

Greetings from Seoul Design Foundation! We have launched the Global e-Newsletter to our partners and supporters around the world. This newsletter will be sent to you seasonally with updates of SDP projects and information about DDP.

### Seoul Fashion Week is a Smashing Success

The two major events of 2016 F&W HERA Seoul Fashion Week, "Seoul Collector" and "Generation Next Seoul", were held at separate venues this season to maximize the synergy in marketing and public relations. An evolution of "Generation Next Seoul" provided a new networking channel for fashion-related businesses.



### Lie Down and Wander the 'Baekdudaegan'

Imagine lying down in comfort, like a scholar from the Joseon Dynasty, to wander all 1,600 kilometers of the Baekdudaegan - Korea's mountainous spine - painted on the 150 meter wall of DDP Design Pathway.

#Baekdudaegan #Design Pathway #Landscape #Mountain range



### See 'Jean Paul Gaultier' at DDP

"Jean Paul Gaultier" opened for the first time in Asia at DDP on March 26, commemorating 130 years of diplomatic relations between Korea and France. DDP is the last stop of the "Jean Paul Gaultier" exhibition tour.

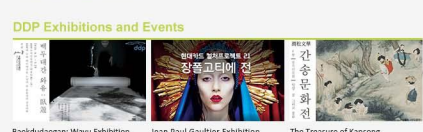
#Jean Paul Gaultier #tombak #France



### Interview with British Council Director Martin Fryer

SDF Global e-Newsletter's first interview is with Mr. Martin Fryer, director of the British Council in Korea. A partner of SDF with an extensive knowledge about Seoul's culture, Fryer shares his views about DDP and design in Seoul.

See his review of #Seoul #Design #DDP



### Upgrading the Seoul Design Consultant Project

The Seoul Design Consultant Project will be upgraded to provide consulting services to agencies at the local district level. Youth supporters will be dispatched to provide on-site service to resolve local community issues.

#Seoul #Design #Consultant #youth supporters

### DDP Forums at a glance

Every month, DDP holds popular lectures about issues related to design in Seoul. The fifth forum, "Smart City, Smart Mobility," was held on April 25. Check other past DDP Forums at a glance.

#DDP Forum #Food Truck #AGI #3D Printing #Smart Mobility

Smart City, Smart Mobility 04.19 ~ 04.25 / 2016 DDP Design Pathway 2F Lobby 04.14 ~ 2016 DDP Design Pathway 2F Lobby	DDP Forums at a glance Every month, DDP holds popular lectures about issues related to design in Seoul. The fifth forum, "Smart City, Smart Mobility," was held on April 25. Check other past DDP Forums at a glance. #DDP Forum #Food Truck #AGI #3D Printing #Smart Mobility
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### Scenery of DDP: The LED Rose Garden

LED Rose Garden is one of the DDP's most beloved places by couples, friends, families and tourists. It illuminates the entire Dongdaemun History & Culture Park and the Dongdaemun wholesale market.

#LED Rose Garden #DDP #hot place of Seoul

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### DDP Exhibitions and Events

Baekdudaegan: Wayu Exhibition April 23 ~ May 29, 2016 Design Pathway	Jean Paul Gaultier Exhibition March 26 ~ June 30, 2016 Design Exhibition Hall	The Treasure of Kansong March 26 ~ June 30, 2016 Design Museum DDP
동행문자부미 04.23 ~ 05.29 / 2016 DDP Design Pathway 2F Lobby	Brilliant Kids Motor Show April 22 ~ April 14, 2017 Design Experience Zone	Seoul Bamdokkaebi Night Market July 09 ~ October 16, 2016 Dongdaemun History & Culture Park
G-Seoul Art Fair April 23 ~ May 1, 2016 Art Hall 1, 2	BeGlobal Seoul May 11 ~ 15, 2016 Art Hall 1, 2	Seoul Digital Forum 2016 May 18 ~ 21, 2016 Art Hall 1, 2
Young Leaders Summit May 26 ~ 27, 2016 Art Hall 1, 2	Able Access Art Fair 2016 May 30 ~ June 5, 2016 Art Hall 1, 2	Seoul International Cartoon and Animation Festival July 4 ~ 10, 2016 Art Hall 2



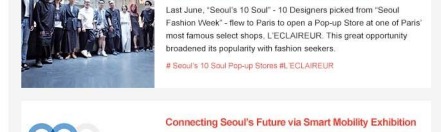
### Seoul's New Biennale of Architecture and Urbanism

The Seoul Biennale of Architecture and Urbanism will be held in September next year for the first time. As its preliminary activity, it held exhibitions and roundtable seminars in Venice and London that arouse attention of experts in the architecture society.

### Interview: Expecting Seoul Biennale of A&U 2017

Why urbanism, you might ask? Why Seoul? Four architecture experts at the Venice Biennale, talked about current issues in urbanism and how they are looking forward to the upcoming Seoul Biennale of Architecture and Urbanism 2017.

#Seoul Biennale of Architecture and Urbanism



### "Seoul's 10 Soul" Designers Land in Paris

Last June, "Seoul's 10 Soul" - 10 Designers picked from "Seoul Fashion Week" - flew to Paris to open a Pop-up Store at one of Paris' most famous select shops, L'ÉCLAIRÉUR. This great opportunity broadened its popularity with fashion seekers.

#Seoul's 10 Soul Pop-up Stores #L'ÉCLAIRÉUR



### Connecting Seoul's Future via Smart Mobility Exhibition

The Smart Mobility Exhibition and Conference will be held during Seoul Design Week2016 as the main program. Internationally acclaimed scholars and professionals in the automotive industries will share their researches and opinions about current and future visions of transportation systems.

#Seoul Smart Mobility #Exhibition #Conference #Seoul Design Week



### Rediscovering the Lives of Ancient Koreans

The sixth collaborated exhibition with the Kansong Art Museum, features artworks that show the everyday lives, ideals, and recreational activities of commoners, scholars, and Buddhist monks. They look as if they could be photographs of the past.

#Kansong Art Museum #Photographs of the past



### Bringing Cars from Children's Imaginations to Life

In May, the world's only motor show ever organized for kids was held at DDP's Design Experience Zone. Held by Hyundai Motor Group, the "Brilliant Kids Motor Show" exhibited model cars based on concepts that came straight from the imaginations of children.

#Brilliant Kids Motor Show #Children's imagination #Hyundai Motors



### Advanced Look at Seoul Design Week (SDW) 2016

The third Seoul Design Week will be held in September. As the first program towards the upcoming event, design professionals discussed various perspectives about "Designers' Daily," which is the motto of SDW2016. "Smart City, Smart Design, Smart Life."

#Seoul Design Week #DDP Forum #Smart Design and Smart City

### Scenery of DDP: DDP FESTA

DDP FESTA is series of special programs that particularly visitors can only experience at DDP. Last month, Grass Hill turned into a picnic ground and showed a film before setting. This summer, a 120~150m long and 6m wide water slide is waiting for excitement!

#DDP Festa #Picnic at DDP #in at Grass Hill #Water slide

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The autumn edition specially focuses on exhibitions and conferences held during Seoul Design Week 2016, the city's leading design festival.

### Smart Design, Smart Life and Smart City

Under the theme of "Smart City" seeking 'Smart Life' through 'Smart Design', Seoul Design Week 2016 provided a shared view for determining the roles and responsibilities of design in these rapidly changing times.



### Connect to the future through the Seoul Smart Mobility

This international conference and exhibition built a common understanding of the future vision of Seoul Smart Mobility. Featured videos, research from global universities and trying new transportation modes helped participants to imagine Seoul's future transportation system.

#Smart mobility #Personal mobility #Future transportation



### Interview with Seoul Design Foundation CEO Keun LEE

Following the conclusion of the third annual SDW, the CEO of the Seoul Design Foundation, the organizer of the event, talked about the success of Korea's largest design event, as well as about its core concepts, program, and future goals.

#Seoul Design Foundation #CEO Keun Lee #SDW 2016



### Discovering Smart Design through SDW 2016

The theme exhibition of Seoul Design Week 2016, "Smart Design Smart Life" and Design Market, introduced various attempts at "smart design" as an approach to creating a "smart life," which is characterized by efficiency, autonomy, harmony, sharing and sustainability.

#Smart Design #Smart Life #Apposcopy #Design Market



### Universal design found in an ordinary family's daily life

Experience a day in an ordinary family's life and find good examples of universal design hidden in their ordinary, everyday life. The exhibition tells principles of universal design through the family's universal design story, which can be applied at home, work, transportation, hospital and school.

#Universal design #Safe #Equitable #Convenient #Sustainable



### Korean tableware design at 2016 Seoul Crafts Fair

The 2016 Seoul Crafts Fair and Free Market highlighted the changes in everyday handicrafts and tableware designs that have taken place alongside the changes in Korean food culture. Various table settings were displayed, characterized by a balance between diverse materials.

#Seoul Crafts Fair #Seoul Crafts Free Market #Tableware design



### AGI(Alliance Graphique Internationale) SEOUL 2016

This year, DDP hosted the Alliance Graphique Internationale (AGI) Congress, where posters created by AGI members under the theme "I Love Seoul" were displayed and internationally renowned designers shared their design philosophies.

#Alliance Graphique Internationale #AGI Open #I Love Seoul



### Season's greeting from Seoul Design Foundation!

We would like to express our gratitude to your heartfelt supports and contributions to the Seoul Design Foundation and its projects in 2016. May the coming year be bursting with meaningful results in everything you do and best wishes for the holidays.



### 2017 SIS HERA Seoul Fashion Week Ended in Grand Finale

2017 SIS HERA Seoul Fashion Week closed its six-day run in great success. Some runway shows, a global seminar, the HANZZA exhibition and various fashion and culture programs took place for the public and the new 'SEOUL'S 10 SOUL' designers, best designers were announced.

#17 SIS HERA Seoul Fashion Week #HANZZA #SEOUL'S 10 SOUL



### DDP Dream Lab, Fostering Future Fashion Makers

Opened in April this year, the DDP Dream Lab has been designed to produce future fashion makers and promote the sewing industry. It is a learning program that offers practical and effective support for students preparing to embark on professional careers or start their own businesses.

#DDP Dream Lab #Fashion Makers #Project for Men and Women Who Sew



### UNESCO International Seminar and Interview with Speakers

Professionals in upcycling gathered at DDP International Hall to introduce their studies and work at the UNESCO International Seminar 2016 themed "Upcycle Design." Kyle and Rachel, upcycling designers in Detroit, interviewed about their upcycling stories and inspirations of Seoul.

#UNESCO International Seminar #Upcycle Design #Interview



### Sneak Peek at the 2017 Seoul Upcycling Fair

With the upcoming opening of the Seoul Upcycling Plaza right around the corner, DDP has begun exhibiting and selling a variety of upcycled design goods and products. It has also introduced the "Upcycling Material Bank" as a solution to the material supply problem with which all designers struggle.

#Upcycling #Seoul Upcycling Fair #Seoul Upcycling Plaza



### Illuminating Euljiro with "Euljiro, Light Way"

Held at DDP's Outlin Square, "Euljiro, Light Way" was designed to promote the lighting industry and businesses based in the Euljiro area of downtown Seoul. The event was the product of the joint efforts of Euljiro lighting shop owners, designers and college student artists.

#Euljiro #Lighting district #Lighting industries #Outlin Square



### Fornasetti and Other Italian Designers at DDP

This year, Triennale Design Museum brought Italian designers to DDP Museum. The work of Piero Fornasetti "Fornasetti Practical Madness" is on display on the basement floor, and an exhibit on Italian Jewelry designers "Brilliant," is on the fourth floor.

#Triennale Design Museum #Italian design #Fornasetti #Jewelry