

“Please note: the design is subject to change”

Guest country South Korea presents design trends of tomorrow at GRASSIMESSE 2018

From 26th – 28th October 2018, the **Korean Cultural Centre** and the Embassy of the Republic of Korea in Germany present selected South Korean designers of the new generation at GRASSI Museum of Applied Arts in Leipzig.

With the exhibition ***Please note: the design is subject to change***, visitors gain an insight into the lifestyle of a 30-year-old South Korean creative by exploring the set-up of his private room and familiarising themselves with the artworks and designs his generation like to surround themselves with.

South Korea has been chosen as the official guest country of the international exhibition of applied arts where six young South Korean talents present and sell their works of ceramics, handicrafts, graphic design and illustrations.

Silvia Gaetti, Curator of Asian Collections at the GRASSI Museum of Applied Arts, said: *"The current Korean art and design scene is innovative, experimental, surprising and yet little known in Europe. We are thrilled to be able to create a platform at this year's GRASSIMESSE to bring contemporary Korean art and design developments to a wider audience."*

The iconic merchandising business has become a new survival strategy for many Korean design studios. Crowdfunding platforms also play an important role in the development of design. Product descriptions often show the phrase *"Please note: the design is subject to change"*, because originals and product visions often change depending on their level of financial support before they make it onto the market. This trend has become ubiquitous across South Korea and takes a direct influence in the development of the Korean art and design scene.

The Minister-Counsellor and Director of the Cultural Department of the Embassy of the Republic of Korea in Germany, Dr. Kwon Sehoon, adds: *"In recent years, the tastes of young Korean customers have changed significantly and the demand for new design and products that represents the culture, identity and the 'Zeitgeist' of future generations more closely has increased. Hence, our exhibition not only engages with the products themselves, but aims to give a deeper understanding about the emotional and mental world of young adults in South Korea."*

On Saturday, 27th October 2018 between 2 – 6pm, the exhibiting artists will introduce themselves with short presentations of their works in the seminar rooms of the museum, while visitors will also have the chance to learn about the architecture and culinary scene of South Korea as part of the film screenings *Le Grand Chef 2: Kimchi Battle* (1h 59m) and *Architecture 101* (1h 58m).

Also on show and for sale will be works of the two established South Korean designers Sanghyeok Lee and Dokho Shin.

- **Sanghyeok Lee** is a freelance designer and practicing contemporary artist specialising in product design of domestic architecture. The South Korean native lives in Berlin and with his objects aims to create different and engaging atmospheres in different habitats. Functional values and the harmony between the object and its environment characterise his creations. In 2013, he won the international design competition *Time to Design* by Danish Art Workshops in Copenhagen and in 2014, the *Young Talent Award* in Milan.
- **Dokho Shin** is a graphic designer specialising in typography. Until 2016, he worked as a freelance designer in his hometown Seoul before moving to Berlin. Like Sanghyeok Lee, Dokho Shin belongs to a new generation of South Korean designers wanting to explore new and disruptive ways of creativity and design rather than traditional works. For him, every task begins with its simplest essence. He starts a new project by reducing the content to a single word. This results in works characterised by simplicity and nakedness.

100 international artists, designers and artisans of 220 entries have been selected by the jury of GRASSIMESSE 2018 to exhibit and sell their work at the fair. Kiho Kang, Young I Kim, Hyeon Kim, Gippeum Roh, Wonjae Jo and Mi Sook Hwang take part from South Korea. Other participants come from Italy, Austria, the Netherlands and Germany.

**For more information: Lina Lustig, WildKat PR, lina@wildkatpr.com
DE: +49 (0) 30 2150 2932**

Notes to the editors

Press Preview:

25th October 2018, 11am in the foyer of GRASSI Museum of Applied Arts
Journalists can accredit here: <http://www.grassimesse.de/de/presse/>

GRASSIMESSE Opening Hours:

26th and 27th October 10 – 7pm, 28th October 10 – 6pm

Tickets are €8.00, concessions €5.50. Admission is free for visitors under 19 years.

Korean Cultural Centre Berlin

The Korean Cultural Centre is the cultural department of the Embassy of the Republic of Korea in Germany, headquartered in Berlin under the Ministry of Culture, Sports and Tourism of the Republic of Korea (MCST). Its aim is to facilitate cultural exchanges to introduce and generate interest in the many diverse aspects of South Korean culture.

The Centre organises programmes, events and courses under the categories of arts, music, literature and film and thus creates an active place for cultural mediation. An item of great importance is the organisation and support of cultural events with Korean participation

throughout Germany by working closely with relevant institutions of both countries.
<http://kulturkorea.org/index.php/de>

GRASSIMESSE Leipzig

Grassimesse is an international forum for applied arts and design that invites visitors to discover and buy new and contemporary pieces of art and design. Artisans, designers and companies offer unique items, small series and exemplary industrial products in the fields of textiles, fashion, jewellery, ceramics, glass, furniture, metal, leather, paper and toys.

The forum continues the tradition of the historic GRASSIMESSEN fairs from the 1920s, which were known as the "*meeting point of the modern age*". Since the founding of Grassimesse Leipzig in 1997, the event takes place once a year on the last weekend of October. <http://www.grassimesse.de/>