

मेय्वन

M E Y V N C U L T U R E

ONE PLATFORM COMPLETE LIVE EXPERIENCE

Meyvn Culture Co., Ltd. is an event agency established in 2020 that specializes in planning and managing performances and events. With experts who bring over a decade of experience in domestic and international production, on-site operations, and sponsorship sales, We provide an integrated live solution that connects planning to execution through one platform. We integrate the full process of event planning, production, operations, and sales into one cohesive platform that connects brands, content, and people. Through this approach, we create highly immersive live experiences and translate each client's objectives into tangible results.

OUR SOLUTION

1.

IP STRATEGY & PROJECT DEVELOPMENT

We develop original IP concepts based on market and audience insight, then design genre- and season-specific strategies. By curating strong artist lineups and selecting venues that complete the brand experience, we build roadmaps that extend beyond one-off events and create sustainable IP value.

2.

ON-SITE OPERATIONS PLANNING & EXECUTION

We establish and execute operating manuals for venue rental, audience flow, safety, permits, and all on-site needs. A PMO-based integrated management system reduces delays, communication costs, and unclear responsibility, maximizing efficiency and quality while ensuring agile response and audience satisfaction at high-traffic events.

3.

PRODUCTION (STAGE & TECHNICAL)

We provide technical expertise across the full production spectrum, from stage and large-scale structure fabrication to lighting, sound, video, and special effects. By coordinating each discipline, we realize the creative intent in a stable, immersive environment and elevate the project's visual and acoustic value.

4.

SPONSORSHIP & PARTNERSHIP OUTREACH

Beyond securing sponsors, we design a detailed rights inventory from the planning stage, including category exclusivity, experience zones, and content-linked assets. By validating marketing impact and strategically enhancing partnership value, we optimize revenue and build a sustainable partnership ecosystem where brands and IP grow together.

BUSINESS SCOPE

MEYVN CULTURE

SHOW PRODUCTION & ON-SITE OPERATION

Performance production expertise that brings artistic imagination to a fully realized stage

With creative planning across fine arts and commercial entertainment, and precise on-site operations, we deliver memorable audience experiences.

- Festivals, concerts, musicals, circus, opera, theater, street arts, and more
- Artist sourcing, stage direction, technical design, on-site safety, and staffing operations

EVENT

Integrated event solutions across public, corporate, and sports sectors

From government policy messaging and corporate brand value to global sports events, we deliver customized events tailored to each objective and audience.

- Public & Government: national and municipal ceremonies, exhibitions, awards, local festivals, and more
- Corporate: brand launches, fashion shows, conventions, conferences, and more
- Sports & E-Sports: domestic and international sports event operations, side events, and more

VENUE MANAGEMENT & CONSULTING

Professional venue management and consulting that maximizes the value of space

From physical venue development to efficient operating systems, we provide practical guidelines for sustainable cultural space management.

- Operations: management of art centers, concert halls, permanent and temporary venues, and more
- Consulting: production outsourcing (sound, lighting, stage) and venue-rental administration

OUR CORE VALUE

**We Design culture.
We Deliver Live.**

CLIENT CENTRICITY

We understand each client's vision and needs in depth, then develop tailored solutions that go beyond event delivery to support our partners' success.

TRUST & TRANSPARENCY

We believe every business relationship begins with trust. From planning to budget execution, we share each process transparently and build strong partnerships through sincere communication.

FLEXIBILITY & AGILITY

We respond proactively to dynamic on-site conditions and evolving client needs, presenting the best alternatives through flexible thinking and fast problem-solving.

PROFESSIONALISM

Backed by extensive hands-on experience and distinctive know-how, we refine every planning detail and manage even the unseen elements to ensure high-quality outcomes.

MARKET OPPORTUNITY

**MOST EFFECTIVE & CONVENIENT SOLUTION
FOR YOUR GLOBAL PROJECTS**

GLOBAL INFRASTRUCTURE & EXPANSION

We have built strong global partnerships and infrastructure through numerous overseas projects and major international acts in Korea. Beyond a simple network, we can immediately mobilize resources optimized for local conditions worldwide.

BORDERLESS EXECUTION EXCELLENCE

We deliver high-quality project planning and operations anywhere in the world. Through close collaboration with local production teams, artist agencies, and relevant institutions, we overcome distance and provide global solutions aligned with international standards.

BUILT ON OUR EXPERIENCE

PRODUCTION

2026 THE 48TH SESSION OF THE WORLD HERITAGE COMMITTEE
 2026 SKOOL ATTACK x YUHZ
 2026 YUHZ DEBUT FRESHMAN CEREMONY with SKOOLCON
 2025 Seoripul Music Festival
 2025 EDC KOREA
 2025 AXA Prime Conference Korea
 2025 Guns N' Roses World Tour in Korea
 2025 Hydrogen Day Ceremony
 2025 GeForce Gamer Festival Seoul
 2024 Ultra Korea (UMF Korea)
 2024 Go Out Camping Festival
 2024 Ye x Ty Dolla Sign Vultures Listening Experience in Korea
 2024 Busan New Port Terminal 7 Opening Ceremony
 2024 Space Industry Cluster Triangular System Vision Proclamation
 2023 61st Firefighters' Day Ceremony
 2023 61st Korea Sports Awards
 2023 Great Baekje Festival
 2023 Seongnam Festival

2022 BTS "Permission To dance" in Las Vegas - LIVE PLAY
 2022 Twitch Korea Launching Show
 2022 BTS "Yet To Come" in Busan - LIVE PLAY
 2021 BTS "Permission To dance" in LA - LIVE PLAY
 2019 EDC KOREA
 2019 PUBG Mobile Star Challenge World Cup
 2018 Lifeplus Cherry Blossom Picnic Festival
 2018 World Club Dome Korea
 2018 Fortnite Korea Open
 2017 World Club Dome Korea
 2016 Korea-Iran Cultural Exchange
 2016 K-Culture in KENYA
 2015 Liberation 70th Anniversary Eve Ceremony
 2015 Chanel Cruise Collection Seoul
 2011 Cirque du Soleil "Varekai" Korea Tour
 2012 Hi Seoul Festival Opening Ceremony
 2012-2017 Ultra Korea (UMF Korea)

ON SITE OPERATION

2026 LOTTE WORLD x NOL UNIVERSE YOUTUBE FILMING
 2026 SKOOL ATTACK x YUHZ
 2026 YUHZ DEBUT FRESHMAN CEREMONY with SKOOLCON
 2025 Color in Music Festival
 2025 N.Flying Busan Concert
 2025 RUN SEOKJIN EP. TOUR Goyang - LIVE PLAY
 2025 SBS Gayo Daejeon Summer Unipop
 2024 Ye x Ty Dolla Sign Vultures Listening Experience in Korea
 2024 Go Out Camping Festival
 2023 Ulsan International Art Fair Opening Party

2022 Twitch Korea Launching Show
 2022 Ultra Korea (UMF Korea)
 2022 Creamfields Vietnam
 2021 Oscars Virtual Awards Ceremony
 2019 EDC KOREA
 2018 World Club Dome Korea
 2017 Marvel Experience Busan
 2016 Suwon JS Cup U19
 2016-2017 Ultra Korea (UMF Korea)
 2014 Incheon Asian Games

YUHZ DEBUT FRESHMAN CEREMONY WITH SKOOLCON

Show & Contents Planning | Production | On – Site Operations

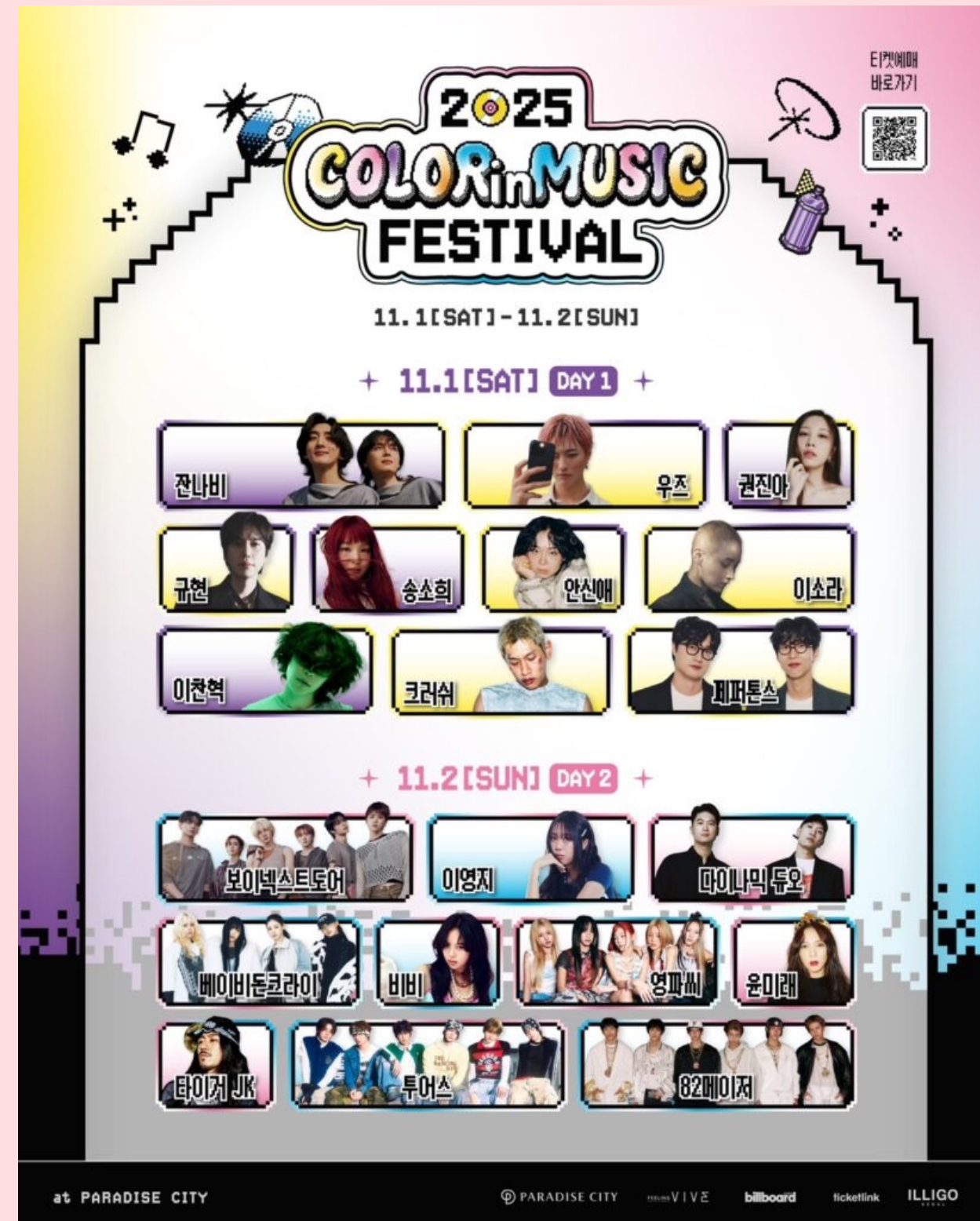
Directed and managed the entire YUHZ debut School Attack and Release Event, overseeing all phases from concept development to execution, and delivering efficient production management and successful on-site operations.



COLOR IN MUSIC FESTIVAL 2025

Production | On – Site Operations | Venue Safety | Administration | Sponsorship

Led on-site operations and venue safety management for the Color In Music Festival at Paradise City, delivering seamless event execution and contributing to the festival's overall operational excellence, audience experience, and commercial success.



COLOR IN MUSIC FESTIVAL 2025

Sponsorship

Developed and managed strategic partnerships with leading brands such as Nasty, Eclipse, Chilsung Cider, Boksoondoga, and LinkUp, driving brand portfolio expansion and delivering unique, experience-driven content initiatives.



GO OUT CAMPING FESTIVAL 2024

Production | On-Site Operations | Venue Safety | Administration

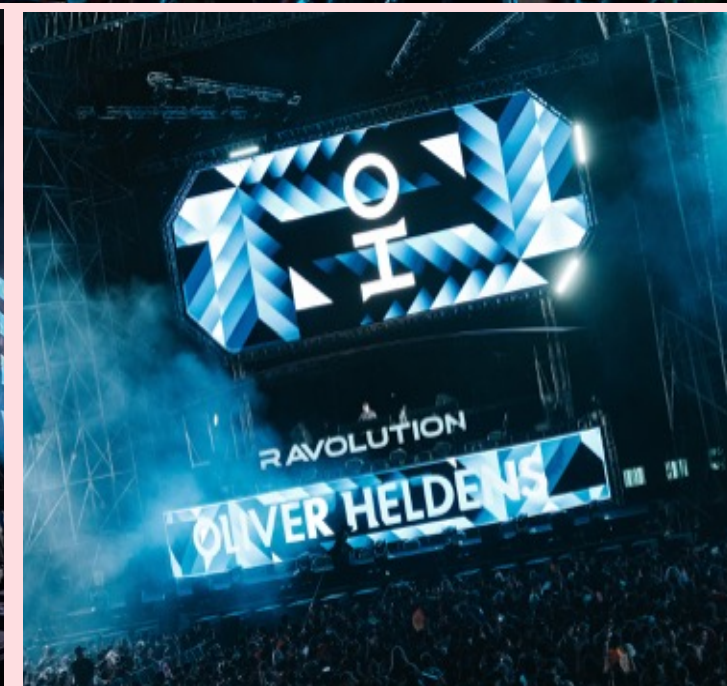
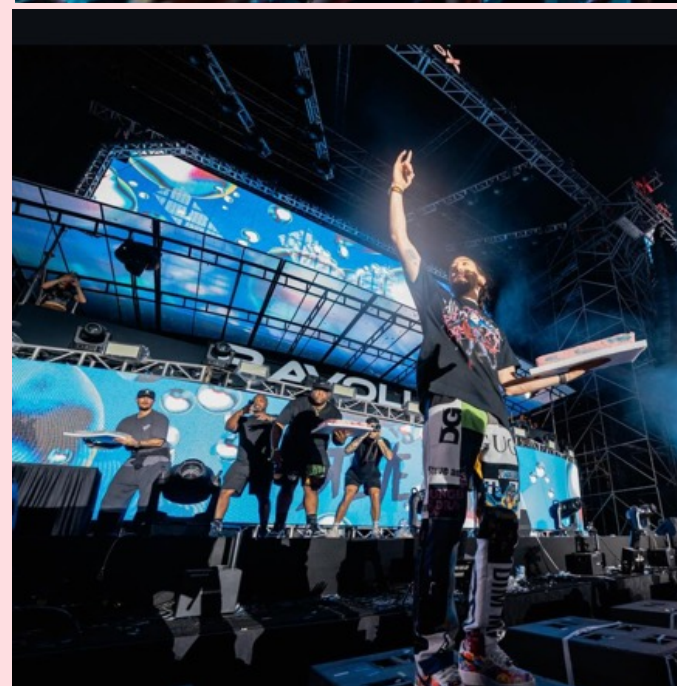
Led all aspects of on-site operations, production, venue safety management, and event administration for the GO OUT Camping Festival, translating the event vision into a successful on-site experience through strategic planning, operational excellence, and meticulous execution.



RAVOLUTION MUSIC FESTIVAL 2023

Artist Hospitality | Backstage Operations

At Ravolution Music Festival in Ho Chi Minh City, Vietnam, we managed artist hospitality and backstage operations, supporting smooth artist flow and stable show execution.



ULTRA KOREA 2012 - 2024

Production | On-Site Operations | Venue Safety | Administration

Managed production, on-site operations, venue safety, and sponsorship acquisition for ULTRA KOREA, one of the world's leading EDM festivals. Through seamless event execution and the expansion of strategic sponsorship partnerships, contributed to both the festival's operational excellence and overall profitability.



WANDERLUST KOREA 2022 - 2024

Production | On-Site Operations | Sponsorship

Secured sponsorship partnerships with global and domestic brands including Garmin Korea, BUDHI MUDRA, Gatorade, and Nongshim Kellogg's, contributing to the expansion of wellness festival partnerships and establishing a foundation for long-term brand collaborations.



ULTRA KOREA 2017 - 2024

Sponsorship

Secured sponsorship partnerships with global and domestic brands including Mercedes-Benz, Uber Korea, L'Oréal Paris, DESCENTE, and Hyundai Card, expanding the festival's partnership ecosystem and strengthening its brand collaboration framework.



EDC KOREA 2019

Production | On-Site Operations | Venue Safety | Administration

Led on-site operations for EDC KOREA, overseeing production execution, venue safety management, and event administration. Successfully ensured seamless festival operations by coordinating multiple operational teams and proactively addressing real-time challenges in a fast-paced live event environment.



WORLD CLUB DOME KOREA 2017 - 2018

Production | On-Site Operations | Venue Safety | Administration

Directed the production execution of WORLD CLUB DOME Korea, managing stage design, venue layout, and technical production elements. By coordinating with a wide range of stakeholders and implementing structured operational and contingency frameworks, successfully delivered a seamless and efficient large-scale festival experience.



2025 GUNS N' ROSES WORLD TOUR IN KOREA

Production

Participated in the production of the Guns N' Roses Live in Korea concert, delivering stage implementation and technical operations tailored to the venue environment to ensure an optimal audience experience.



#RUNSEOKJIN_EP.TOUR LIVE PLAY 2025

Production

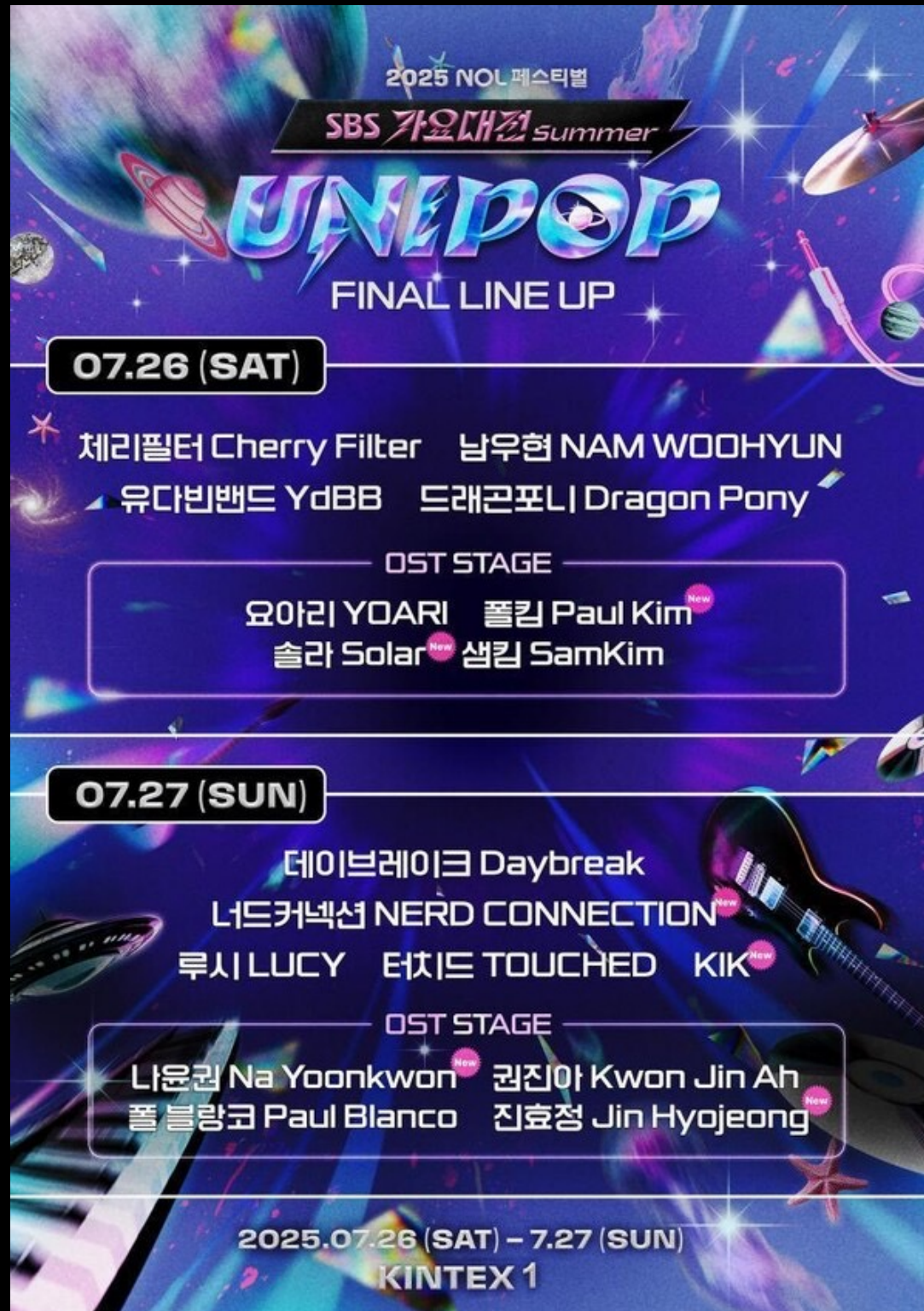
Managed production for the RUN SEOKJIN TOUR Live Play event of BTS Jin's fan concert, overseeing the implementation and operation of a real-time live broadcasting system. Contributed to enhancing the audience experience through the integration of video, audio, and large-scale screen production.



2025 NOL FESTIVAL : SBS GAYO DAEJEON SUMMER UNIPOP

Backstage & On-Site Operations

Supported backstage and on-site operations for SBS Gayo Daejeon UNIPOP by coordinating artist flow and managing performance processes, contributing to seamless and efficient event execution.



2025 NOL 페스티벌
SBS 가요대전 summer

UNIPOP

FINAL LINE UP

07.26 (SAT)

★ 체리필터 Cherry Filter 남우현 NAM WOOHYUN
▲ 유다빈밴드 YdBB 드래곤포니 Dragon Pony

OST STAGE

요아리 YOARI 폴킴 Paul Kim
솔라 Solar 샘킴 SamKim

07.27 (SUN)

데이브레이크 Daybreak
너드커넥션 NERD CONNECTION
루시 LUCY 터치드 TOUCHED KIK

OST STAGE

나윤권 Na Yoonkwon 권진아 Kwon Jin Ah
폴 블랑코 Paul Blanco 진효정 Jin Hyojeong

2025.07.26 (SAT) - 7.27 (SUN)
KINTEX 1



Ye X Ty DOLLA SIGN VULTURES LISTENING EXPERIENCE 2024

Production | VIP Planning & Operations | VIP F&B, Safety & Valet

Led production, VIP experience planning, and on-site operations for Kanye West’s Listening Experience in Goyang. Developed artist-centric spatial experiences and carefully curated VIP guest journeys, while ensuring seamless execution through dynamic on-site coordination and operational excellence.

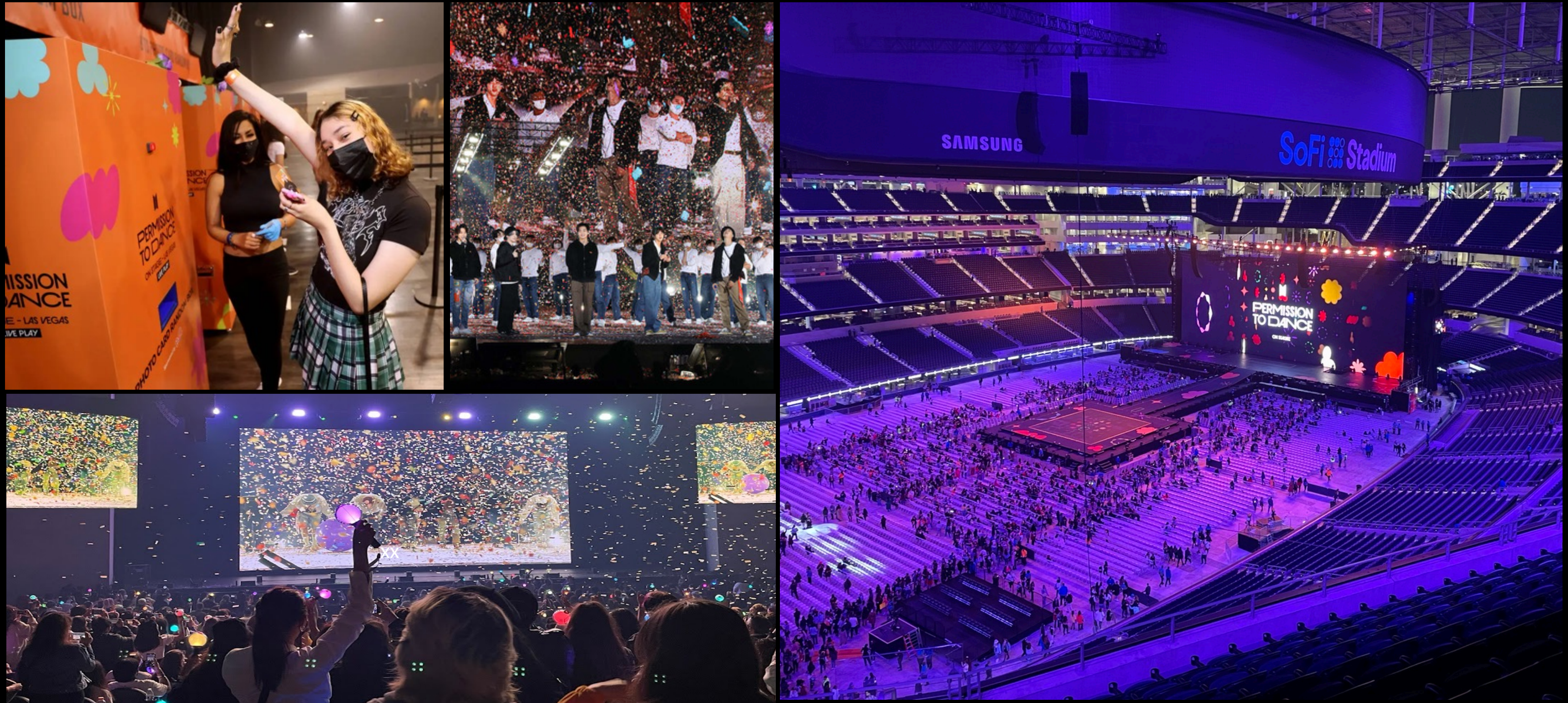


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VULTURES
LISTENING EXPERIENCE
KOREA
08 23 24

BTS “Permission To Dance” IN L.A / LAS VEGAS - LIVE PLAY 2021 - 2022

Production

Managed on-site execution and technical operations for BTS LIVE PLAY in Los Angeles and Las Vegas, delivering a large-scale live viewing experience through the integration of broadcast systems, LED screens, and venue technology. Ensured that live content was presented with maximum impact and audience engagement across remote viewing environments.



AXA PRIME CONFERENCE KOREA 2025

Production | On-Site Operations

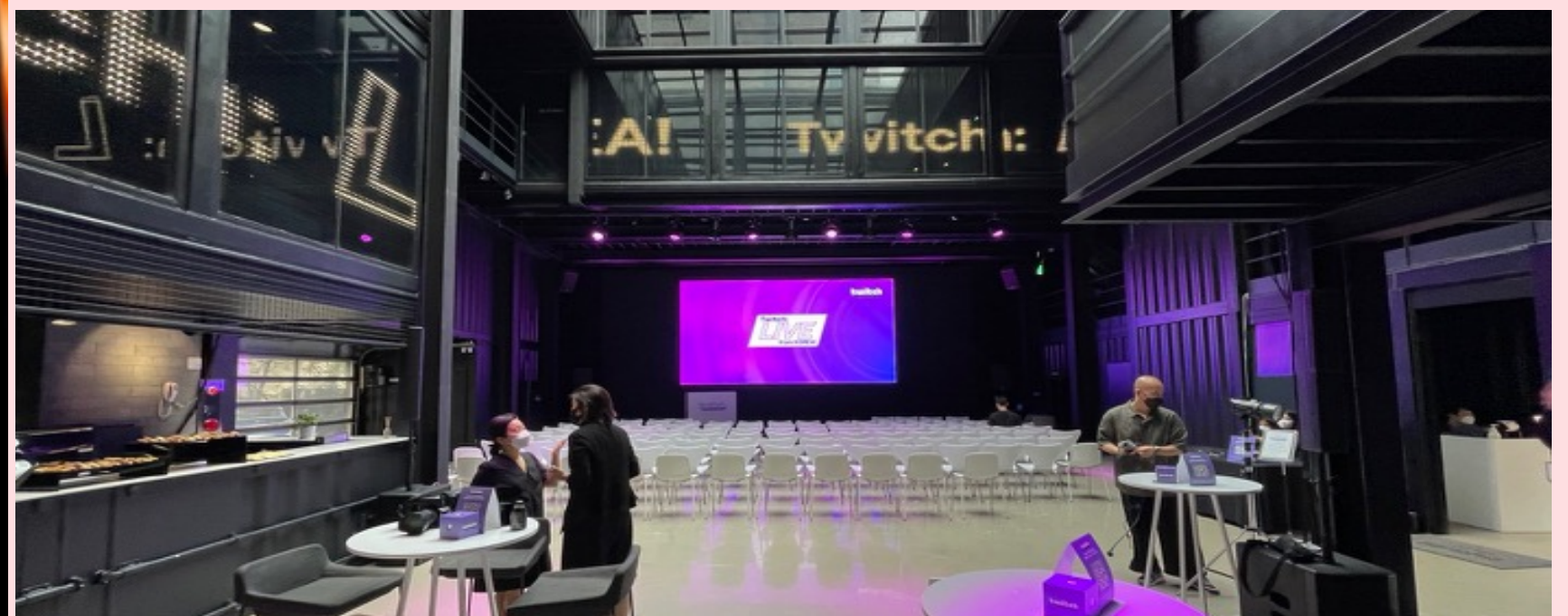
Delivered overall production management and on-site operations for the 2025 AXA Prime Conference Korea, an international conference attended by participants from the Philippines, Thailand, and Indonesia.



TWITCH KOREA LAUNCHING SHOW 2022

Production | Operations Planning & Lead | Merchandise & Promotional Design

For the Twitch Korea Launching Show, we led production, operations planning, and on-site management while creating merchandise and promotional design aligned with the brand tone.



MARVEL EXPERIENCE BUSAN 2017

Marketing | Overall Experience Center Operations

For Marvel Experience Busan, the first in Asia, we led audience acquisition strategy and on-site operations, balancing experiential value with operational efficiency.



THE 48TH SESSION OF THE WORLD HERITAGE COMMITTEE 2026

Production & Technical Direction

Led production and technical coordination for the UNESCO World Heritage Committee plenary hall in Busan, overseeing stage design, technical specifications, schedules, and on-site operations.



INCHEON ASIAN GAMES 2014

Media Room Setup & Operations | Press Conference & Mixed Zone

At the Incheon Asian Games, we directed on-site operations, built media room infrastructure, and operated the press conference area and mixed zone for domestic and international media.



SWANSEA CITY AFC 2012 - 2014 / BOLTON WANDERERS FC 2011 - 2012

Sponsorship Acquisition | Marketing

At Swansea City AFC and Bolton Wanderers FC, we worked with brands such as LG Electronics, Nexon, and Coca-Cola, linking brand promotion with sales to generate on-site results.



LOTTE WORLD X NOL UNIVERSE YOUTUBE FILMING

Artist Booking | Sponsorship | Content Production & On-site Management

Managed production for a NOL promotion tied to Lotte World's new attraction, from content planning to on-site execution for the Jonathan Blacks YouTube channel.





WE DESIGN EXPERIENCES THAT STAY WITH PEOPLE

Meyvn Culture is an event creative partner that connects people, brands, spaces, and content to create the most impactful experiences on-site. From concerts and festivals to brand events and global projects, Meyvn Culture integrates planning, production, execution, and operations into one seamless process, transforming our clients' vision into impactful results and unforgettable experiences.

THANK YOU

THANK YOU

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