STUDIO BIG

CRUMBS, CRUMBS

스튜디오빅 | 크럼스크럼스
INTRODUCTION

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‘스튜디오 빅’은 캐릭터, 일러스트, 아트토이, 전시 등창의적 콘텐츠를 생산하는 크리에이티브 스튜디오입니다.
Be Colored, Be Colorful이라는 슬로건으로 세상을 물들이는 ‘스튜디오 빅’만의 컬러와 개성을 이야기합니다.
다양한 아트웍과 프로젝트를 통해 소소한 일상에 작은 활기를 불어넣고자 노력하고 있습니다.

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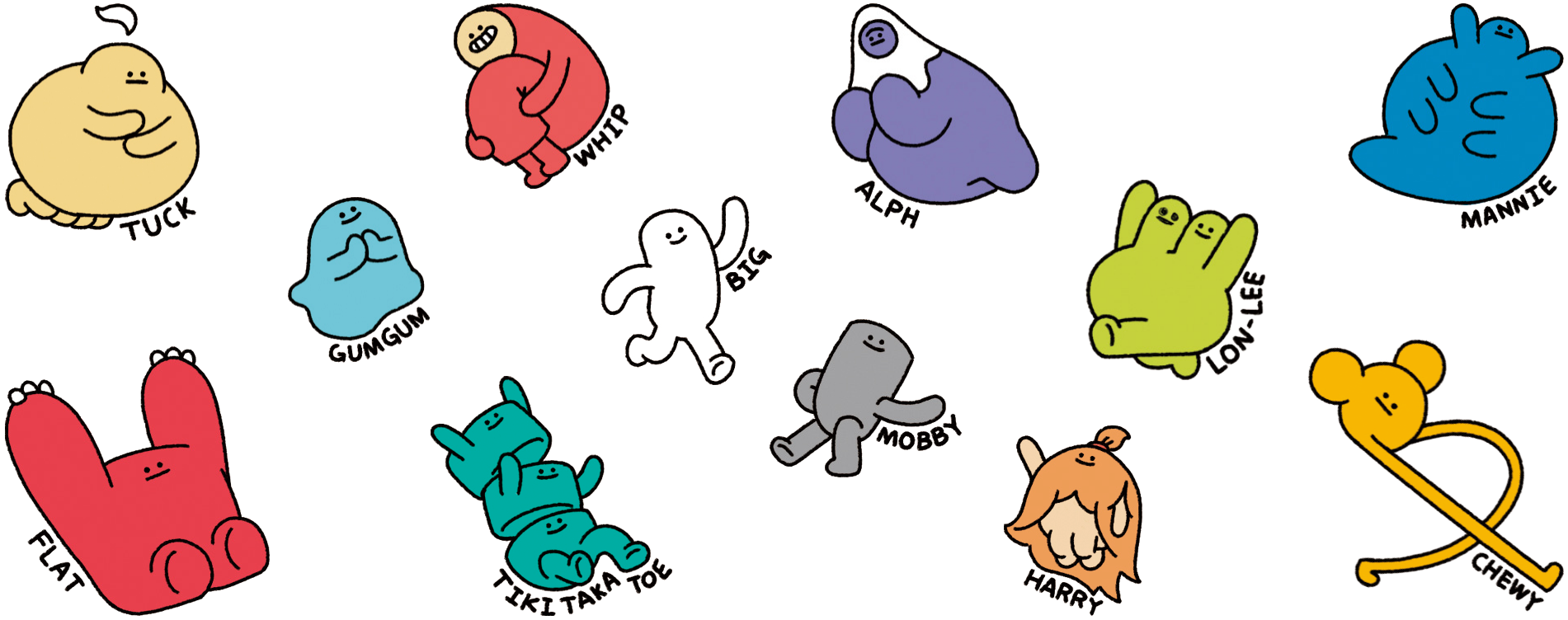
어이쿠, 부스러기들이라는 뜻을 가진 **‘크럼스 크럼스’**는 평범함을 거부하는 개성 넘치는 부스러기들의 이야기입니다.
우리가 살고 있는 세계를 투영하고 있는 크럼스의 세상을 통해 우리의 현실을 재해석하고 일상을 다채롭게 물들입니다.
소소하면서도 믿을 수 없이 놀라운 특별한 일상을 주제로 그래픽, 일러스트레이션, 아트토이 등을 선보이고 있습니다.

브랜드 소개 ABOUT CRUMBS CRUMBS



크럼스 크럼스, 평범함을 거부하는 부스러기들

크럼스 크럼스는 몰개성하고 무미건조한 일상에서 탈출을 꿈꾸는 빅과
태초의 비스킷을 이용해 빅이 빚어낸 개성적인 친구들의 이야기입니다.
무미건조한 우리들의 일상에 활력을 주기 위해 탄생하였습니다.

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세계관 소개 Introduce CRUMBS CRUMBS Worldview

무미건조하게 하루 하루를 살아가는 잿빛의 부스러기들만이 살고 있는 삭막한 도시, 부스럭 타운.
빅은 어디를 가도 눈에 띄는 하얀 피부 색 때문에 다른 부스러기들과 어울리지 못하고 외로운 시간을 보냈습니다.
외롭게만 지내던 어느 날, 우연히 태초의 비스킷을 얻은 빅은 태초의 비스킷으로 친구들을 반죽해 만들어냅니다.
그렇게 바라고 바라던 친구들도 얻은 빅은 개성적인 친구들 사이에서 비로소 [평범한 일상]을 보내게 되었습니다.
하지만 친구들을 반죽할 때 얻은 알쏭달쏭한 힘에 의해 [믿기 어려운 순간]을 겪으며 다양한 모험을 하게 됩니다.
빅과 친구들의 좌충우돌에 영감을 얻은 다른 부스러기들도 개성을 찾으면서 부스럭 타운은 시끌벅적해져 갑니다.

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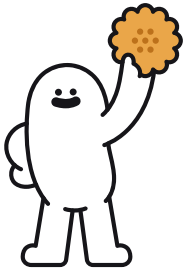
캐릭터 소개 Inroduce CRUMBS CRUMBS

빅
Big

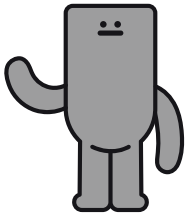


손에 깃든 알쏭달쏭한 힘으로
친구들과 모험을 즐기곤 합니다.

즉흥적인 성격이지만 다재다능해서
모든 문제를 척척 풀어 나갑니다.

#명랑 #주인공 #다재다능

모비
Mobby

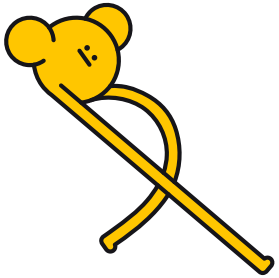


잿빛 부스러기 중 하나인 모비는
빅과 친구들의 열렬한 팬입니다.

친구들에 비해 평범한 것이
컴플렉스지만 늘 노력합니다.

#평범함 #사생팬 #의외의_능력자

츄이
Chewy

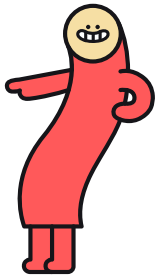


삐딱한 표정을 보고 있노라면 무슨
생각을 하는지 알 수 없습니다.

알 수 없는 행동을 하는 츄이를
봤다는 제보가 끊이지 않습니다.

#4차원 #과묵 #미스터리 #롱다리

휩
Whip



분위기 메이커이자 트러블 메이커!

지나치게 활발한 휩은 가는 곳마다
민폐를 끼치지만 친구가 없으면
금새 우울해집니다.

#개구쟁이 #조울증 #기분파

검검
GUMGUM

검검은 작지만 제법 맵습니다.

'얕보다간 큰 코 다쳐'를 입에 달고
살지만 조금만 추켜세워도 금새
우쭐해 합니다.

#정의의_사도 #호가호위 #귀여움

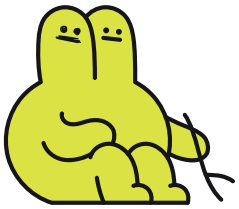
티키-타카-토
Tiki-Taka-Toe

웃음소리가 끊이지 않는 곳에는 항상
티키-타카-토가 있습니다.

친구들의 말이나 행동을 앵무새처럼
따라하며 즐거워하곤 합니다.

#삼총사 #투머치토커 #흉내쟁이

론-리
Lon-Lee

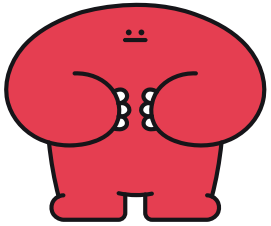


주로 그림을 그리며 시간을 보내곤
하지만 결과물은 신통치 않습니다.

혹에 그려넣은 또 하나의 얼굴인
리와 절친이 되었습니다.

#자발적아웃사이더 #꽝손 #혼잣말

플랫
Flat

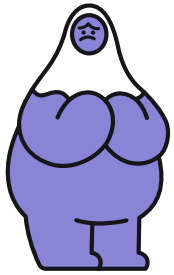


친구들을 너무 아끼는 나머지 때로는
지나치게 과보호 하기도 합니다.

과묵한 성격이지만 의외로 패션과
아기자기한 물건을 좋아합니다.

#무뚝뚝함 #패셔니스타 #키덜트

알프
Alph



상상력이 뛰어난 나머지 겁쟁이가
되어버렸습니다.

큰 덩치로 가끔 활약하기도 하지만
대체로 크게 도움 되지는 않습니다.

#소심함 #덩치는_크지만_겁쟁이

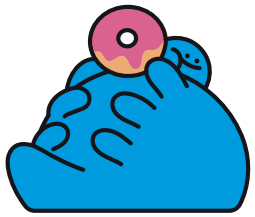
해리
Harry

다정하고 순수한 해리는 껴안고
있으면 좋은 향기 를 풍깁니다.

곧잘 응석을 부리지만 받아주지
않으면 토라져 버립니다.

#순수함 #응석쟁이 #애교쟁이

매니
Mannie



평소의 모습처럼 늘 느릿하다고
생각한다면 큰 착각입니다.

달콤한 도넛을 먹기 위해서라면
치타보다도 빨리 달릴 수 있습니다.

#게으름뱅이 #방금_뭐가_지나갔냐

터크
Tuck

속에서 늘 끓어오르는 가스 탓에
예민하지만 한번씩 뿜어낸 후에는
언제 그랬냐는 듯 온순해집니다.

친구들 중 가장 논리적입니다.

#자칭_2인자 #까칠함 #논리왕

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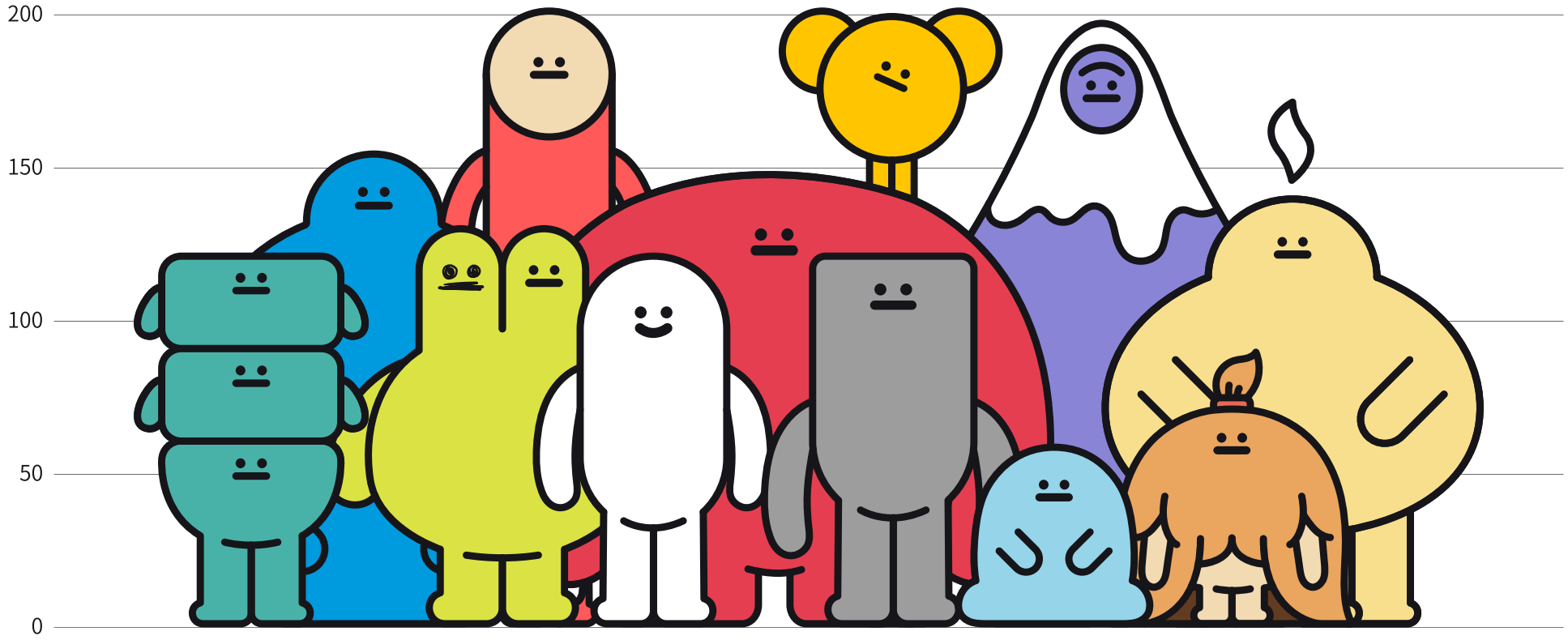
캐릭터 소개 Inroduce CRUMBS CRUMBS



단위 : cm

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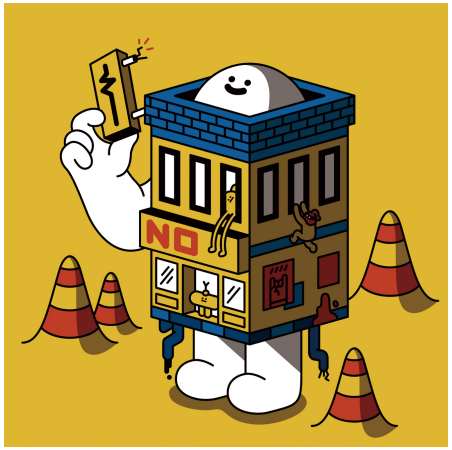
ARTWORK

믿기 어려운 순간들 Curmbs Crumbs and the Marvelous Moments



크럼스 크럼스의 믿기 어려운 순간들 | Crumbs Crumbs and the Marvelous Moments

크럼스 크럼스가 맞이하는 믿기 어려운 상황들을 테마로 잠시 일상을 벗어난
환상적인 순간으로 우리의 일상을 다채롭게 물들입니다.

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통즈 코믹스 Tongs : the Crumbs Comics

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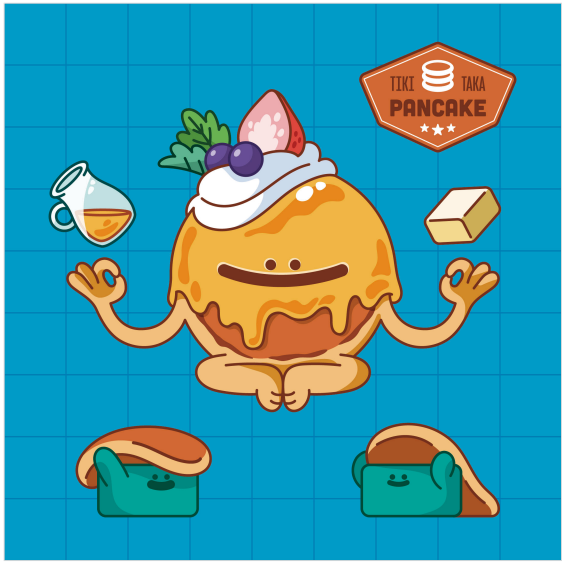
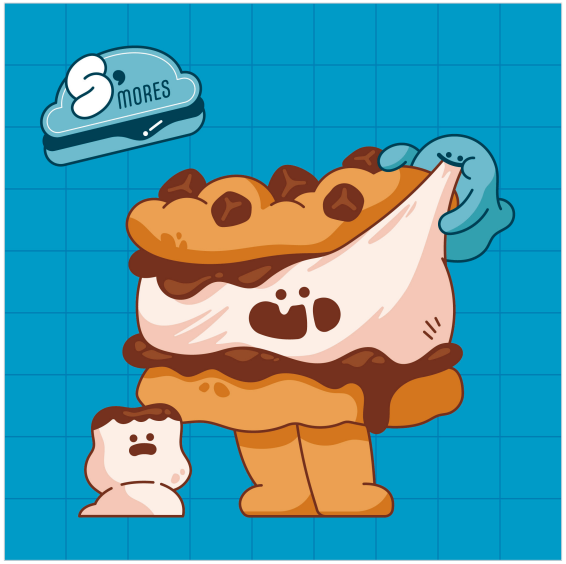
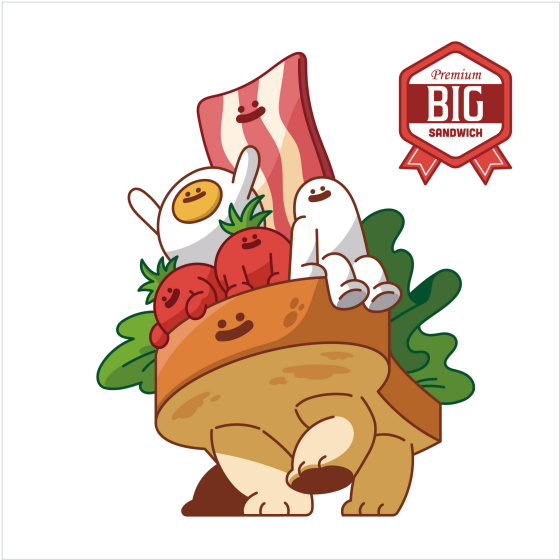
크럼스와 함께하는 아침식사 Crumbs Breakfast







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크럼스 인 레트로 게임즈 Crumbs in Retro Games

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크럼스 트래블 Crumbs Travel

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캐릭터 체인지 Character Change

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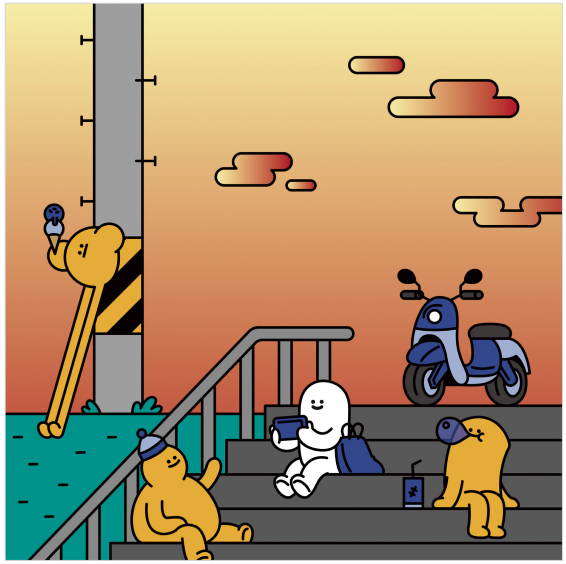
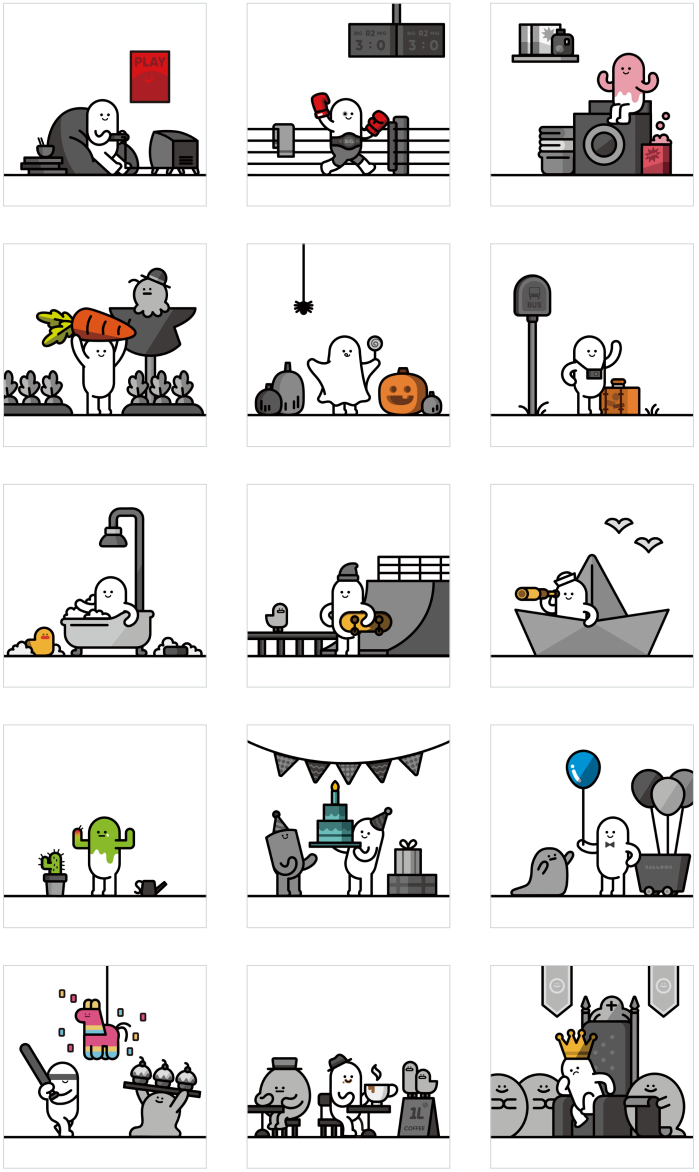
빅의 일상 BIG's Common Days





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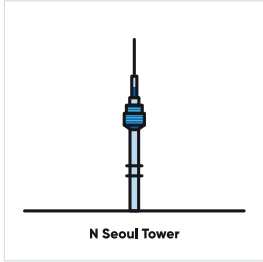
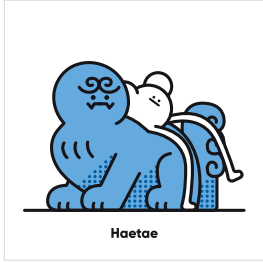
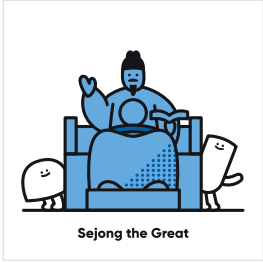
시티 트래블 City Travel


N Seoul Tower

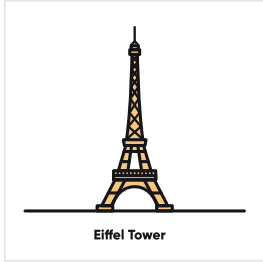
Stonewall Walkway

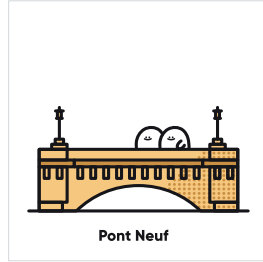
Gwanghwamun


Haetae


Sejong the Great

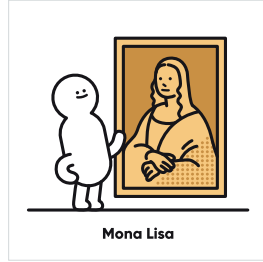
Hanbok Picnic

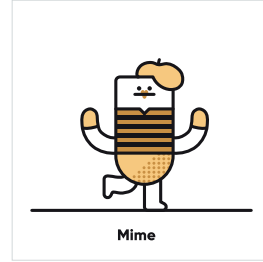

Eiffel Tower


Pont Neuf

Notre-Dame de Paris

Gargoyle


Mona Lisa


Mime

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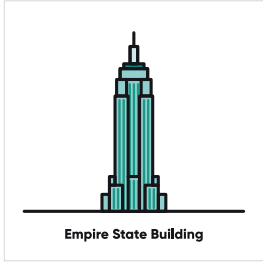
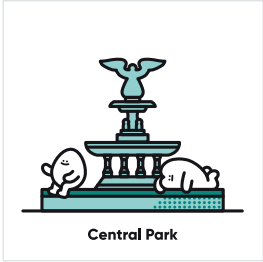
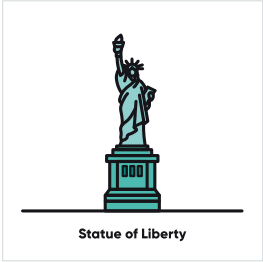
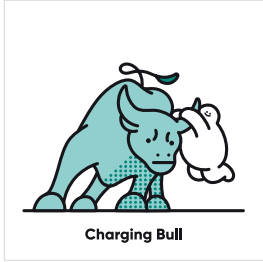
시티 트래블 City Travel


Empire State Building


Central Park


Statue of Liberty


Charging Bull

Love

Broadway Musical

Osaka Castle

Sumiyoshitaisha

Tempozan Ferris Wheel

Maneki-neko

Glico Man

Takoyaki

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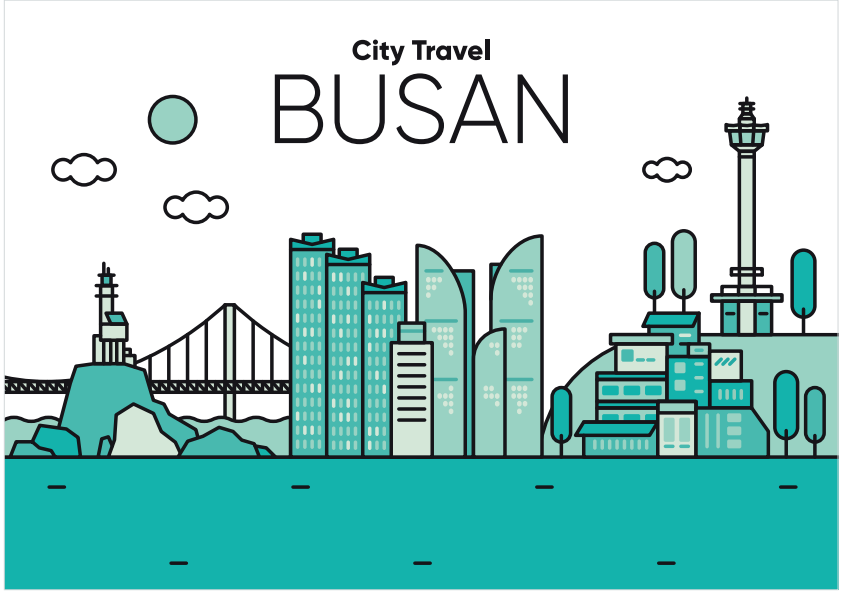
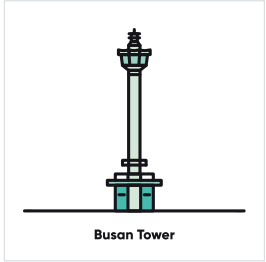
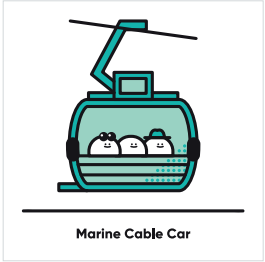
시티 트래블 City Travel

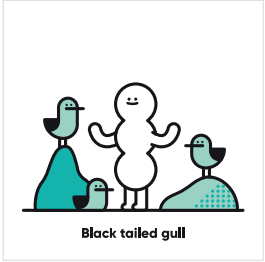



Busan Tower

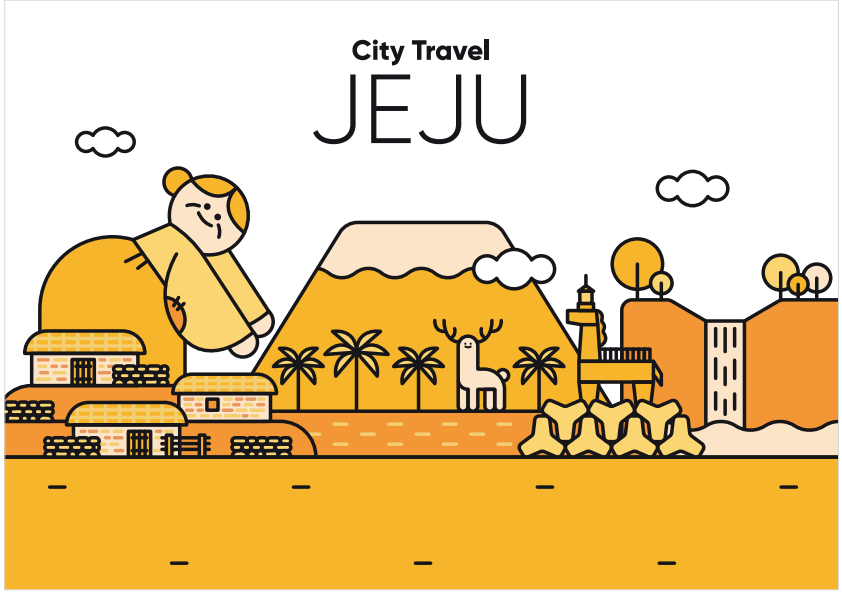

Marine Cable Car

Gamcheon Culture Village

Dongbaekseom

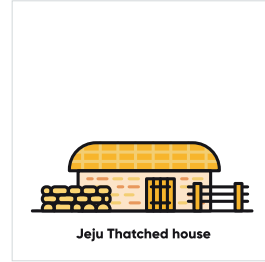

Black tailed gull

Jagalchi Market



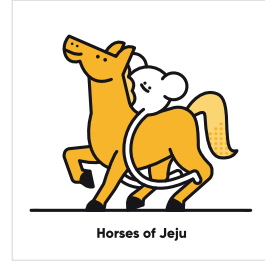
Dolharbang

Haenyeo


Jeju Thatched house

Baekrokdam

Jeju Halabong


Horses of Jeju

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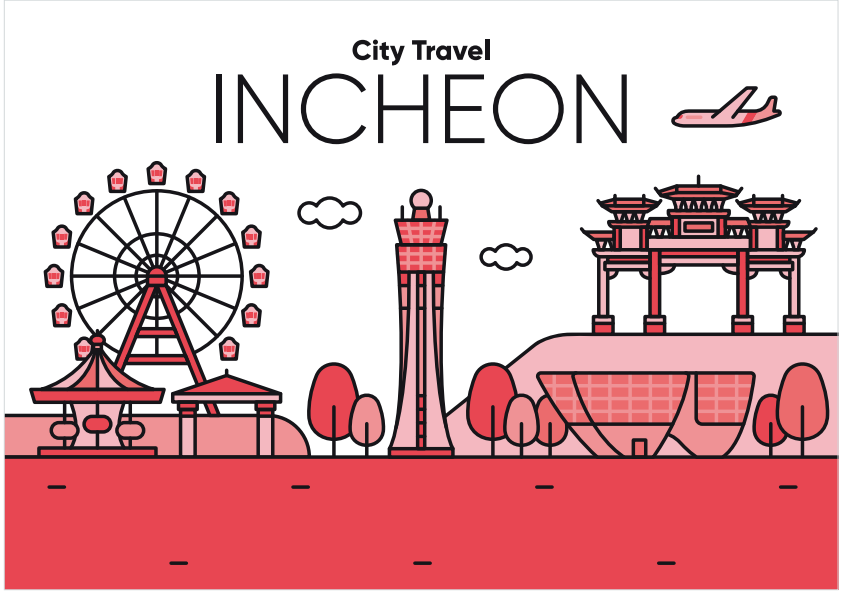
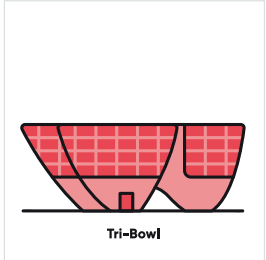
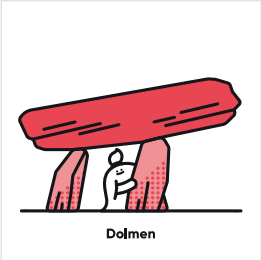
시티 트래블 City Travel

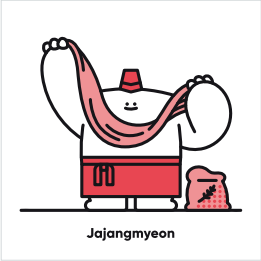



Tri-Bowl

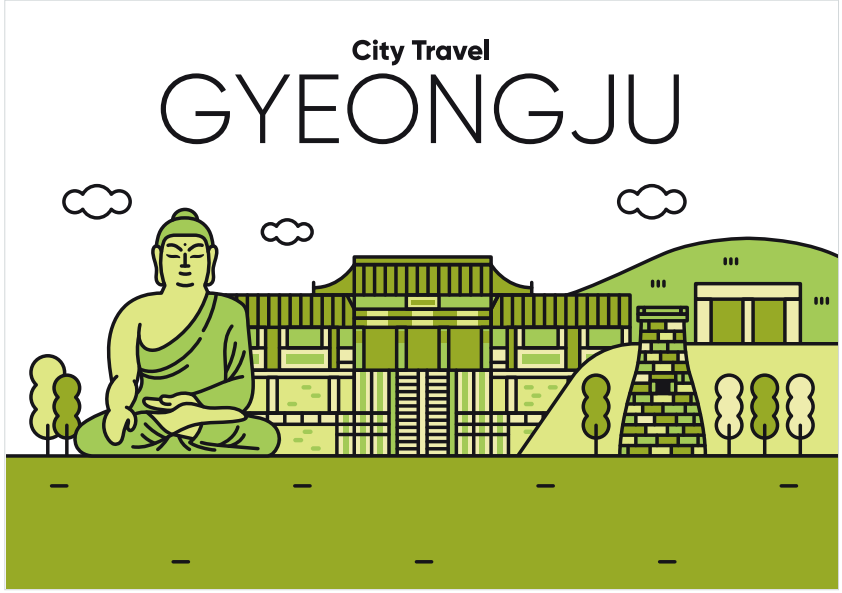

Dolmen

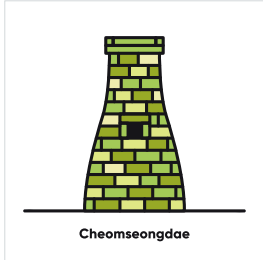
China Town

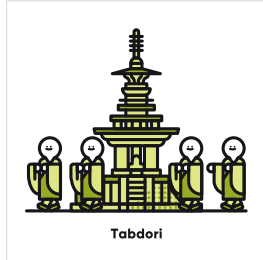
Soraepogu


Jajangmyeon

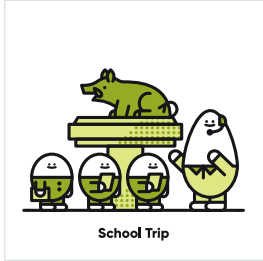
Yeonan Wharf




Cheomseongdae


Tabdori

Seokguram


School Trip

Silla Dynasty

Smile of Silla

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컬러 프로젝트 Color Project

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ART TOY

빅 더 토이 | BIG the Toy

빅더토이는 플랫폼 토이로 컬러 프로젝트를 통해 제안한 컬러를 베이스로 만들어졌습니다.
컬러 시리즈를 비롯해 오리지널 시리즈, 메탈 시리즈, 시티카모 시리즈로 구성되어 있습니다.

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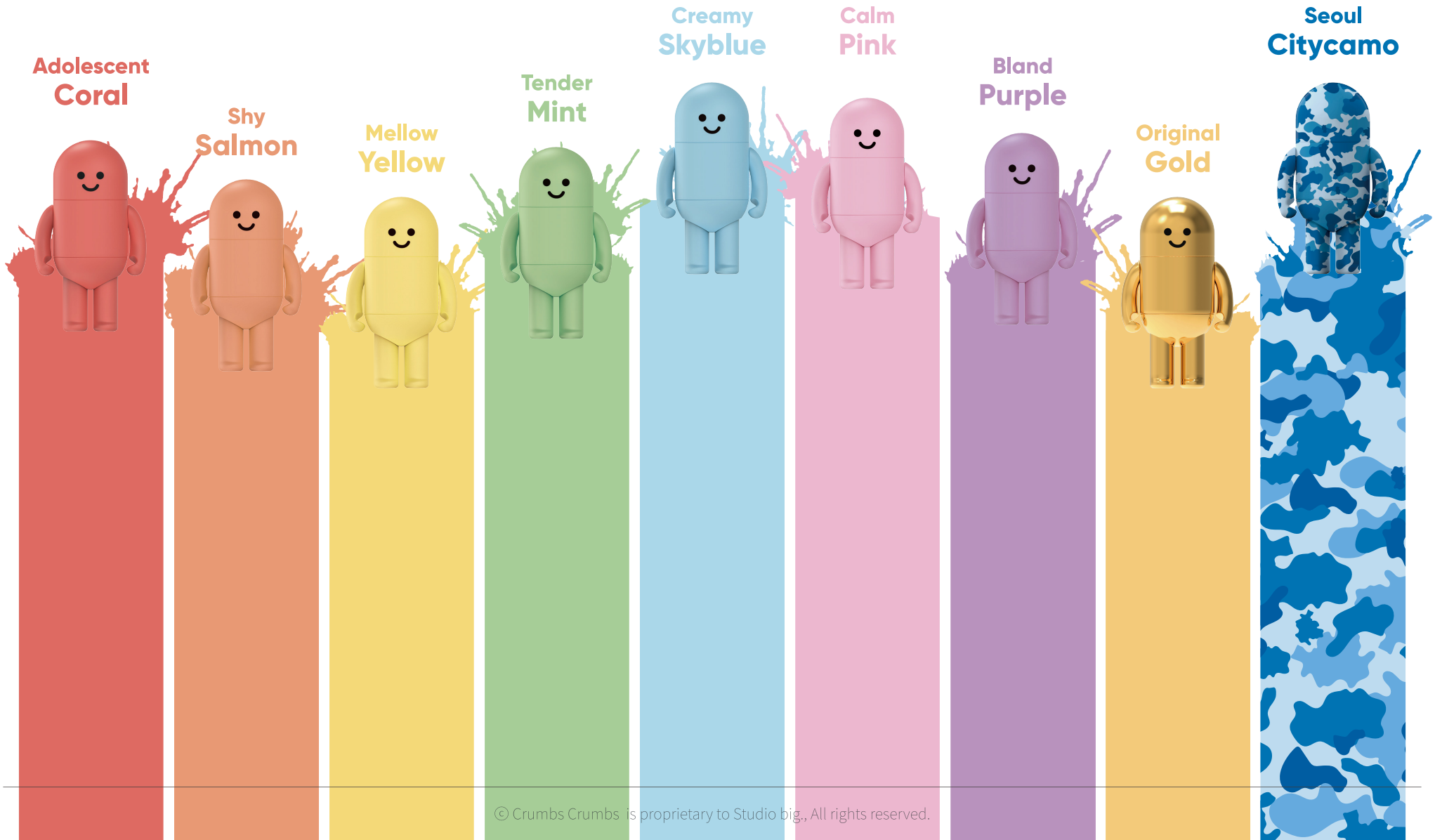
빅 더 토이 Big the Toy



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아티스트 콜라보레이션 Artist Collaboration

Ingyoungjoo

Wicked Piece

Nerdboy

SLLO

빅 더 토이 X 아티스트 | BIG the Toy X Artist

플랫폼 토이인 빅 더 토이를 이용하여
기성 아트토이 작가들과 협업한 콜라보레이션 프로젝트 입니다.

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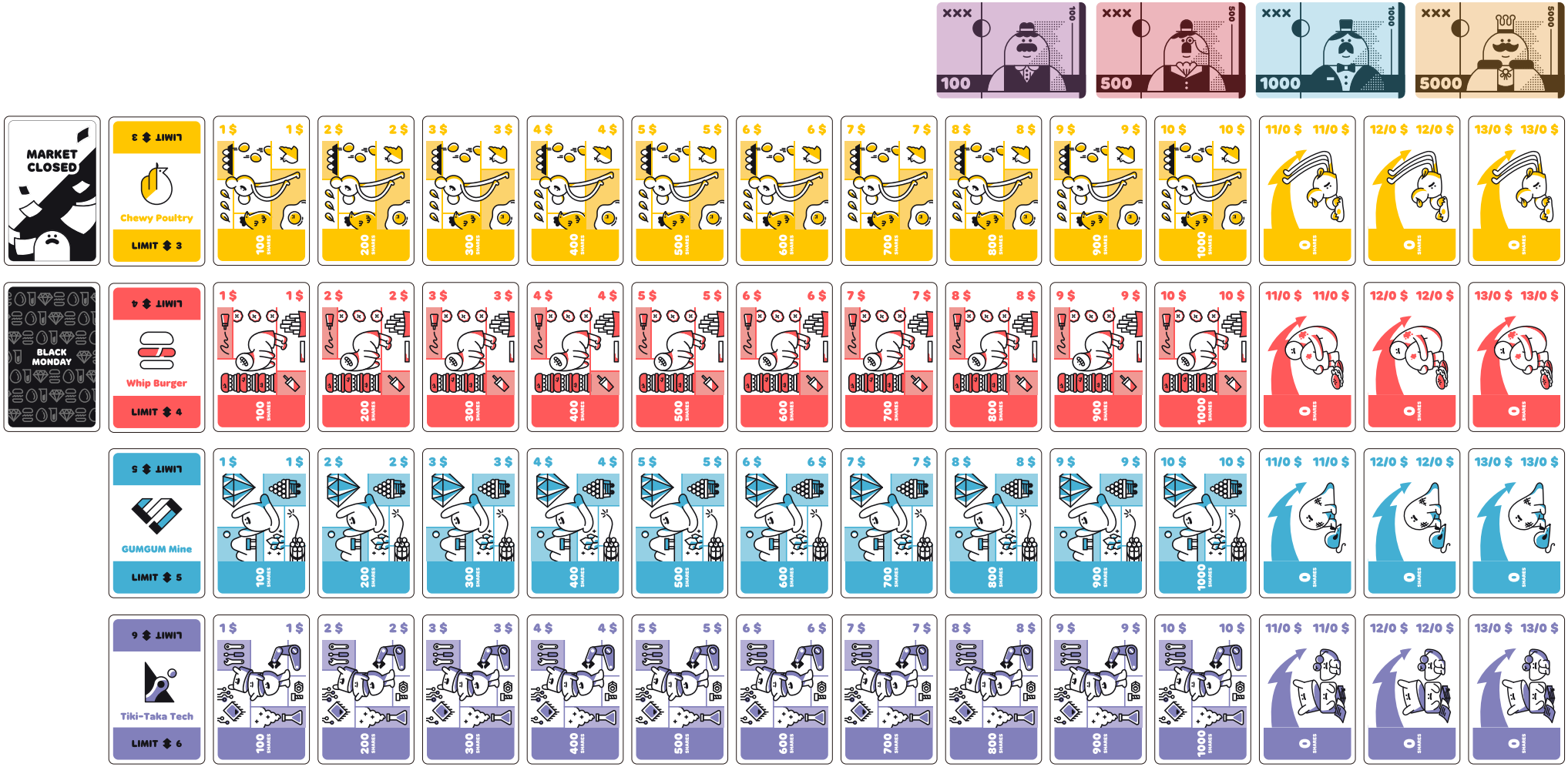
BOARDGAME

뉴욕뉴욕 New York, New York

ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

블랙 먼데이 Black Monday



크럼스 크럼스 X 블랙 먼데이 | Crumbs Crumbs X Black Monday

미국을 대표하는 보드게임 작가 시드 색슨의 블랙 먼데이!

이 게임의 일러스트를 크럼스 크럼스가 함께합니다.

(2020 연내 출시 예정)

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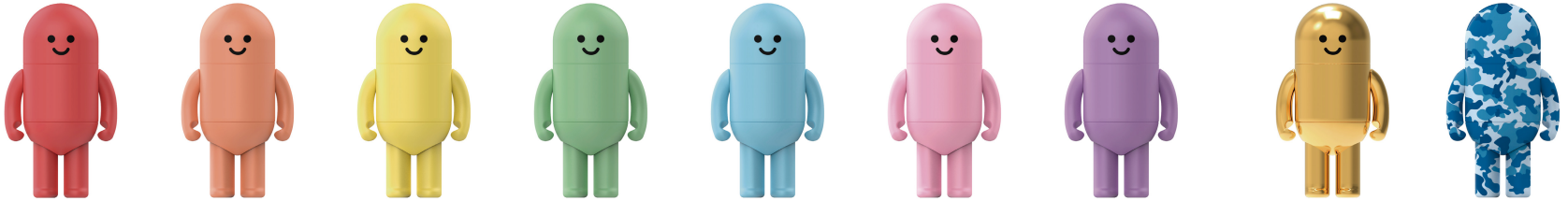
PRODUCTS

상품 리스트 Item Card

01. BIG the Toy

Single
(70x70x100mm)



Adolescent Coral | Shy Salmon | Mellow Yellow | Tender Mint | Creamy Skyblue | Calm Pink | Bland Purple

₩ 10,000

Original Gold | Seoul City Camo

₩ 12,000

SET
(140x70x100mm)

BIG & MIG | Adolescent Coral | Shy Salmon | Mellow Yellow

Tender Mint | Creamy Skyblue | Calm Pink | Bland Purple

₩ 20,000

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Color of the Year 2019

PANTONE®
16-1546
Living Coral

PANTONE™
Snow Globe

₩ 27,000
Pantone Living Coral Edition Snowglobe
(ABS, Glitter, Glass, Purified Water / 56x56x92mm)

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02. Glass

No.4 BIG the Polite

No.6 BIG the Friendly

No.3 BIG the Joyful

No.7 BIG the Relaxed

₩ 7,000
BIG's Signature Pose Glass
(230ml / 85x85x140mm)

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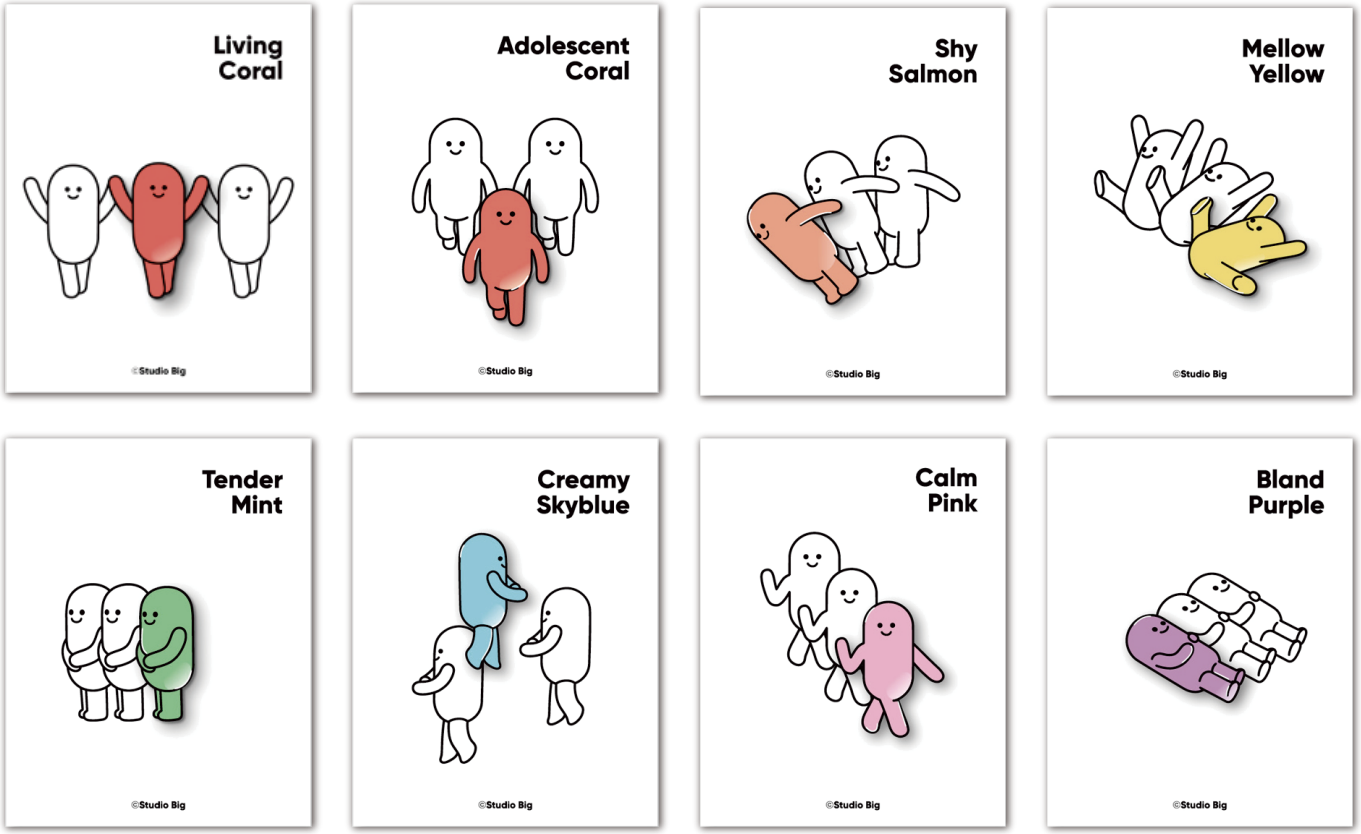
03. Badge

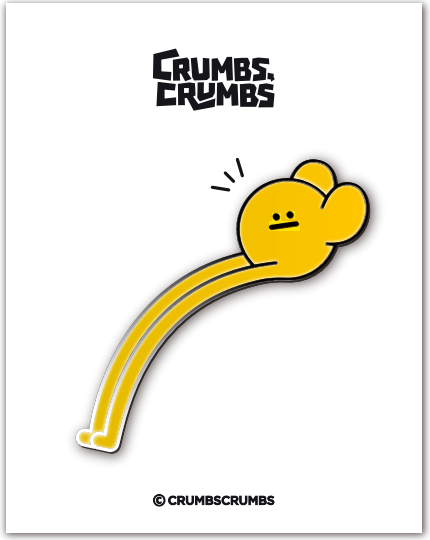


₩ 6,000
BIG Signiture Pose Badge
(Metal / Nickel Plated / 59x74mm)

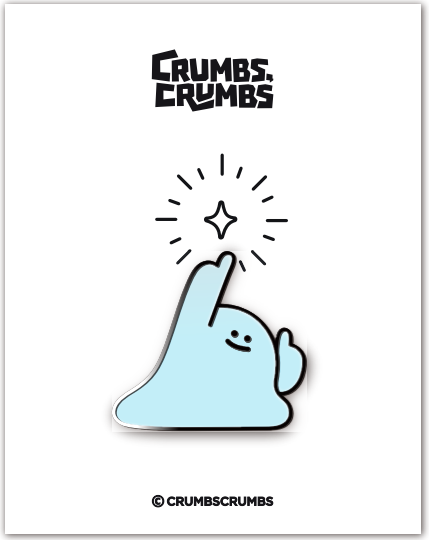
ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

03. Badge

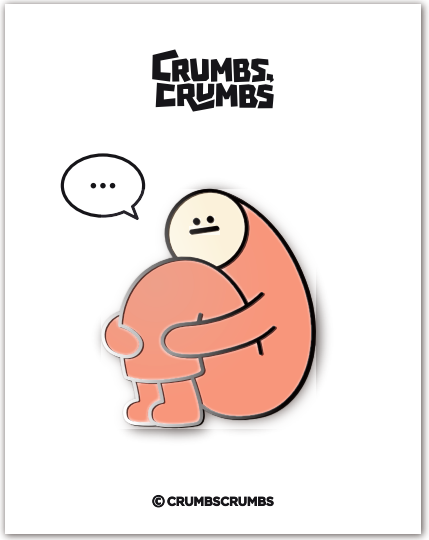
Chewy



GUMGUM



Whip



₩ 8,000
CRUMBSCRUMBS Character Badge
(Metal / Nickel Plated / 55x70mm)

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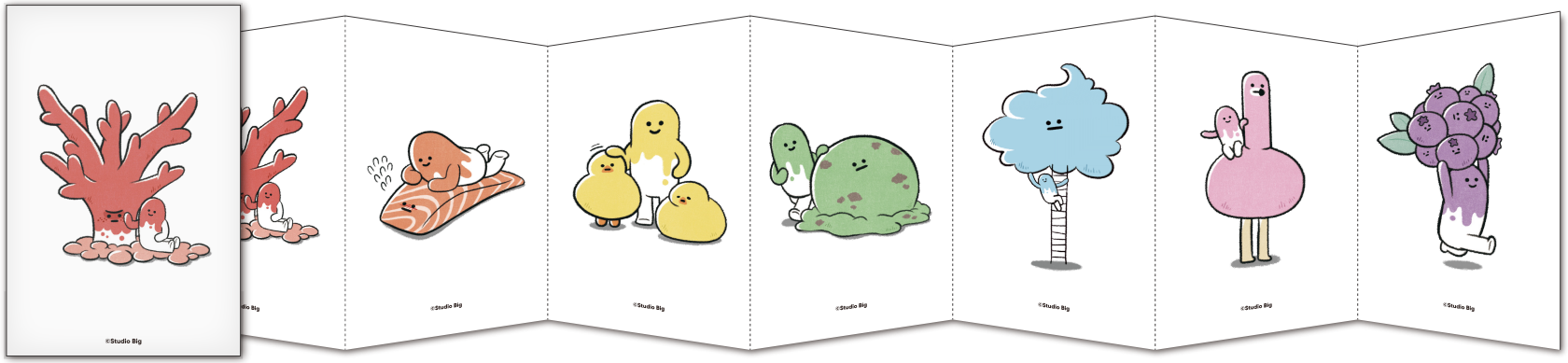
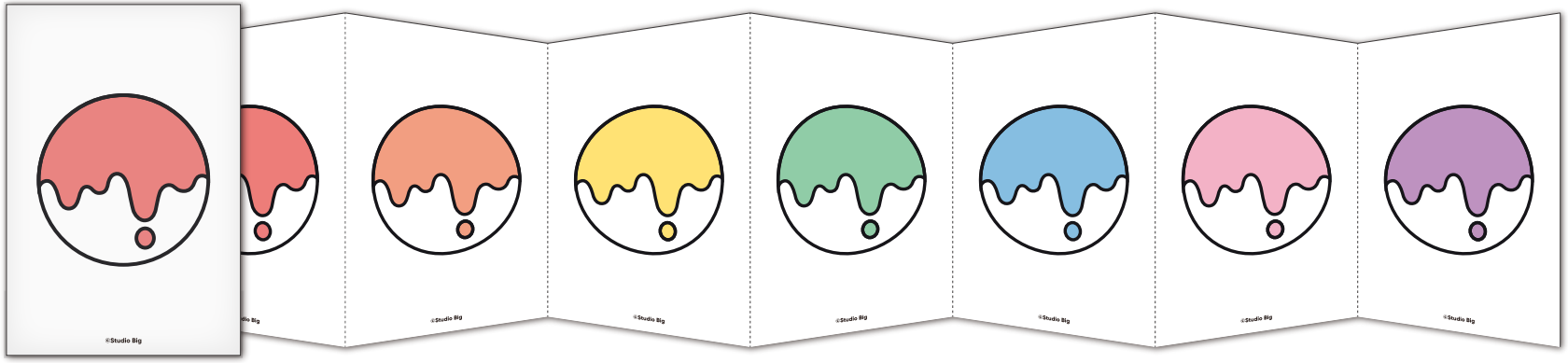
04. Post Cards

BIG and Color Objet



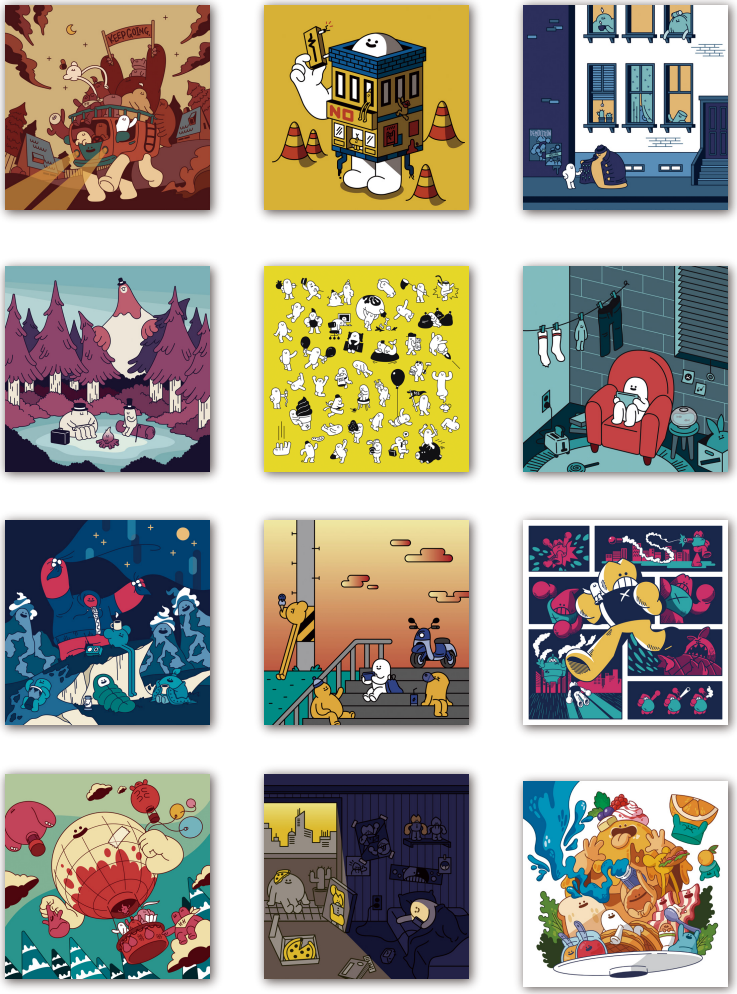
Signiture Logo



₩ 3,500
Accordion Postcards
(190g Mont Blanc / Perforation 7 Sheets / 100x150mm)

ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

04. Post Cards



₩ 1,500
Square Postcards
(250g Vent Nouveau / 150x150mm)

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05. Poster

₩ 15,000
Square Poster
(240g Rendezvous / 500x500mm)

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05. Poster

Signiture Logo

Signiture Pose

₩ 7,000
A3 Art Poster
(190g Mont Blanc / 297x420mm)

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06. Stickers

VOL. 1

Happy Travel　Retro Mood　Merry Crumbsmas

VOL. 2

Breakfast　Milk & Bowl　Cereal Box

VOL. 3

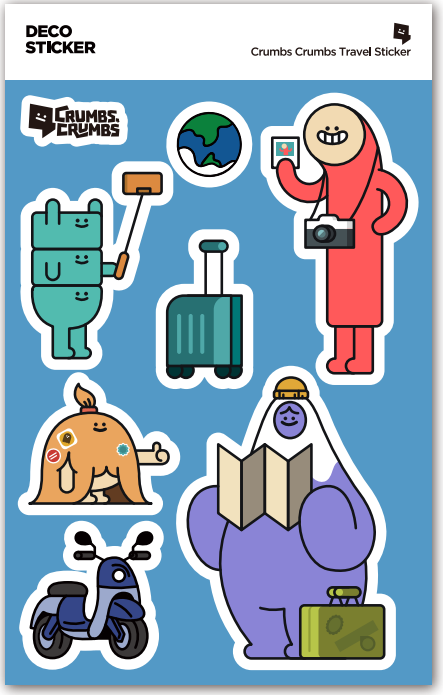
Alphabet　Number　Study

₩ 2,500
Deco Seal Stickers
(Coated PP Film Removable / 50x175mm)

₩ 2,000
Basic Seal Stickers
(Coated PP Film Removable / 50x172mm)

ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

06. Stickers



Thumbling

Sweet Beach

Homecance

₩ 4,000
Travel Removable Stickers
(Synapse(PET) Removable / 144x230mm)

ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

06. Stickers

Keepgoing

Floating Sky

Yellow Building

₩ 3,000
Big Career Stickers
(Coated PP Film / Include 1 EA Main & 3 EA Sub Stickers / 104x145mm)

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06. Stickers

CITY TRAVEL_SEOUL

CITY TRAVEL_NEW YORK

CITY TRAVEL_PARIS

CITY TRAVEL_OSAKA

₩ 3,000
Decoration Stickers
(Coated PP Film / Include 5 EA Stickers / 104x145mm)

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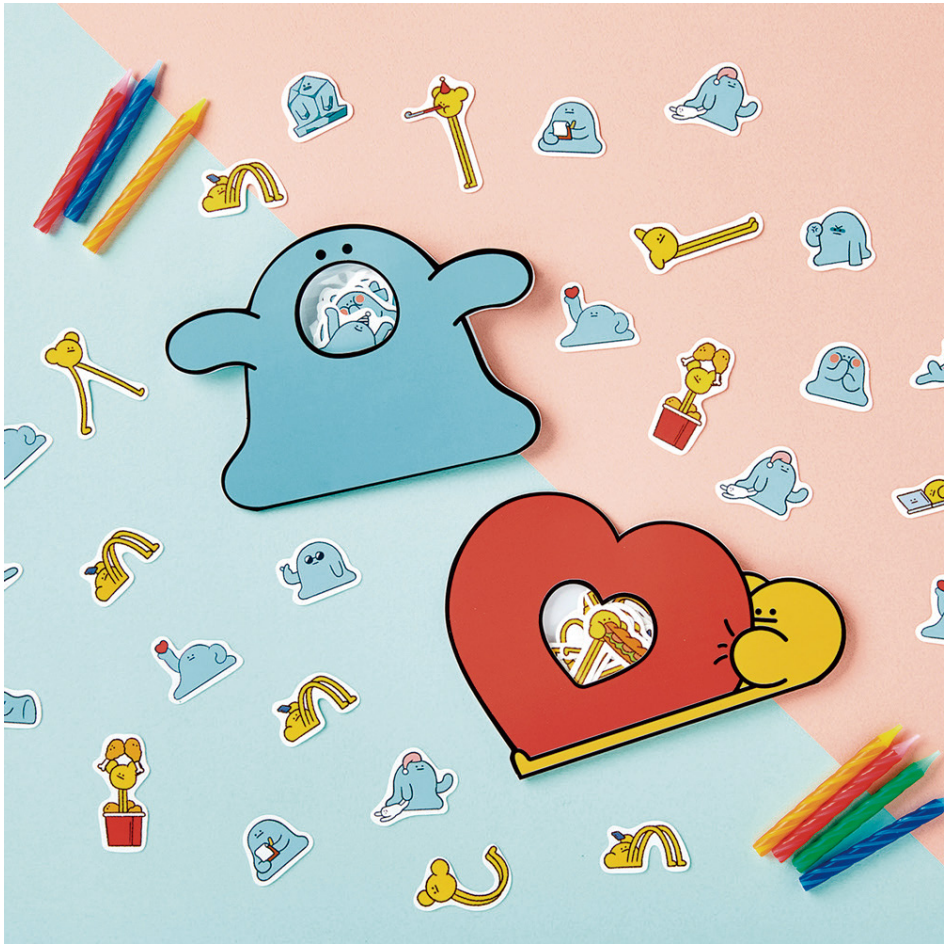
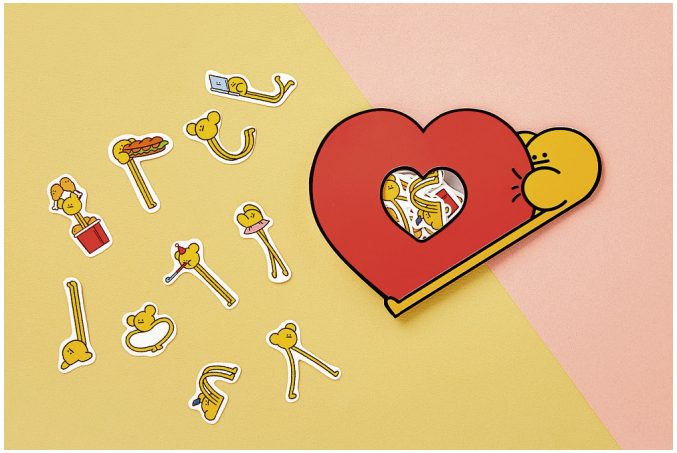
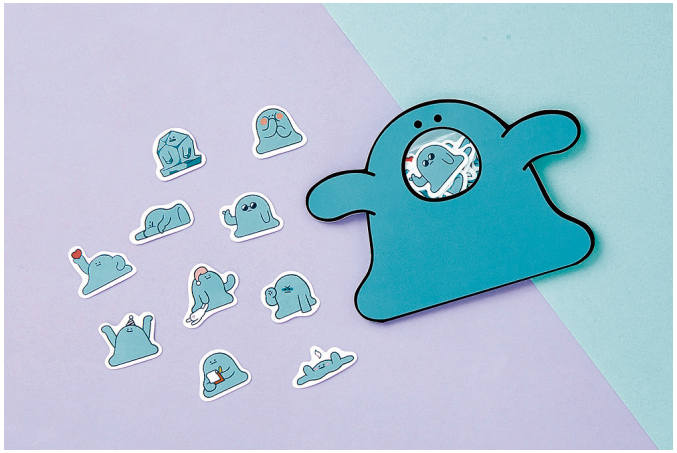
06. Stickers





Chewy
Include 20EA Stickers
(10*2 EA / 25x25mm)



GUMGUM
Include 20EA Stickers
(10*2 EA / 25x25mm)

₩ 3,000
Diary Decoration Stickers
(Coated Polypropylene Film / 136x130mm)

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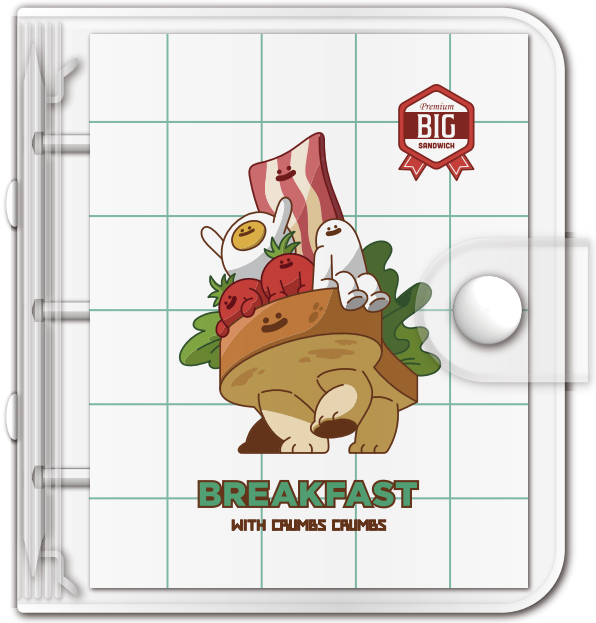
07. Keyring

₩ 2,500
PVC Soft Keyring
(PVC, Color Coated Stainless Chain / 60x140mm)

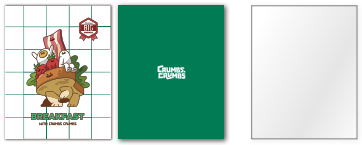
ⓒ Crumbs Crumbs is proprietary to Studio big., All rights reserved.

08. Mini 3-Ball Binder



White

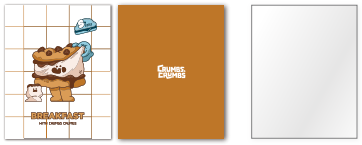
Sandwich



Orange Juice

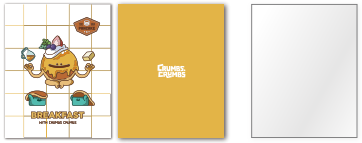
Black

S'more Cookie



Light Yellow

Pancakes

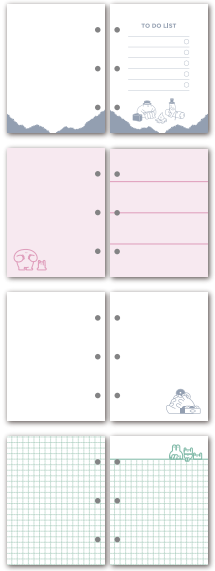


Light Purble

Froot Loops

Diary Cover
(2 Sheet + Decorable PP 1 Sheet)

+



Note
(80 Sheet / 160 Pages)

+

Clear Card Sleeve
1 Sheet

+

PVC Soft Keyring
Random 1 EA

₩ 11,000
Mini 3-Ball Binder Set
(PVC, Color Coated Steel, Paper / 4 Color / 100x105mm)

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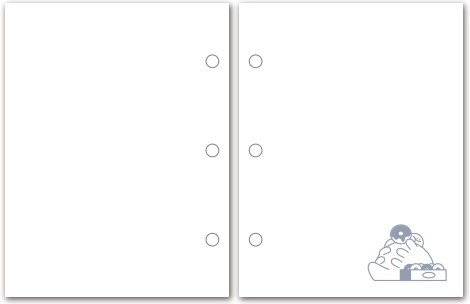
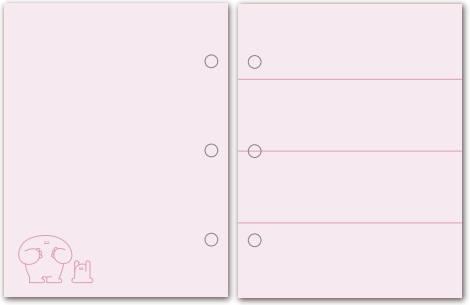
08. Mini 3-Ball Binder

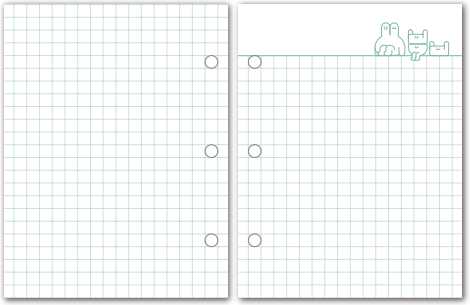
01. To do List



02. Blank Note

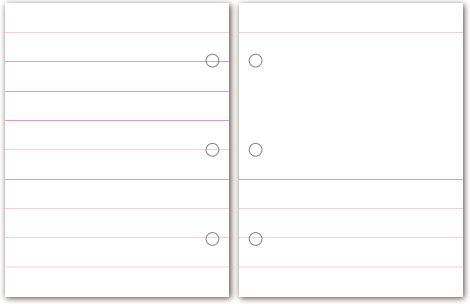


03. 3 Section

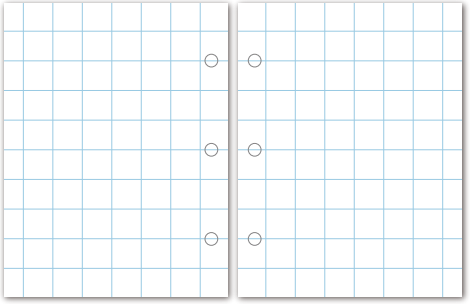


04. Mini Grid

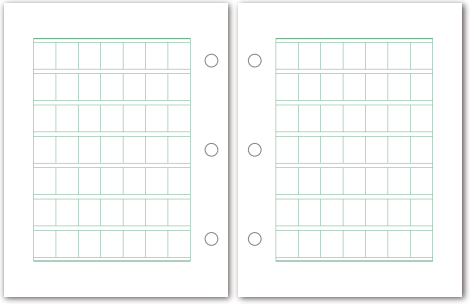
05. Receipt



06. Picture Diary



07. Big Grid



08. Manuscript

₩ 1,000
Mini 3-Ball Binder Refill Sheet
(120g imitation paper / 20 Sheet / 70x92mm)

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08. Mini 3-Ball Binder

₩ 3,500
Photocard Sleeve Refill Sheet
(PVC / 10 Sheet / For 54x86mm, 70x90mm)

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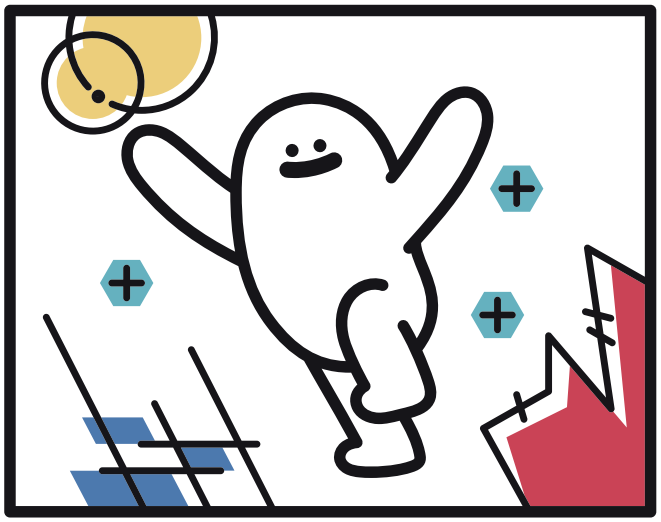
문의 및 제안 Contact



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