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월간 “인테리어 & 데코” 편집장

A noticeable trend in product design during past two

years is smooth communication and cooperation be-

tween different items. Consumers are shared to cre-

ate unexpected new products as you can see with the

cooperation between lighting company and kitchen-

appliance company. Cooperation also includes incor-

poration of fashion materials with carpets and integra-

tion of toy brand with furniture company. Recently, the

introduction of toilet attachable bidet from Japan to the

European brand drew a lot of attention.

In addition, there have been instances with domestic

companies utilizing the concept of cooperation and ap-

plying our traditional culture to product design when

advancing to the global market. Unfortunately, these

positive moves are too small and minor to have an influ-

gential impact on the international stage. That is, perception may

differ due to ‘who’ rather than ‘what’. We could expect

the most satisfactory effects when design attempts

happening on platform of the most influential brands are accom-

plished.

Worldly, ‘Korea’ is remembered as a savvy tech country

with mobile phones, electronics, reasonable price and

high quality of automobiles. Easily, we could recog-

nize bill board advertisings of automobiles and mobile

phones of Korean major companies in most airports

around the world. On the international stage, foreigners

relate Korea to the ideas of rapidly evolving technology

and dynamics.

Here, we can acknowledge two important facts. First,

there are regrets that we missed the existence of ‘cul-

tural roots’ and tradition which we could not reveal be-

cause of the rapid change in the world.

Second, the Korean government should be more active in

revealing the traditional roots of Korea to the world.

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cause we put all the efforts to express and present the 느낌과 전통, ‘문화적 뿌리’의 존재감의 concept of ‘dynamic Korea’. The other, because there is 부재라는 아쉬움이다. 둘째로, 바로 이 같은 an absence of our tradition, we need to apply cultural 기술력의 플랫폼에 지금껏 담아내기 어려웠던 software with technology platform to widely illustrate 전통적 문화의 소프트웨어를 적용해 한국 traditions of Korean design.

디자인의 전통을 알릴 수 있는 기반으로

삼아야 한다는 제안이다.

In other words, we could effectively show the value of 즉, 자동차, 휴대폰, 가전제품 등 기존의 convergence though Korea in the world stage by applying ‘빠름’으로 상징되며 이미 국제적으로 익숙한 ing ‘slow’ contents known as cultural roots on the familiar international platform that symbolizes ‘fast’ such as automobiles, mobile phones and electronics.

적용하여 세계무대에 한국을 통한 효과적인 융합의 가치를 보여줄 수 있을 것이라는

기대감이다.

Of course, it is an issue of how well the existing electronics, automotive-related companies reveal the ‘Korea’라는 배경을 자신 있게 드러내는데 underlying roots of ‘Korea’ to their products. However, 과연 얼마나 호응할지 모를 일이나, 2010년의 along with ‘2010 Design Seoul’ which is the perfect marketing opportunity and if attempts of strengthened 더불어 한국의 디자인, 나아가 한국의 Korean design and the brand value of Korea becomes 브랜드가치를 더욱 공고히 하며 이 같은

visible, we could achieve ‘Creative Convergence’ in the 시도가 가시화된다면 기업과 국가 브랜드 right timing for both corporate and national brand.

모두에 가장 시의 적절한 ‘창조적 융합’의

결실을 맺을 수 있지 않을까 생각한다.

When meeting design professionals overseas, you can 해외의 디자인 전문가들을 만날 때 notice them referring Koreans to people with lack of 한국인들에 대한 이미지로 ‘자부심의 결핍’을 pride. So-called Korean intelligent experts express 언급하는 경우를 본다. 소위 한국 최고의 confidence in ‘fast’ technologies, but they show reluctance in expressing traditional values. As stated above, 인텔리들은 ‘빠름’의 기술력에 대해 자신감을 tancy in expressing traditional values. As stated above, 드러내면서도 전통의 가치를 보여주는 것에 when creative convergence became a reality in international stage, Koreans will gain ‘pride’ on our own culture so that we could express ourselves in strong pride

실현될 때, 우리 국민들이 가지는 자국문화에 and this will also bring positive effects.

대한 ‘자부심’ 또한 드높여 자부심 강한

한국인의 모습을 내보일 수 있는, 긍정적

순환의 효과 또한 창출될 것으로 기대한다.