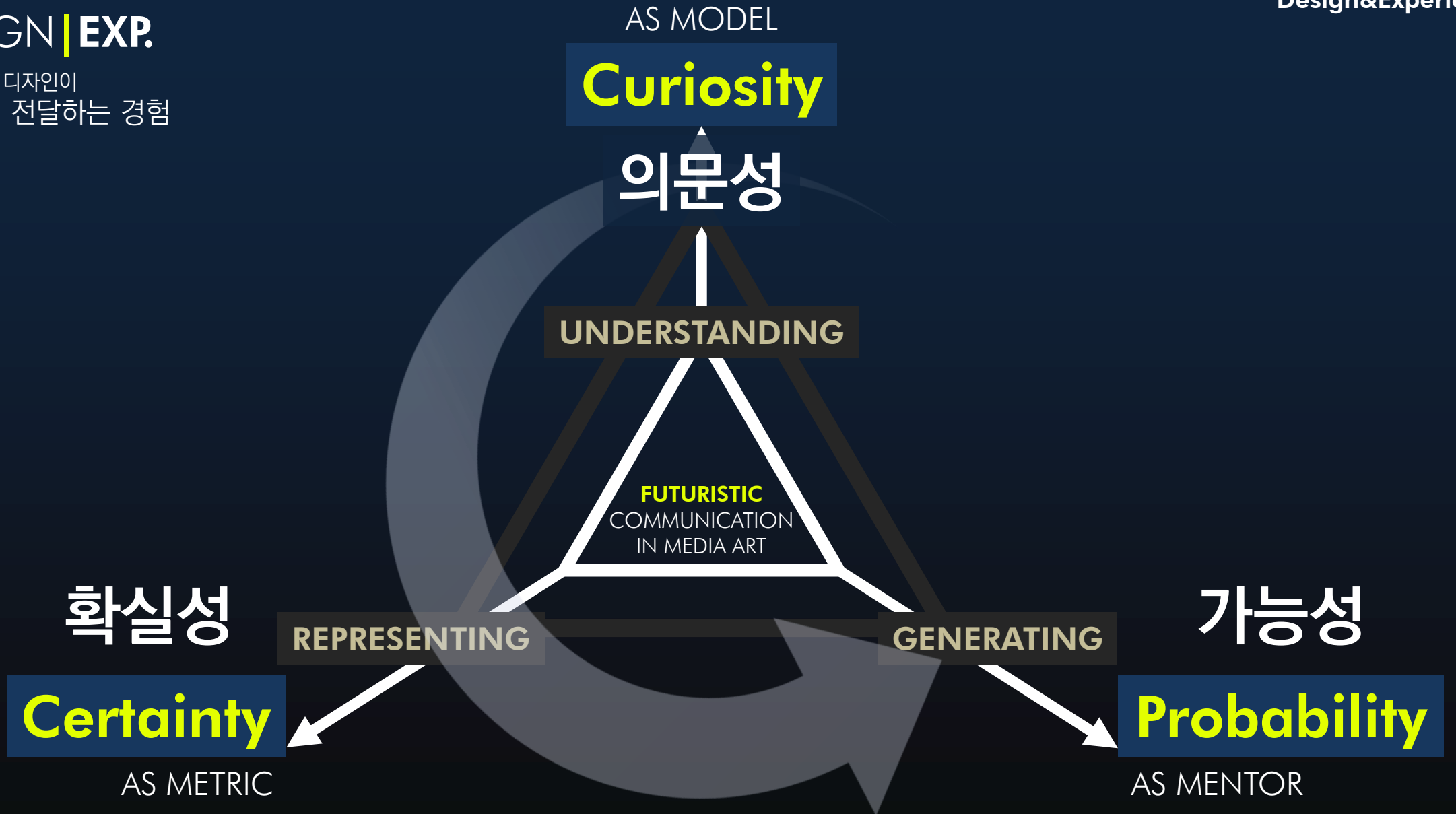
AS MODEL



DATA-DRIVEN
DESIGN | EXP.

데이터기반 디자인이
관객에게 전달하는 경험

DATA-DRIVEN
Design&Experience



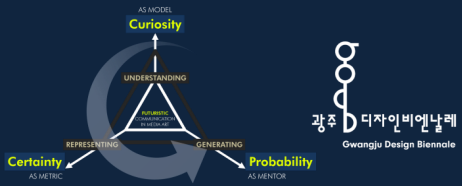
DATA-DRIVEN
DESIGN | **EXP.**

데이터기반 디자인이
고객에게 전달하는 경험

Maggie Nest Project

DATA-DRIVEN
Design & Experience





UNDERSTANDING

REPRESENTING

RE:GENERATING

모사 模
AS MODEL

A series of diagrams and sketches labeled A안, B안, C안, and D안, showing the process of analyzing and representing the nest's structure. Below these are three panels showing different views of the nest's internal structure, with corresponding 3D wireframe models.

비견 比
AS METRIC

Two photographs showing the physical 3D wireframe model of the nest, one from a top-down perspective and one from a side view, set against a background of natural twigs.

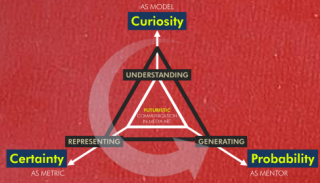
A large photograph of a tree trunk with many branches, illustrating the natural inspiration for the design.

Front View Top View

A series of images showing hands interacting with the nest model, demonstrating its flexibility and how it responds to touch.

A large, vibrant digital artwork featuring a stylized nest structure on a red stem, set against a background of colorful, abstract patterns. Text in the bottom right corner reads: 'Seoul 2.4m/s', 'samart Feb. 20', and 'MADRE NEST PROJECT 20'.

DATA-DRIVEN
DESIGN | EXP.



광주 디자인비엔날레
Gwangju Design Biennale

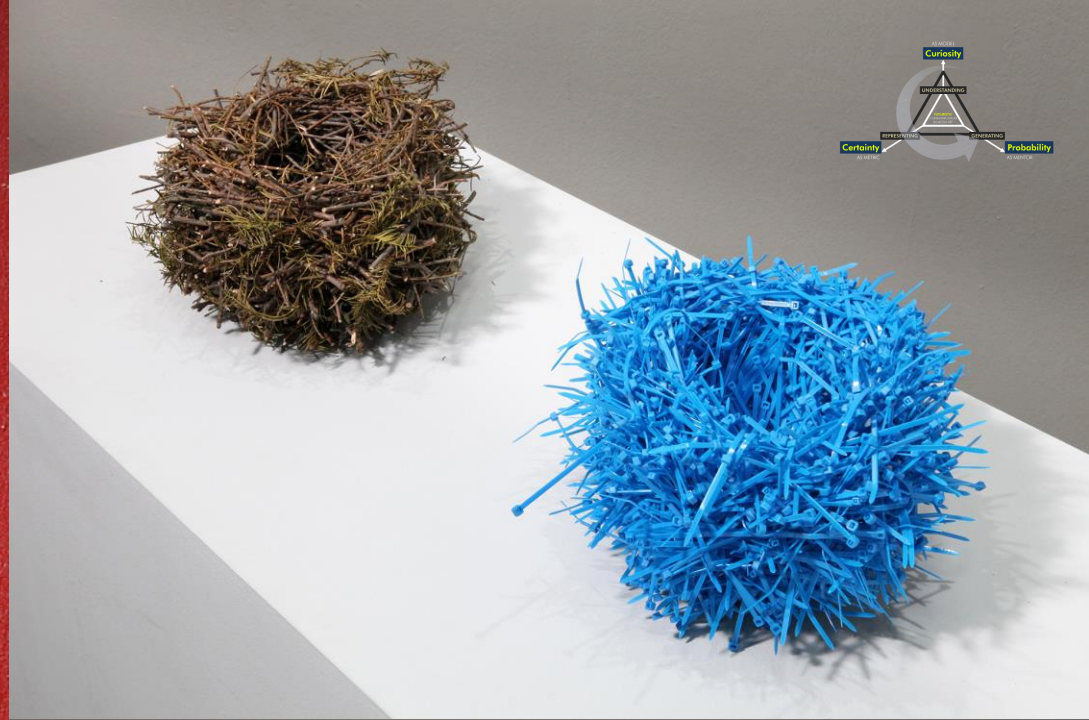
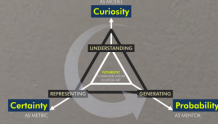


Maggie House Project

Sustainability design Project

3D Generative Design

Biomimicry + 3D Printing



'What can learn from Nature'

