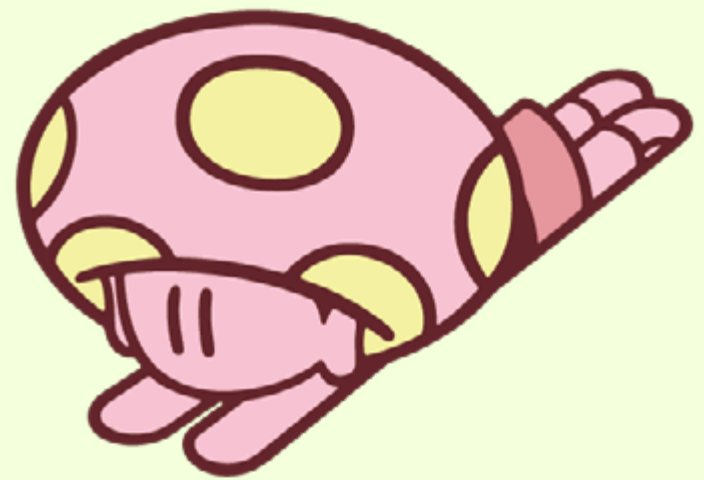






ARTIST DECK

BOAT





BOAT

Based in **Seoul, South Korea**, I am an active **artist** and **illustrator**. Born in **Jeonju**, I spent my early years in Incheon before attending **Gyeonggi Arts High School**. I went on to major in **Korean Painting** at **Dongguk University**.

My creative practice spans a wide range of mediums, including **fine art, illustration, art toys, and animation**. I began my career as an illustrator in **2018** with a **picture book**. While my journey into **character IP development** started with '**Boat**' (a duck character from that book), it was the birth of **CASH** the cat in **2022** that marked the full-scale expansion of my character-driven work.

In my fine art practice, I focus on a series called "**Cookie**", which involves crafting wooden pieces and assembling them like puzzles to create a unified form.

Starting with my debut exhibition at Art Prize Gangnam, I have since expanded my reach globally, showcasing my work in various countries including **Japan, Australia, the UK, the USA**, and the **Philippines**, as well as across **South Korea**.

BRAND LOGO



The very first character created in the form of a duck, serving as the foundational brand identity and logo.

MY WORLD VIEW - BOAT universe



BOAT Universe is an emotional IP that personifies fragmented inner emotions into five distinct characters. It carries my **autobiographical narrative**, transforming the sensitivity of constantly being conscious of others into a "keen power of observation to read the world." The universe depicts a journey toward completing a **whole self** through characters symbolizing universal emotions: **Purity, Serenity, Ambition, Courage, and Hope**. Each character represents the depths of the modern soul, communicating with the public through merchandise, art toys, and storytelling content.

WHO is CASH?



The Origin of CASH

CASH the Cat was born from a simple doodle, inspired by the stray cats I encountered on the streets. Observing those cats—trembling with fear and wary of passersby—I felt a strange sense of endearment, which led me to sketch a crying cat. What started as a casual drawing for stationery stickers eventually evolved and expanded into my wooden art series, "Cookie."

The Story of CASH

Born exceptionally small and frail, **CASH** grew up being bullied by both other stray cats and people. This trauma left CASH constantly on edge, and its physical form—its eyes and body—became frozen in a permanent state of crying.

However, beneath this fragile exterior lies a resilient spirit. CASH is a cat that lives through reality with quiet strength and courage. After being rescued from its tormentors by a friend named **Doris**, it was given the name "CASH."

For me, **CASH represents fear and anxiety, but more importantly, it symbolizes the message of courage and hope that transcends those very emotions.**

FRIENDS OF CASH



Doris

Doris embodies ambition and desire. She is an adventurous and proactive girl with a slightly boastful, yet charming, demeanor.

This character represents my own aspirations for success and is inspired by the vibrant **New Orleans jazz scene of the 1960s**. Doris loves all things shiny and expensive. She is the one who rescued the endangered Cash and ultimately gave Cash its name.



BOAT

BOAT embodies purity and a childlike innocence, representing my own childhood. Raised as a domestic duck under human protection, BOAT is a character who constantly contemplates its own identity. Despite this inner reflection, BOAT loves **street culture**, including skateboarding and hoodies.

FRIENDS OF CASH



Mushroom Boy

Mushroom Boy embodies equanimity, stillness, and a peaceful mind. This character is the physical personification of the sensations I experienced during **meditation classes** in my university years.

While usually very small in size, Mushroom Boy is a mystical being capable of growing as large as a building when it absorbs water.



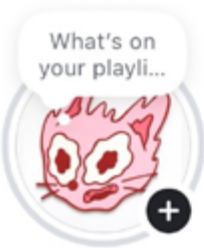
EPOH

The name **EPOH** is "HOPE" spelled backward. As a messenger who delivers news, this character was inspired by **Twitter** (now X) and the **bluebirds from Disney's Snow White**. Interestingly, EPOH does not always deliver good news.

boatrace_a



SOCIAL MEDIA



보트

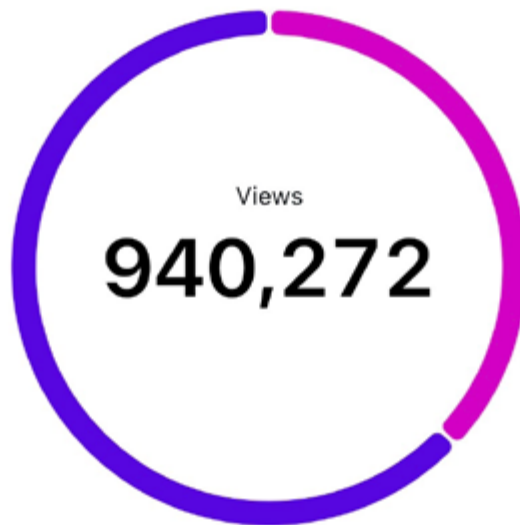
385
posts

38.2K
followers

1,396
following

Last 90 days

Nov 5 - Feb 2



- Followers 36.8%
- Non-followers 63.2%

Top locations

Cities Countries

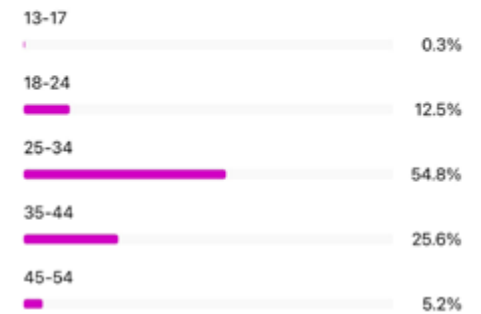


Cities Countries



Age range

All Men Women



Gender



GROUP EXHIBITIONS

- 2026 <Small paintings-My Bijou!>, KIMREEAA gallery, Seoul
- 2025 <Nevertheless, Love>, The STAN, Pangyo
Buddy Buddy, YOD Tokyo&Editions, Tokyo
Check in : SUMMER HILL, vista walkerhill, Seoul
- 2024 Colombus's Triangle(콜롬버스의 삼각형), The necessities, Seoul
MANIFESTERS, Gana Art Center 'Space97', Seoul
The Colours, Fuji film 'PARTICLE', Seoul
Original Character, Super Wow Gallery, Australia
UNDEFINED, Amore Seongsu, Seoul
My Playlist, One Small Gallery, USA
- 2023 Drink me, Never Mind Art Lounge, Seoul
OXO, Roy Gallery, Seoul
META1 x PBG, AIRDROP SPACE, Seoul
Blueybluey Manila, Secret Fresh Gallery, Philippines
Move(이주), The necessities, Seoul
Midnight punch, Never Mind Art Lounge, Seoul
BlueyBluey, BlueyBluey Gallery(Shug gallery), UK
- 2021 Second Hand's, Space Hosu, Seoul
Surfing On The Sofa, 9and Bunker, Seoul

ART FAIRS

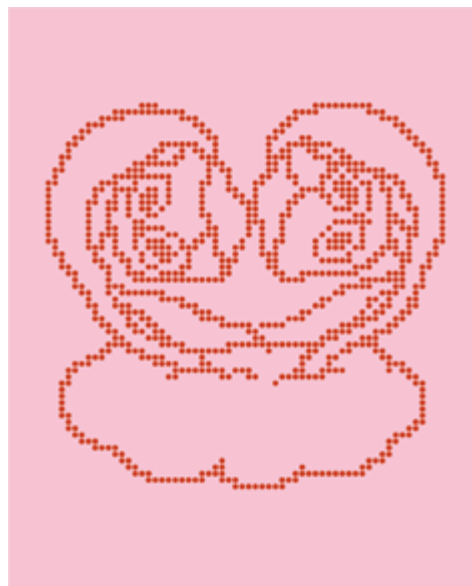
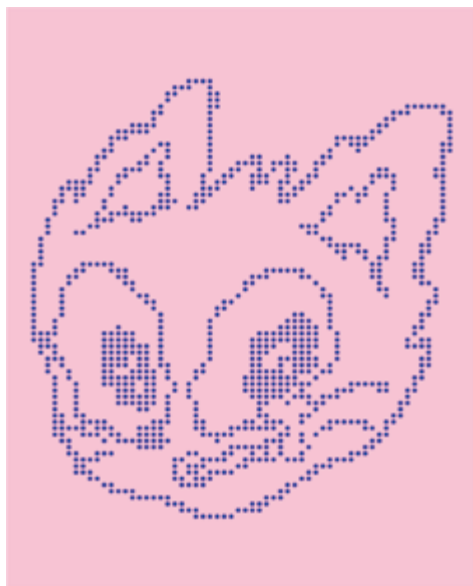
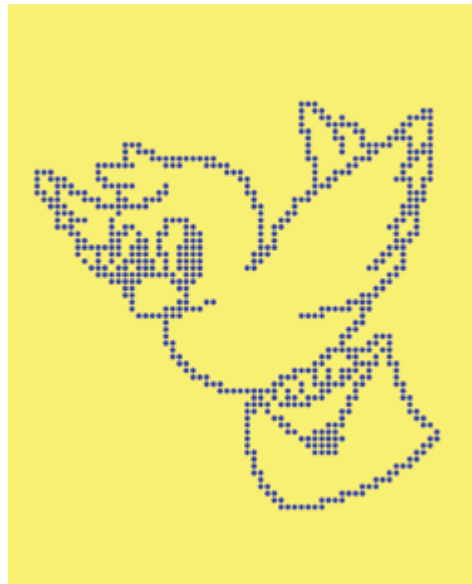
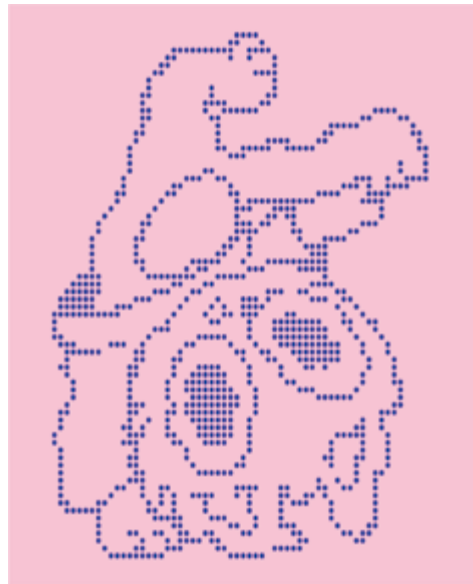
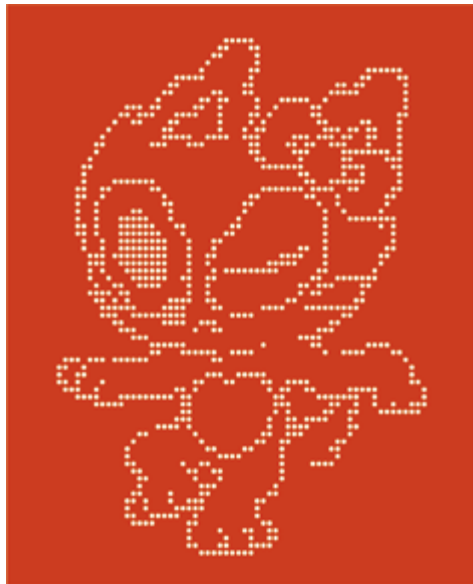
- 2024 ART PLUS X, Yeongdeungpo Art Square, Seoul
The Preview, S Factory, Seoul
- 2023 The Void Art show 'Odyssey', KIR SEOUL, Seoul
Urban Break, COEX, seoul
- 2022 Blacklot Art Week, Seoul Auction, Seoul
Urban Break, COEX, seoul
- 2020 Union Art Fair, Space xx, Seoul

COLLABORATIONS

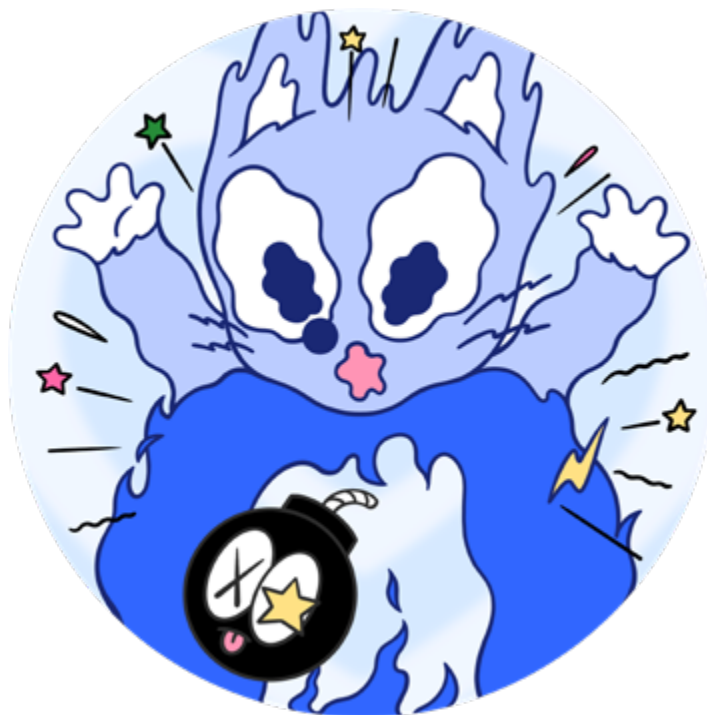
- 2025 ADIDAS CONFIRMED with Frieze, S factory
PUMA H-STREET, Layer 41
CNP X BOAT Propolis ample, Mist 20th
- 2024 DESCENTE X BOAT 'Chron' 10th
Hera C.CREW
- 2023 Stupidkrap X Boat Silk Screen Edition
KODAK APPAREL X Boat
Stray Kids '5-star' Album Artwork

ILLUSTRATION STYLE GUIDE









EXHIBITIONS



yod gallery & editions

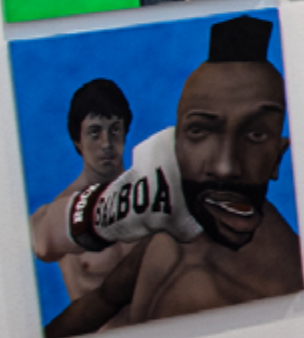


**Buddy
Buddy**

**LUCKXY and BOAT
DUO EXHIBITION**
02.07 Fri. - 02.19 Wed. 2025





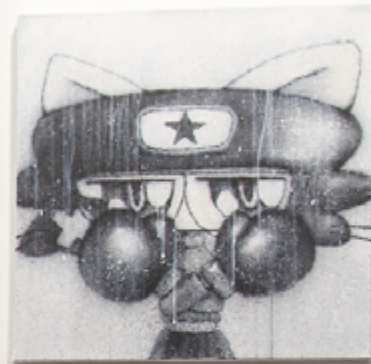
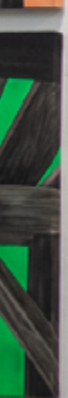


Work Description: Self-Portrait in the Digital Age

This work explores the theme of the **self-portrait** by capturing our personas on social media and the behaviors of netizens within comment sections. I sought to wittily depict the complexity of human nature, which cannot be simply categorized by the binary standards of good and evil.

Through the character of **CASH**, I express these paradoxical situations: a devilish figure who still finds solace in peaceful moments, or an angelic figure who points a gun. It is a reflection on the multifaceted identities we hold in the digital space.

RESPAWN
다들 다들 다들 다들 다들 다들
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A view of Gana Art Center <MANIFESTERS> 2024



A view of Gana Art Center <MANIFESTERS> 2024



A view of the Boat x Leeso Duo Exhibition <DRINK ME> 2023

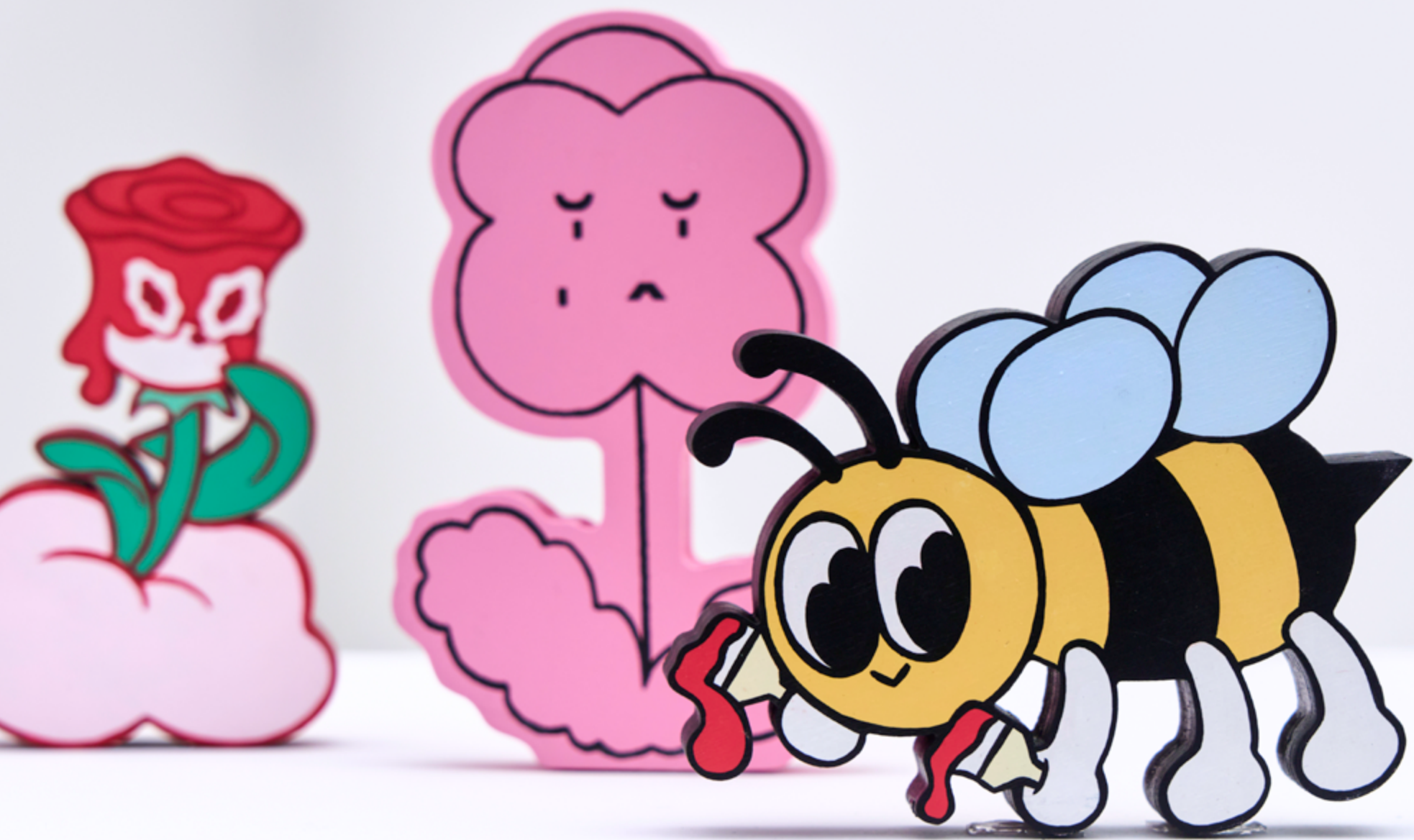
DRINK ME

Inspired by Alice in Wonderland, the exhibition consists of two contrasting spaces: a room where one's body shrinks and a room where it grows larger.

The "Growing Room" is filled with **miniature artworks**, making the viewer feel like a giant, while the "Shrinking Room" features **oversized, large-scale** works that dwarf the audience. The exhibition is curated under the theme that **"Everything we imagine can become reality,"** inviting visitors into a world where the boundaries of scale and possibility dissolve.



A view of the Boat x Leeso Duo Exhibition <DRINK ME> 2023



A view of the Boat x Leeso Duo Exhibition <DRINK ME> 2023



A view of the Group Exhibition <OXO> 2023



COLLABORATIONS





ADIDAS CONFIRMED with Frieze





PUMA H-STREET POP UP







TRUST YOURSELF *Chron*



FEB.22.THU. – FEB.25.SUN.
KASINA SEONGSU

DESCENTE Chron



CHRON 10th ANNIVERSARY POP UP STORE
FEB.22.THU. – FEB.25.SUN. KASINA SEONGSU

TRUST YOURSELF
Chron





Chron
by **BOAT**



H. What is the core value behind your work?

BOAT. I believe that my own joy during the creative process is the most important value. Only when I truly enjoy the act of drawing can that positive energy be authentically transmitted to the audience.



H. How do you want to be remembered in the future?

BOAT. I want to be an artist whose work feels both familiar and refreshingly strange, someone who sparks inspiration the moment a viewer encounters my art.

HERA c.crew





이 작품은 전통적인 한국 민화 스타일의 캐릭터를 현대적으로 재해석한 작품입니다. 빨간 고양이 캐릭터는 민화에서 자주 등장하는 '고양이'를 모티브로 하였으며, 주변의 작은 캐릭터들은 전통적인 '고양이'의 다양한 표정과 행동을 표현하고 있습니다.

Boat turns the river self to the universe through illustration and wood cookie work, expressing multiple eyes with different characters. The signature wood cookie work involves combining pieces of wood to form a single character, inspired by the cut flowers.

BOAT



A view of the Amore sungsu <Undefined> 2024

Stray Kids '5-star'



my favorite
sunset

Boat!

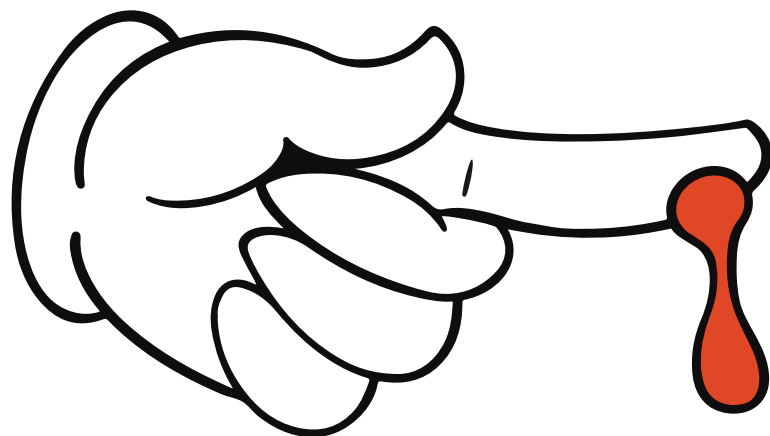


KODAK. How do you want to fill your future "moments"?

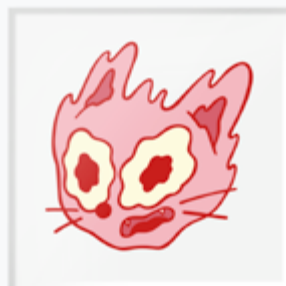
BOAT. While taking photos recently, I realized that the things that make me happy are much smaller than I thought. It's things like a friend's cat, a dog dozing in front of a shop, an exceptionally pink sunset, time spent with loved ones, or a delicious meal.

I felt that in the rush of life, I often miss these small pieces of happiness. I want to fill my days by fully embracing and finding pure joy in those tiny but precious moments all around me, without letting them slip away.

Kodak



ART GOODS











Boat



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