



Seunghu Kim

Seunghu (MSAUD '25) is an urban designer based in London, exploring ways to make a meaningful conversation between human and nature.

TIME THROUGH COLOR, COLOR THROUGH TIME

Silvered by Sun

Pantone 14-4102 is a color shaped by time and nature. A tree, fallen on a beach and weathered by sun, turns from brown to gray.

Once you see this natural rustic gray, you know time has passed since it fell.

Shaped by UV radiation, brown pigments gradually get broken down to silvery gray, which is highlighted more under the sun.

The beauty of natural aging: it's like nature's order that we shine as we get older.



Façade

Wood used as façade, screen or overhang. It forms the outer layer of buildings and often appears as cladding and shading elements.

August, 2022
Jeju-si, South Korea



Post

In garden, planted edges, timber posts that support plants, signs, and light infrastructures.

September, 2023
Orvieto, Italy

**Piles**

Along waterfronts and former industrial sites, timber piles and structural supports form part of piers or docks.

June, 2024
New York City, USA

**Bench**

In parks and public spaces, it appears in seating platforms and deck surfaces in human scale elements.

January, 2026
London, UK