KOREAN ReMODERN MINHWA

모던 민화

BSOLart

BSOLart

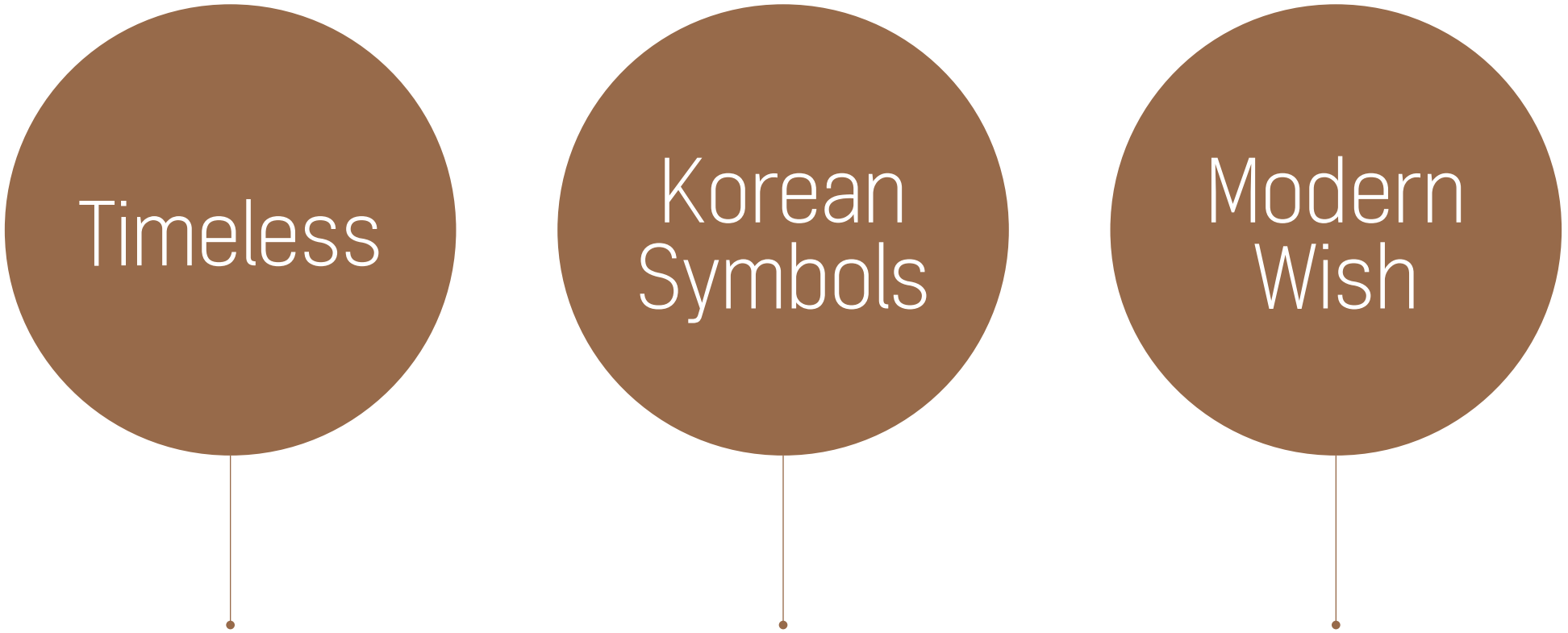
BSOLart is a cultural company that reinterprets the profound meanings of 600-year-old Korean minhwa (folk painting) tradition in a modern context. Through eco-friendly risograph printing techniques and original designs, the company promotes the value of Korean traditional culture to the global market.

By applying traditional motifs to stationery, fashion, and lifestyle products, BSOLart contributes to the expansion of K-culture. The company has also participated in international exhibitions and fairs, and has secured 50 applied art and design copyrights, further strengthening its creative assets.

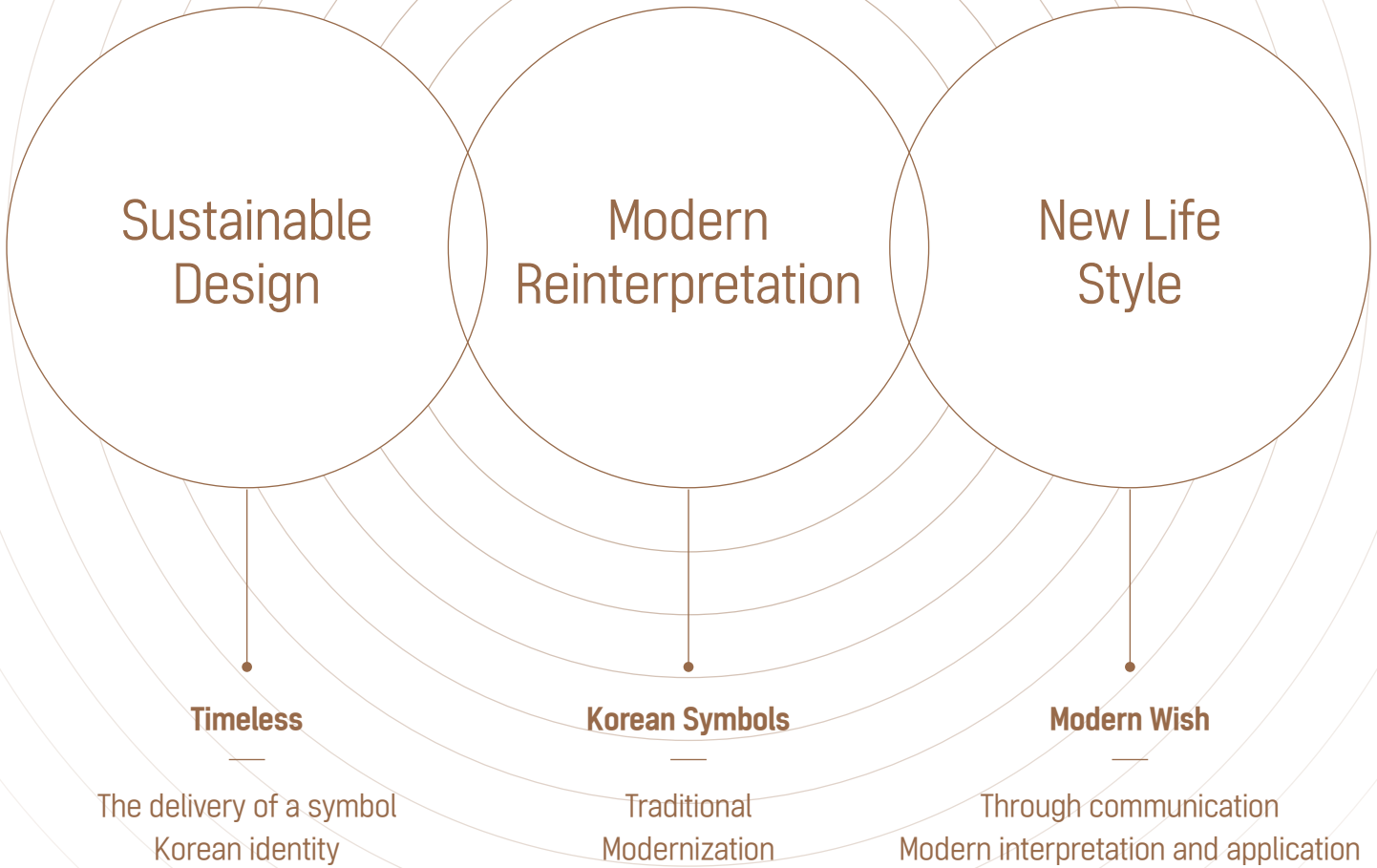
Its core philosophy is embodied in the slogan, “Messages from 600 Years Ago, Delivered to Us Today.” Beyond simply producing goods, BSOLart seeks to foster cultural communication and emotional resonance.

With minimalist yet meaningful designs, the company creates cultural value that bridges tradition and modernity, while embracing environmentally responsible practices to fulfill its role as a sustainable cultural enterprise.

Timeless Korean Symbols Modern Wish



Remodern Minhwa
BSOLart



Brand Philosophy

Timeless symbolism of minhwa
Traditional wisdom woven into modern life
Harmony of artistic value and functionality

Product Philosophy

Art that naturally integrates into everyday life
The joy of giving, the delight of receiving
A bridge connecting generations and cultures

Design Direction

A balance of minimalism and tradition
Modernized colors and refined patterns
Harmony between practicality and artistry

Resume

2016 Participated in the Seoul Design Festival
2016 Instrument Card Series sold in Avignon, France
2021 Selected for the Expo 2020 Dubai Pop-up Store and sold products
2022 Products available at the MMCA Art Shop (National Museum of Modern and Contemporary Art, Korea)
2023 Products sold at the Korean Traditional Art Exhibition in Paris, France
2023 Products currently available at Grain Seoul
2023 Products available at the DDP Design Store (Dongdaemun Design Plaza)
2023 Founded BSOLart Co., Ltd.
2024 Selected to exhibit at Maison & Objet Paris (Autumn Edition) (Maison&Objet)
2024 Products currently available on BIROSO, a global e-commerce platform
2024 Products currently available at Wayuje, Samcheong-dong
2025 Products available at Shinsegae Duty Free (Shinsegae Duty Free)
2025 Products currently available at Maga Art Museum
2026 Selected for the K-Heritage Product Competition; products currently available for sale

Awards & Honors

THE 56TH KOREA INTERNATIONAL DESIGN AWARD

Special selection [Messages from 600 Years Ago, Delivered to Us Today – Fashion Minhwa Wappen]

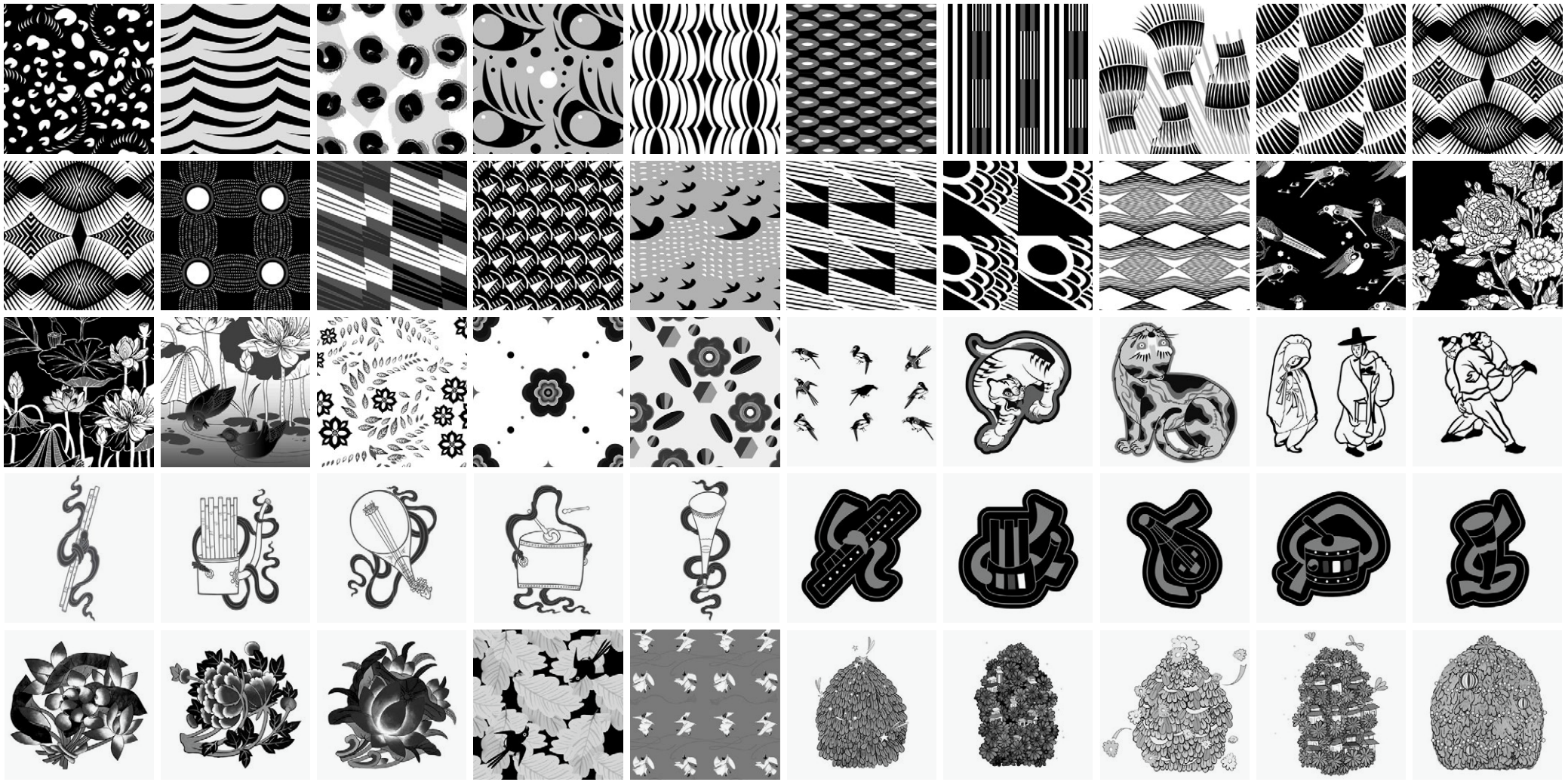
Bronze Prize [Messages from 600 Years Ago, Delivered to Us Today – Modern Minhwa Scarf]

THE 61ST KOREA INTERNATIONAL DESIGN AWARD

Special selection [Woven with The Blessings of Minhwa]

Copyright Registrations

50 copyright registrations by the KOREA COPYRIGHT COMMISSION



Copyright-registered pattern process



Hojakdo

This pattern is a modern interpretation of the tiger and magpie from Hojakdo, expressed through geometric and repetitive forms. By analyzing the symbolic meaning and formal characteristics of traditional painting, a modular pattern design was developed, leading to registration with the Korea Copyright Commission.
BSOLart advances traditional minhwa into contemporary design elements, presenting new possibilities for the sustainable utilization of national cultural heritage.



K Pattern_animal_tiger 1
C-2020-030796

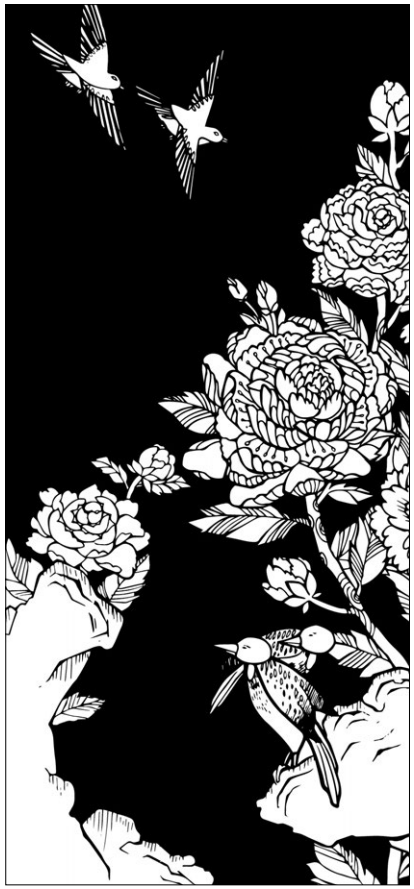


K Pattern_animal_tiger 4
C-2023-038981



K Pattern_animal_magpie 3
C-2023-038975

Registered pattern designs
(Korea Copyright Commission)



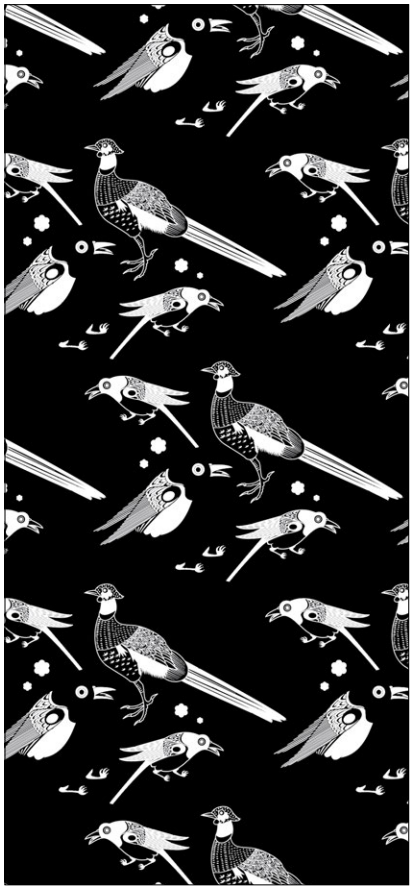
Morando

Reg. No. C-2024-032714



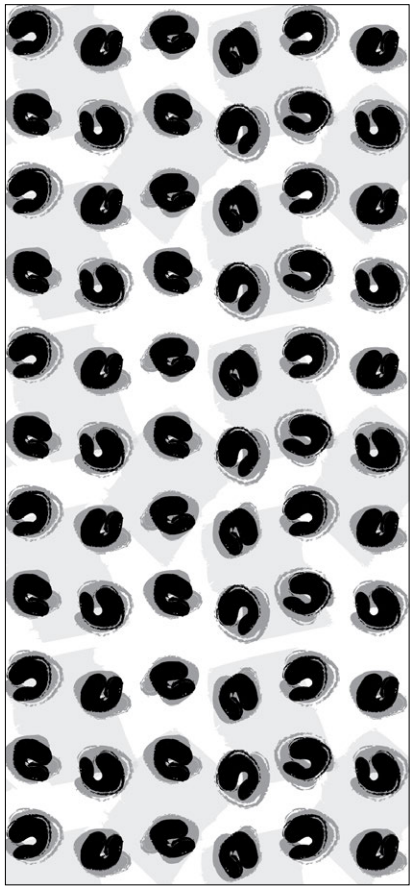
Yeonhwado

Reg. No. C-2024-032715



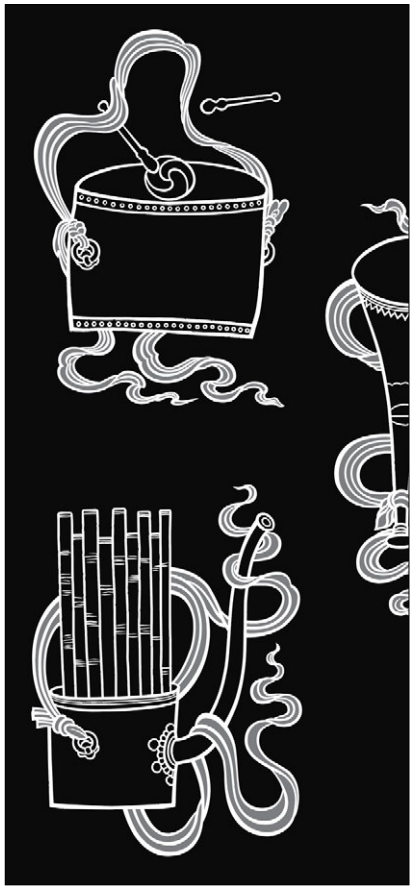
K Pattern_animal_magpie+pheasant

Reg. No. C-2023-038977



K Pattern_animal_tiger 3

Reg. No. C-2020-030797



Heavenly musical instruments_buk

Reg. No. C-2024-032718

Heavenly musical instruments_saehwang

Reg. No. C-2024-032722

Key performance

BSOLart reinterprets the value of traditional minhwa in a contemporary way, introducing distinctly Korean design to a global audience. By being stocked at the MMCA (National Museum of Modern and Contemporary Art) Art Shop and the DDP Design Store, the brand has demonstrated its competitiveness in Korea's cultural and arts market. In 2024, BSOLart was also officially selected to participate in Maison & Objet in Paris, France, gaining recognition in the global market.

These achievements are the result of a design philosophy that carries tradition into the present, supported by continuous research and development. Through this approach, BSOLart has established a differentiated position in both domestic and international design and craft markets.



2016

Participated in the Seoul Design Festival



2021

Selected for and operated a pop-up store at Expo Dubai

The 56th korea international design award

- Special selection [Patch]
- Bronze Prize [Scarf]



2022

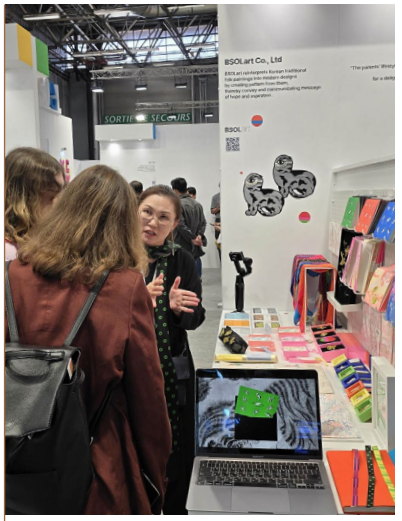
Products listed at the MMCA (National Museum of Modern and Contemporary Art) Art Shop



2023

Products listed at the DDP Design Store

Established BSOLart Co., Ltd.



2024

Selected to participate in Maison & Objet Paris (Autumn Edition)

국립현대미술관
National Museum of
Modern and Contemporary Art, Korea

2022 Products listed at the MMCA Art Shop



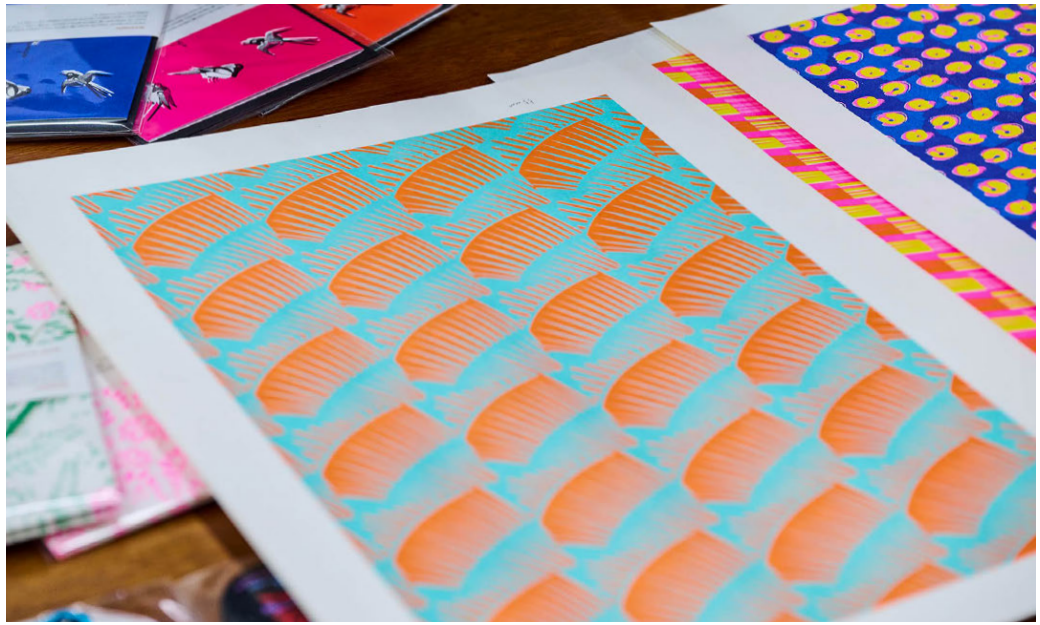


ddp

2023 Products listed at the DDP Design Store

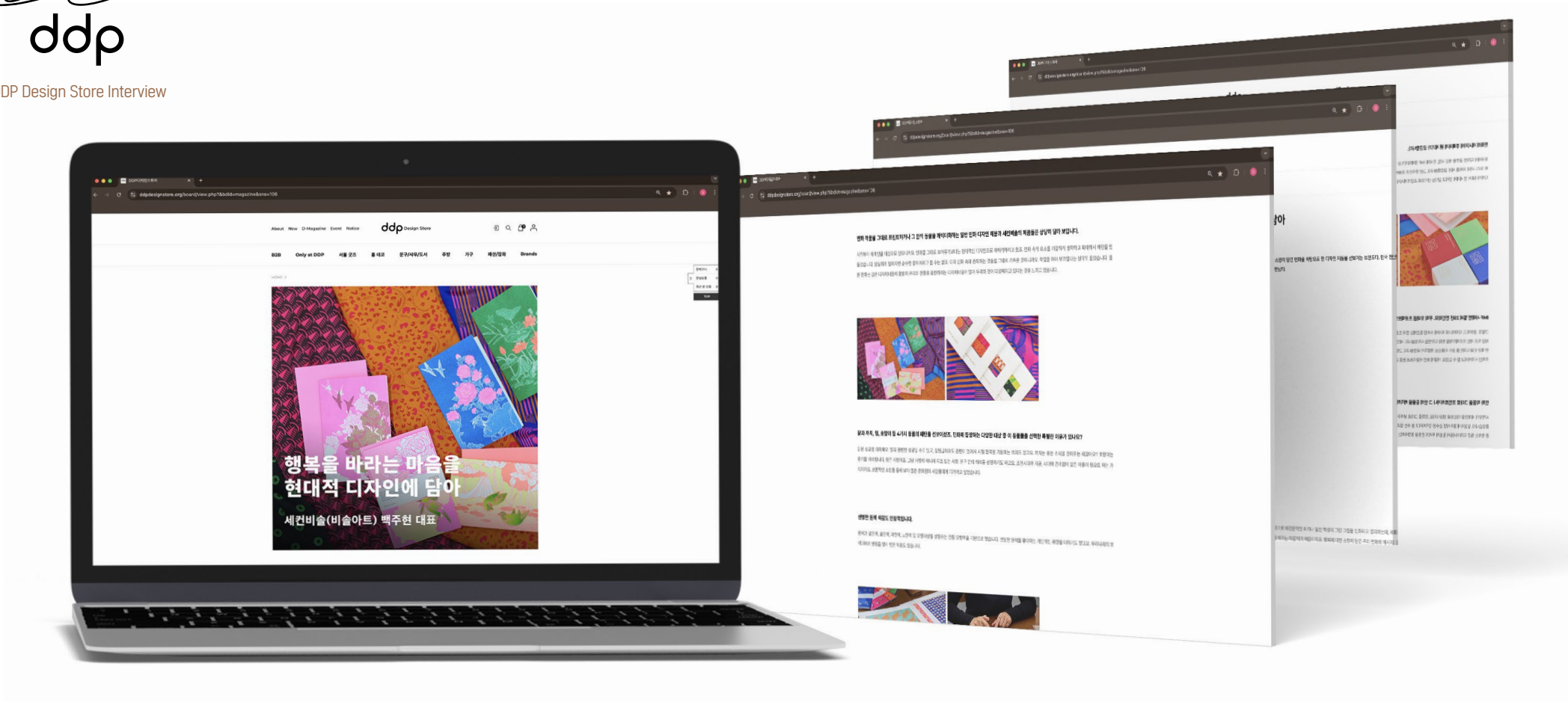






ddp

2023 DDP Design Store Interview

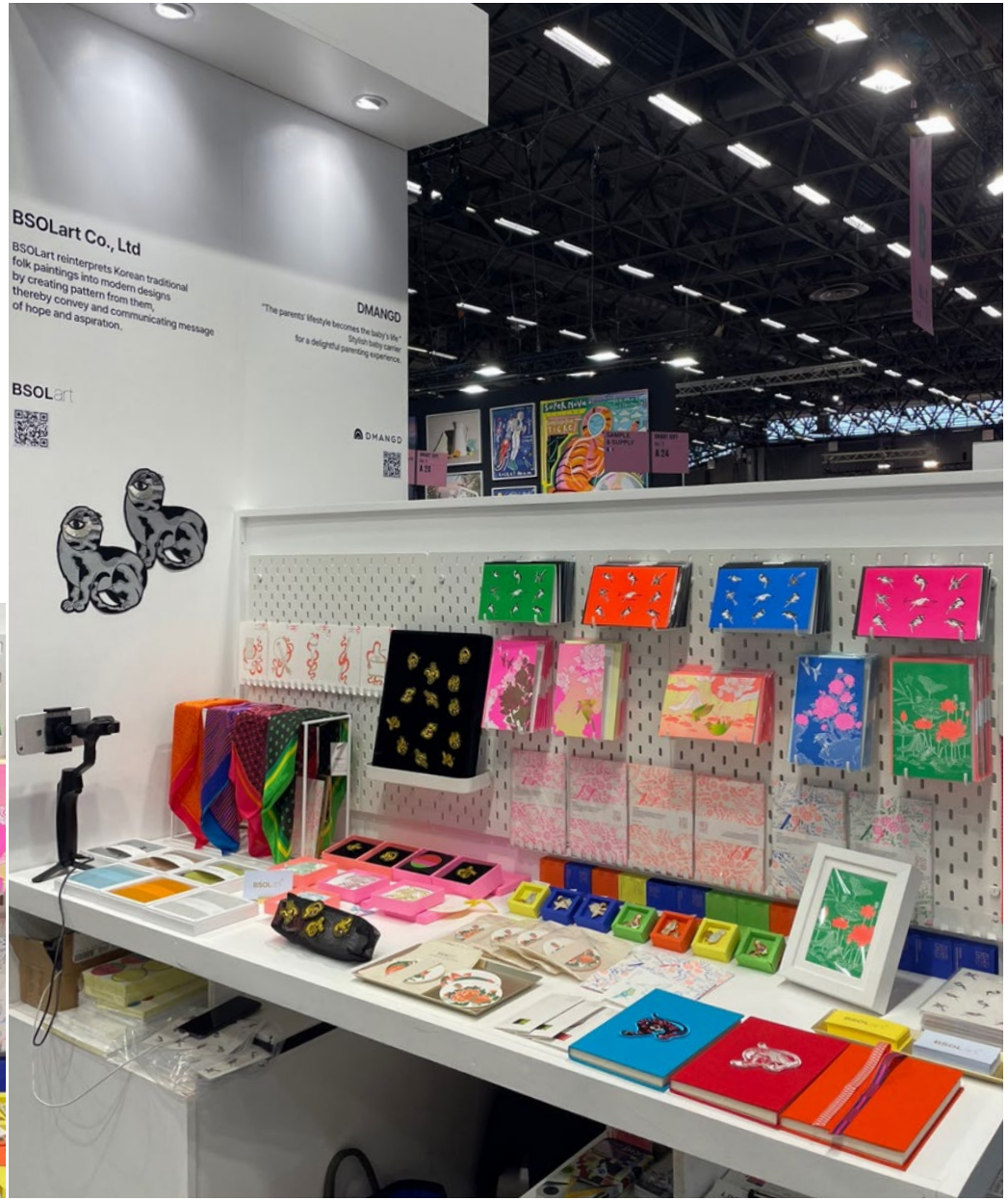


“We aim to share the ‘wish for happiness’ embedded in Korean minhwa with a global audience through contemporary design. By boldly simplifying and enlarging elements of minhwa, the design transforms the universal aspirations of our ancestors into modern graphic motifs. Through this approach, we express the value of tradition in a contemporary way and seek to connect with people across diverse cultures.”

https://www.ddpdesignstore.org/board/view.php?&bdId=magazine&sno=106

MAISON&OBJET

2024 Selected to participate in Maison & Objet Paris (Autumn Edition)





Korean ReModern Minhwa

BSOLart is more than a product brand–it is a cultural project that reinterprets the beauty of Korean heritage in a contemporary way and shares it with the world.

Inspired by the wishes embodied in minhwa, it aspires to serve as a bridge between tradition and modernity, conveying bright and warm energy.







Korea Institute of Design Promotion _ THE 56TH KOREA INTERNATIONAL DESIGN AWARD Bronze Prize

Product Animal Pattern Scarf

Material silk 100%

Size 500x500mm

A silk scarf that reinterprets the positive symbolism of animals in minhwa–the brave tiger, the rooster representing success, and the pheasant symbolizing love–through modern geometric patterns. Crafted from soft silk, it harmoniously blends tradition and modernity to create a refined and stylish look.

*Printing: OEKO–TEX® ECO PASSPORT certified inks







Product	KKACHI (Magpie) Handkerchief
Material	60s cotton / cotton 100%
Size	440x440mm

The Magpie Pattern Handkerchief is a stylish lifestyle accessory inspired by Hojakdo, a traditional Korean Minhwa painting featuring a tiger and magpie. Designed with colors symbolizing harmony, growth, balance, wisdom, stability, and warmth, it captures the magpie's message of hope and good fortune. With a modern reinterpretation of the traditional motif, this handkerchief brings together Korean heritage and contemporary aesthetics, adding a unique touch of elegance to everyday life.

*Printing: OEKO-TEX® ECO PASSPORT certified inks





Product	Horangi (Tiger) Patch
Material	embroidery patch
Size	80x90mm

Traditionally regarded as a mystical being transcending time and space, the tiger symbolizes courage and dignity. In minhwa, it also represents protection against negative energy and the attraction of good fortune. This tiger wappen reinterprets these meanings with a modern approach, embodying courage and luck. Crafted with refined embroidery techniques, it features soft thread textures and detailed finishing, making it an accessible item suitable for everyday use.





Product Horangi (Tiger) Patch _ Pastel ver.

Material embroidery patch

Size 80x90mm

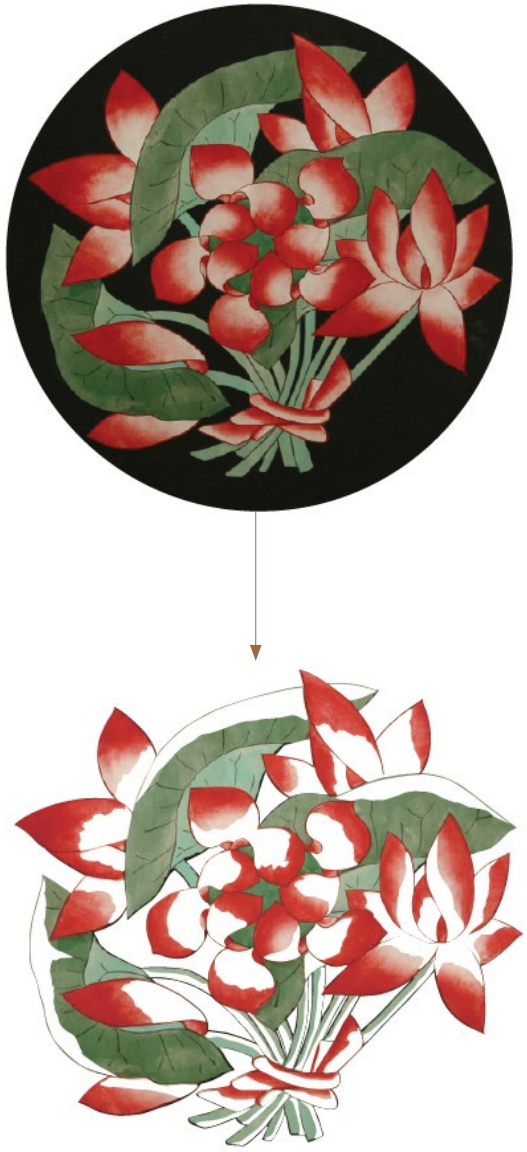
The tiger wappen collection reimagines traditional symbolism through a contemporary design approach, enabling unique personal styling. The pastel color variations create a soft yet sophisticated mood, with carefully curated color palettes that pair seamlessly with various fashion items. More than decoration, it serves as a symbolic piece conveying strength and good fortune.



Product	Wolhajeongin & Ssireum Badge
Material	brass / resin painting / metal plate engraving
Size	28x34mm

A finely crafted badge featuring works by Joseon-era artists Kim Hong-do and Shin Yun-bok, recreated using a lacquer coating technique. Characterized by rich colors and flowing lines, it reinterprets traditional beauty with a refined modern touch. Suitable as both a fashion accessory and collectible item, it brings artistic elegance into everyday life.

Cheoneunsa 209, Nogodan-ro, Gwangui-myeon, Gurye-gun, Jeollanam-do



Magoksa 966, Magoksa-ro, Sagok-myeon, Gongju-si, Chungcheongnam-do



Mihwangsa 164, Mihwangsa-gil, Songji-myeon, Haenam-gun, Jeollanam-do



Product Tanghwa Coaster Set

Material paper

Size 90x90x2mm

A coaster set inspired by tanghwa (Buddhist paintings) from Cheoneunsa, Magoksa, and Mihwangsa, reinterpreted through modern graphic design. By analyzing the formal characteristics and symbolism of Buddhist art, the design translates traditional elements into a contemporary visual language where tradition and modernity coexist. Beyond simple adaptation, the design focuses on reconstructing the intricate compositions and symbolic color meanings of tanghwa with a modern sensibility, preserving sacredness while enhancing practicality.





Product	Tanghwa Coaster Set
Material	paper
Size	90x90x2mm

Additionally inspired by Dancheong motifs, the plant patterns reflect Korea's unique aesthetic that values inner spirit. Produced as a set of four tea coasters using durable milky board, they are water-resistant and maintain sculptural beauty even when not in use–allowing the elegance and delicacy of tradition to continue in modern life.



Product Yeonhwacheop Notebook

Material paper / offset fluorescent printing

Size 150x210x4mm / 50pages

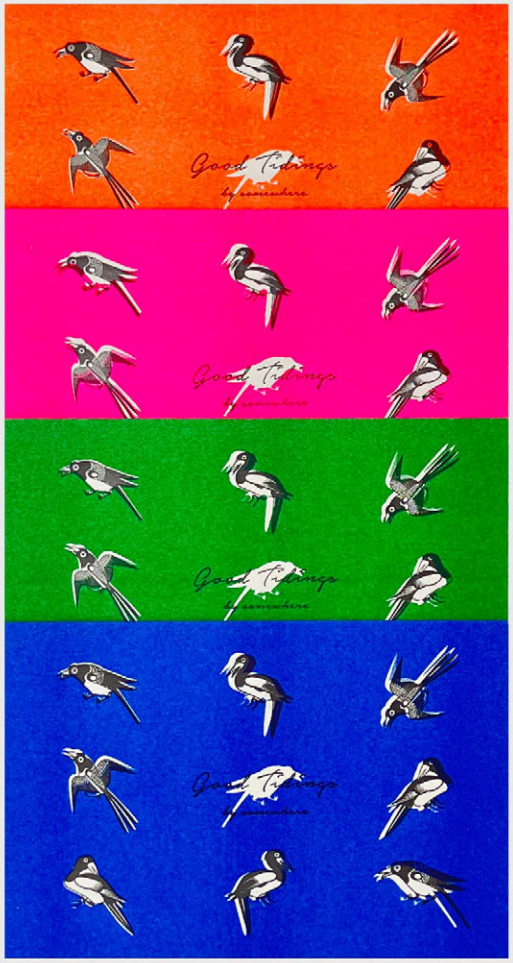
Yeonhwado(Lotus Painting) is one of the most iconic motifs in Korean folk art. Lotus flowers, mandarin ducks, kingfishers, and lotus seed pods come together to symbolize enduring love, harmony, abundance, and prosperity. Yeonhwacheop is a quiet place to write for yourself. Inspired by the blessings woven into the Yeonhwado, it invites you to put your wishes into words – where a tradition of hope, cherished for over 600 years, gently blooms into everyday life.

*Cover : Rendezvous Paper Back 254g (FSC® Certified) / Inside Pages : White Uncoated Paper 100g



Product	Morando & Yeonhwado Card
Material	risograph printing
Size	card 108x164mm / envelope 172x114mm

A sensorial card series capturing the beauty of traditional minhwa through risograph printing. Iconic motifs such as Morando, Yeonhwado, and mandarin ducks are expressed with vivid colors and unique textures. Morando symbolizes wealth and dignity as well as happy marriage, Yeonhwado represents purity and elegance, and mandarin ducks signify trust and love. The distinctive vintage charm and vibrant print quality of risograph add a special emotional depth.





Product	KKACHI (Magpie) Card
Material	paper / risograph printing
Size	card 164x108mm / envelope 172x114mm

This modern classic card series reinterprets traditional Korean Minhwa motifs of magpies, symbolizing wishes for happiness and good fortune. Produced with risograph printing, the layered colors create rich and vibrant expressions from a limited color palette. Using eco-friendly oil and soy-based inks, the cards combine vivid colors with an analog yet modern aesthetic, evoking a warm and dreamlike atmosphere.



Product	Celestial Instrument Card
Material	paper / fluorescent print / hot foil stamping
Size	98x148mm

A card series featuring fluorescent pink and orange printing combined with red foil stamping, reinterpreting traditional Korean instruments in a refined and contemporary way. Inspired by the vision of a sacred realm, traditional string instruments symbolize melodic harmony, while elements of celestial garments flow like wings around them. The sound of the instruments is expressed visually, conveying positive intentions and evoking feelings of joy and love.





Product	Hwajodo Envelope & Wrapping Paper
Material	paper / risograph printing
Size	122x180mm / full size 275x347mm

Wrapping paper that reimagines the elegant lines and colors of Hwajodo with a minimalist approach. The warm tones and natural layering effects of risograph printing create a harmonious blend of tradition and modern aesthetics. Produced using eco-friendly oil and soy-based inks, it offers vivid colors and a rich, atmospheric quality that evokes both analog warmth and modern refinement. A distinctive packaging material defined by its refined patterns and textures.





Made to Order (MTO)

Korea Institute of Design Promotion _ THE 61ST KOREA INTERNATIONAL DESIGN AWARD Special selection

Product	Horangi (Tiger) Blanket
Material	cotton 100%
Size	1000x1500mm

In Korean Minhwa, the tiger has long been cherished as a symbol of protection, believed to ward off negative energy and safeguard people. Reinterpreting the tiger's powerful and reassuring presence through a knitted pattern, this blanket combines a soft, cozy texture with the meaning of protection and comfort, offering a moment of relaxation and warmth at the end of the day.





Made to Order (MTO)

Product Kkachi (Magpie) Coaster

Material acrylic 100%

Size 110x110mm

In Korean Minhwa, the magpie is regarded as a symbol of good fortune, bringing joyful news and welcoming guests. Inspired by the magpie's body and wing motifs, this knitted coaster adds a meaningful touch to moments of hospitality, expressing the warmth of welcoming others and the wish for cherished connections.





Made to Order (MTO)

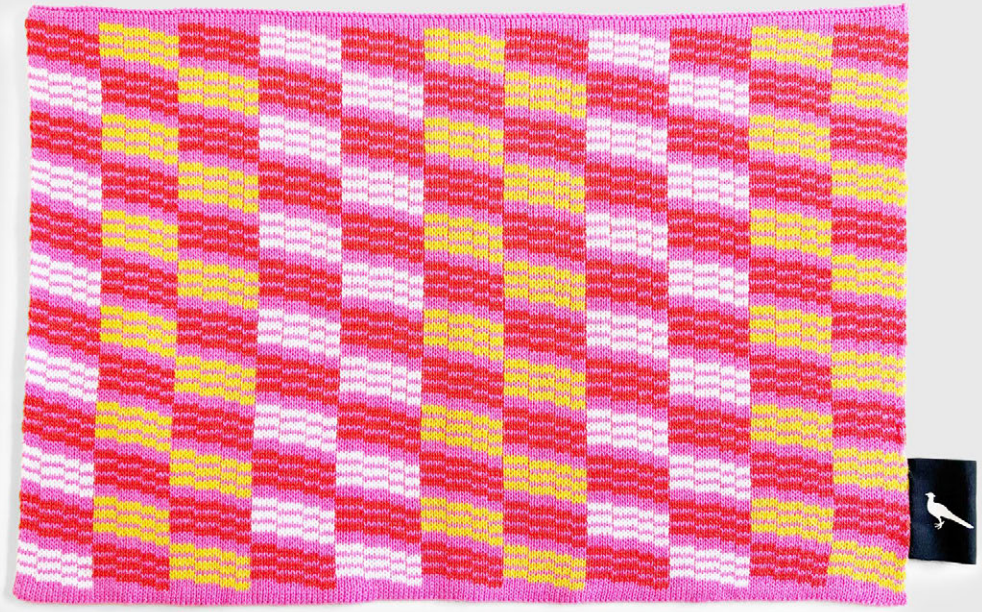
Korea Institute of Design Promotion _ THE 61ST KOREA INTERNATIONAL DESIGN AWARD Special selection

Product Dalgu (Rooster) Muffler

Material wool 40% / nylon 40% / others 20%

Size 400x1700mm

In Korean Minhwa, the rooster symbolizes a new beginning, believed to drive away darkness and announce the arrival of a new day. Inspired by the rooster's vibrant tail feathers and expressed through a refined knitted pattern, this muffler carries the meaning of fresh starts, bringing vitality and positive energy to everyday journeys.





Made to Order (MTO)

Product Janggi (Pheasant) Table Mat

Material acrylic 100%

Size 450x300mm

In Korean Minhwa, the pheasant is a symbolic animal representing abundance and harmony. Inspired by the elegant tail feathers of the pheasant, this knitted table mat adds warmth and a sense of prosperity to shared spaces, creating an atmosphere that celebrates meaningful connections and joyful everyday moments.





Made to Order (MTO)

Product	Trees of Tongdosa Temple Ornament
Material	ceramic
Size	yellow 56x96mm / green 75x83mm

This ceramic ornament was inspired by the trees of Tongdosa Temple. Delicate patterns reinterpret the forms and textures of trees that have stood for generations, capturing the serenity of nature and the temple's peaceful atmosphere. Finished with gold accents, traditional Korean knotting, and tassel details, it expresses a refined Korean aesthetic. More than a Christmas ornament, it can also be displayed as a decorative object that brings warmth to a space.





Made to Order (MTO)

Product	KKACHI (Magpie) Eco Bag
Material	20s twill / cotton 100%
Size	445x440mm / string 260mm

Kkachi(magpie) has long been regarded in Korean culture as a symbol of good news and good fortune. Reinterpreted through a modern design, this eco bag series brings the beauty of traditional Minhwa into everyday life. Made from lightweight 100% cotton and printed with eco-friendly OEKO-TEX® ECO PASSPORT certified inks, it is both practical and easy to style. The familiar yet refreshing magpie motif adds warmth and meaning to your daily life.

*Printing: OEKO-TEX® ECO PASSPORT certified inks







Made to Order (MTO)

Korea Institute of Design Promotion _ THE 56TH KOREA INTERNATIONAL DESIGN AWARD Special selection

Product Double Cat Wappen / Swallow & Peony Wappen Belt

Material embroidery patch

Inspired by hwajodo (flower-and-bird paintings) in minhwa, which depict flowers, trees, birds, and animals in vibrant colors symbolizing auspicious meanings. Birds in flight evoke the excitement of good news, peonies symbolize wealth and prosperity, and cats represent longevity. Moving beyond decorative fashion, these items embody messages of hope, allowing wearers to experience happiness and freedom while reinterpreting the sensibilities of 600 years ago in a contemporary way.





Made to Order (MTO)

Product	Yeonhwabo Handkerchief/Wrapping Cloth
Material	100s cotton / cotton 100%
Size	500x500mm

Yeonhwado(Lotus Painting) is one of the most iconic motifs in Korean folk art, where lotus flowers, mandarin ducks, kingfishers, and lotus seed pods come together to symbolize hopes for love, harmony, abundance, and prosperity. Yeonhwabo transforms these meaningful motifs into a textile that wraps not only objects, but also heartfelt wishes. More than simple wrapping, it is a thoughtful gesture of care – carrying blessings and the hopes of Korean tradition, cherished for over 600 years, with every gift.

*Printing: OEKO-TEX® ECO PASSPORT certified inks



Made to Order (MTO)

Korea Institute of Design Promotion _ THE 56TH KOREA INTERNATIONAL DESIGN AWARD Bronze Prize

Product Animal Pattern Scarf

Material silk 100%

Size 320x2000mm

This long scarf embodies traditional aesthetics within an elegant silhouette. Iconic animals such as the tiger, rooster, magpie, and pheasant are expressed through geometric patterns, enhancing its graceful length. The natural flow of silk combined with intricate design adds sophistication to various styling options.

*Printing: OEKO-TEX® ECO PASSPORT certified inks





Made to Order (MTO)

Product	Instrument Metal Patch
Material	metal wire embroidery patch
Size	39x39mm

Inspired by traditional instruments depicted in Naesosa Temple and Kim Hong-do's Pyeongan Governor's Banquet Painting – including the drum, saenghwang, bipa, piri, and nabal – this product reinterprets cultural heritage through modern graphic design.



Made to Order (MTO)

Product	Instrument Metal Patch
Material	metal wire embroidery patch
Size	39x39mm

The design process involved analyzing the forms, melodic elements, and structural characteristics of traditional instruments, transforming them into graphic motifs while integrating contemporary design language.



Made to Order (MTO)

Product	Instrument Metal Patch
Material	metal wire embroidery patch
Size	39x39mm

The resulting five wappen designs combine the depth of tradition with refined modern aesthetics, completed with sophisticated graphic patterns and detailed embroidery. Beyond decoration, they allow users to experience traditional beauty and express individuality in everyday life.

A New Journey of Korean Culture

Messages from 600 Years Ago, Delivered to Us Today
Remodern Minhwa

A Contemporary Reinterpretation of
Traditional Korean Culture

BSOLart

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