

Seula Yi

Born in 1990, Busan, South Korea

Lives and works in Seoul, South Korea

EDUCATION

2009–2010 Western Painting (withdrew), Pusan National University, Busan, Korea

2009 Painting, Busan Arts High School, Busan, Korea

SOLO EXHIBITIONS

2025 *Ordinary Days*, Kimreeaa Gallery, Seoul, Korea

Too Much Caffeine, Doing Art, Seoul, Korea

2023 *You and I in the Square* [네모 안의 너와 나], 2gil29 Gallery, Seoul, Korea

Lost in Paris, Slow Galerie, Paris, France

2022 *Concrete Garden*, Gallery Afternoon, Seoul, Korea

Lost in Pause, Objecthood, Busan, Korea

2021 *Blue in City*, Slow Galerie, Paris, France

OUR HOURS 2, CCC, Busan, Korea

2020 *OUR HOURS*, Cool Active, Busan, Korea

2018 *Temperature* [온도], Fruity, Busan, Korea

On the Universe, Kamome Books, Tokyo, Japan

2017 *The City on the Ocean*, Chaeum Gallery, Busan, Korea

2016 *City People*, Kamome Books, Tokyo, Japan

GROUP EXHIBITIONS

2025 *Hilton Seoul Autobiography* [힐튼서울 자서전], Piknic, Seoul, Korea

2024 *Scene & Scene*, Objecthood, Busan, Korea

Inside Out, Art Space Hohwa, Seoul, Korea

Small Paintings – My Bijou!, Kimreeaa Gallery, Seoul, Korea

2023 *Dear, My Day*, Doing Art, Seoul, Korea

2020 *Another Reality* (Opening Exhibition), KT&G Sangsangmadang, Busan, Korea

2018 *Goods Collection Mart* [굿즈 모아 마트], Guseulmoa Danggujang, Seoul, Korea

2016 *summer moment*, GS Group Building, Seoul, Korea

DELITOYS ART TOY EXHIBITION, W Seoul – Walkerhill, Seoul, Korea

PUBLICATION: AUTHOR & CO-AUTHOR

2025 *Par les rues de Paris*, Éditions Gründ Jeunesse, France (Co-author) — ISBN 9782324037238

On the Streets of Paris, Big Picture Press, UK (Co-author) — ISBN 9781800787117

2024 *Art by Art: Seoul*, MAKERMAKER, Korea (Co-author) — ISBN 9771197715051

2023 *Closing Ceremony: Hilton Seoul*, MAKERMAKER, Korea (Co-author) — ISBN 9771197715013

2022 *Things In City*, MAKERMAKER, Korea (Author) — ISBN 9771197715099

2021 *The Poster Book*, Book 21, Korea (Author) — ISBN 8809501980963

LICENSING

2026 *Almost Life* by Kiran Millwood Hargrave — US edition cover, Simon & Schuster; UK edition cover, Macmillan Publisher

2023 *T Phone Artist Theme* [T 전화 아트/스트 테마], SK Telecom

2021 *The Frame TV Art Store*, Samsung Electronics

SELECTED COMMERCIAL PROJECTS

In-house Artist, Graphicabulary, 2021–Present

Freelance Artist, 2014–2020

2026 Store Mural, Shakeshack

2025 2025 Artwork, Porsche Korea

2024 2025 Calendar, Ownist

Aestura Holiday Artwork, Amore Pacific

Season's Greeting for Genesis, Hyundai Motor Group

2022 2023 Calendar, Millennium Hilton Seoul

Fritz Artois Seoul, Flagship Store Mural, Stella Artois

gram X Seula Yi, Artist Goods, LG Electronics

	<i>The Year of the Tiger</i> , Print Edition, WWF
2021	Hospitality Materials, Park Hyatt Busan
	<i>NODAM Campaign</i> , Ministry of Health and Welfare, Korea
2020	<i>Spring</i> , Branding Artwork, Hanwha Life Insurance
	<i>Walking Separately</i> , Travel Guide, Korea Tourism Organization
2019	<i>Chance Eau Tendre</i> , Perfume Advertisement, CHANEL
	<i>My First Induction</i> , DIOS Advertisement, LG Electronics
	<i>Small Participation, Big Forest Project</i> [작은 참여 큰 숲 만들기 프로젝트], Yanolja
2017	<i>100th Anniversary of Han River Bridge</i> , Search Engine Logo, NAVER
2015	<i>CGV Identity</i> , CJ Entertainment

BOOK COVER ARTWORK

2021	<i>L'Amant du volcan</i> by Susan Sontag, Christian Bourgois éditeur
	<i>En Amérique</i> by Susan Sontag, Christian Bourgois éditeur
2020	<i>A Thirty-Three-Year-Old Office Worker Went to a Temple Instead of the Company</i> [서른 세 살 직장인, 회사 대신 절에 갔습니다], Booklog Company
	<i>If I Could Draw Your Voice</i> [너의 목소리를 그릴 수 있다면]
2019	<i>Should Have Just Read a Book</i> [책이나 읽을 걸], 21c Books
2018	<i>Grandpa Jones's Old Suitcase</i> [존스 할아버지의 낡은 여행가방], DDStone
	<i>My Heart Stays in Mongolia</i> [몽골에 마음이 머물다], Soombook
2017	<i>PARI-ITTAKOTONAINO</i>

POSTER ARTWORK

2022	17th Busan Fireworks Festival [제 17 회 부산불꽃축제]
	<i>City Dilemma</i> [시티딜레마], SOCAR Corporate Documentary
2021	<i>Street of Film</i> [영화의 거리], Film, Cine Sofa
2019	36th Busan International Short Film Festival [제 36 회 부산국제단편영화제], Film Festival
2017	4th Wildflower Film Awards [제 4 회 들꽃영화상], Awards Ceremony
	<i>Because This Is My First Life</i> [이번 생은 처음이라], TV Series, tvN

MAGAZINE: ARTWORK

2020	<i>Courbevoie</i> , Issue 163, France
2019	<i>Bongraebang</i> , Volume 2, Korea
	<i>Dasi Busan</i> , Volume 6, Korea
2017	<i>Bold Journal</i> , Volume 5, Korea
2016	<i>Wolsey Corporate Magazine</i> , Korea
2014	<i>CJ Corporate Magazine</i> , Korea

MUSIC ALBUM COVER

2019	<i>Spring/Autumn/Fall/Winter</i> , Hanol
	<i>Wave</i> , Voyer
	<i>Tunnel</i> , Sejeong
2018	<i>Slow</i> , Yoo Seung-woo
	<i>La Nuit Juste Avant Les Forêts EP</i> , Voyer
2017	<i>Stay</i> , Lee Seol-a

PACKAGE ARTWORK

2019	<i>BYO</i> , CJ
2016	<i>City Forest Project</i> , Korea Forest Service
2015	<i>Ice Blending Tea</i> , Osulloc
	<i>Foundation Pact</i> , SKIN79