“It was very impressive and touching to witness students from the two best interior design programs in USA and Korea seriously studying the needs and wants of the world’s best bakery store and proposing excellent design solutions. I highly praise all the efforts and hard work shown by the students, Professor Jeongeun Lee and Professor Seongwoo Nam. Thank you again for your great service.”
- Mr. Ducksu Kim, CPO, SPC Group

“With passion, hard work, and patience our students moved a few steps closer toward becoming global interior designers through the class and project. The SPC Design Team’s positive critiques and comments helped our students to accomplish very successful outcomes. I am grateful to Ringling College, the SPC Design Team and Professor Seongwoo Nam, and so proud of the talent and dedication of our students at Yonsei University and Ringling College.”
- Professor Jeongeun Lee, Department of Interior Architecture
Yonsei University

“I had many opportunities to assess the students’ intellectual abilities throughout the entire design process. In every class students from both institutions, located on other sides of world, had to listen and understand each topic clearly. They always had analytical and intelligent thoughts, and presented them precisely and clearly to their partners, teachers, and client. It was my great pleasure to observe and guide the students’ journey to succeed academically with my partner, Professor Jeongeun Lee. SPC’s great dedication to education made this wonderful collaboration possible. Everybody is winner!”
- Professor Seongwoo Nam, Department of Interior Design,
Ringling College of Art and Design

“The Paris Baguette Café project has definitely been my best collaborative experience, challenging me to work across time zones, deal with language and cultural barriers, and find the best uses for my diverse skill set. Not only do I feel more confident in my future collaborative endeavor, I am confident that I could work abroad - and would like to - as well.”
- Elena Haas, Student, Ringling College of Art and Design

RINGLING COLLEGE OF ART AND DESIGN, one of the world’s top ranked art colleges and a pioneer in experiential learning programs, offers corporations customer-focused, design-based solutions and professional, client-based project opportunities for its students.

Through Ringling College's Collaboratory program, companies gain access to fresh perspectives from top design students and world-renowned design professionals who serve as their professors. The Collaboratory's faculty-led, interdisciplinary student teams have solved branding, user experience, service innovation, interior design, and product design challenges for domestic and international enterprises across industries.
Led by Ringling College Professor Seongwoo Nam and Yonsei University Professor Jeongeun Lee, student teams comprised of both Korean and American participants met weekly via videoconference over the course of a semester to design completely new retail experiences for the Paris Baguette Café customer.

The student teams were challenged by SPC’s Chief Design Consultant and Design Team Manager to create unique, branded storefronts, develop a design language that compellingly defines and communicates the essence of the brand and the service experience, and design innovative display layouts, fixtures, signage, graphics, digital displays, and product types. In addition, the teams were compelled to meaningfully and seamlessly incorporate technology into the store experience.

As part of the design process, students from each institution were paired with one another to work in teams, managing different time zones, language barriers, and cultural differences to complete research and collect data. Each cross-institutional team generated concepts with their international design partners for full presentation and critique to the client. Students employed universal design standards to reflect the needs of the consumers in the country in which the store would be located, designed the store using the appropriate measurement system where construction would take place, and recommended environmentally friendly building materials, energy use, and maintenance.

The teams collaborated closely with the client at various points throughout the semester, receiving input and modifying their designs as needed. The final presentations were delivered two ways: on traditional presentation boards and as digital files, which included the use of innovative graphics and effects.

SPC Group was extremely pleased with the quality of the work presented by the student teams and continues to support this international collaboration with Ringling College of Art and Design. The student designs for the Paris Baguette Café project were exhibited at SPC headquarters for executives, staff and visitors to see. Ringling College looks forward to strengthening this partnership and initiating more collaborative projects in the years to come.