

3daysofdesign

Sturlasgade 14C, 2300 Copenhagen
District—Islands Brygge

June 10—
June 12 2026

SF-SO
3DAYSOFDDESIGN
10-12 JUNE 2026
IN CPH—
LESS PRESENCE,
MORE PURPOSE.

● SF-SO

An industrial design duo based in San Francisco and Seoul.

SF-SO is a design studio based between San Francisco and Seoul, founded by Jaehoon Jung and Hoyoung Joo.

Since 2019, the studio has worked remotely across continents, pursuing a concept-driven approach through projects, exhibitions, and digital platforms.

Its work has received international recognition, including being shortlisted for the Dezeen Awards, and has been featured in design media such as Dezeen, IGNANT, FRAME, and Monthly Design, one of Korea's leading design publications.

More recently, SF-SO has expanded into the physical realm through its product brand, SF-SO MFG. By producing and distributing its products directly, the studio brings its philosophy into everyday life, allowing design to be experienced through use rather than observation alone.

● SF-SO, Seoul Studio, 2025



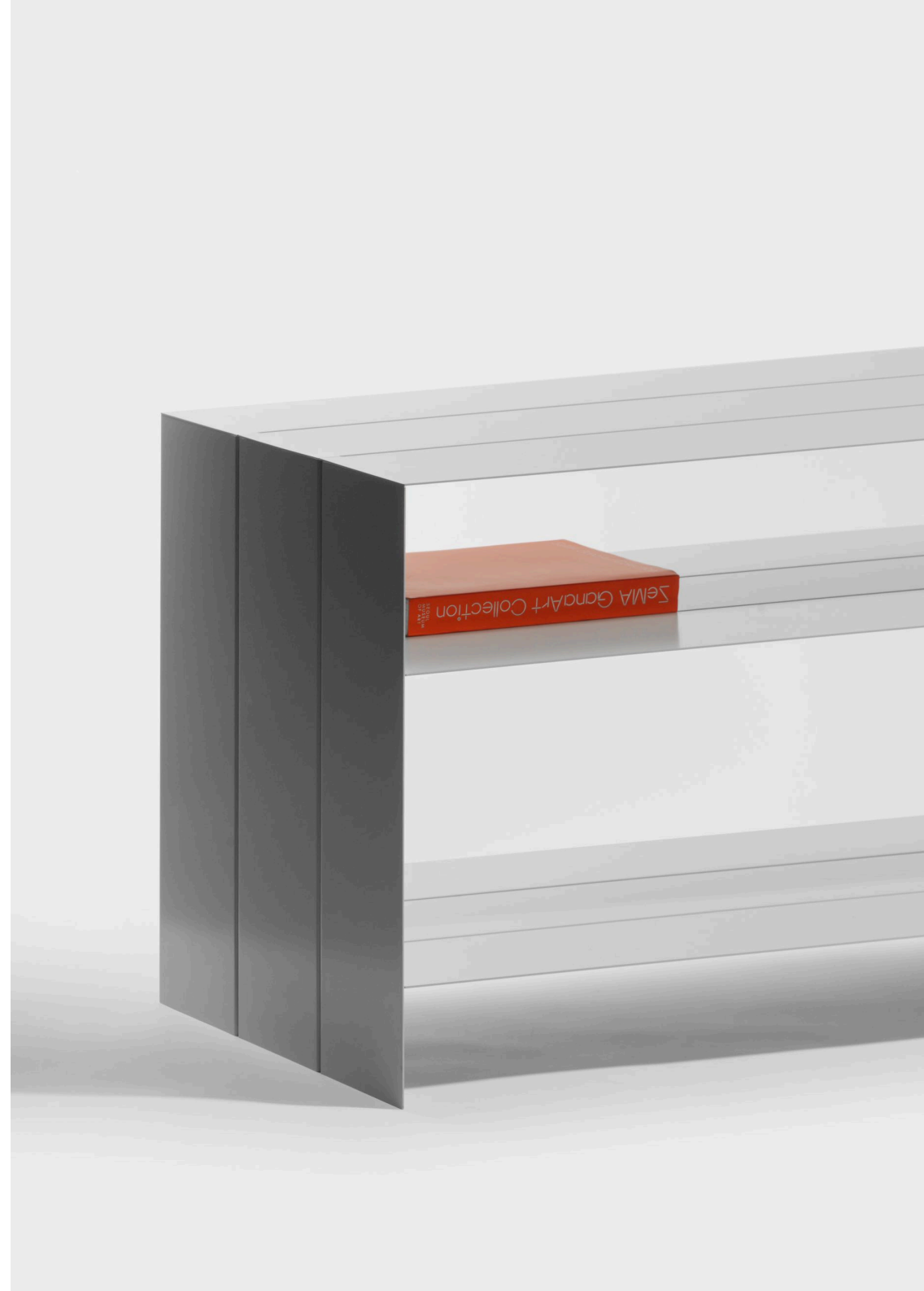
- Our Approach

Less Presence, More Purpose.

Light in Form, Strong in Function

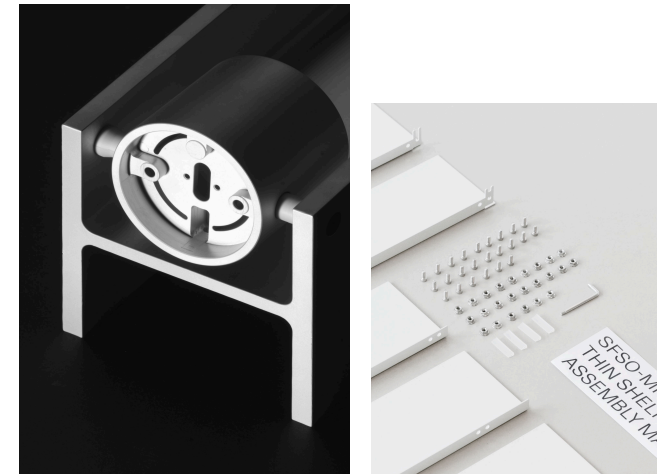
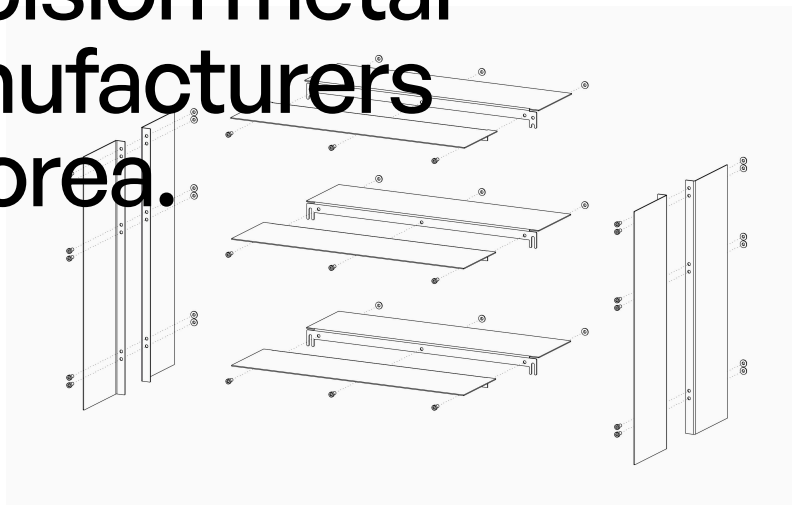
At the core of SF-SO's practice is the belief that good design brings clarity to the relationship between the user, the object, and the surrounding environment.

Rather than creating objects that call attention to themselves, the studio has, since 2019, focused on refining function and usability while reducing complexity and visual noise. This allows its products to exist quietly and naturally within a space.



● On View

For its debut at 3daysofdesign, SF-SO presents a collection of objects created in collaboration with high-precision metal manufacturers in Korea.



● Product—T Shelf

Thin Shelf



Paper-Thin, Structurally Strong

Presented at 3daysofdesign, the Thin Shelf Series brings SF-SO's philosophy of Less Presence, More Purpose into furniture. Designed to recede quietly into its surroundings, allowing objects to come into focus. With reduced visual weight and an understated form, it integrates naturally into space. Made of sheet metal and developed with an in-house structural system, Thin Shelf appears paper-thin while maintaining exceptional strength, supporting over 100 kilograms.

shortlisted
dezeen
awards 2025

● Product—T Shelf



Modular by Design

Built from standardized components and dimensions, Thin Shelf can be configured into a range of compositions, with color options that adapt to different spaces. Its line-focused, minimalist form integrates naturally into its surroundings, functioning like a simple architectural structure within a furnished space.

● Product—T Shelf



Accessory System

Thin Shelf can be configured with optional elements such as power outlets and wheels, allowing it to adapt to different contexts. As an expandable system, it continues to evolve through collaborations with various brands. Each addition supports a new use while preserving the shelf's simple structure.



● Product—T Shelf



Thin, Even When Packed

Thin Shelf packs into a compact, book-sized format, reducing delivery volume and softening its sense of scale upon arrival. A clear manual supports a simple assembly process. Using identical L-shaped panels, the system reduces overall volume and logistics impact by over 90%, enabling efficient global shipping.

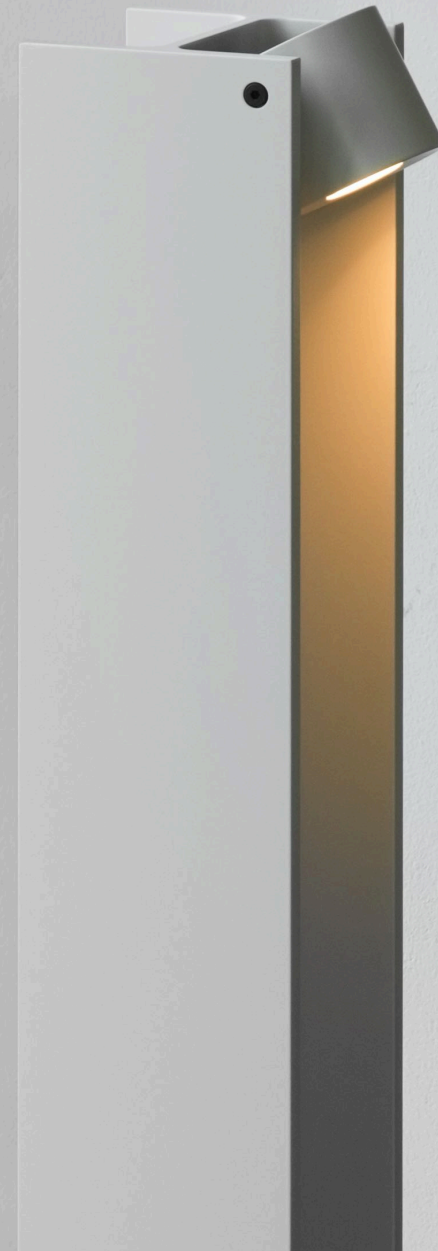
● Product — H Lamp

H-3 Table Lamp

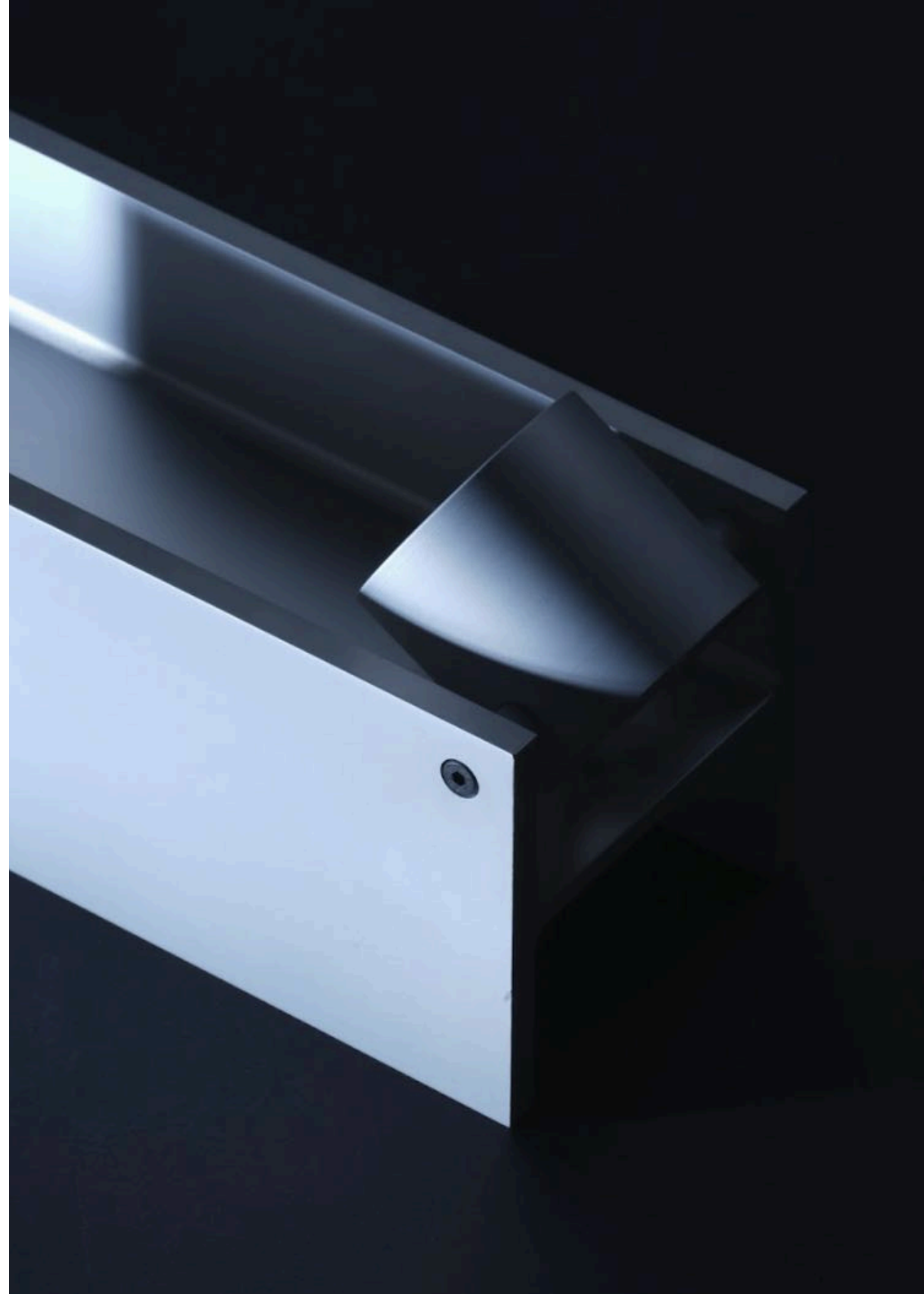
Minimal in Form, Grounded in Structure

H-3 is a table lamp derived directly from the structure of an H-beam. Its weight allows it to rest securely on a surface, while the light source produces soft, glare-free reflected light across the inner face of the beam.

Reduced to its structural logic, the form remains simple and precise. Available in two heights, it functions as both a desk light and an ambient light, casting illumination onto a wall through its rotating shade.



● Product — HLamp



● Product — H Lamp





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