

## Hyundai E&C publishes brand book marking 10 years of THE H

Hyundai E&C marks a decade of THE H with a curated book showcasing design collaborations and brand ethos

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Hyundai E&C said on the 25th that it has published the brand book The H: the one and only perfection to mark the 10th anniversary of the launch of its high-end residential brand THE H.



Hyundai E&C The H brand book image. /Courtesy of Hyundai E&C

Hyundai E&C planned the brand book so customers can experience THE H's philosophy and aesthetics, its high-end nature, and its future direction.

In the THE section themed "pursuit of essence," the book contains content that conveys the uniqueness, irreplaceability and identity of the THE H brand. Essays themed on "Pure Black," THE H's main color, along with complex introductions and a timeline, reveal the values the brand has pursued. In the H section, under the theme "a journey toward

perfection," it unpacks the artistic everyday life THE H creates, the meaning of high-end, and the direction of future housing.

Experts from various fields also took part to help readers understand THE H's worldview. Jeong Hee-won, known for the slow-aging trend, agreed with THE H's direction as a partner that completes residents' health under the theme "a home that makes you healthier as you live." Designer and director Jeong Gu-ho, widely known for the KUHO brand, conveyed THE H's value with a deep perspective shaped by a diverse body of work.

"Artistry in everyday life," conveyed through writings and sketches by world-class architecture and space experts, is also a core element symbolizing THE H. Architect 2portzamparc, who participated in designing THE H Le Blanc, shared self-drawn sketches and said, "The past 10 years of THE H have been a journey redefining Korea's high-end residential culture," adding, "I look forward to the brand continuing to lead the paradigm that connects cities, people and nature."

Sinta Tantra, a spatial artist who collaborated with Hyundai E&C on THE H Honor Hills and THE H Daechi Edelweiss, said, "THE H is a brand that organically weaves architecture, landscaping and art into a unified whole," adding, "I deeply felt the respect for artists and the understanding of the value of their works."

Hyundai E&C also put significant effort into the design of the THE H brand book. Designer Ham Ji-eun, who has won Korea's Most Beautiful Book for two consecutive years, participated in the production and completed THE H's color and flawless detail in a visual language. Photographer Jeong Melmel, who is actively working now, also contributed sophisticated space photographs and images to the brand book.

The THE H brand book is sold through general bookstores along with the Apgujeong Hyundai Heritage Book, which was published on Jun. 6.

A Hyundai E&C official said, "We plan to showcase the value of the THE H brand to customers in even more diverse ways, not only in residential spaces but also across art, lifestyle and wellness."

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