

Project (Mold)

Meanings

- Decay and Regeneration
- Disappearance and Creation
- Forgotten and Discovered
- Hidden and Revealed
- Mundanity and Unexpectedness

5 Themes

- Duality of Decay and Regeneration
- The Coexistence of Destruction and Creation
- An Essential Element in Ecosystems
- Aesthetic Qualities (Color and Texture)
- The Presence of Mold Within the Human Body

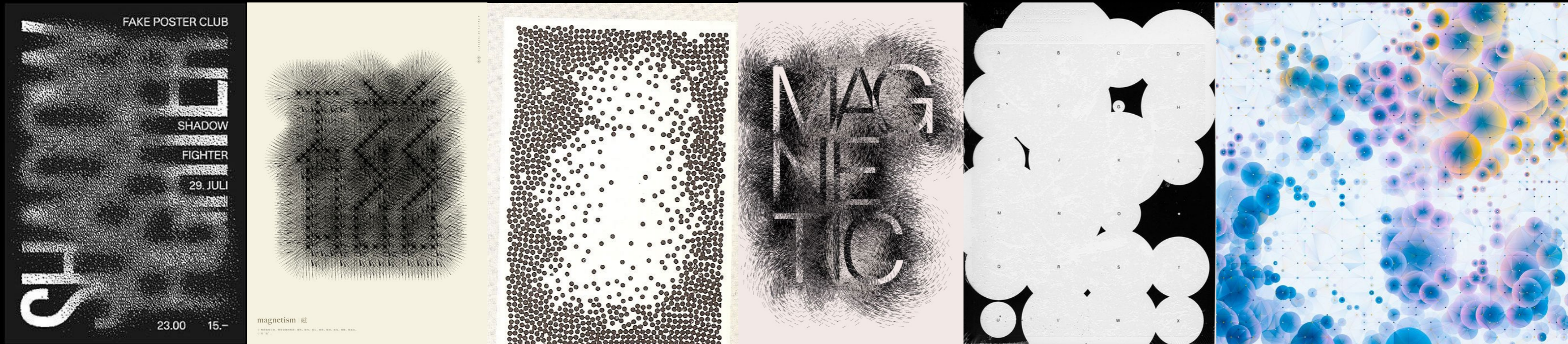
Feature Keywords

- Spreading
- Growing
- Decaying
- Fading
- Molding
- Fracturing
- Expanding
- Contaminating
- Infiltrating
- Multiplying
- Transforming

Visual Keywords

- Textured
- Fuzzy
- Mottled
- Slimy
- Discolored
- Spongy
- Shiny
- Dotted
- Fractal
- Layered

MoodBoard



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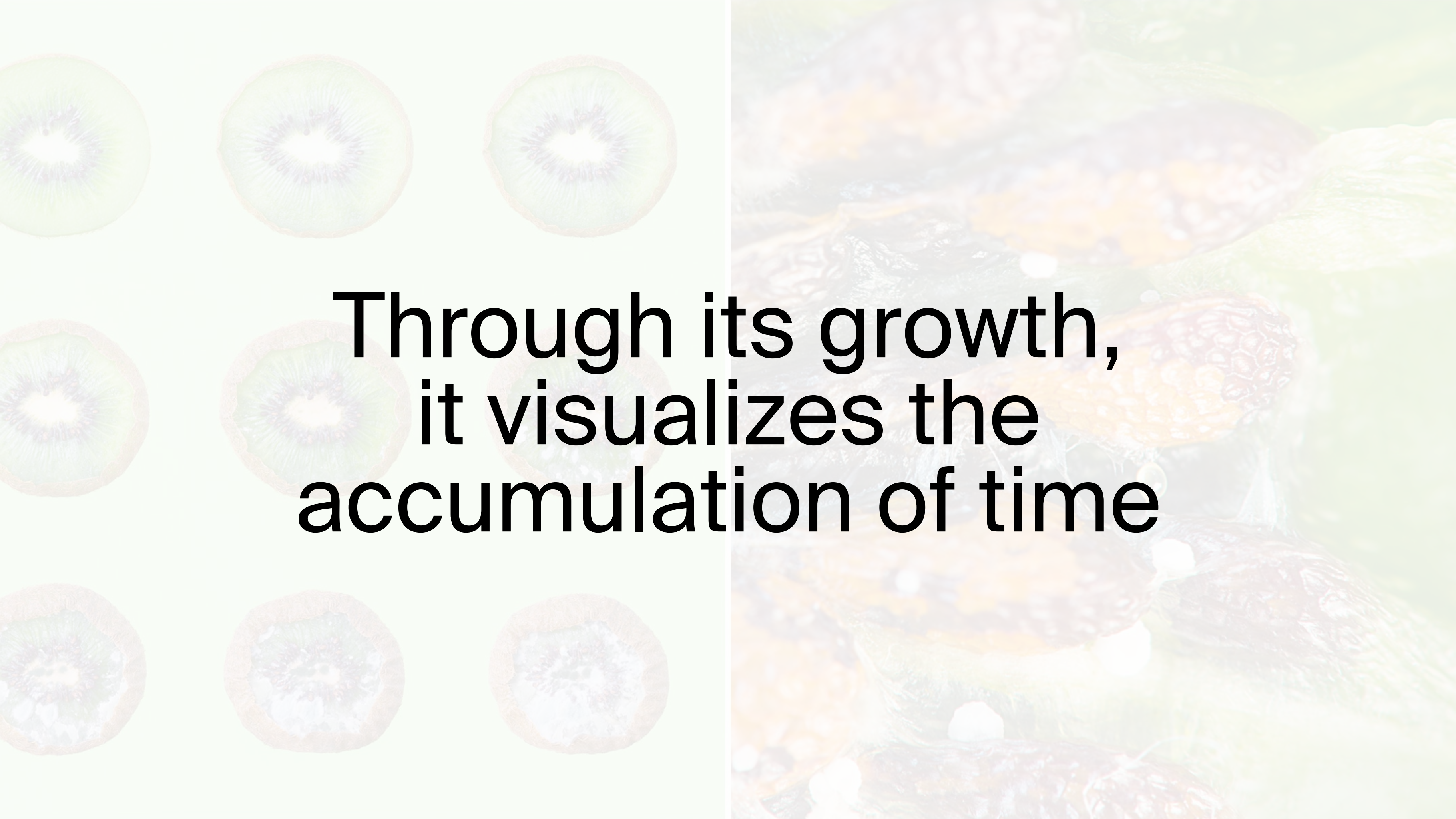
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Object Design



**Mold makes visible what
time leaves behind.**



**Through its growth,
it visualizes the
accumulation of time**

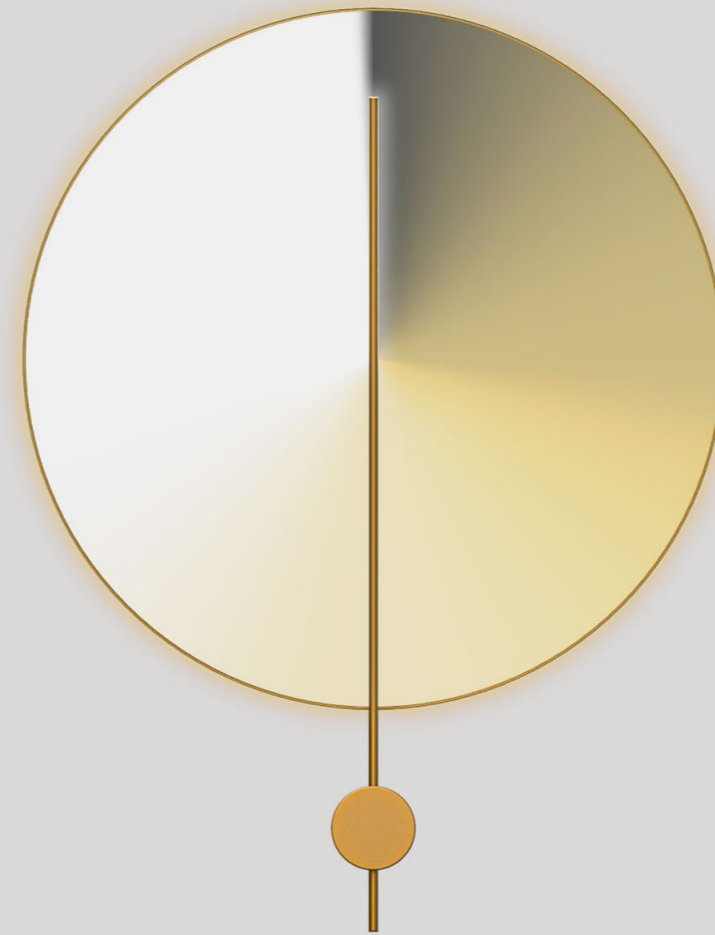
An object that can visualize
how much time has passed
—not just tell time, but reveal
it through traces

A clock that records time
through visible traces

A personal branding project for Sein, a fictional studio that creates objects from its brand story. Sein imagines time as something to be seen, traced, and remembered—not just measured.

Collection (01)

We present the first collection of Sein, an object that allows you to see the passing of time.



sein

Collection

Shop

Sein Studio

Projects

Locations

Mission
Objective

To help people visualize the passage of time—so they don't lose track of it.

Vision
Long-term world
sein pursues

A world where time is not only measured, but seen, marked, and remembered.

Keywords

Trace, Visible, Presence

Naming

Sein

/zain/ means 'to be' in German — a word that captures the essence of presence, existence, and trace.

Logo Concept

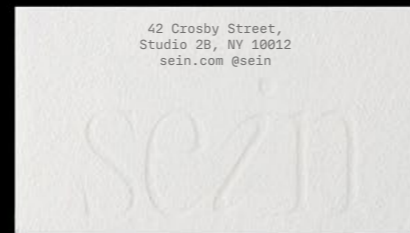
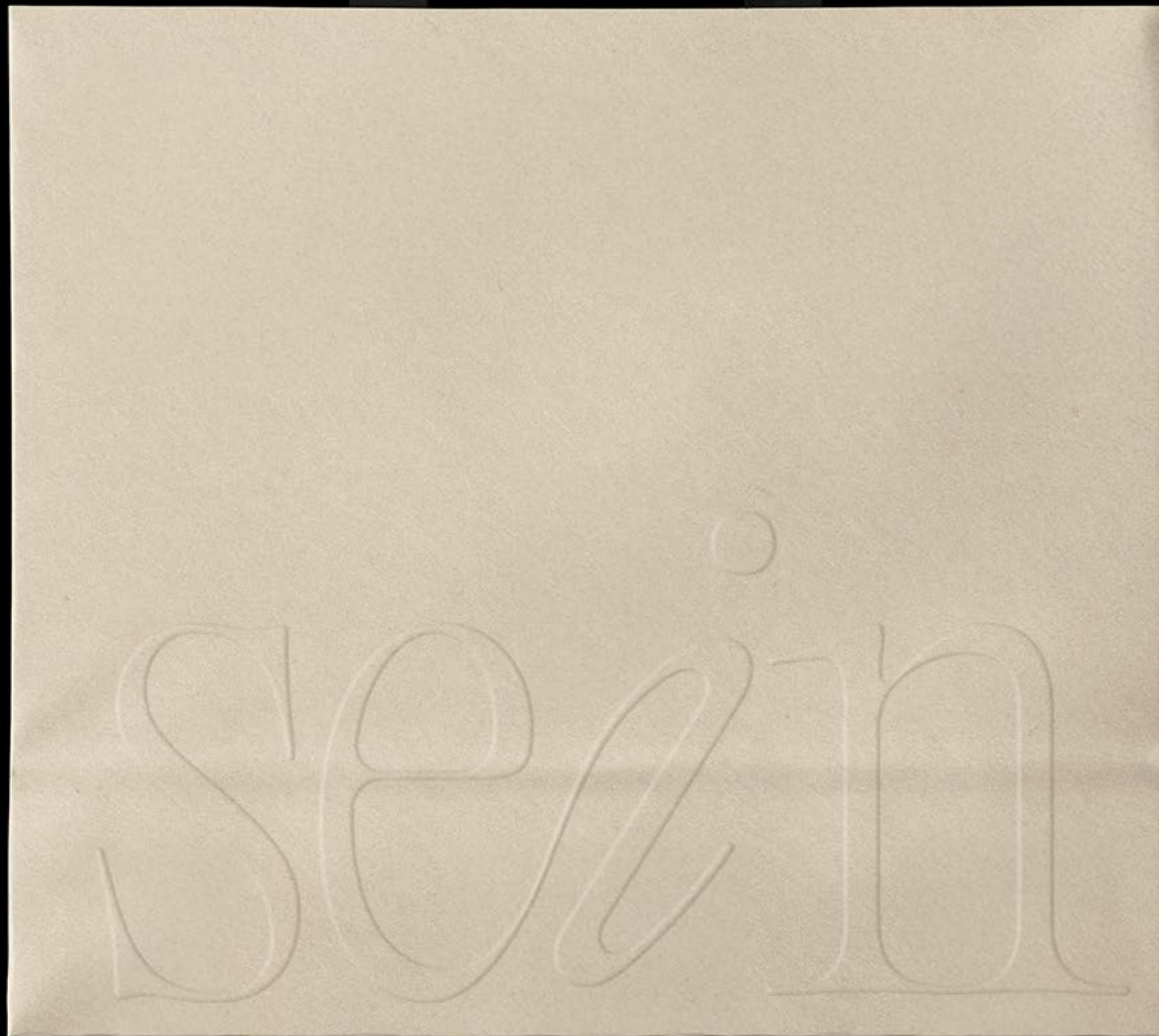
A sophisticated serif typeface was used, and the letter "i" was partially italicized to introduce a diagonal form—referencing the brand's graphic element. A subtle ligature between "e" and "i" was also added to emphasize the idea of presence and connection.

sein · sein · sein

Logo

sein

sein



Brand Typeface
PP Editorial Old

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;':"<>?!@#\$%^&()[]{}

SEIN is creative studio based in New York.
SEIN pursues a world where time is not only
measured, but seen, traced, and remembered.

TRACE / VISIBLE / PRESENCE

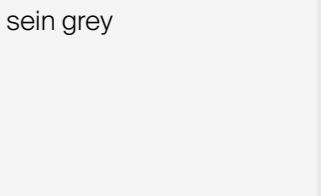
Body Typeface
MD IO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;':"<>?!@#\$%^&()[]{}

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TRACE / VISIBLE / PRESENCE

Brand Colors



Usage

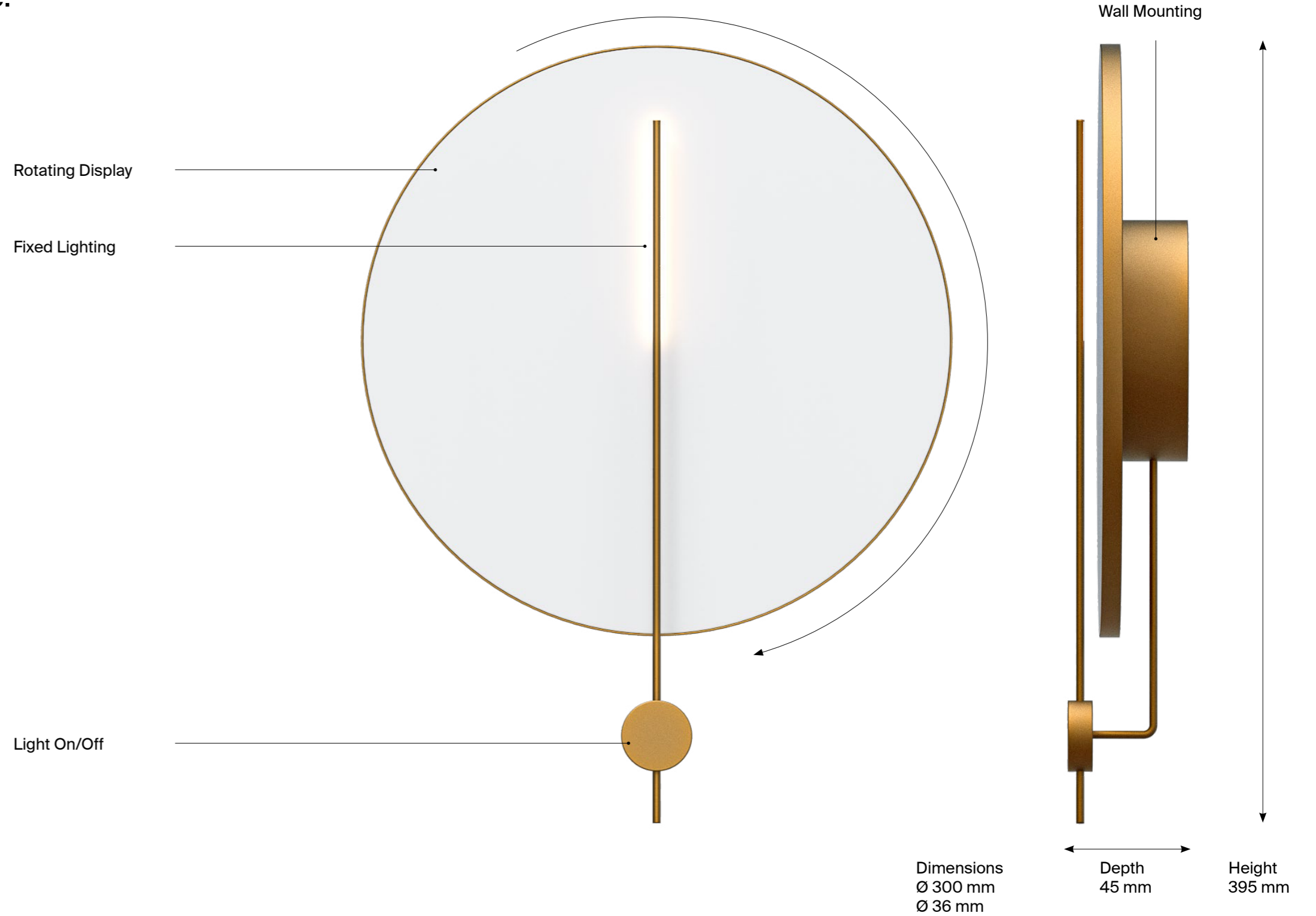
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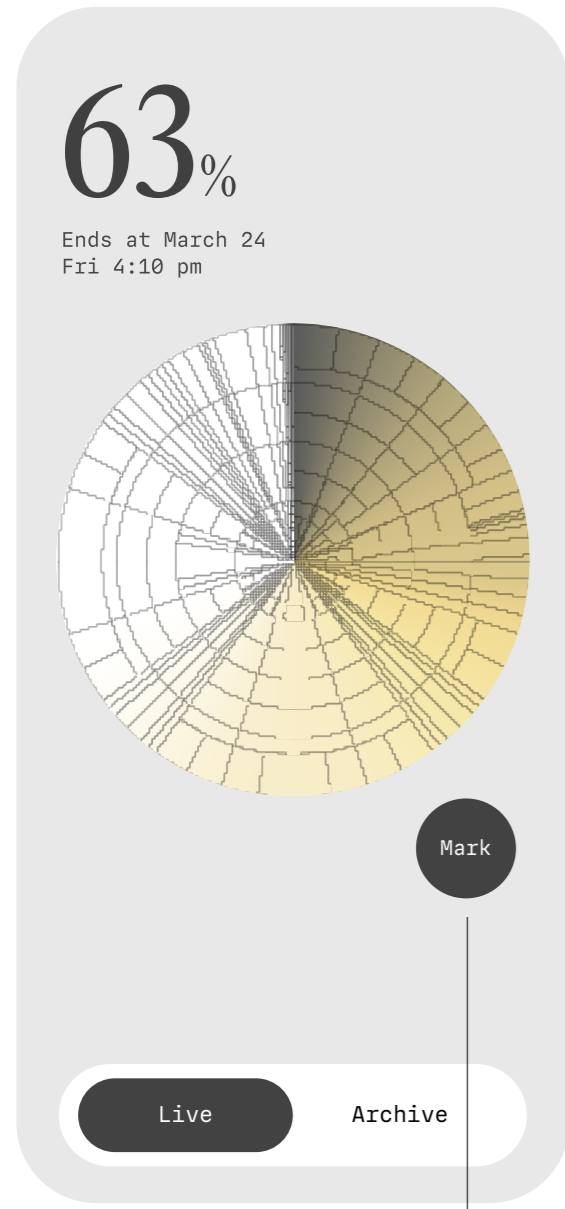
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/duration:



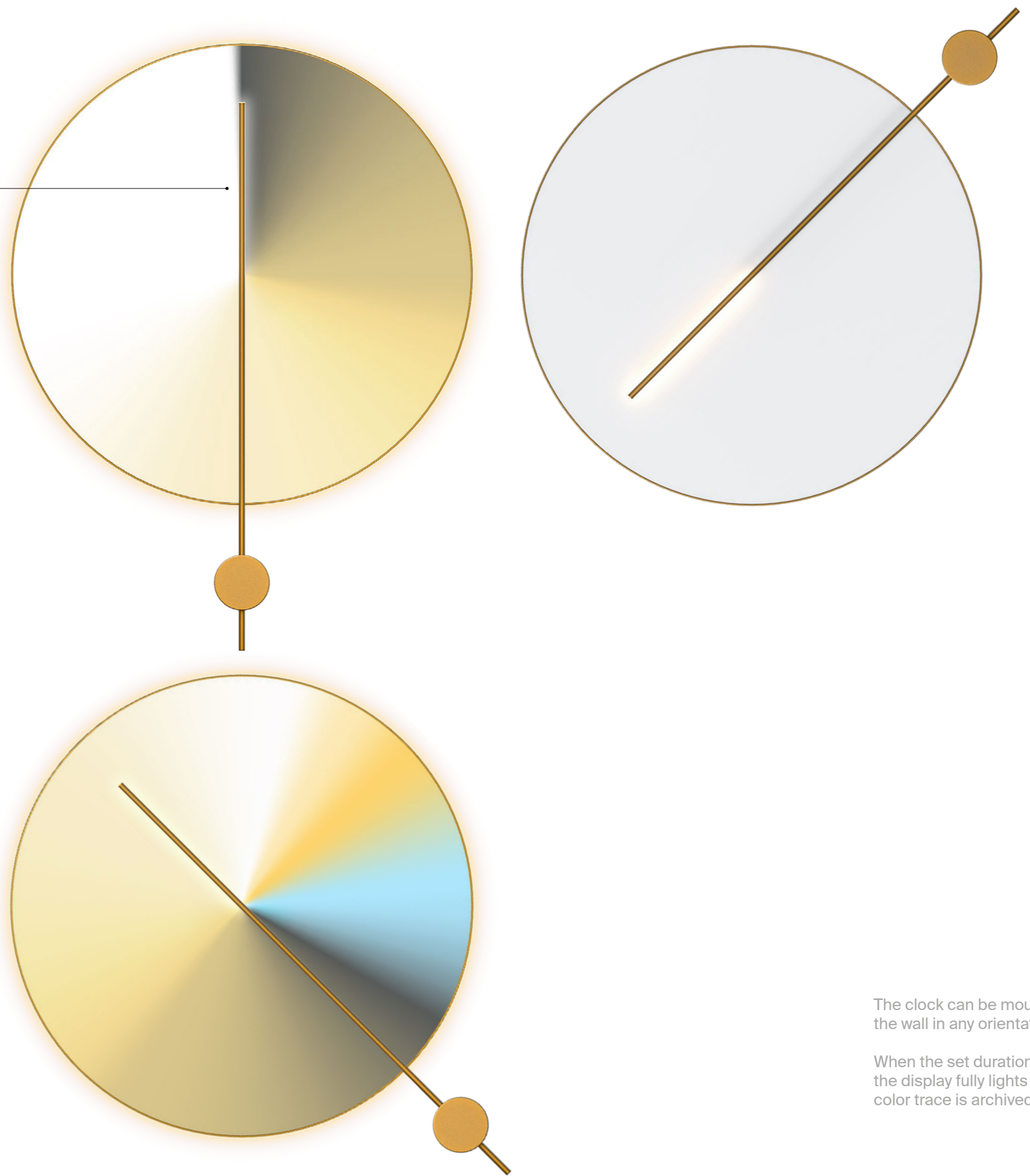
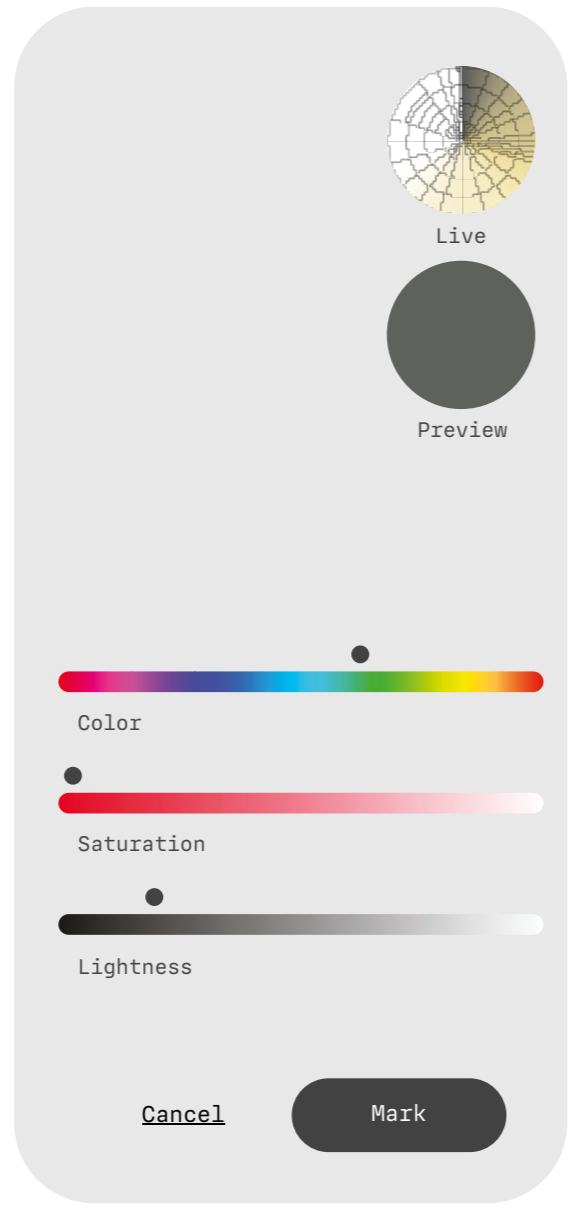
As part of the branding project, I designed Light Clock, the first object imagined by Sein. It visualizes the brand's core idea by tracing time as a visible presence.

The display face rotates 360° over a set duration, and color gradually builds along its surface to reveal the passage of time.





2) The selected color is synchronized with both the fixed light source and the display. The current color is traced on the display as it rotates.



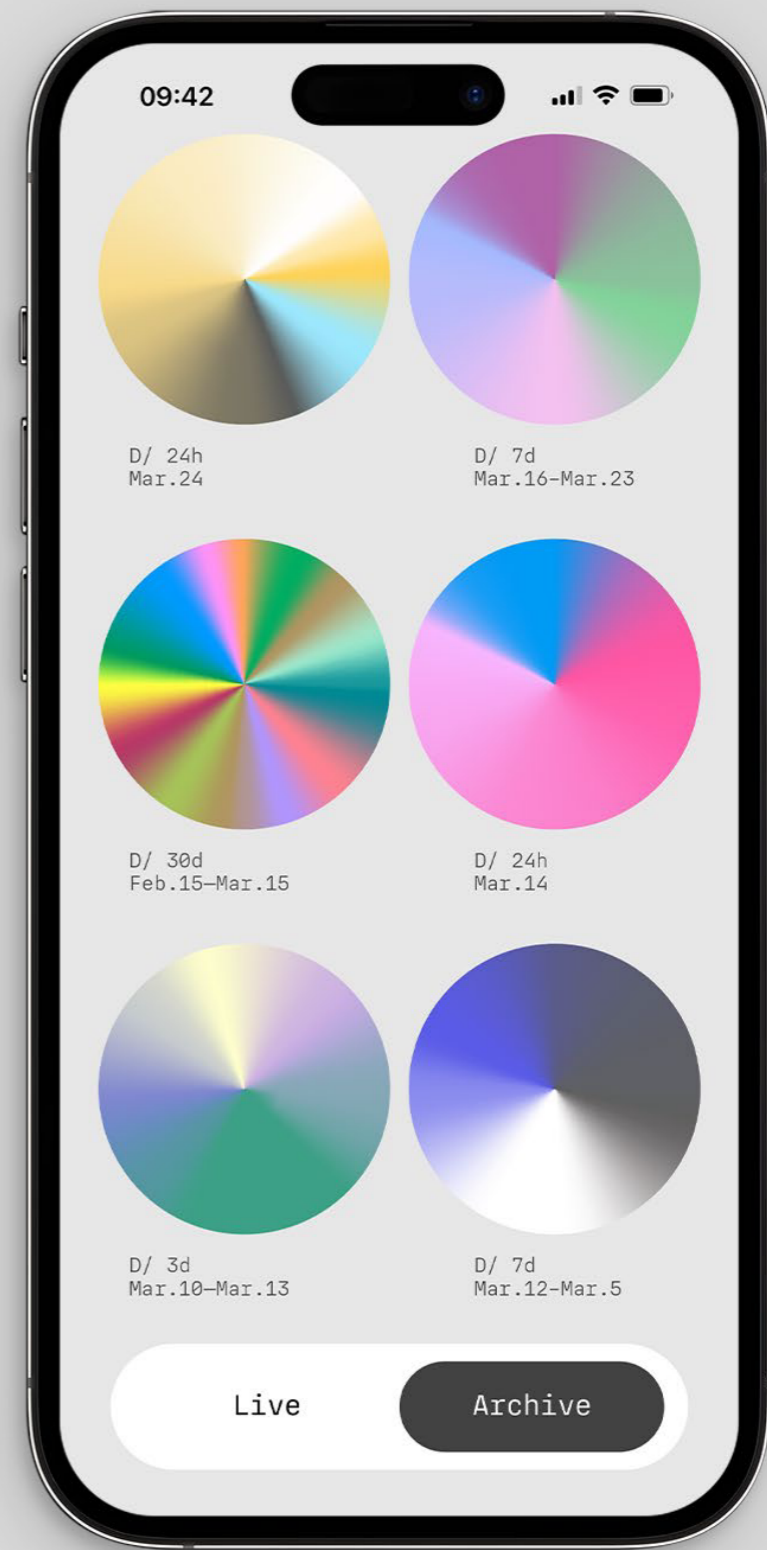
1) Tap to mark the moment and leave a trace of it in color.

The clock can be mounted on the wall in any orientation.

When the set duration ends, the display fully lights up, and the color trace is archived in the app.

L) Package Box
R) Brand Poster





App Screens

Light Clock visualizes time and helps you stay present. Your past traces are archived in the app.

42 Crosby Street,
Studio 2B, NY 10012

sein pursues a world where time
is not only measured, but seen,
traced, and remembered.

@sein
sein.com

sein

'Make
it late
with
some
art'

Every last
Thursday
from 18:00



Thank U A LOT!