

International Brand Design Exhibition

제 19회 국제초대전



Theme : Hangeul and Brand Design



Exhibition Period: June 7th ~14th 2019



Place : The National Hangeul Museum

2 0 1 9

International Brand Design Invitation Exhibition

| H a n g e u l a n d B r a n d D e s i g n |

| B U L G A R I A | C H I N A | H U N G A R Y | J A P A N | P O L A N D | P O R T U G A L |
| R U S S I A | T H A I L A N D | U A E | U S A | K O R E A |



본 전시는 국립한글박물관 별관 대관지원 사업으로 시행되었습니다.
사단법인 한국브랜드디자인학회는 국내 및 국제회원 상호 간의 브랜드 디자인에 관한 정보 및 학술교류를 통해 산업 문화 경쟁력 강화의 목적으로 매년 학술세미나 및 국제초대전을 개최하고 있습니다.

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- 041 KOREA

01

Prologue

006 Greeting

Greeting



I am very pleased to hold the 19th International Invitation Exhibition of Brand Design Association of Korea at the National Hangeul Museum.

This invitation exhibition, in which 11 international countries participated, was held under the theme of 'Hangeul and Brand Design' to explore new possibilities of brand design using Hangeul.

Most of the characters that are already used in many countries in the world are using alphabets or Chinese characters appropriately, but Hangeul is showing formative beauty and identity based on its unique and originality. Hence, Hangeul is a unique asset that lives in Korea's 5,000-year history, and it is a successful weapon capable of differentiating an image of Korea in the global era, and it will be the most powerful brand.

Therefore, it is very meaningful to invite the artists from all over the world to conceive and express the meanings and thoughts of Hangeul through a common theme of 'Hangeul and Brand Design'.

I would like to express my sincere appreciation to all the business members who supported me for this exhibition and I would like to express my gratitude to all the BDAK members and overseas artists for exhibiting their works that were sweaty even during the busy schedule.

June 2019
Chairman, Brand Design Association of Korea
Han Seung Mun

(사)한국브랜드디자인학회 제 19회 국제 초대전을 국립한글박물관에서 개최하게 됨을 매우 뜻깊고 기쁘게 생각합니다.

총 11개국의 작가가 참여한 이번 초대전은 한글을 활용한 브랜드디자인의 새로운 가능성을 모색하기 위하여 '한글과 브랜드디자인'이라는 주제로 개최하게 되었습니다.

이미 세계 여러 나라에서 사용하고 있는 문자 중에서 대부분은 알파벳이나 한자 등을 적절히 변형하여 사용하고 있지만, 한글은 유일하게 대한민국만이 가진 독자성과 독창성을 바탕으로 한글의 조형적인 아름다움과 정체성을 나타내고 있습니다. 따라서 한글은 대한민국 오천년 역사 속에서 살아 숨쉬는 고유한 자산인 동시에 글로벌 시대에 대한민국을 이미지화하여 차별화 할 수 있는 성공적인 무기이며, 가장 강력한 브랜드가 될 것이라고 생각합니다.

따라서 이번 초대전은 세계 여러 나라의 작가들이 '한글과 브랜드디자인'라는 공통된 주제를 통해 한글이 지닌 의미와 생각을 자유롭게 구상하고 표현하며, 대한민국 브랜드에 관한 새로운 이미지를 모색하고 성찰하는 데에 큰 의미가 있다고 할 것입니다.

이번 전시를 위해 후원해 주신 기업 관계자 분들께 깊은 감사의 말씀을 드리오며, 바쁘신 일정 중에도 땀 흘려 귀한 작품을 출품해 주신 모든 회원 여러분과 해외작가 분들께 감사의 말씀을 드립니다.

(사)한국브랜드디자인학회
학회장 한승문

02

Exhibition

- 010 CHINA
- 023 JAPAN
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- 038 THAILAND
- 039 UNITED ARAB EMIRATES, DUBAI
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International Brand Design Invitation Exhibition

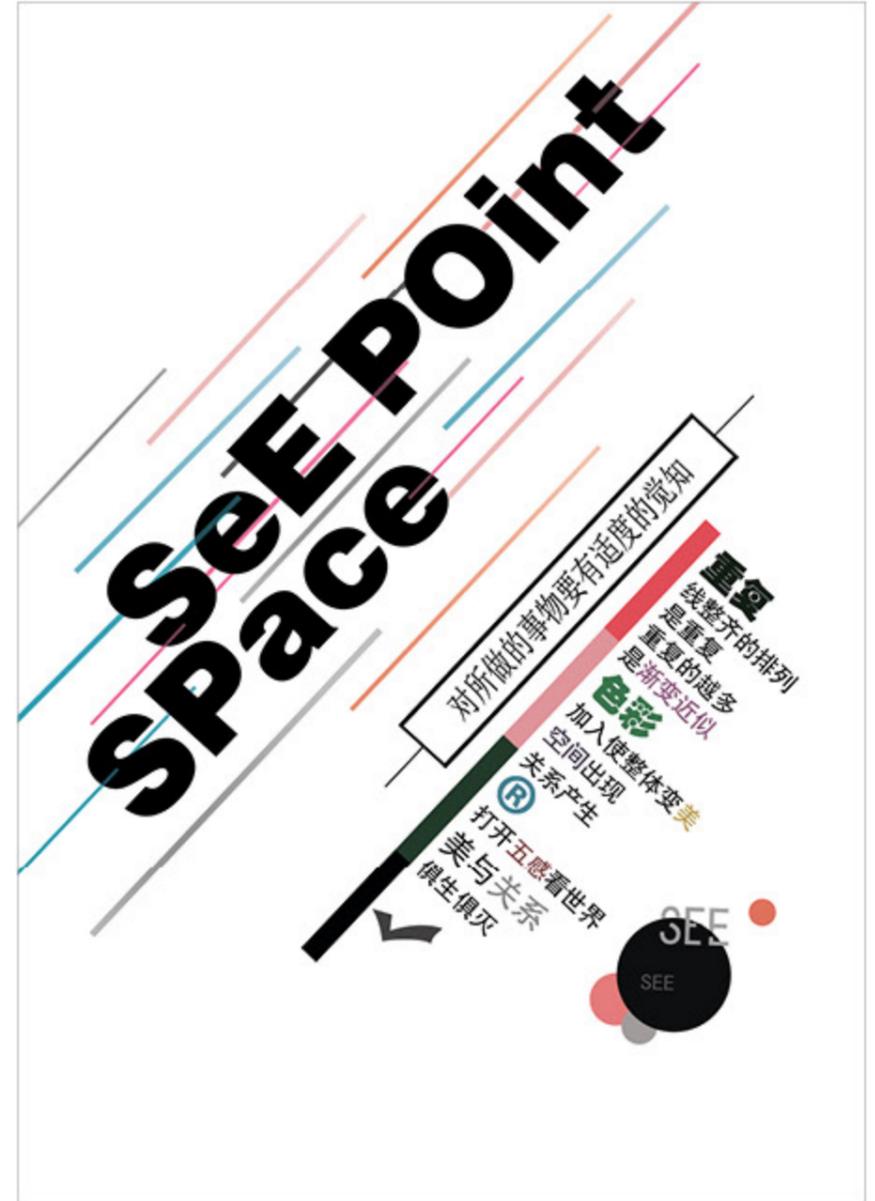
| CHINA |





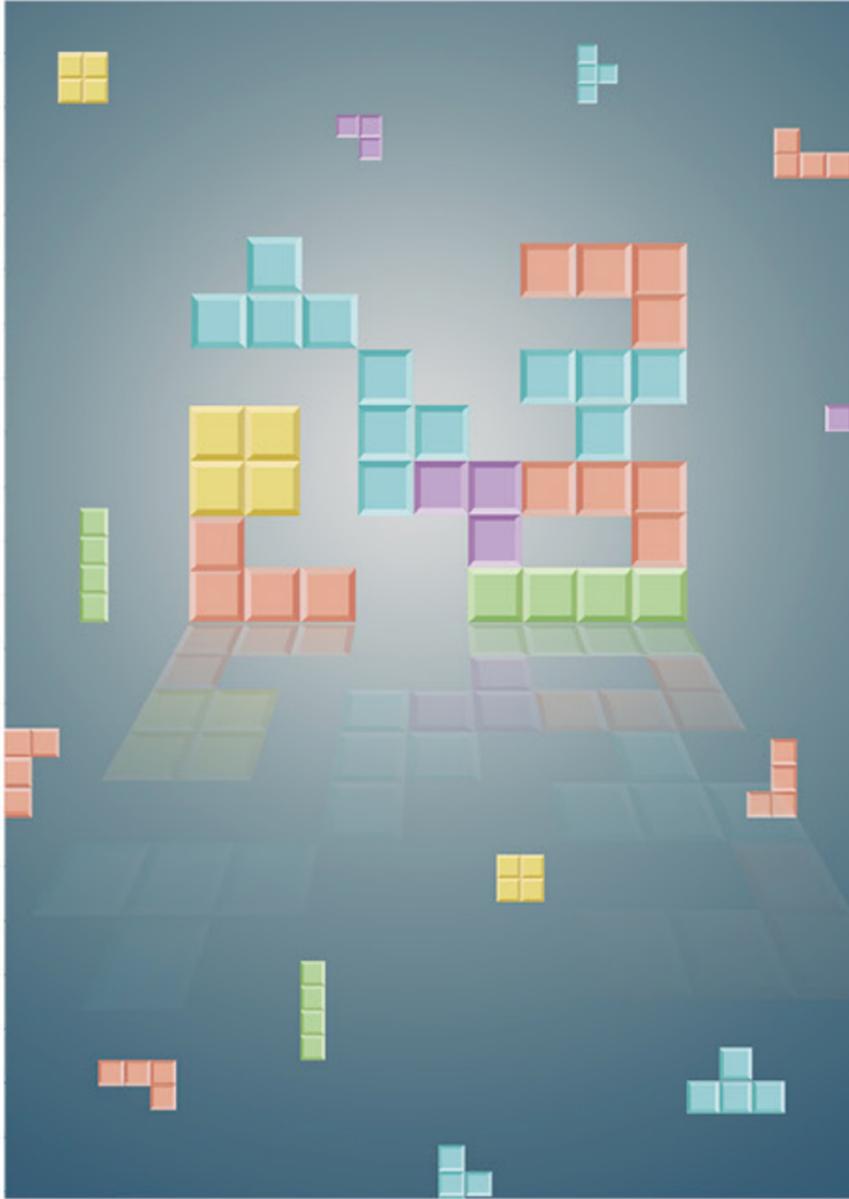
Chang Jiang
<我> 'I'

Visual Communication Design Department, Shanxi Normal University



Ding Shanshan
See Point Space

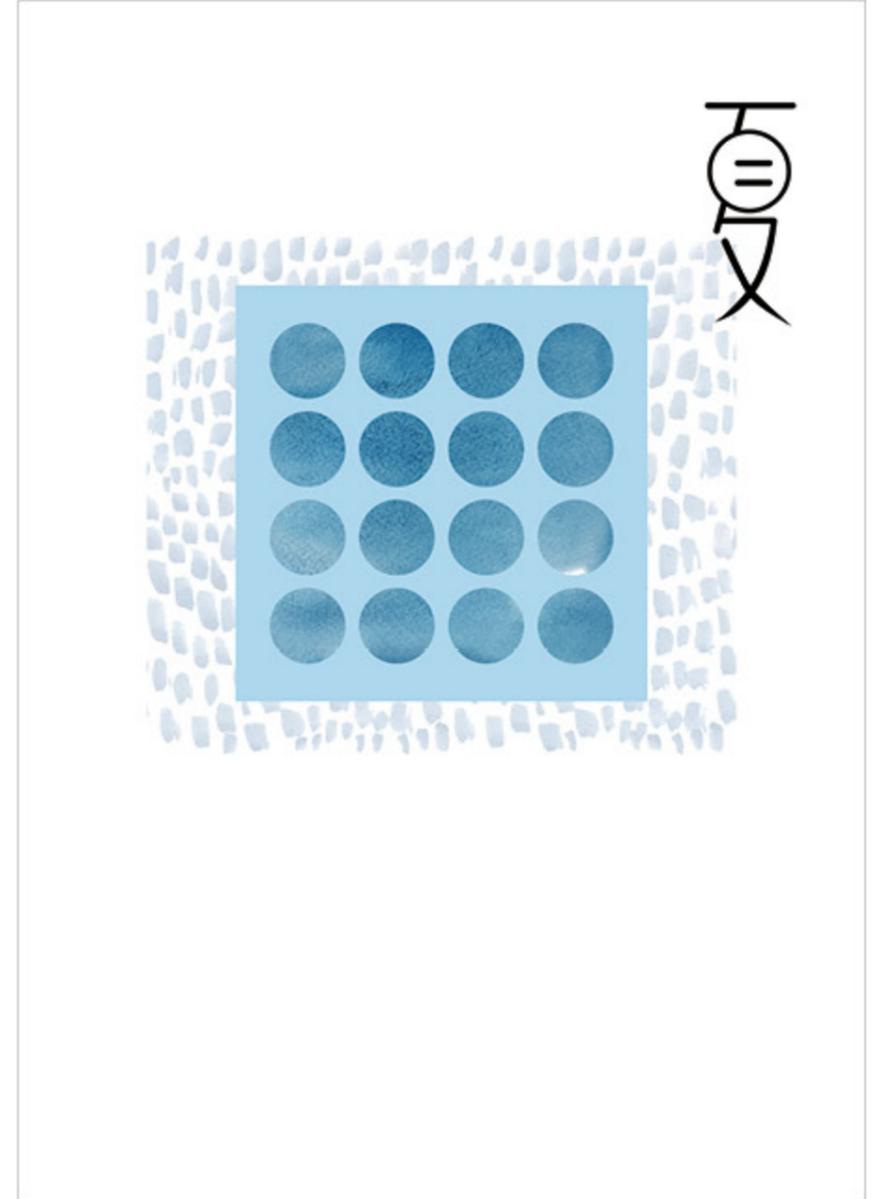
Visual Communication Design Department, Shanxi Normal University



Liu Jianze

Korea

Visual Communication Design Department, Shanxi Normal University



Liu Jing

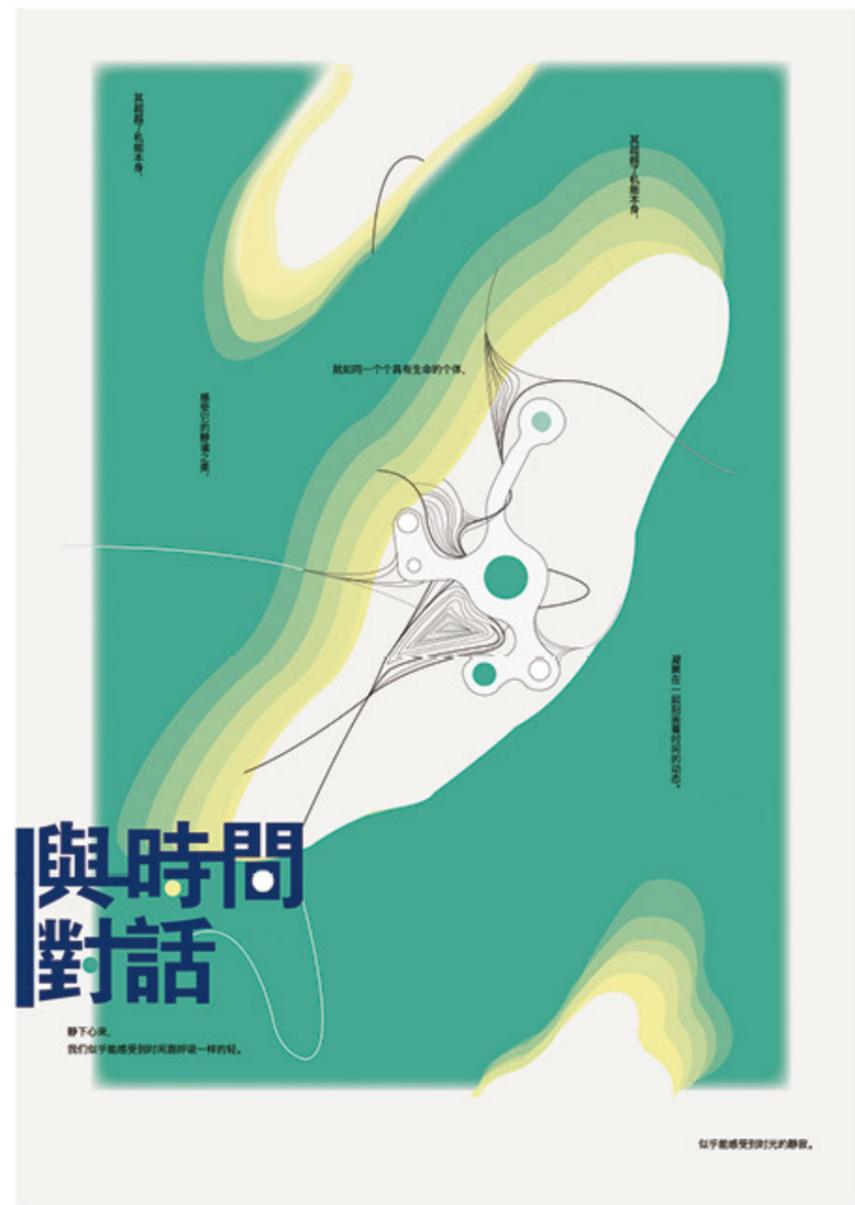
<看、看见、看到> See, seeing, seen

Visual Communication Design Department, Shanxi Normal University



Song Qian

<本来无一物 一念惹尘埃> The world has nothing at all, the idea has caused trouble
Visual Communication Design Department, Shanxi Normal University



Wang Tao

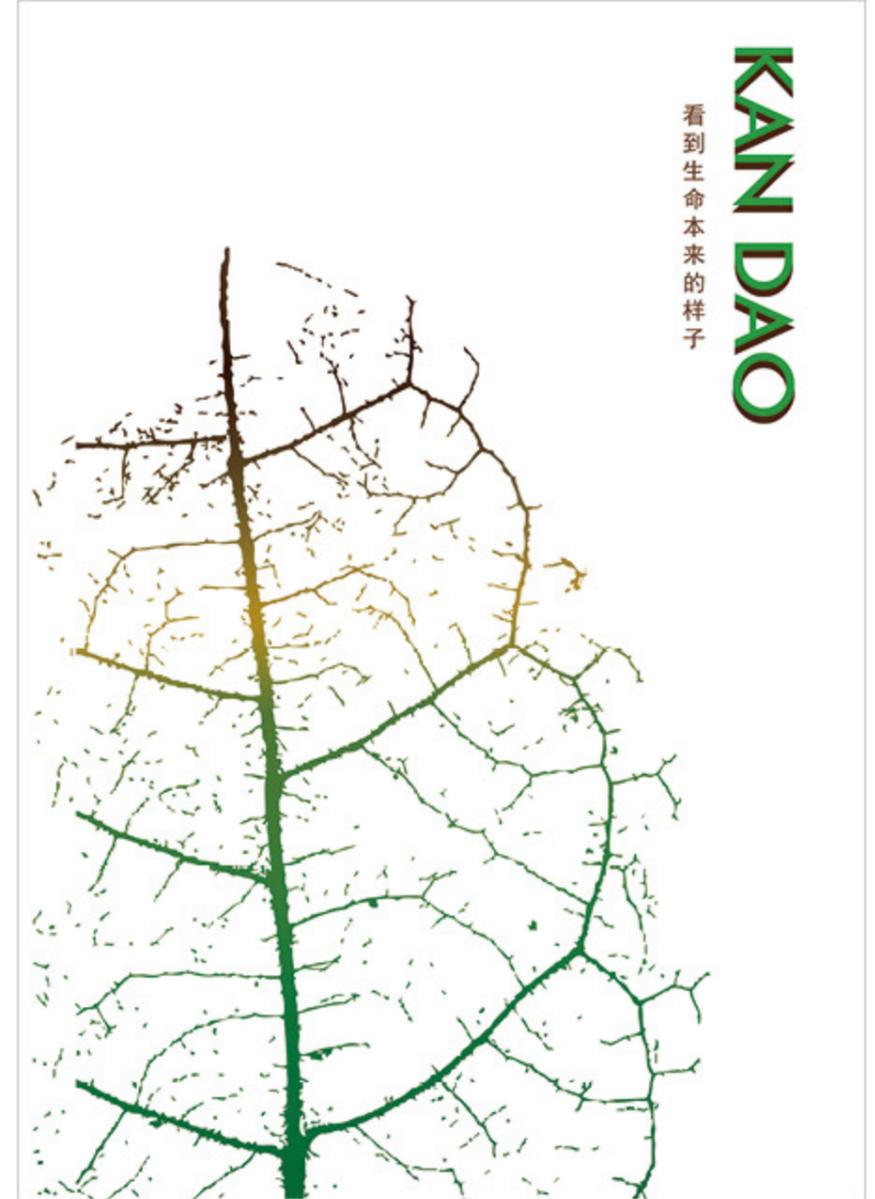
<时空--与时间对话> Time and space--talking with time
Visual Communication Design Department, Shanxi Normal University



HAZE



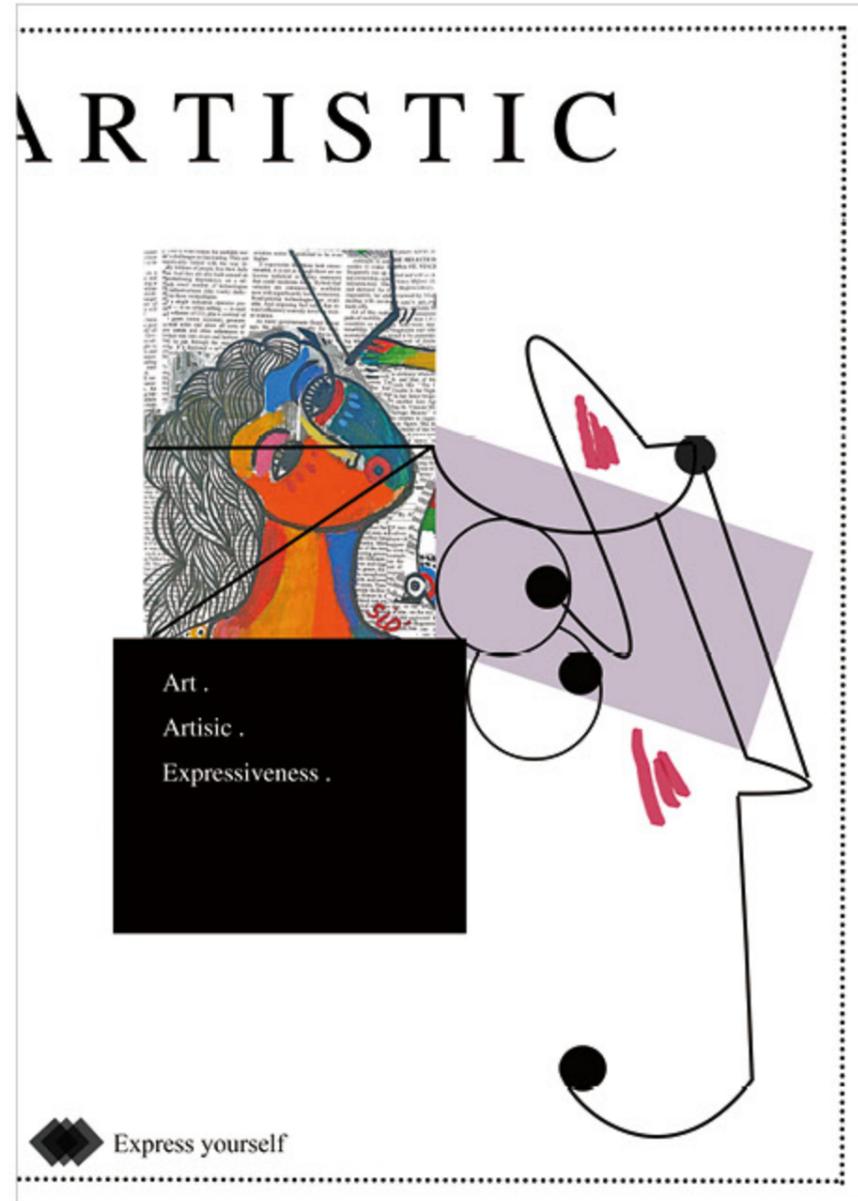
Xie Jie
 Haze
 PhD Student, China



看到生命本来的样子
KAN DAO



Xu Lingyi
 <看到真实> See the truth
 Visual Communication Design Department, Shanxi Normal University



Zhang Meng
 <艺术&表达> Art & Expression
 Visual Communication Design Department, Shanxi Normal University



Qing-guo zhang
 Native place / Duzong city, Shanxi Province, China | Date of birth / 28 April 1995

Package design

The name of the work Italian wine tasting rhyme
Design concept Humanized design for designers in various fields at home and abroad has been a final standard, study design and visual communication design as a design class discipline involving range is wide, more should pay more attention to human care in the design, the application of this work for wine packaging design expression of the gender differences, addressing more designers on work can give a person with more soft, novel emotional comfort, this is also a sense of responsibility to society, from concise design, rich color give people more detailed material is a combination of perceptual and rational, subtle experience of human caring.



Zhang Qingguo
 <意品酒韵> Italian wine tasting rhyme
 Visual Communication Design Department, Shanxi Normal University

Xing-chun-Zhang

Native place / Linfen city Shanxi province China Date of birth / 12oct1996

Inbetweening

Title Impression Pingyong

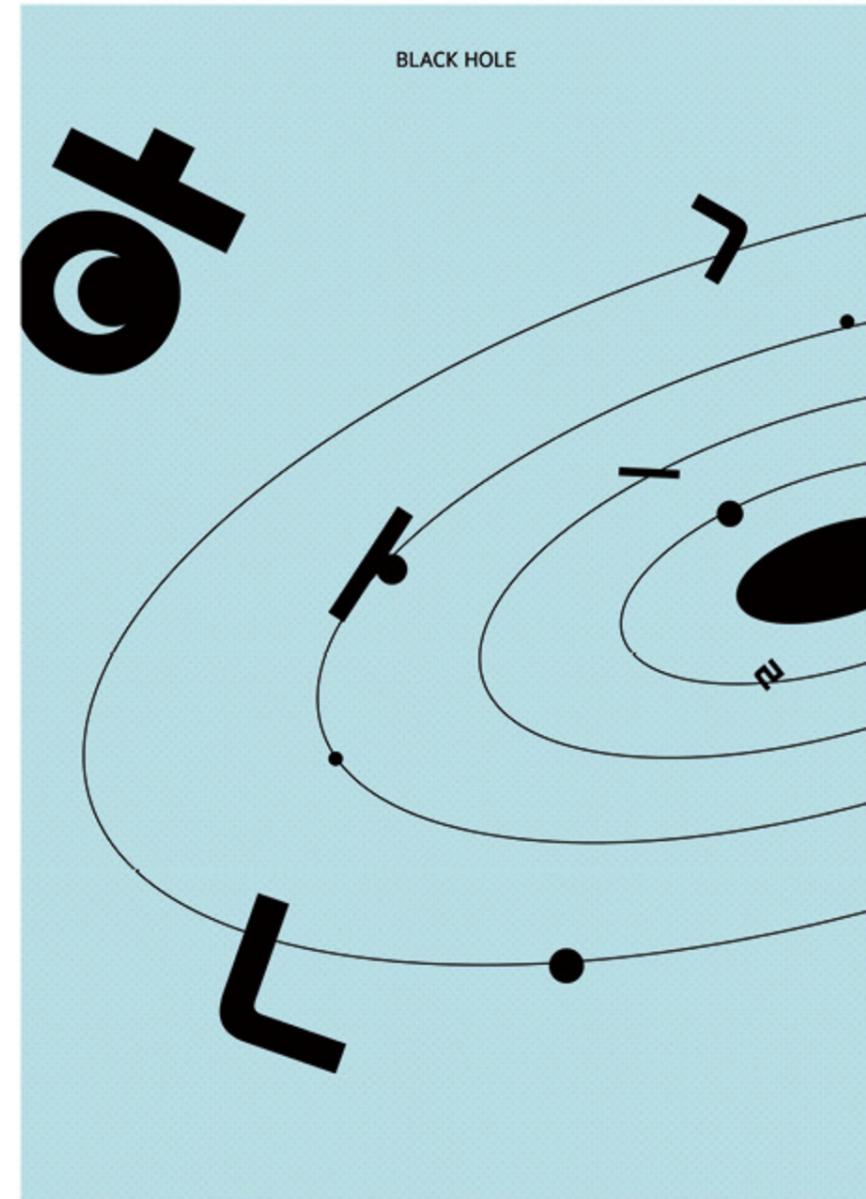
Design description From Linfen's Hukou Falls to Linfen's Drum Tower, Linfen's sunset and starry sky, Linfen's beef meatballs, beautiful and modern Rainbow Bridge. City and its aesthetic and artistic characteristics, highlight the ancient city of Linfen scenery show. Use color, watercolor and other tools to describe Linfen.



Zhang Xingchun

<临汾—城市明信片> LINFEN—City postcard

Visual Communication Design Department, Shanxi Normal University



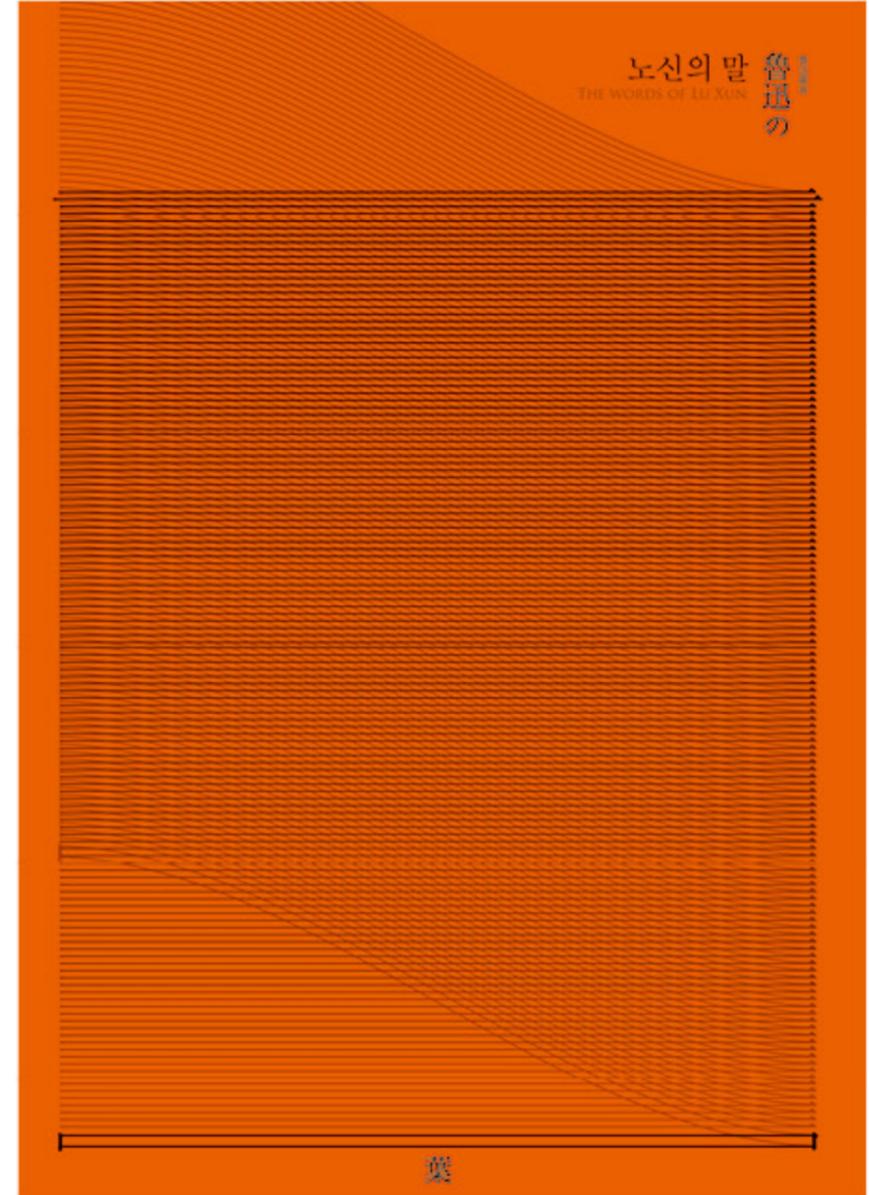
Zhao Yueyang

Hangeul

PhD Student, Qixia District, Nanjing, Jiangsu, China

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| JAPAN | USA |



Kasai Noriyuki

The Words of Lu Xun

Professor, Nihon University College of Art / Japan



Shiro Ichige
LIFE II

Associate professor, Osaka Seikei University / Japan



Kelly Salchow MacArthur
WasteNOT

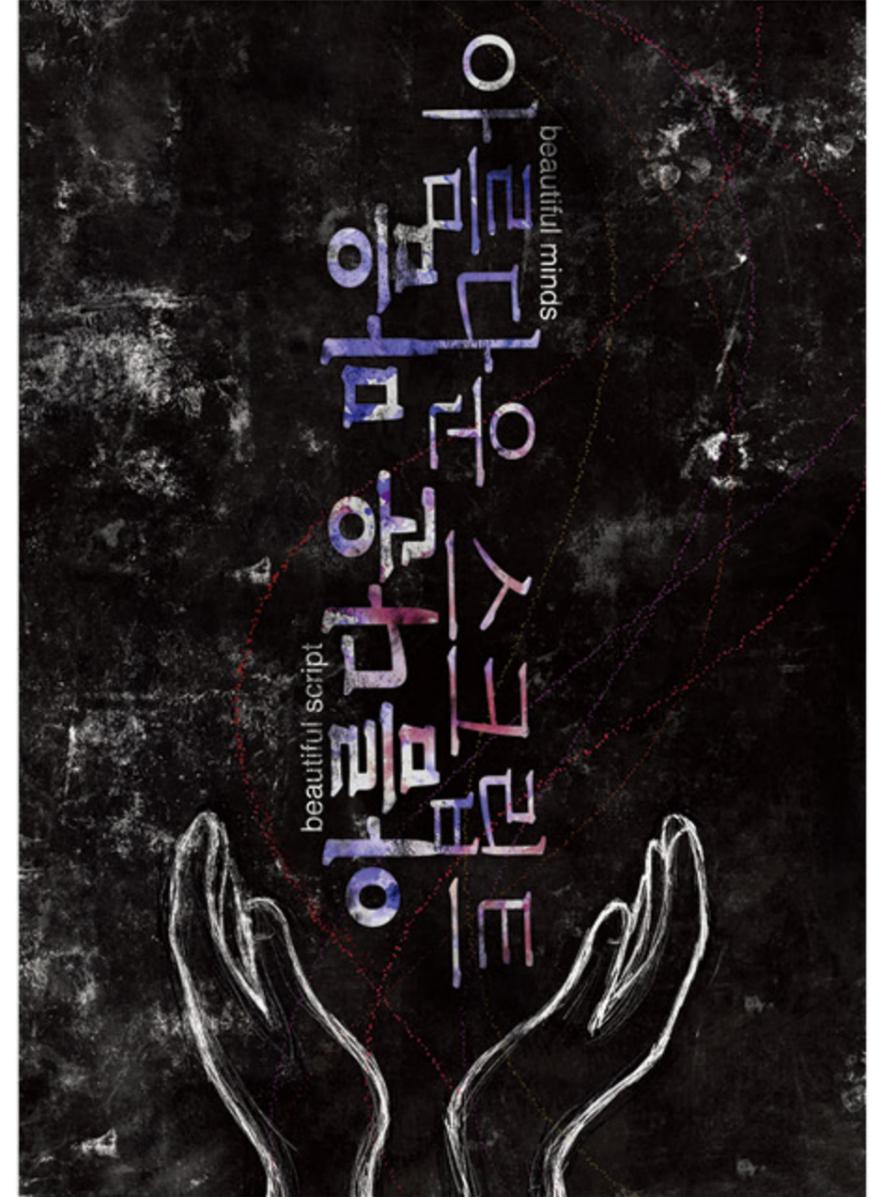
Associate Professor of Graphic Design, Michigan State University / USA



Kelly Salchow MacArthur

wasteNOT

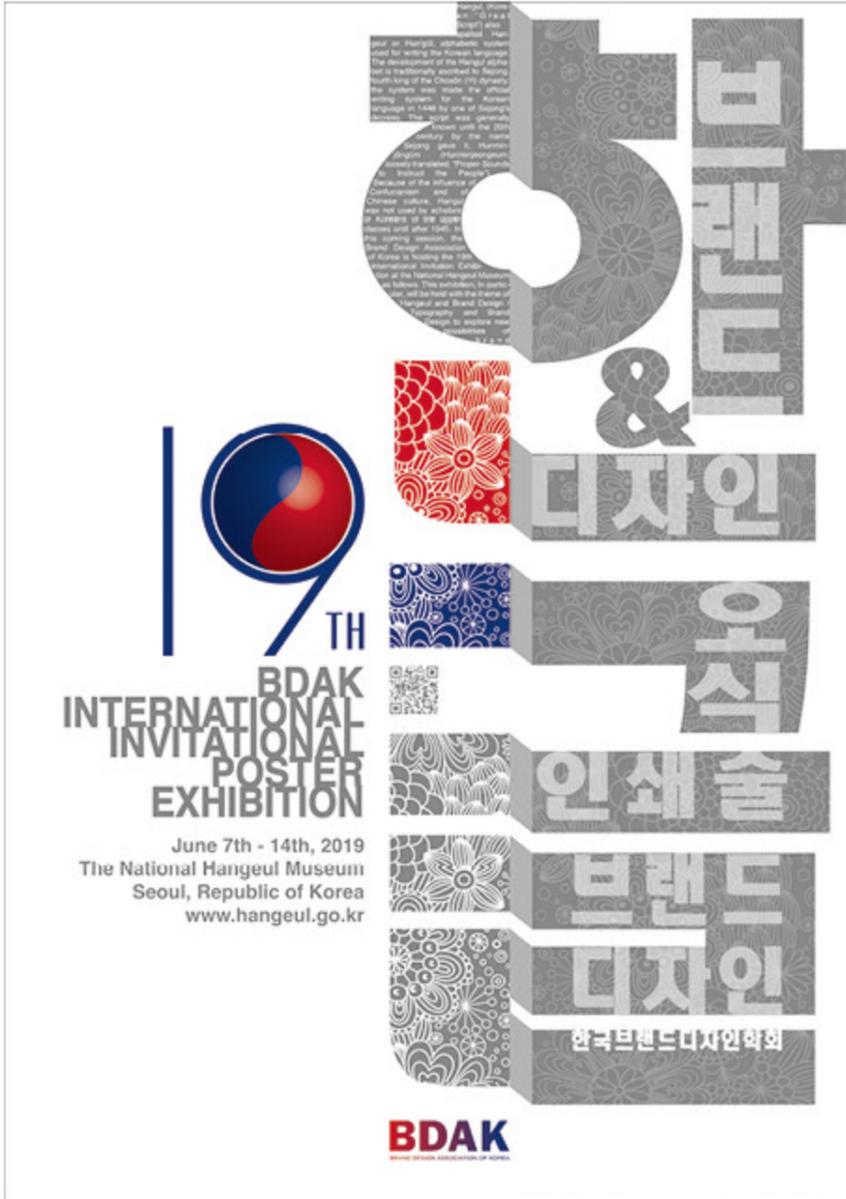
Associate Professor of Graphic Design, Michigan State University / USA



Lisa Graham

Beautiful Script, Beautiful Minds

Professor, University of Texas at Arlington / USA



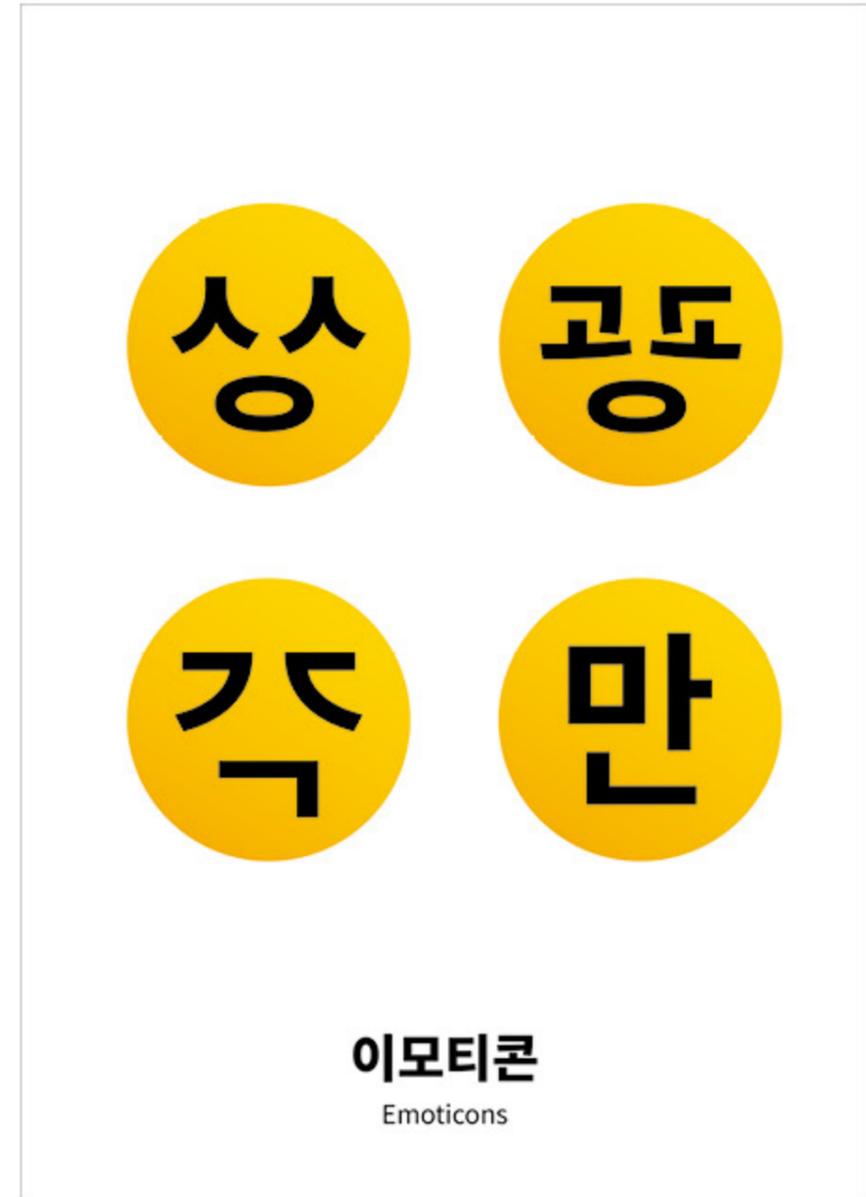
Ping Xu
 BDAK 2019 Exhibition Poster
 Assistant Professor of Graphic Design of School of Art, The University of Texas Rio Grande Valley / USA



Ping Xu
 Hangeul Typography Poster
 Assistant Professor of Graphic Design of School of Art, The University of Texas Rio Grande Valley / USA

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**International Brand Design
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| BULGARIA | HUNGARY | POLAND | PORTUGAL |
 | RUSSIA | THAILAND | UAE |



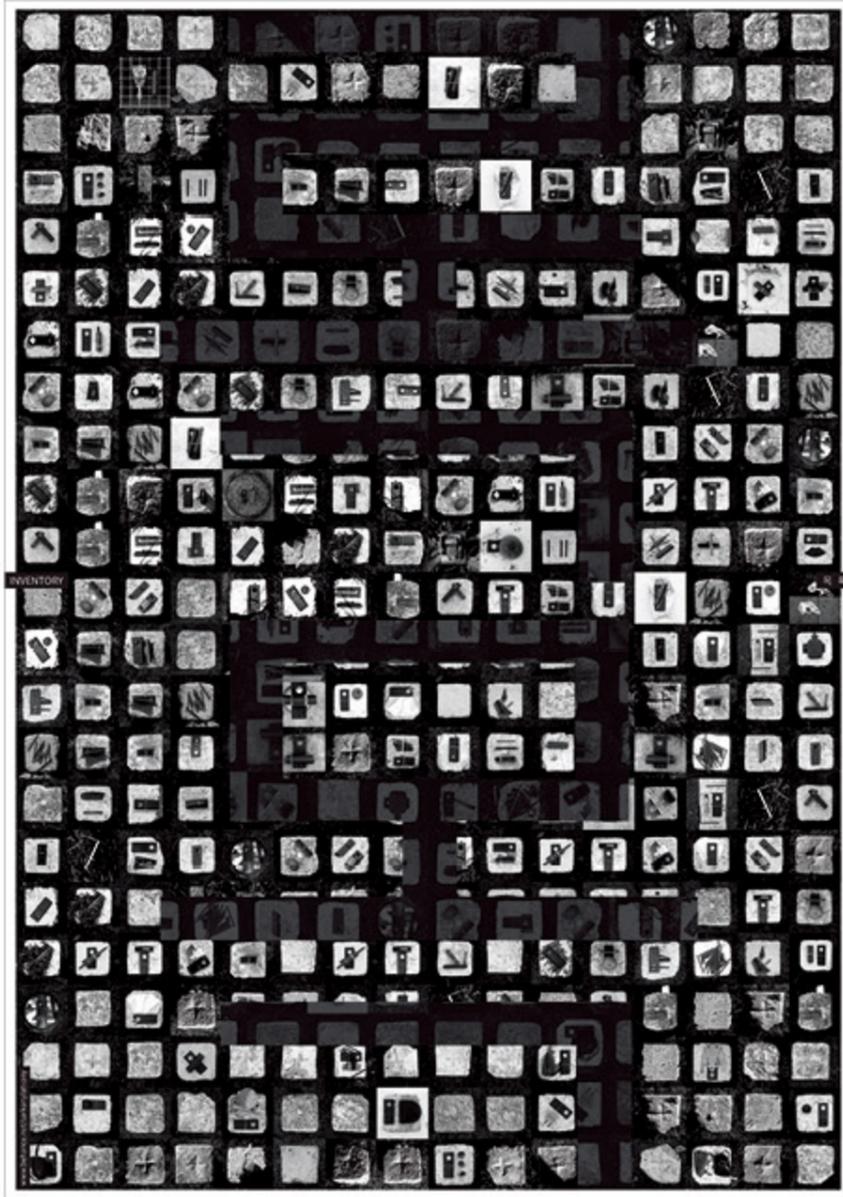
Ivan Kashlakov
 Emoticons
 Web Designer, Visual Artist / Bulgaria



Ivan Kashlakov
Temple
Web Designer, Visual Artist / Bulgaria



Ivan Kashlakov
Traffic light
Web Designer, Visual Artist / Bulgaria



Ferenc Kiss

Inventory

Assitant Lecturer, Graphic Designer, Visual Artist, Szeged / Hungary



Patrycja Longawa

HANGEUL - The Korean alphabet

Graphic designer / Poland

나의 고통은 항상
나 자신과 너무 단
결하여 나는 내 자
신의 위험에 처해
있다.

naui gotong-eun hangsang na jasin-gwa neomu dangyeolhayeo nareun nae jasin-ui wiheom-e cheohaerada.

Anda sempre tão unido
O meu tormento comigo,
Que eu mesmo sou meu perigo.

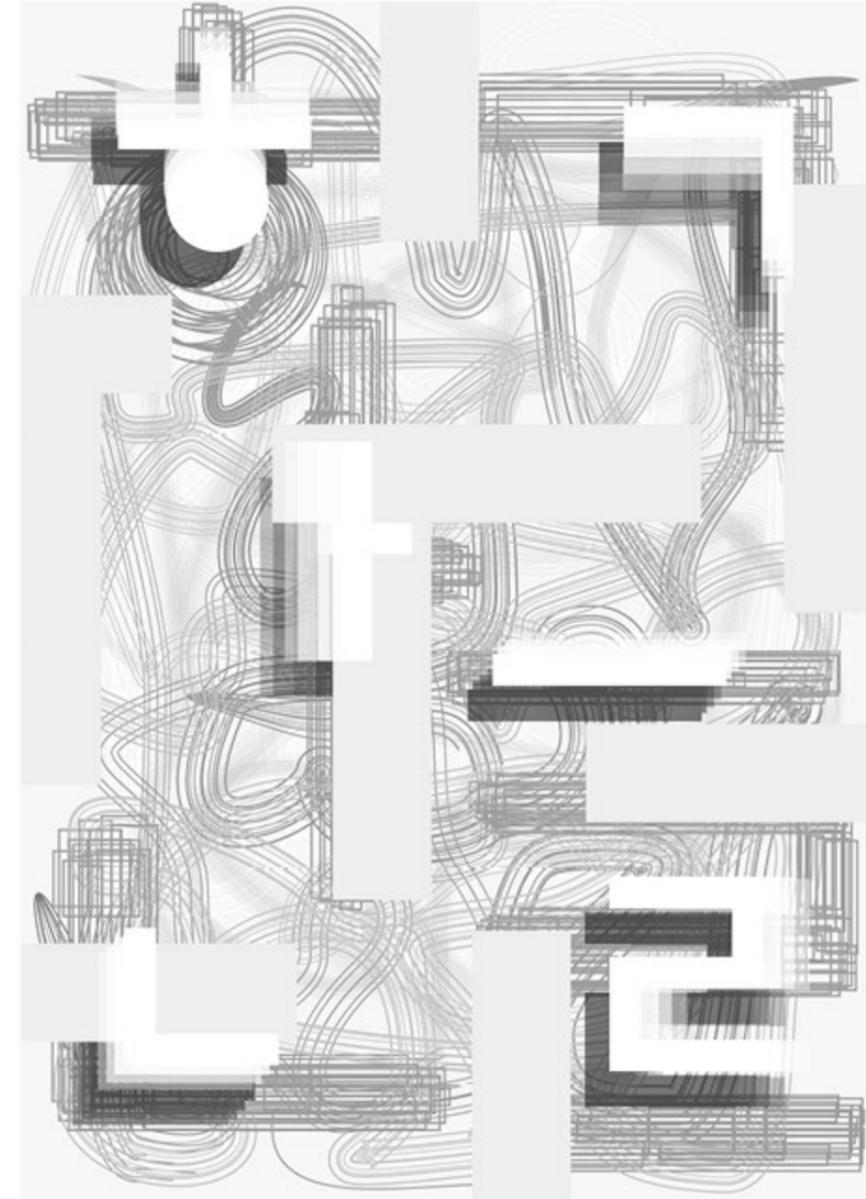
In "Tenho-me Persuadido"
by Luis de Camões, Portugal, 1524-1580



Jorge Brandão Pereira

Hangul, from a sense of Portugal

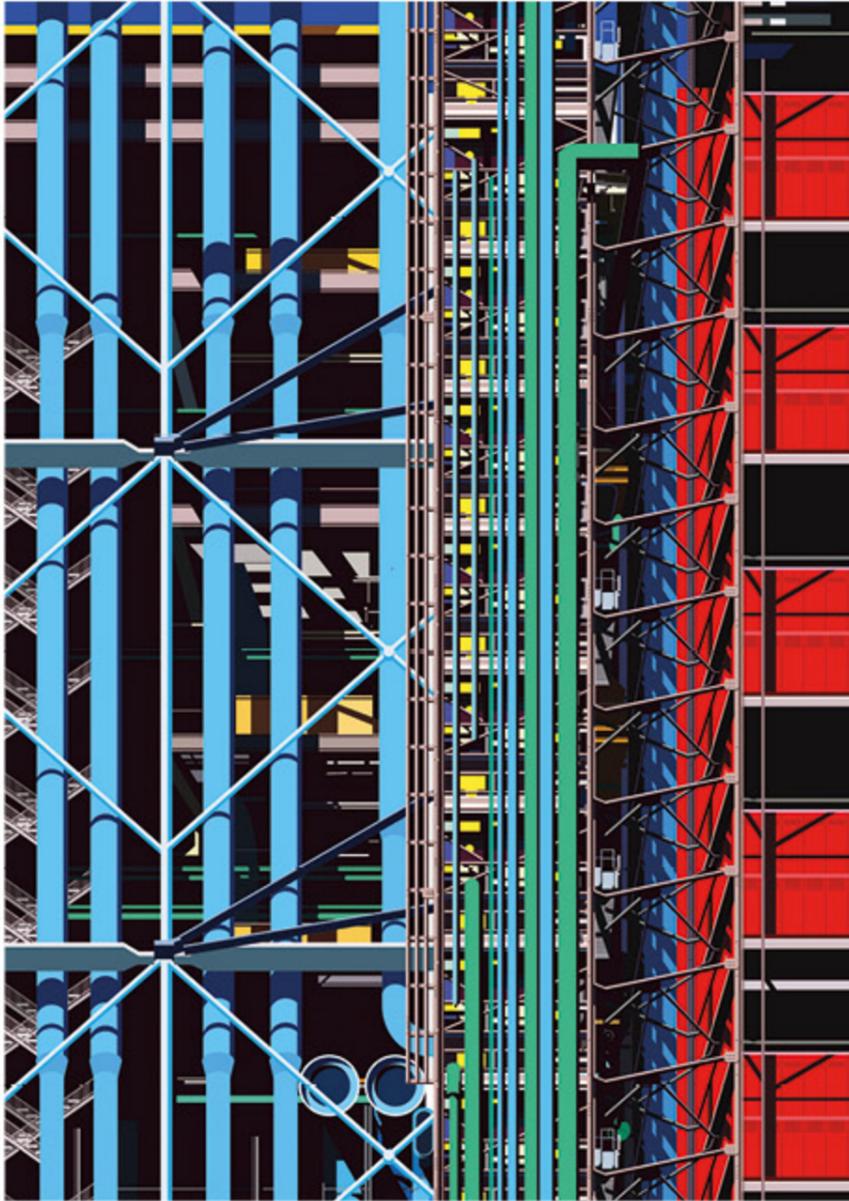
Adjunct Professor, School of Design, Polytechnic Institute of Cavado and Ave / Portugal



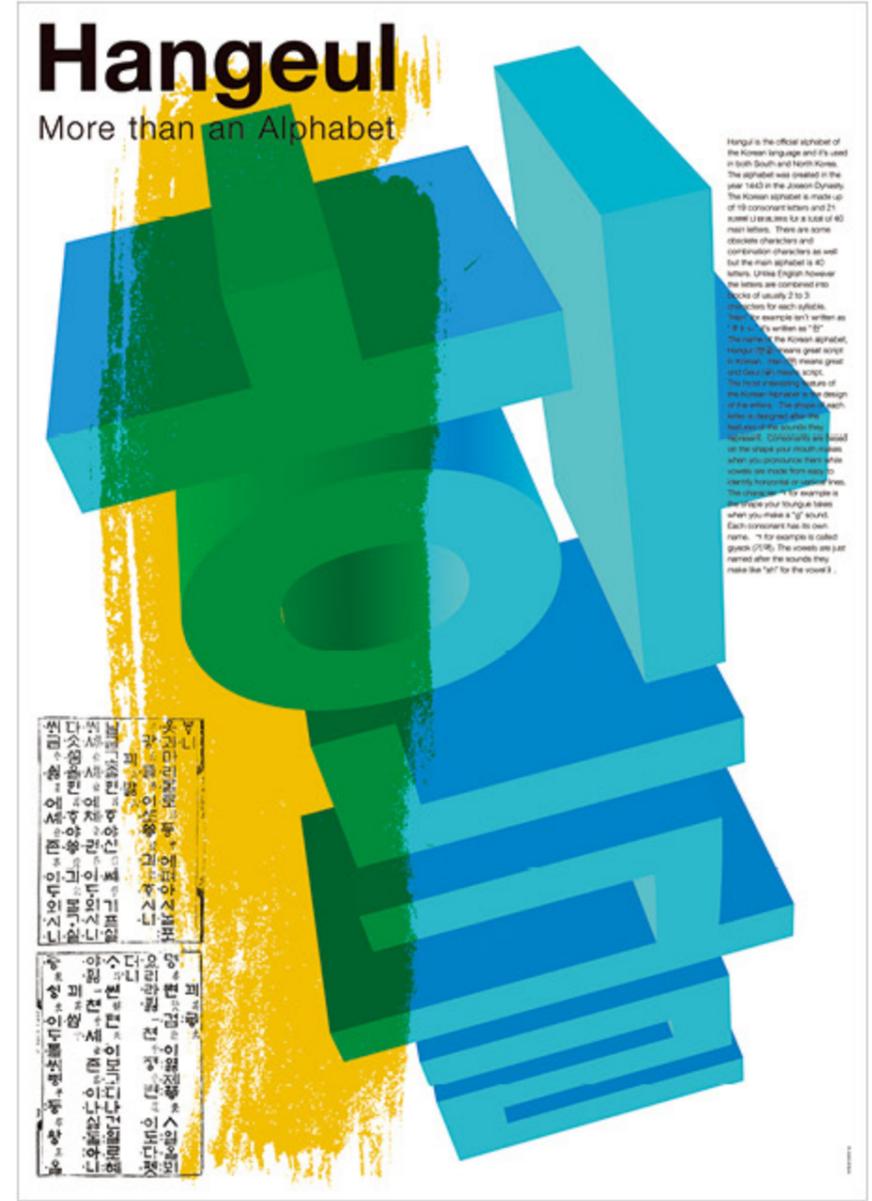
Aleksandra Shishkina

Layers

Director of Art & Design Class, Saint-Petersburg State Teenage Center "Albatros" / Russia



Yune
Centre Pompidou
Graphic Designer, Freelance Illustrator / Thailand



Arfat Al-Naim
Hangeul More Than an Alphabet
Assoc. Prof. of Graphic Arts & Design, American University in the Emirates / Dubai, UAE

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Kang Youn Sim
 Hangul Metaphor
 Senior Researcher, Gwangju Institute of Science and Technology



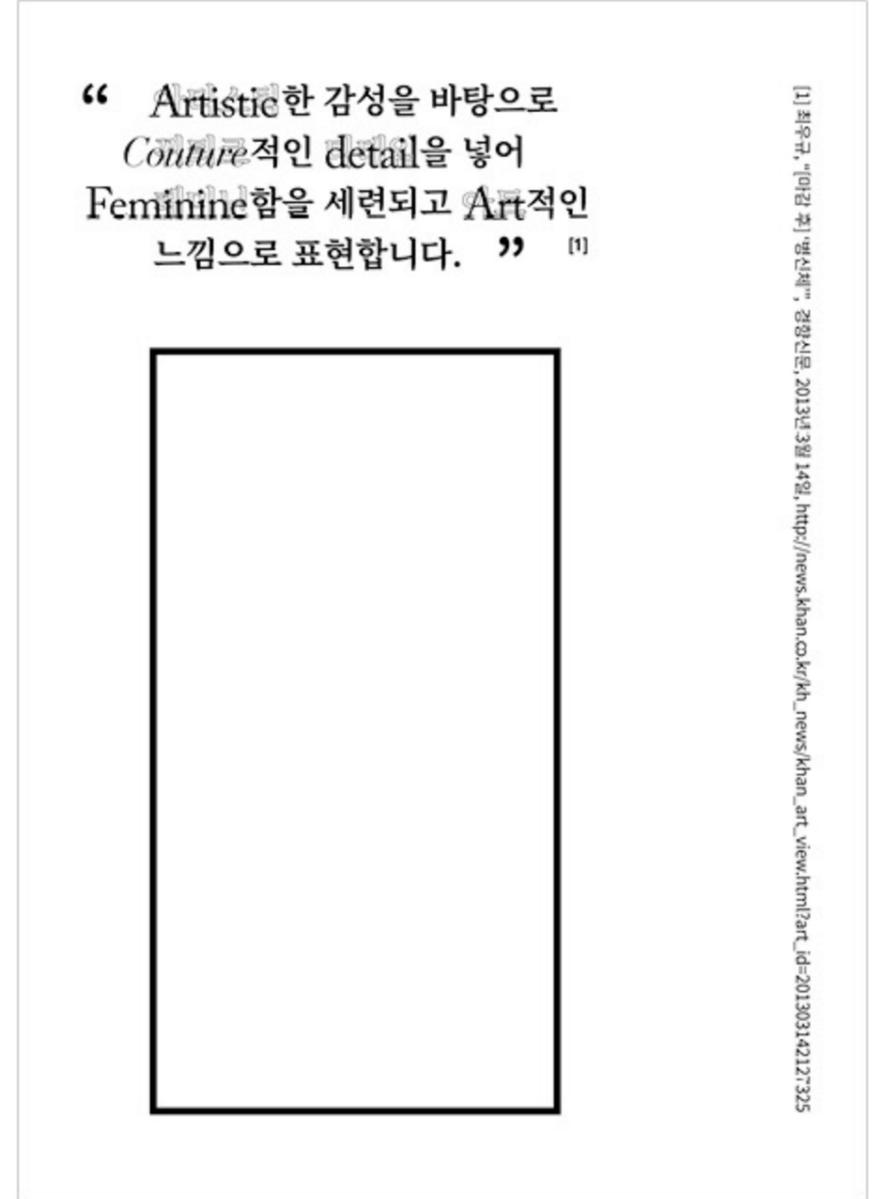
Kwon Ki Je
The Kings Letters
Professor, Yeungnam University



Kim Na Young
Father's Farm
Principal Designer, Samsung Bioepis



Kim Me Rae
Heeut
MA Student, Visual design, Ewha Women University



Kim Soo Eun
Self-reflection
Postgraduate, Seoul National University

Activities
 Obstacle Run Dunk
 Big Big
 Free Jump Area
 High Performance
 The Wall
 X-Box
 Leap of Faith
 Friday Super Session
 Saturday Night Jam

Classes
 BOUNCE FIT
 Fight Academy
 Kickboxing
 Taekwondo

Groups
 Corporate Events
 Corporate Membership
 School Groups

Promotions
 Birthday Parties
 2 Hour Superjam

바운스 바운스 바운스
 Cardiovascular fitness
 Low impact exercise

BOUNCE

BOUNCE Parties are 100% inclusive fun, packed with moments of joy guaranteed to fuel your weekend party fun. Get a taste of the exciting world of Freestyle in a safe and supervised environment.

Whether you're a beginner, intermediate or advanced, our fun learning style is guaranteed to get you something new. BOUNCE Parties are the ultimate fun and active way to celebrate.

Imagine a world where the rules of gravity no longer apply. Enter a massive warehouse full of colour and packed with activities for the whole family while also providing a training ground for world sports athletes.

Our mission is about making everyone forget the stress of their job... and get immersed in an atmosphere of adventure and fun. We are obsessed with customer service. We search the world for the most passionate, friendly and creative staff to help deliver a truly memorable customer experience.

BOUNCE Singapore is THE go-to place for a healthy and fun life. Our BOUNCE can be as easy or as challenging as you like - a training ground for world athletes, a place to kick back and look out over the ocean, or just a hardcore fun of cardio that lets you burn calories while having the time of your life. Our friendly staff are always there to look out for your safety and also show you a few moves along the way.

**한복
 꽃이
 되다**



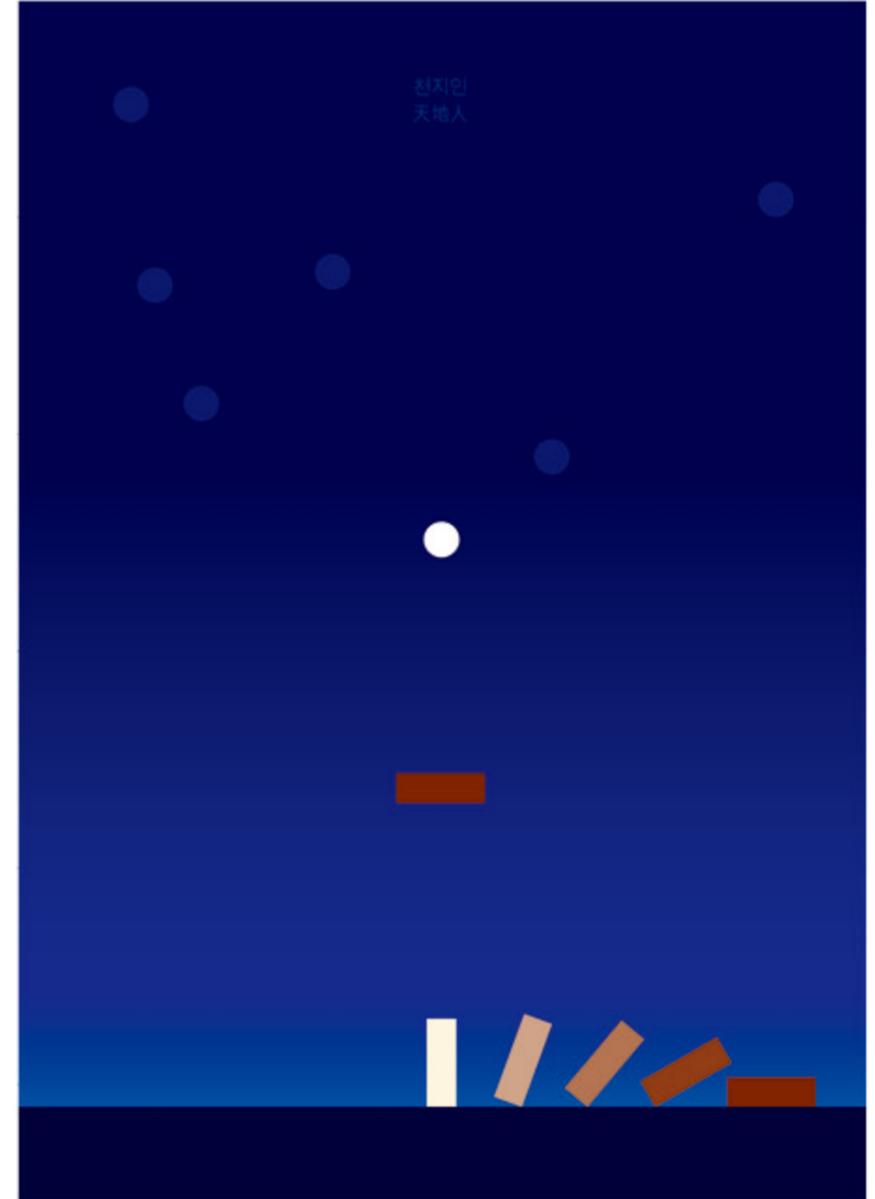
Kim Si Yeun
 Bounce
 Assistant Professor, Incheon National University



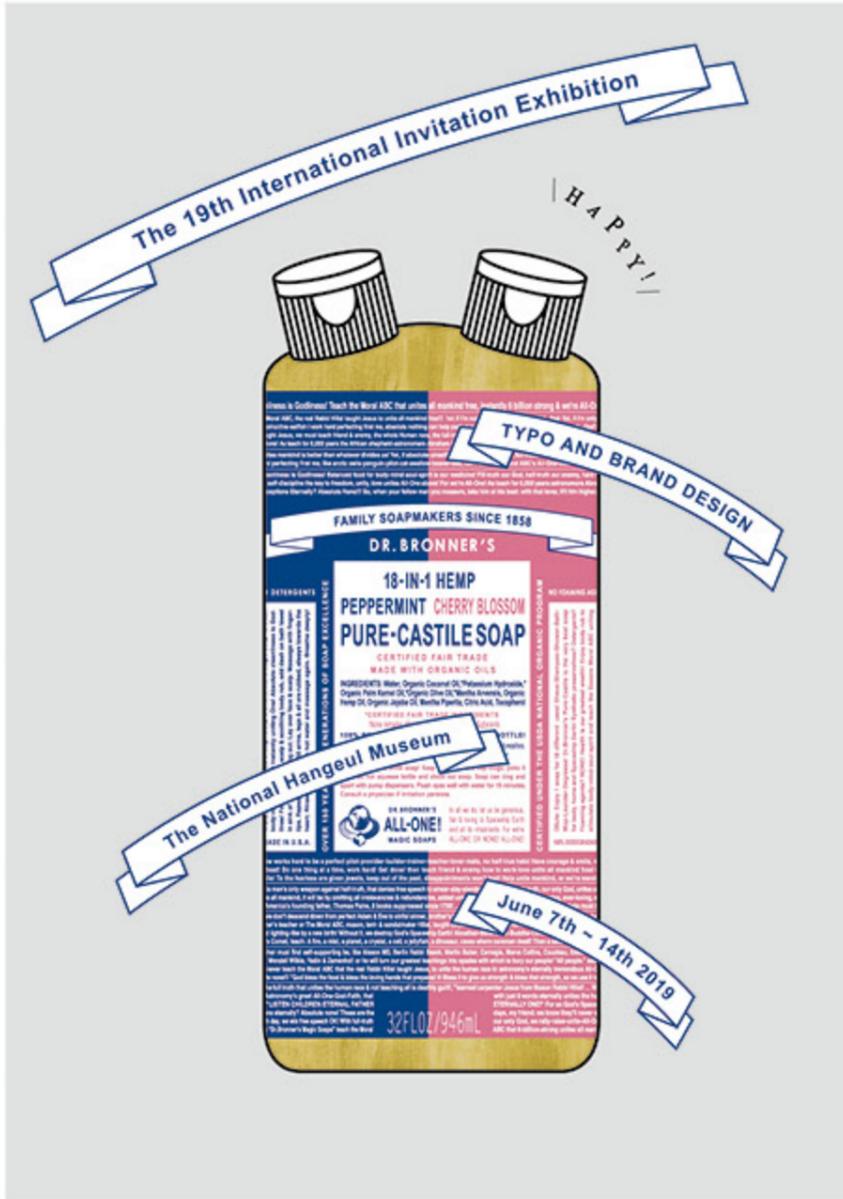
Kim Young Seak
 Hanbok, become a flower
 Adjunct Professor, Ansan University



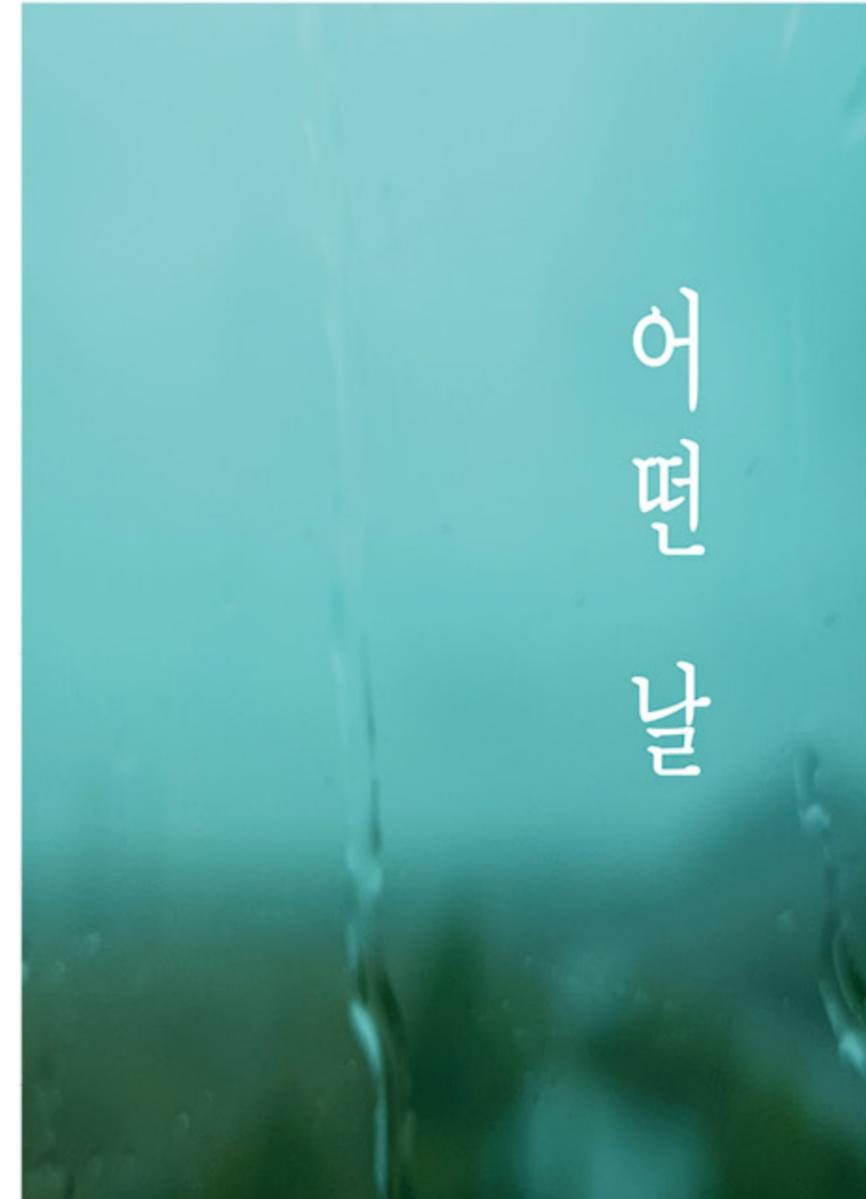
Kim Eun Seon
 Story of Korea
 Affiliated Professor, Namseoul University



Kim Jang Hoon
 Heaven, Earth, Man and Earth
 Assistant Professor, Yong In University



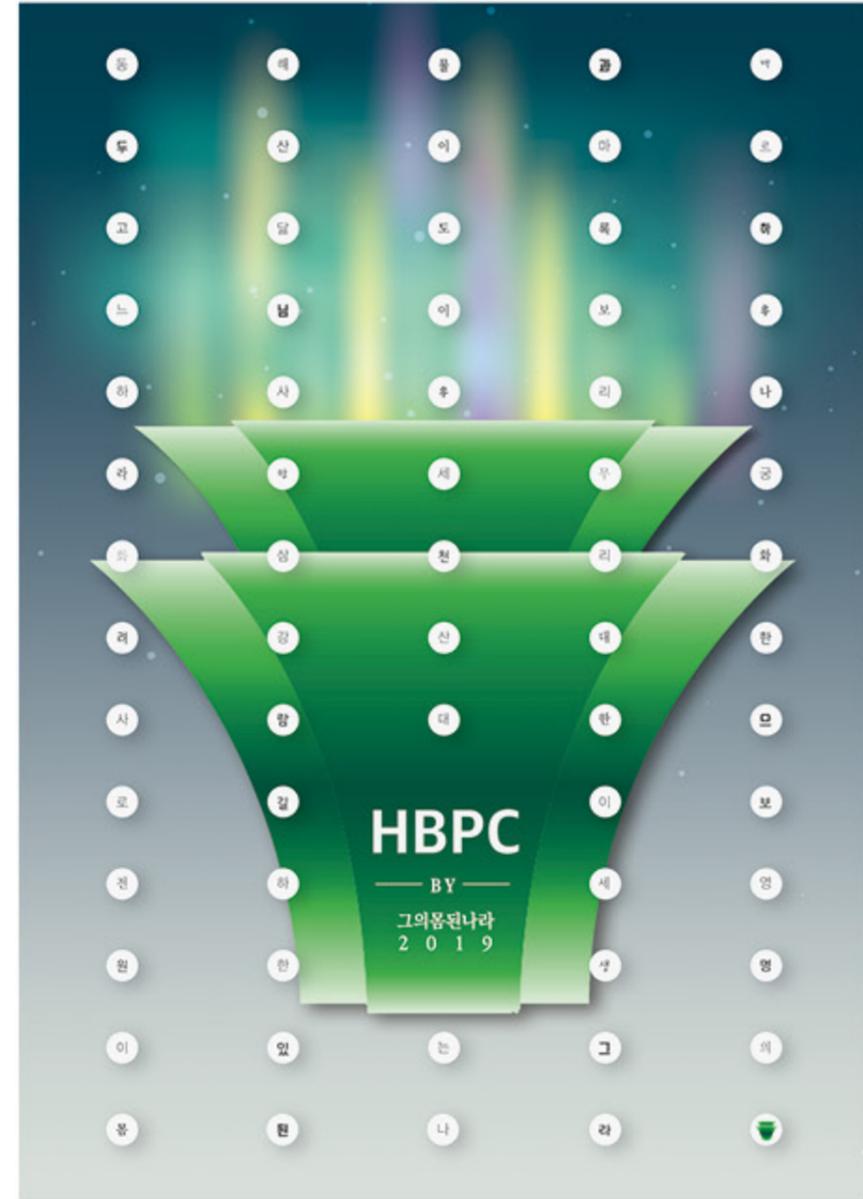
Kim Jae Hong
2019 Typo and Brand Design
Assistant Professor, Dong-A University



Kim Jeong Ah
Some days
Professor, Dept of Interior & Environmental Design, Keimyung University



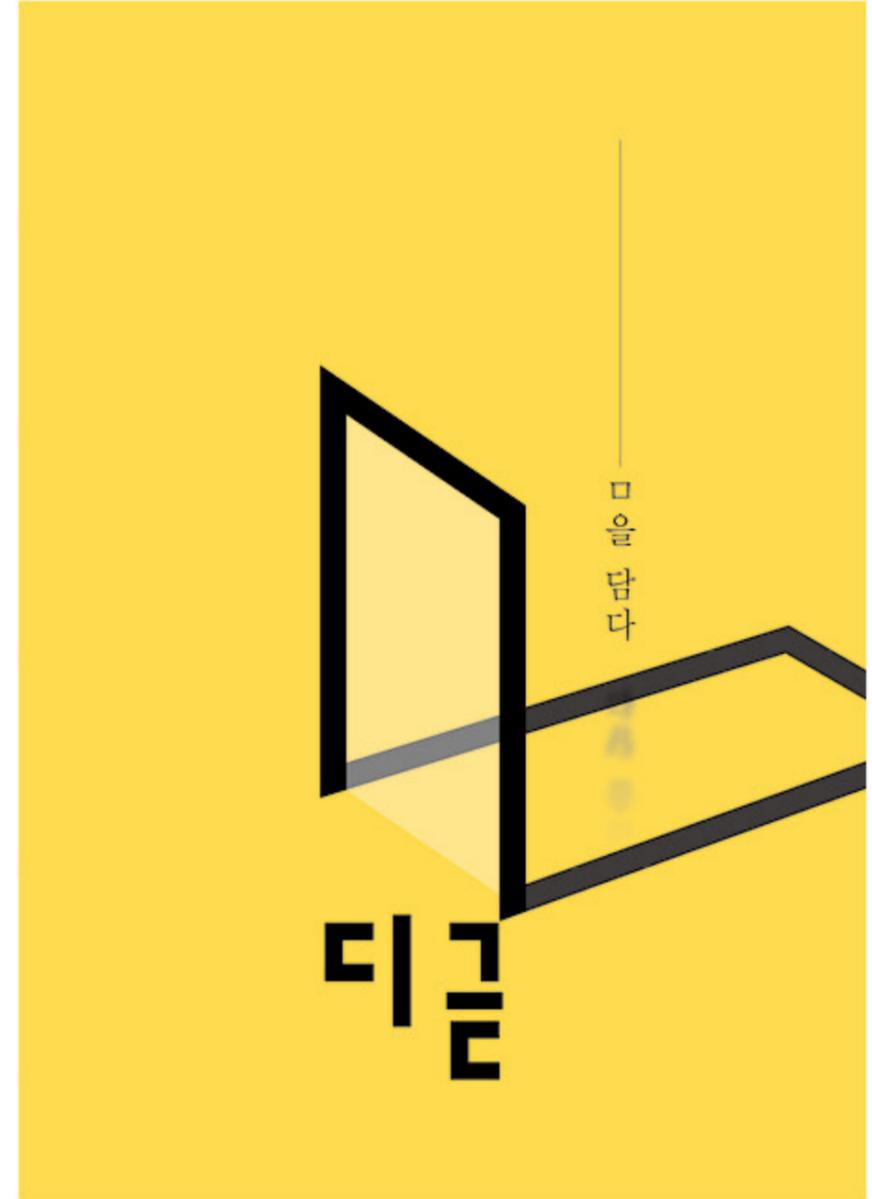
Kim Ju Yeon
ChupaChups Hangeul Typography
MA Student, Hongik University



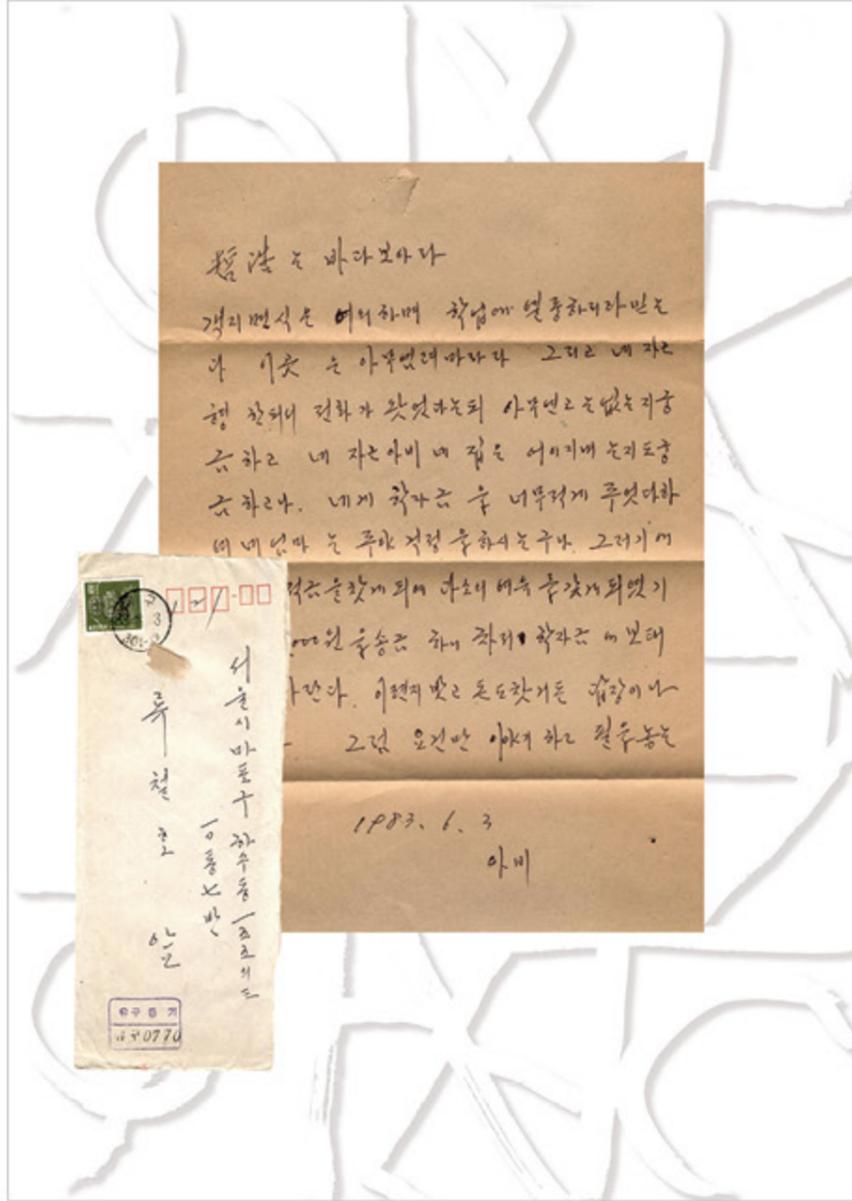
*본 작품은 장안대학교의 2019학년도 학술 연구조성비를 지원받았습니다.
Kim Tae Ho
HBPC Poster Design
Professor, Jangan University



Kim Hye Jin
BOM; When I see you, my heart is spring
Artist, International Art Exchange Association



Roh Joo Hyun
Digeud, Contain the □
Professor, Yeosu Institute of Technology



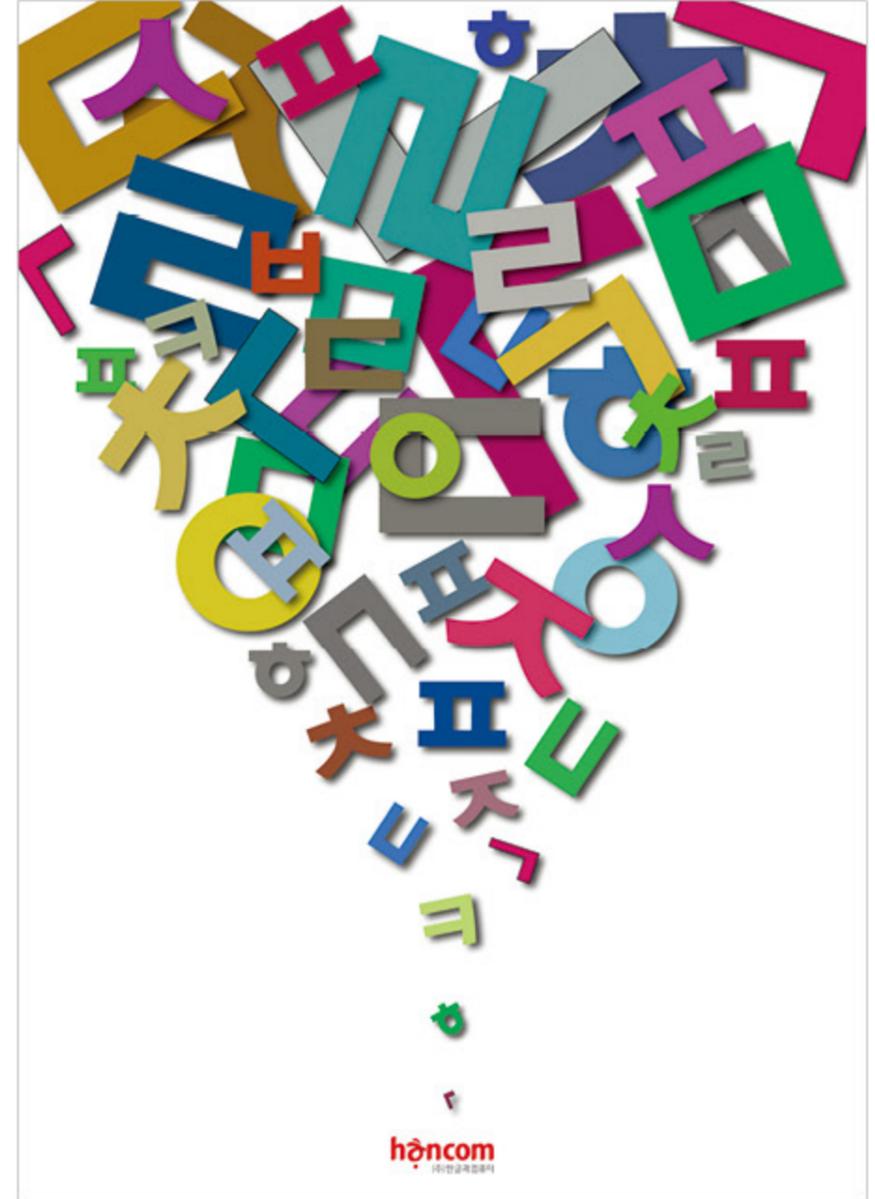
Ryoo Cheul Ho
Fathers letter
Professor, Konyang University



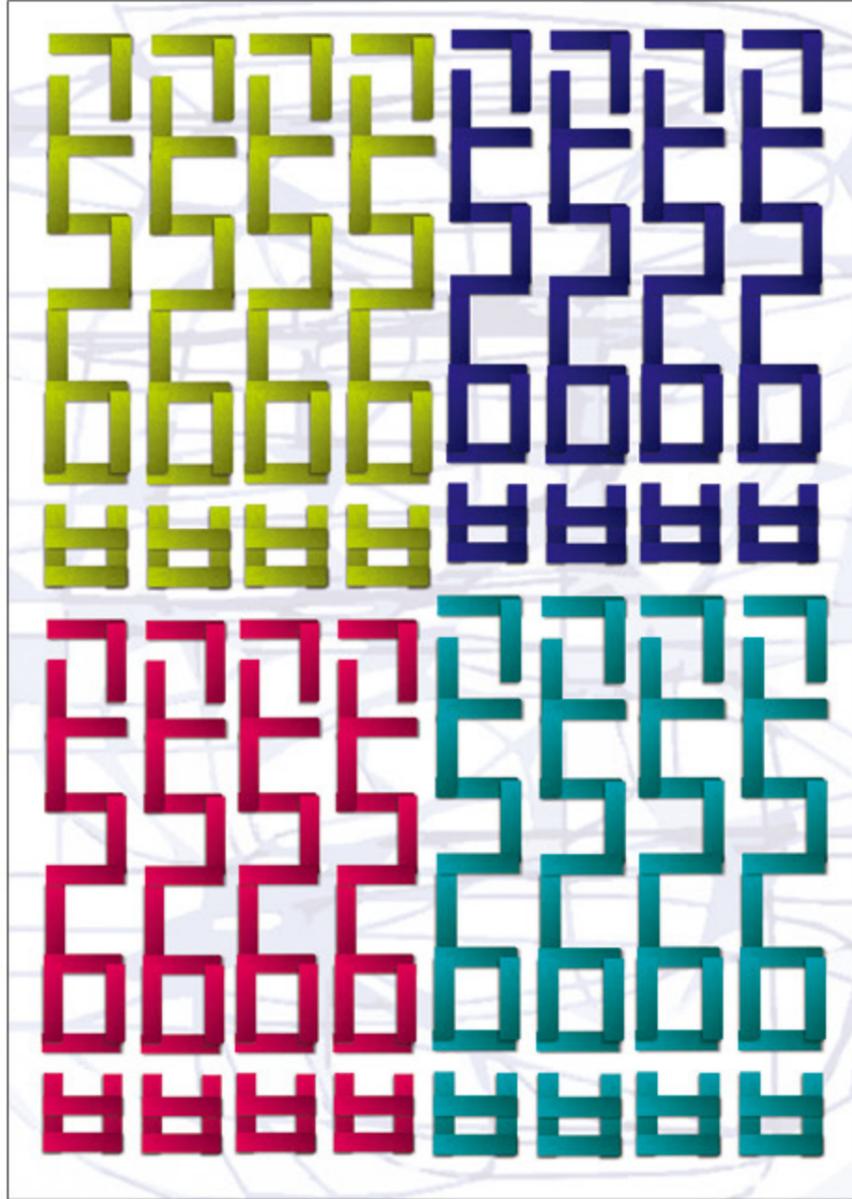
Myung Kye Soo
Korean Font - Bright
Professor of Emeritus, Konkuk University



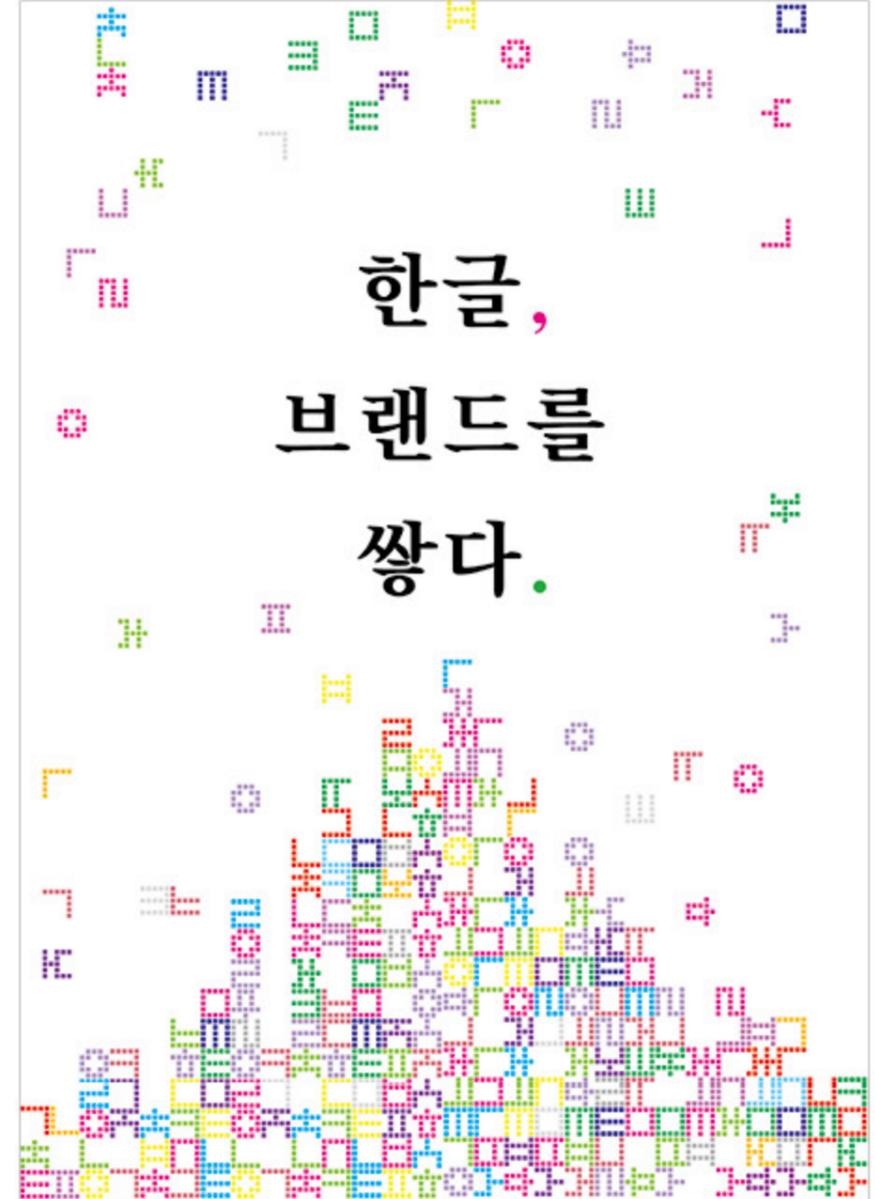
Park Kyung Ok
Amulet
Assistant Professor, Silla University



Park In Seong
Poster of hancom
Professor, Pyeongtaek University



Seo Su Mi
Han6
Assistant Professor, Gwangju University



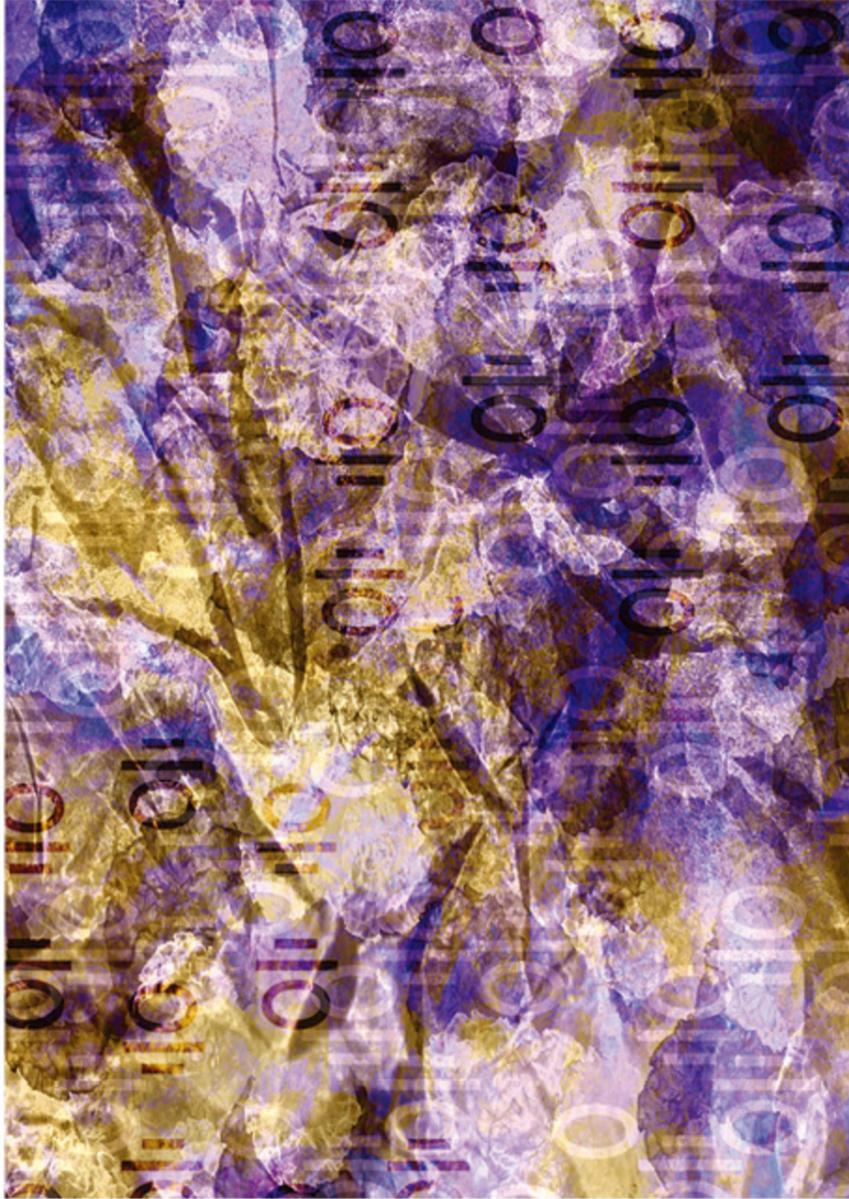
Seo Soo Woong
Hangeul blocks build brands
Professor, Ansan University



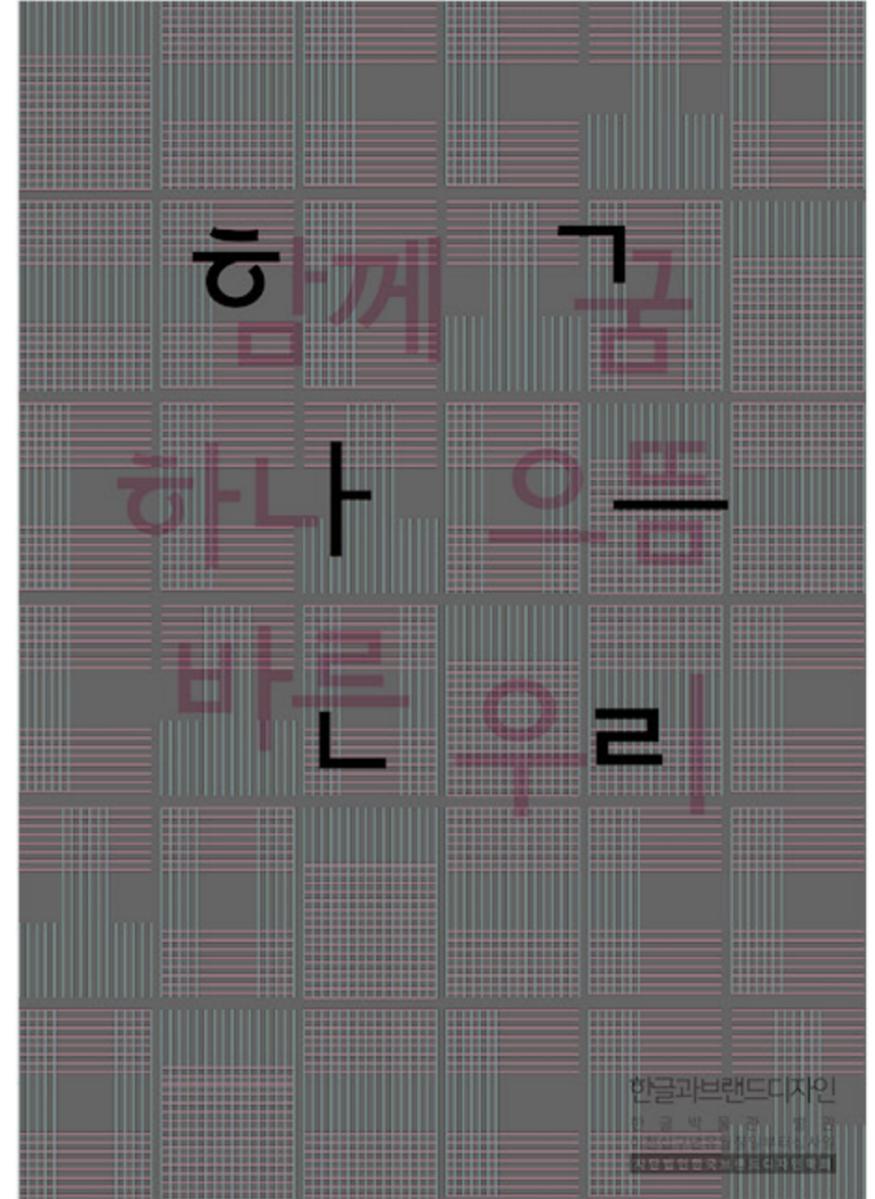
Suh Seung Yeon
Ssangsiot
Professor, Sangmyung University



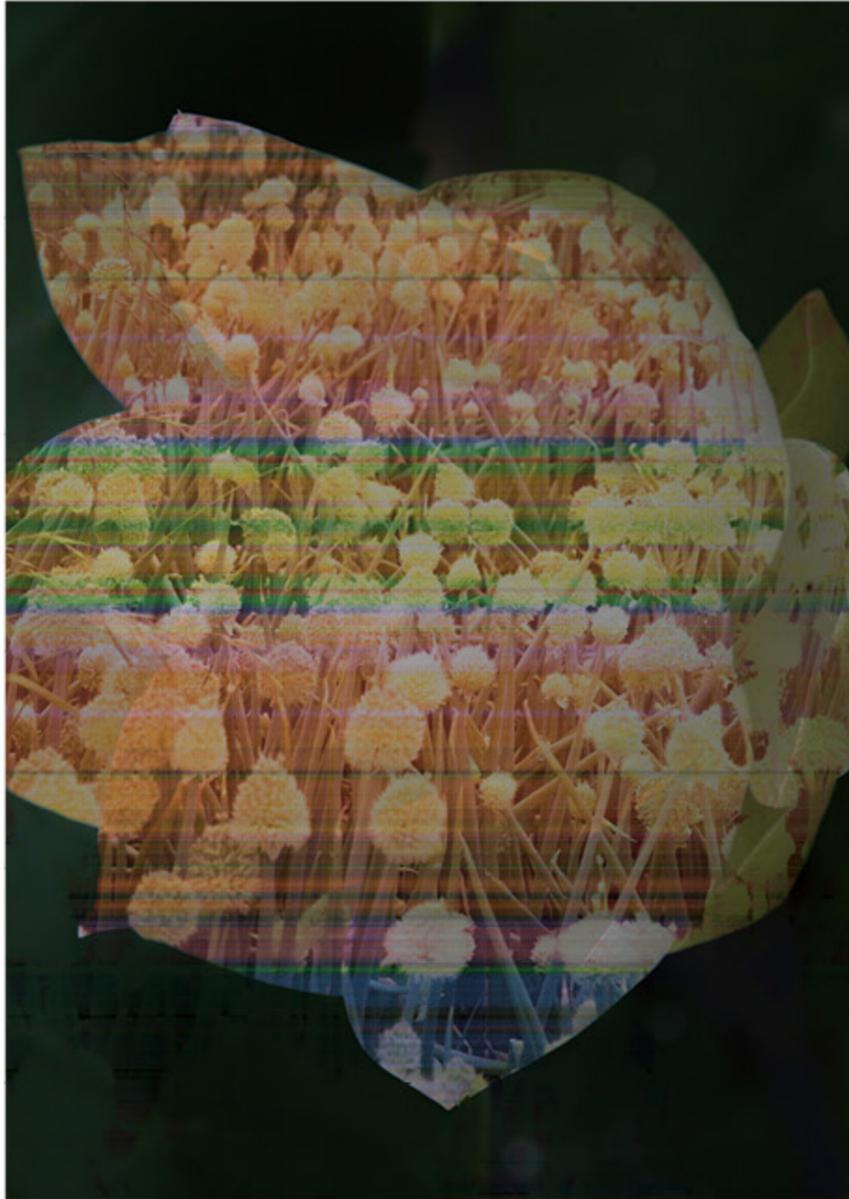
Song Dong Won
Hite
PhD Student, Communication Design, Hanyang University



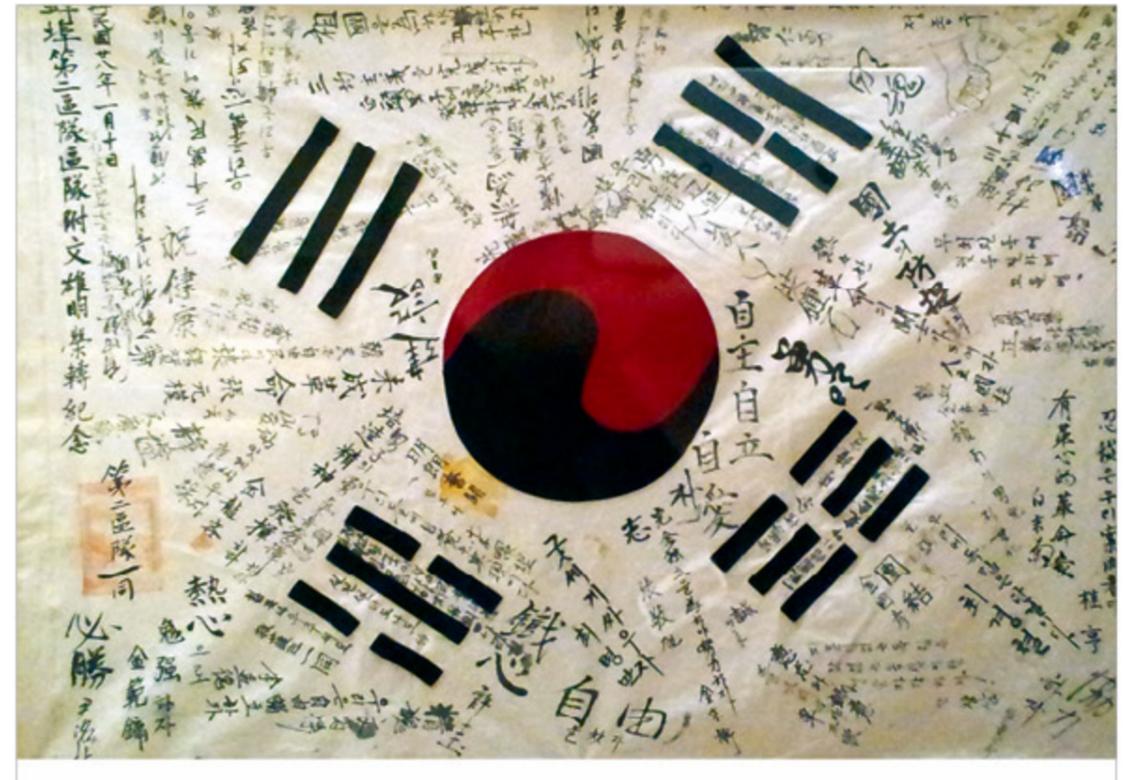
Yang Leen
Hangeul and Brand
Professor, Sangmyung University



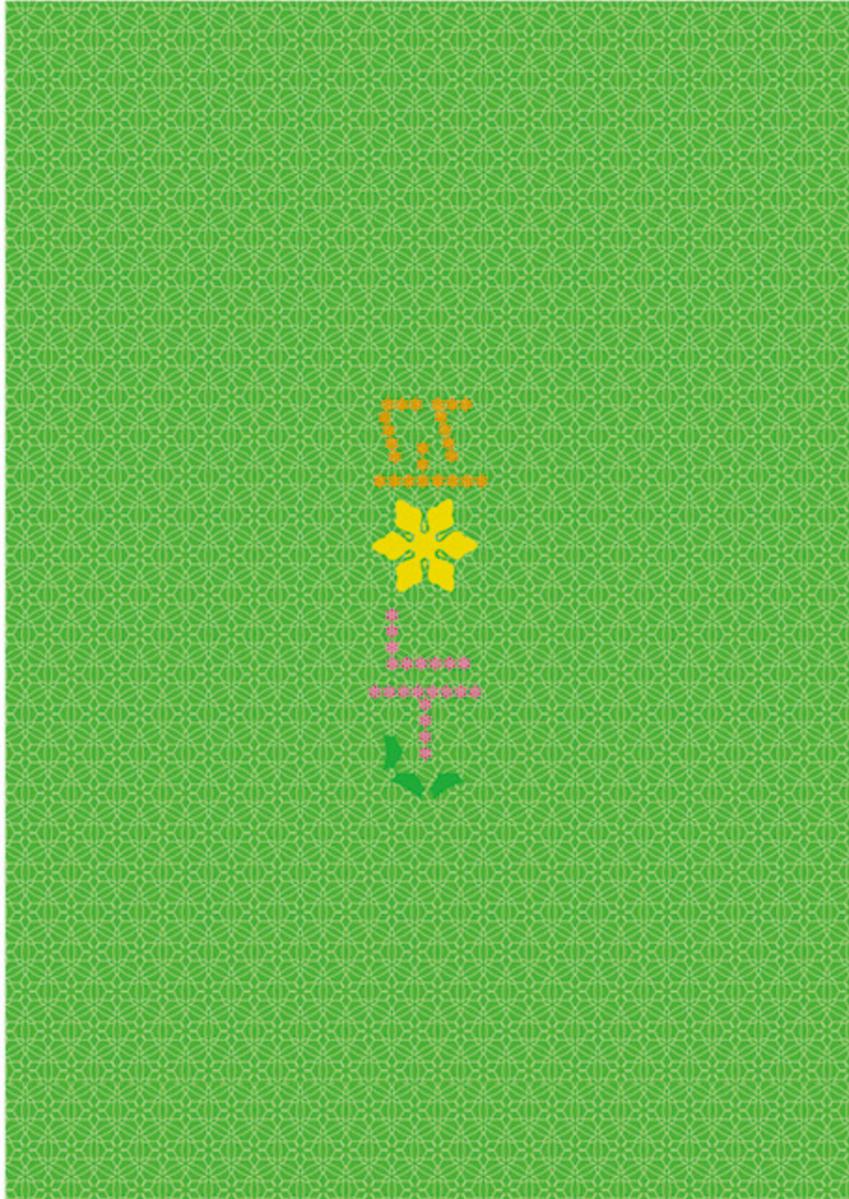
Yang Jae Hee
HANGEUL
General Manager, Creative Lab.



Yang Jin Sook
 Communication 19-6
 Professor, Hanyang University



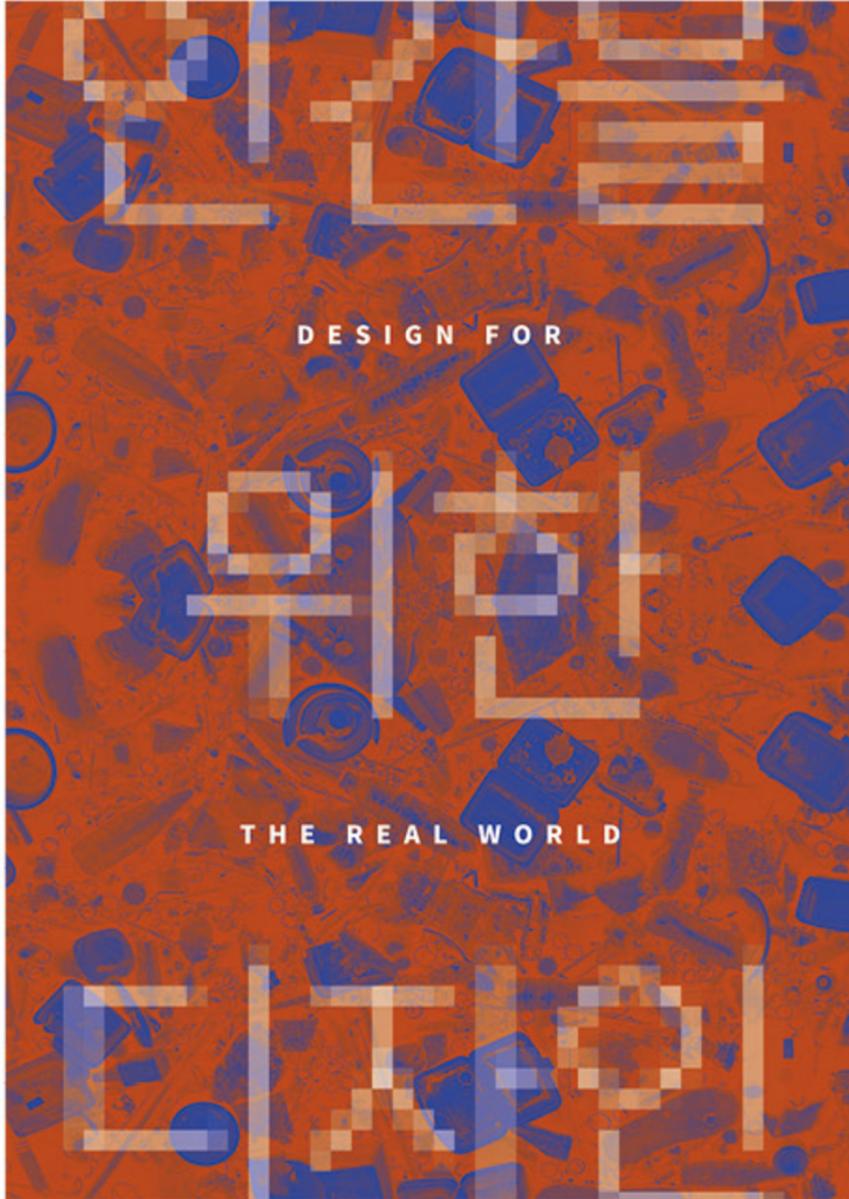
Yang Cho San
 Taegukgi
 Professor, Choungnam State University



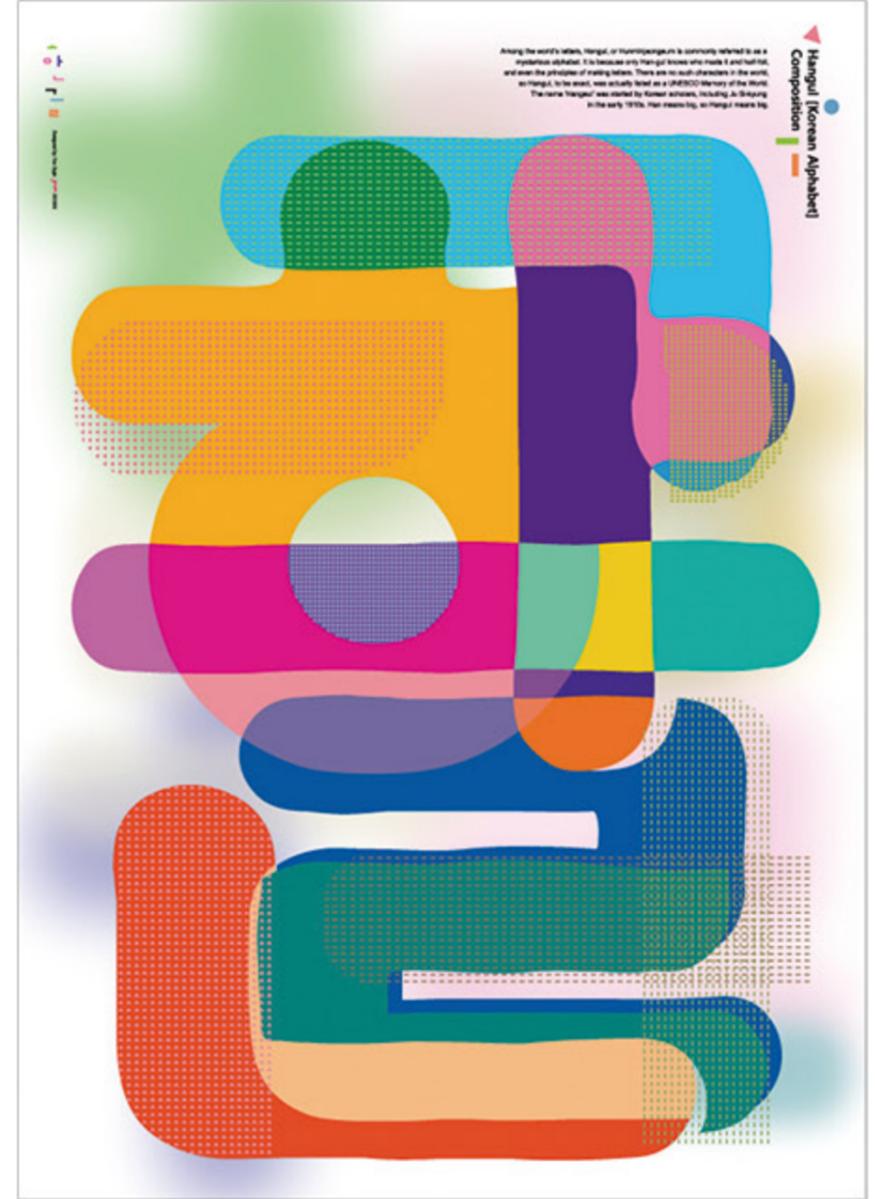
Oh Ji Yeon
Oh, Jiyeon
Adjunct Professor, Hanyang University



Yoo Myung Hwan
Lets Make K-brand into Hangeul
Professor, Korea Soongsil Cyber University



Yu Eun
Design for the real world
Assistant Professor, Seoul National University of Science and Technology



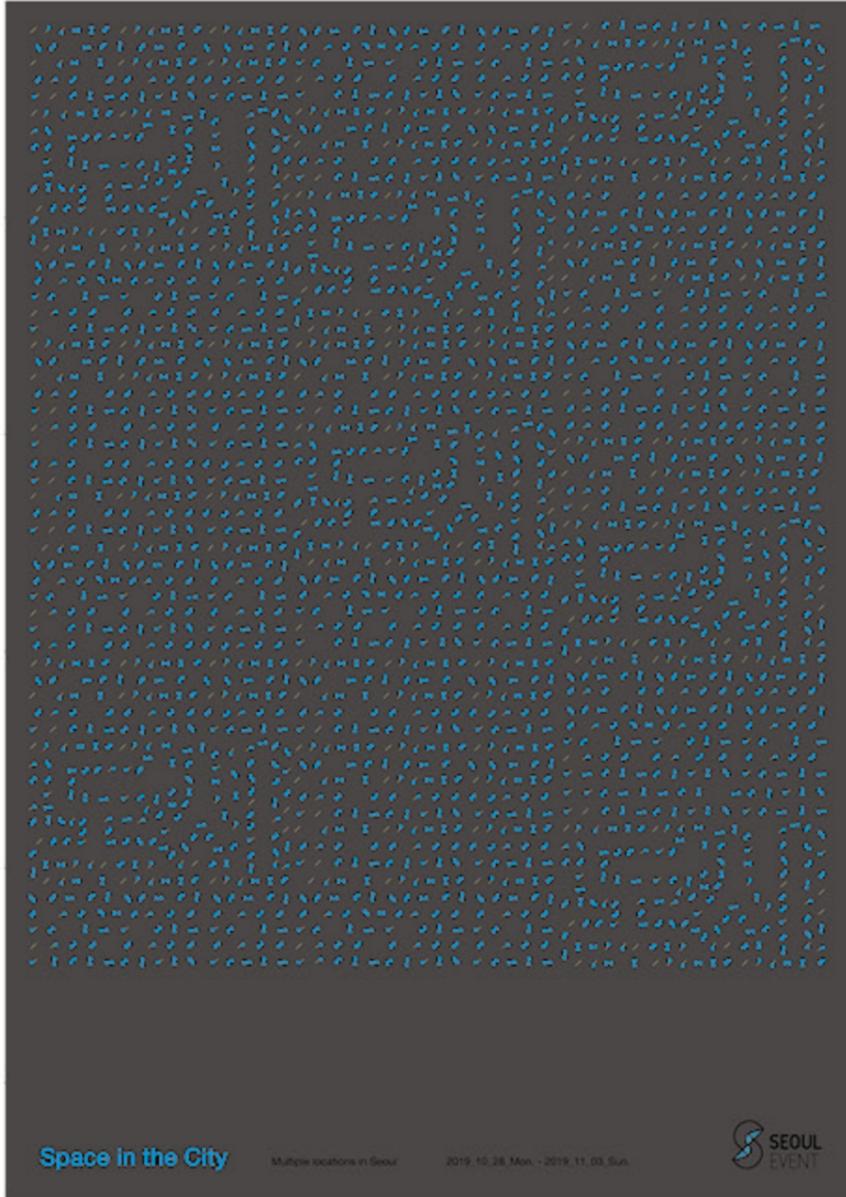
Yun Su Jin
Hangul Composition
Assistant Professor, Far East University



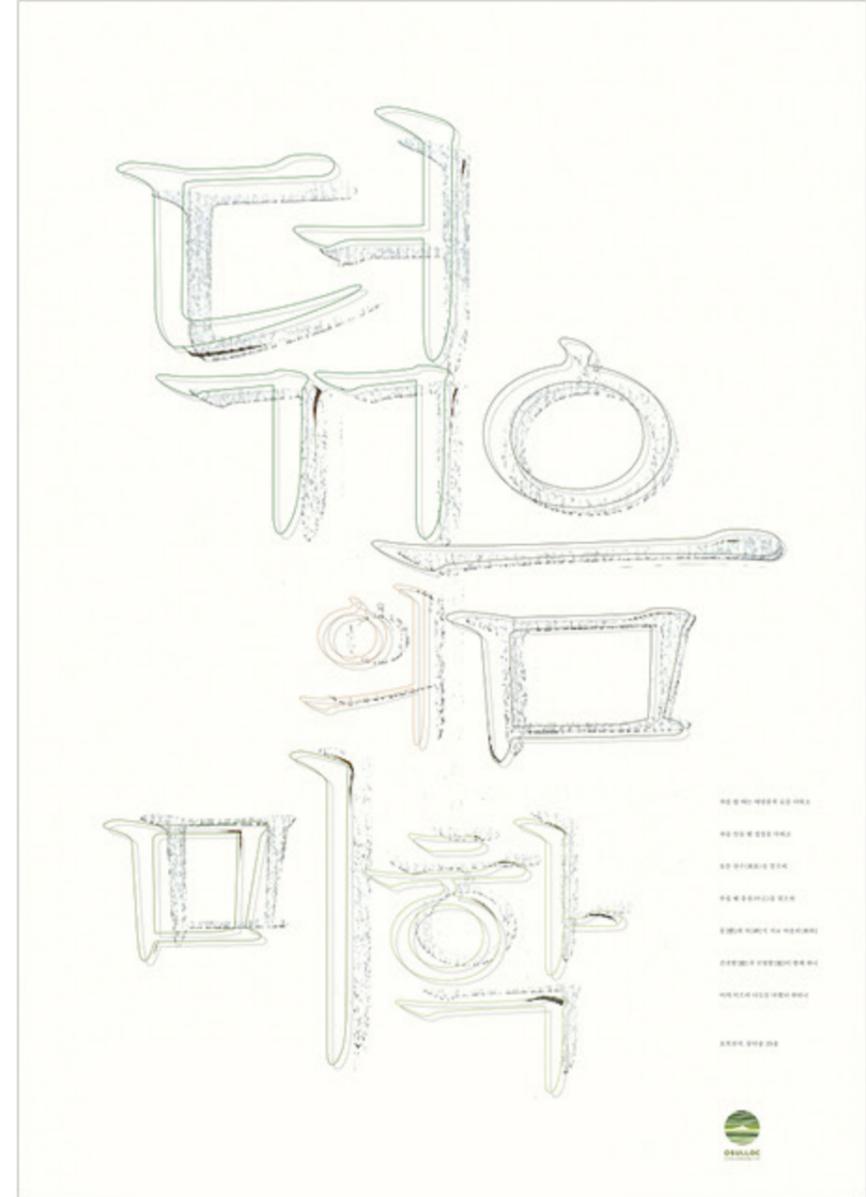
Lee Mi Young
 Hangeul and Brand Design
 Professor, DaeJin University



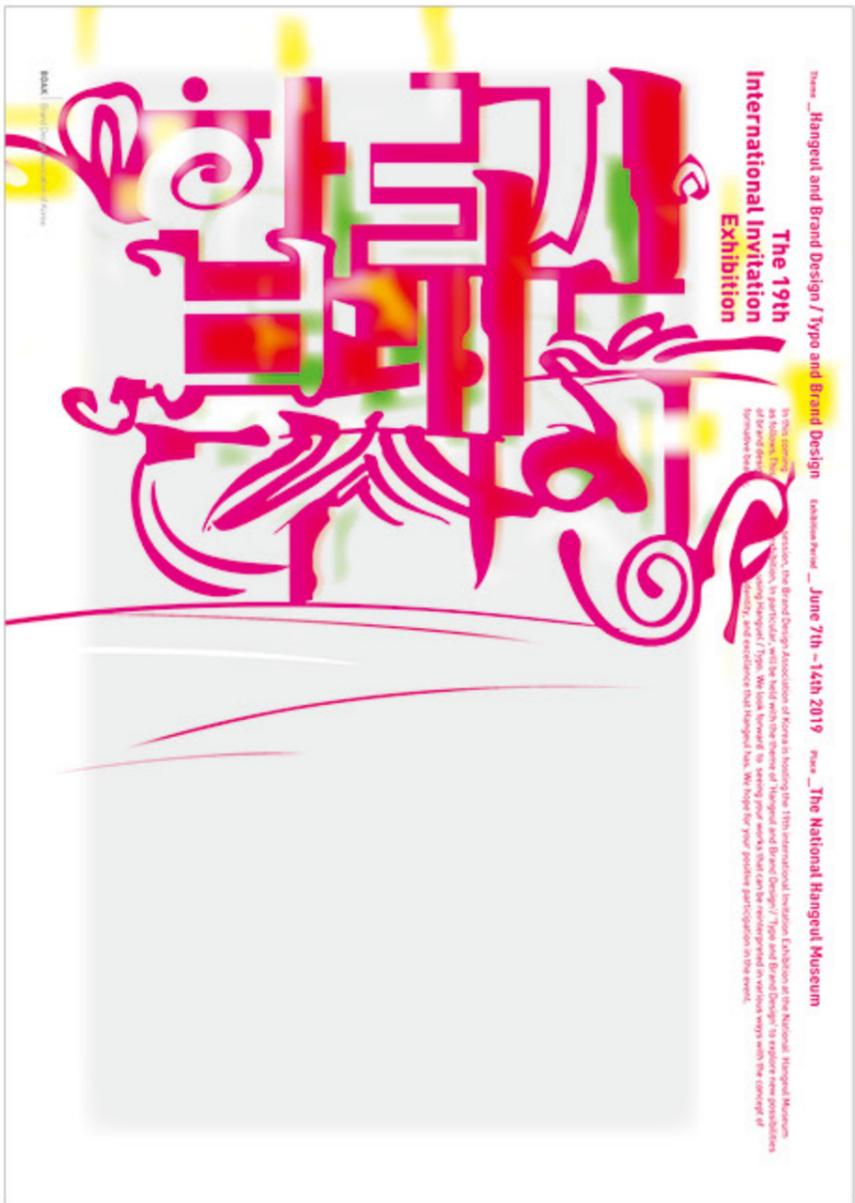
Lee Sa ra
 Moduga
 Lecturer, Shinhan University



Lee Seo Jin
Space in the city
Professor, Incheon National University



Lee Soo Jin
Roasting and flavor
Associate Professor, Namseoul University



Lee Won Jin
Hangeul & Brand Design
Professor, Dept. of Visual Communication Design, Hansei University



Lee Eui Ho
CAFE-You can not see the sea
Professor, Korea Polytechnics, Incheon



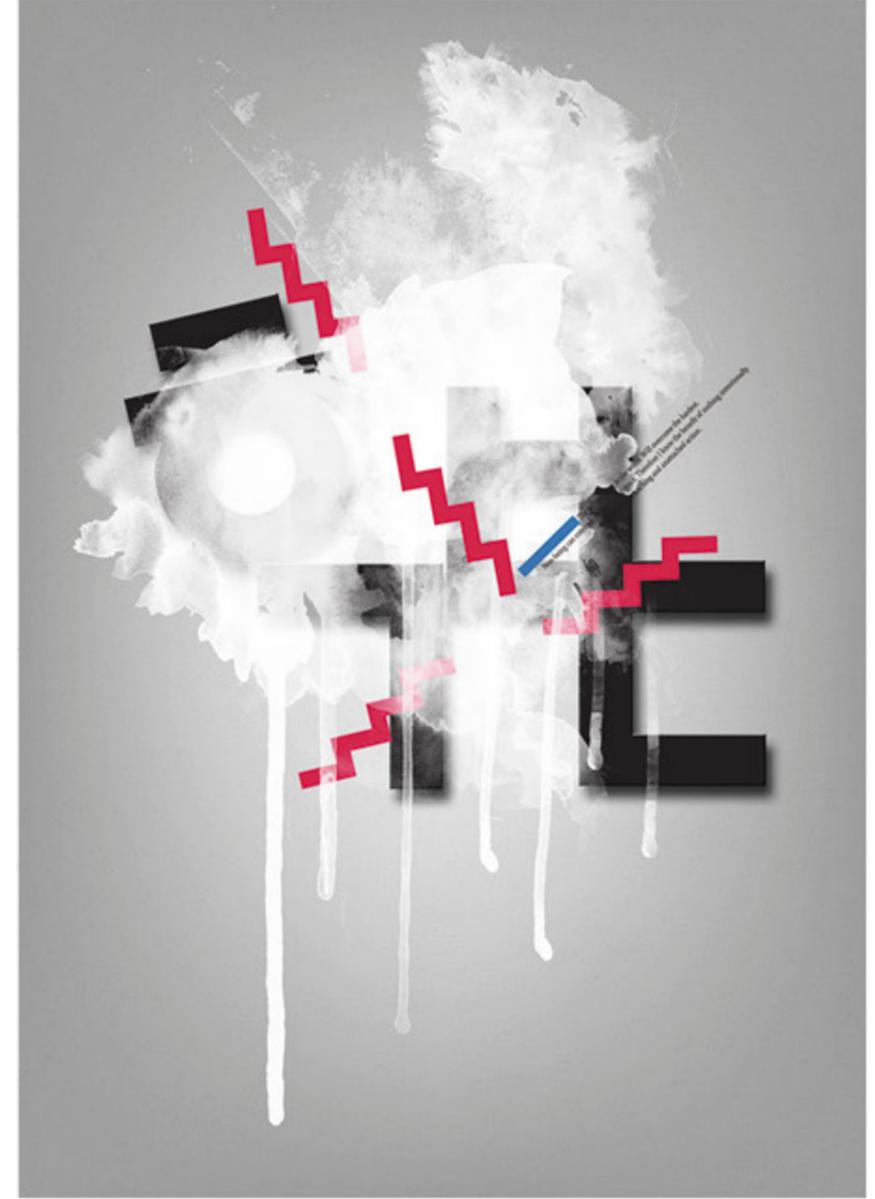
Lee Chang Soo
Hangeul and Brand
Professor, Cyber of Korea University



Lee Hyeon Ju
Lets take a break
Professor, Shingyeong University



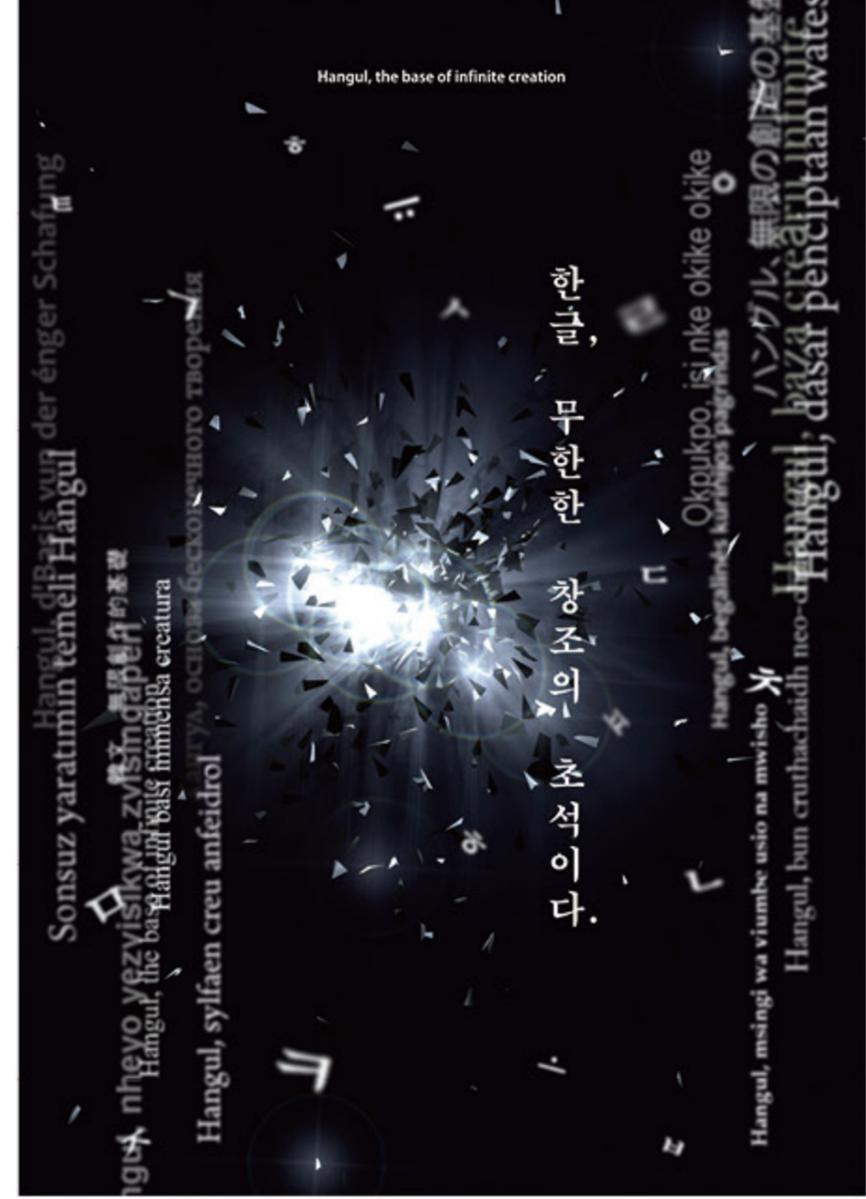
Im Hun Hyouk
 Reinterpretation of Folk Arts
 Professor of Emeritus, Kyunghee University



Jang Chun Gun
 BD 553
 Professor, Pukyong National University



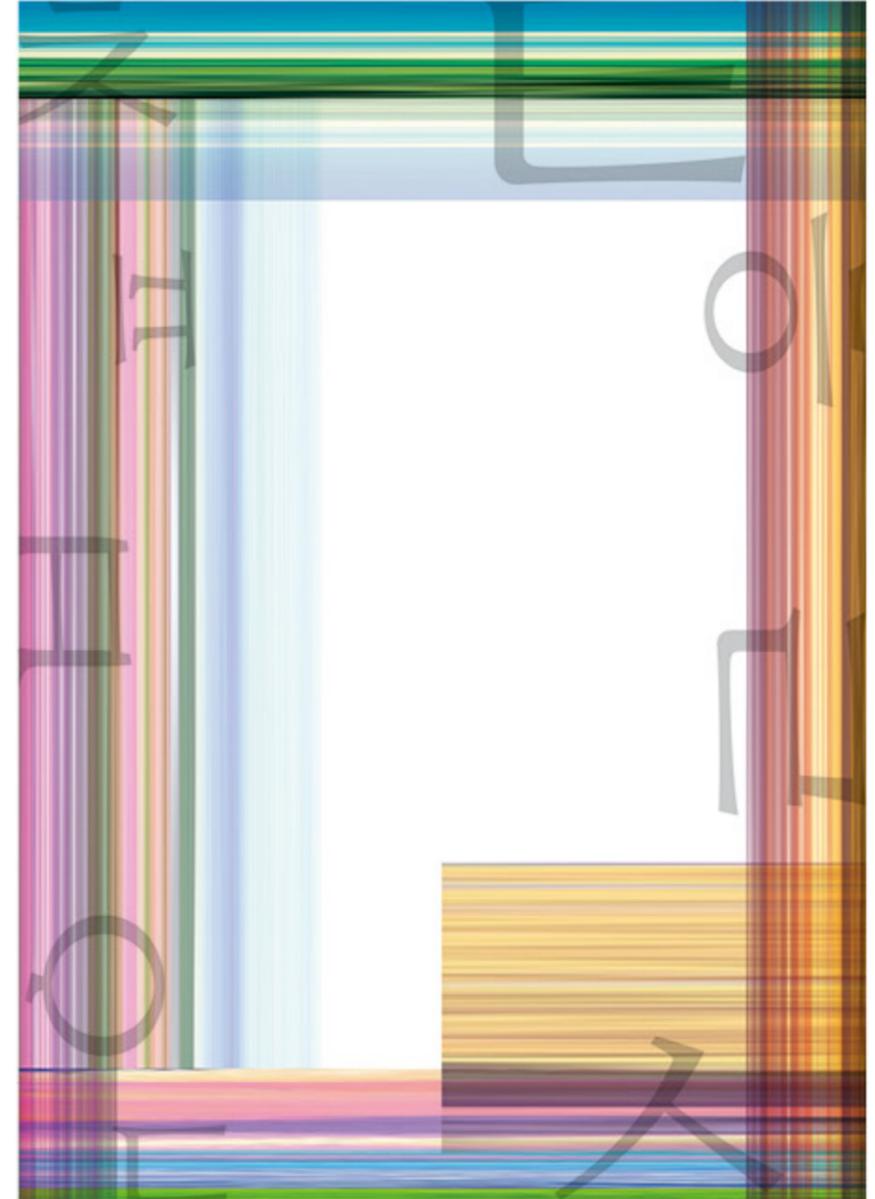
Jang Hyo Min
Image of Airang
Professor, Korea National University of Transportation



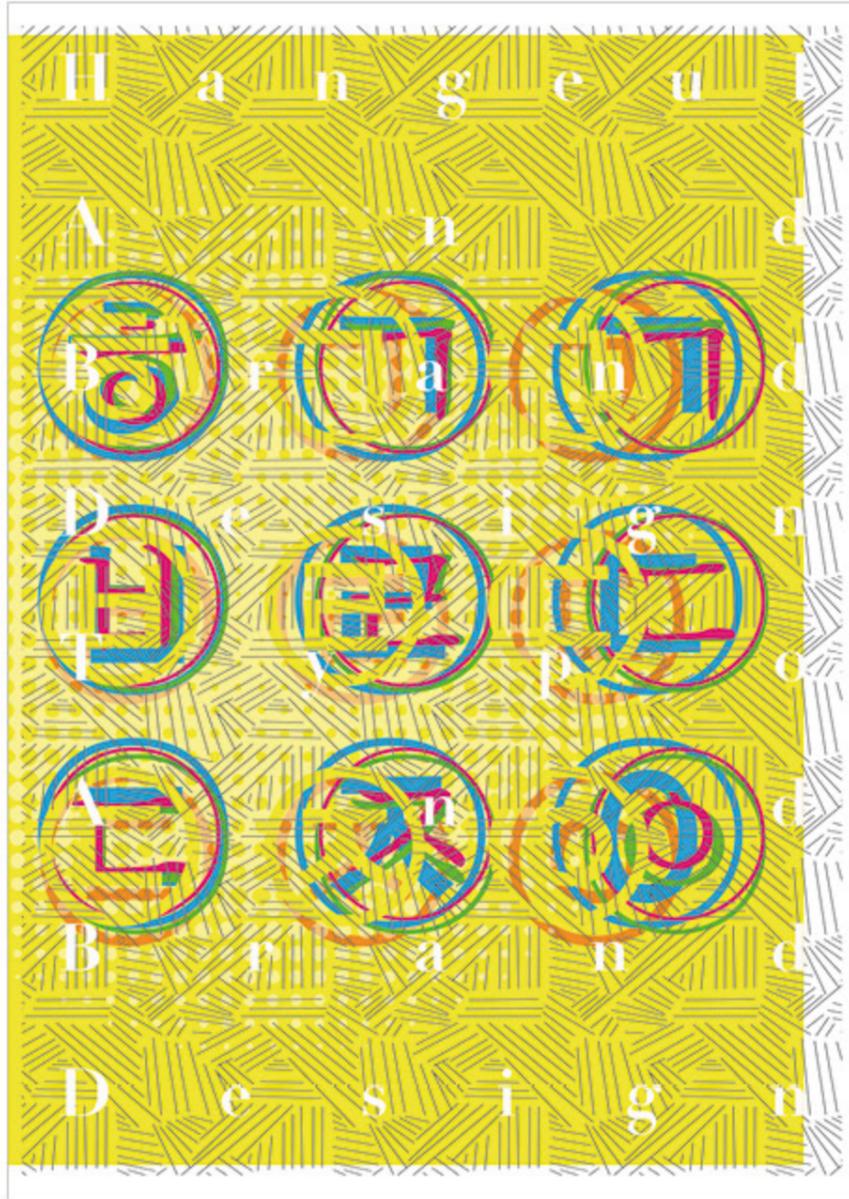
Jeong Byoung Guk
Hangul, the base of infinite creation
Professor, Visual Information Design Dept., Namseoul University



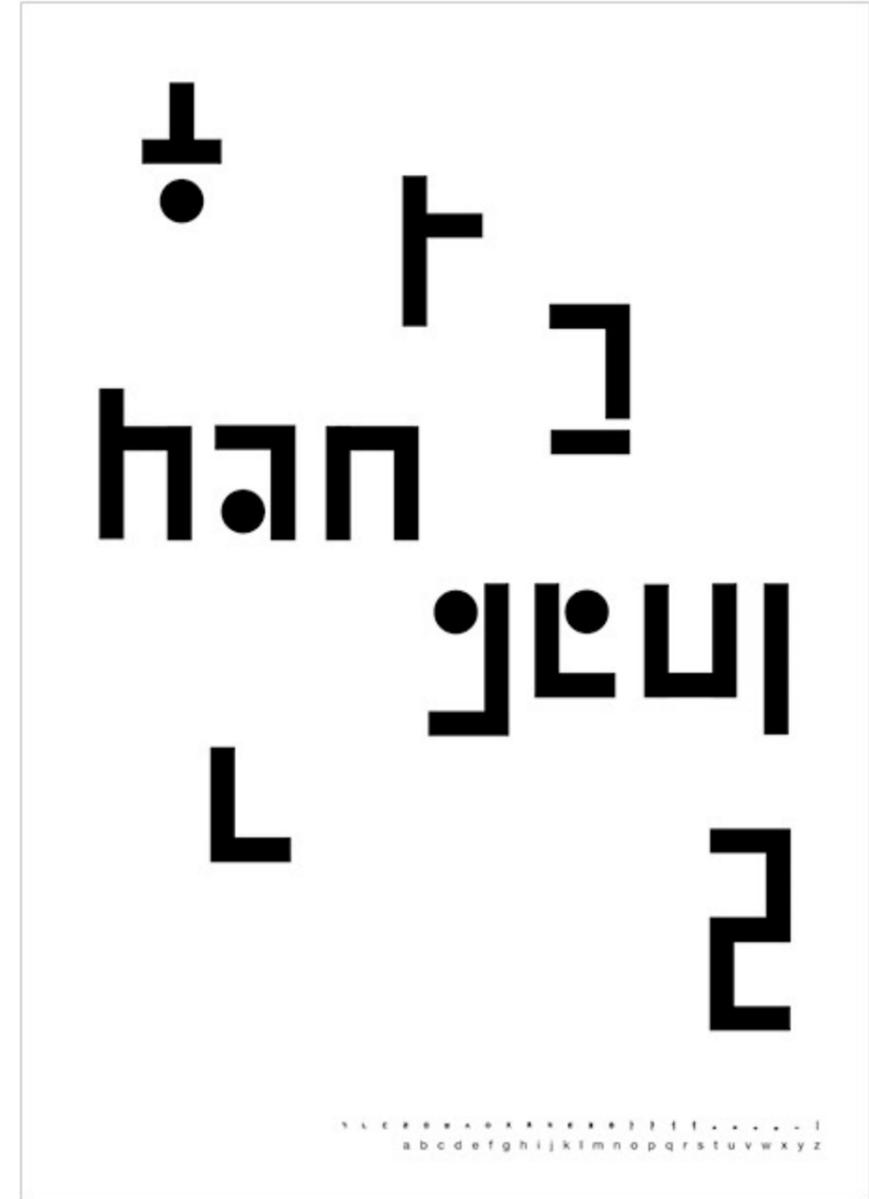
Jung Yu Kyung
 Single vowel tree travel
 Professor, Anyang University



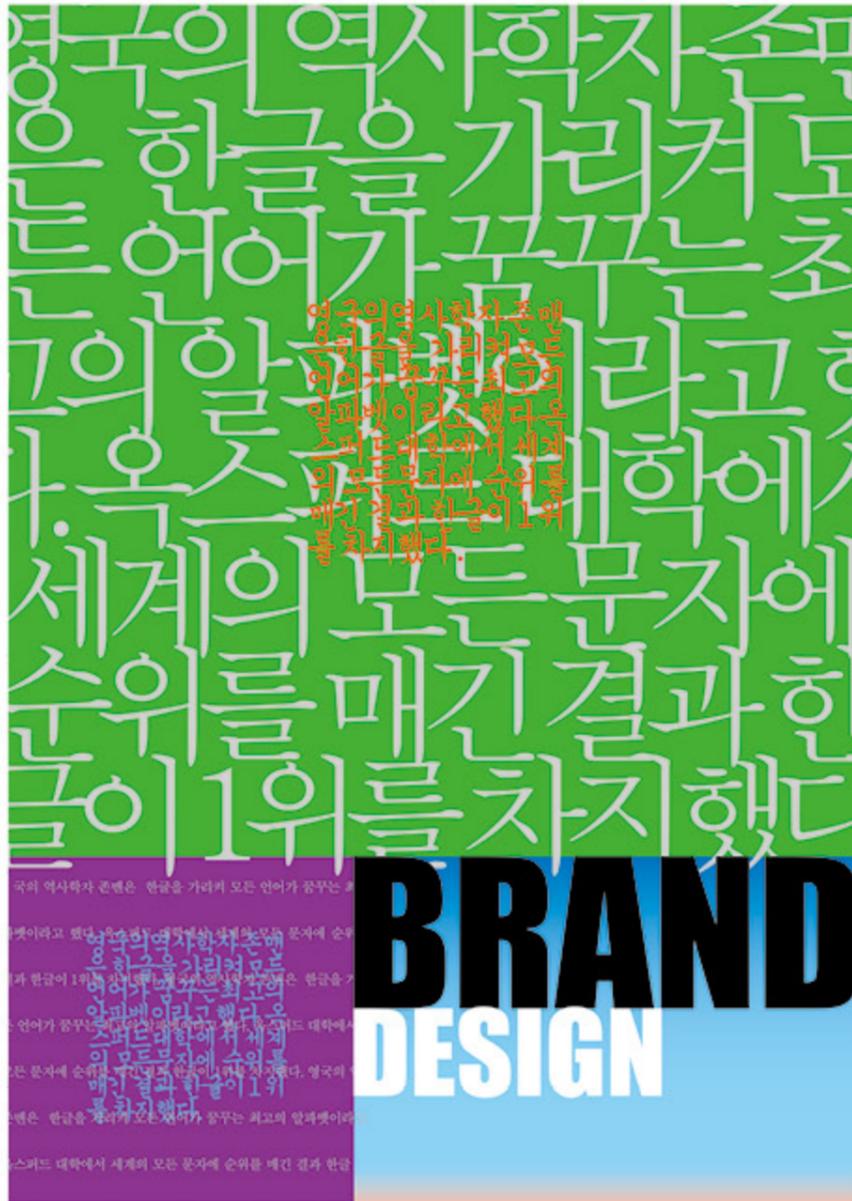
Jeong Jin Young
 No name
 Professor, Visual Design, Mokwon University



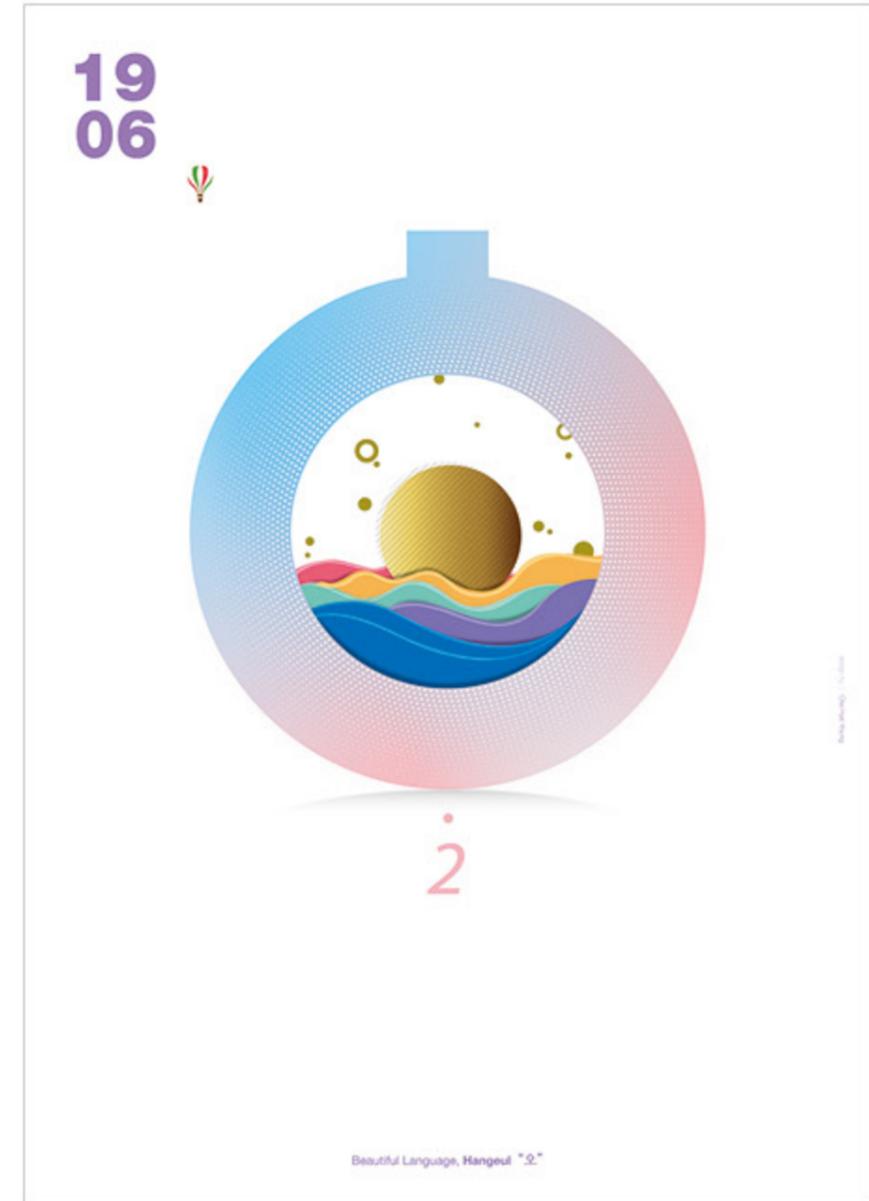
Cho Jin Kyoung
 Hangeul and brand design
 Visiting Professor, YongIn University



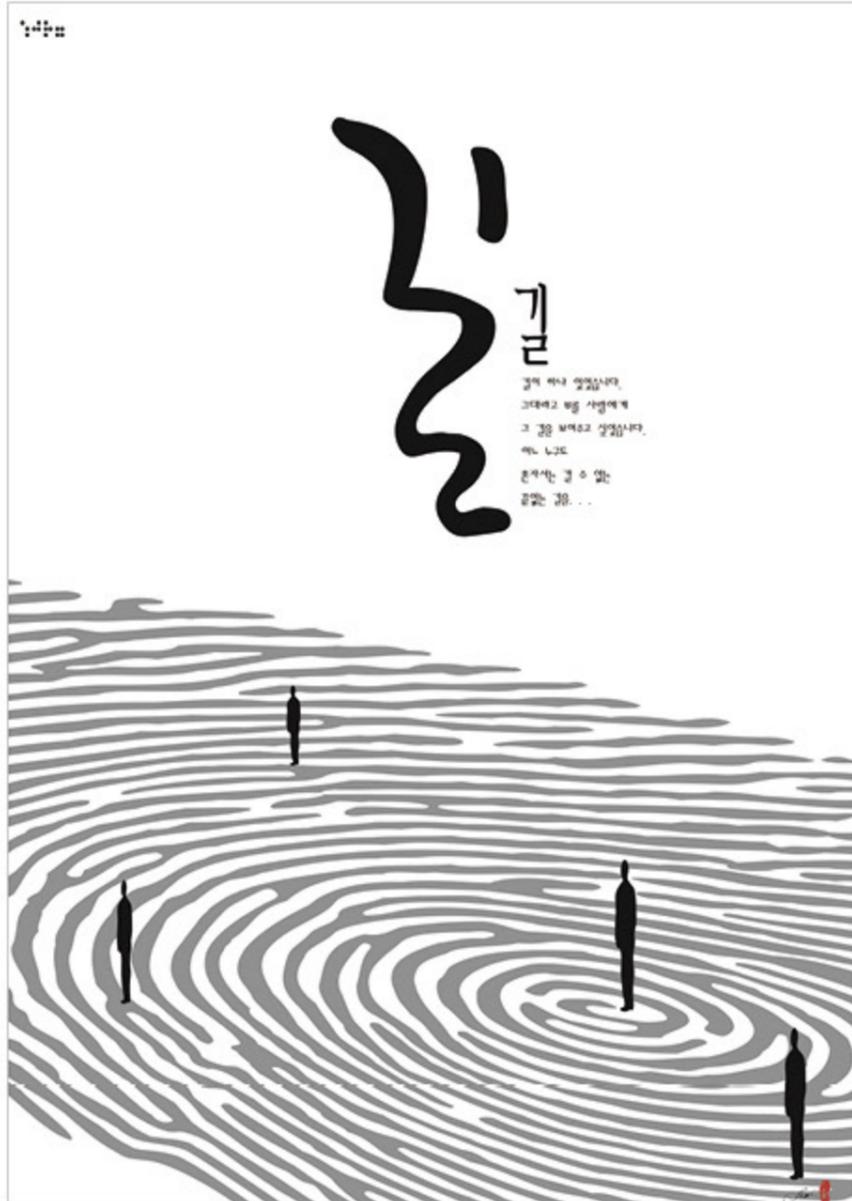
Jo Hyeon Jin
 Hangeul Alphabet
 CEO, Studio Flat5



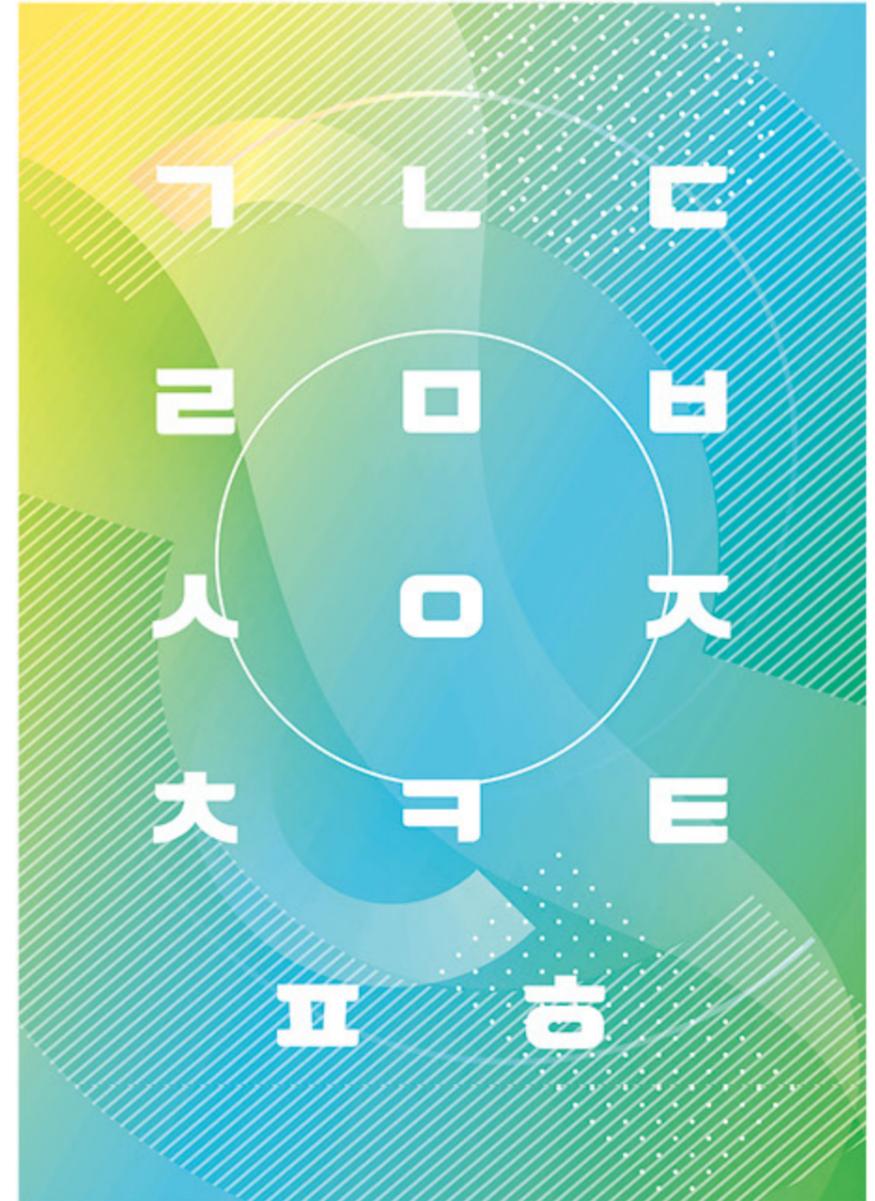
Jin Won Jai
Hangeul & Brand Design
Professor, Industrial Design, Shin Han University



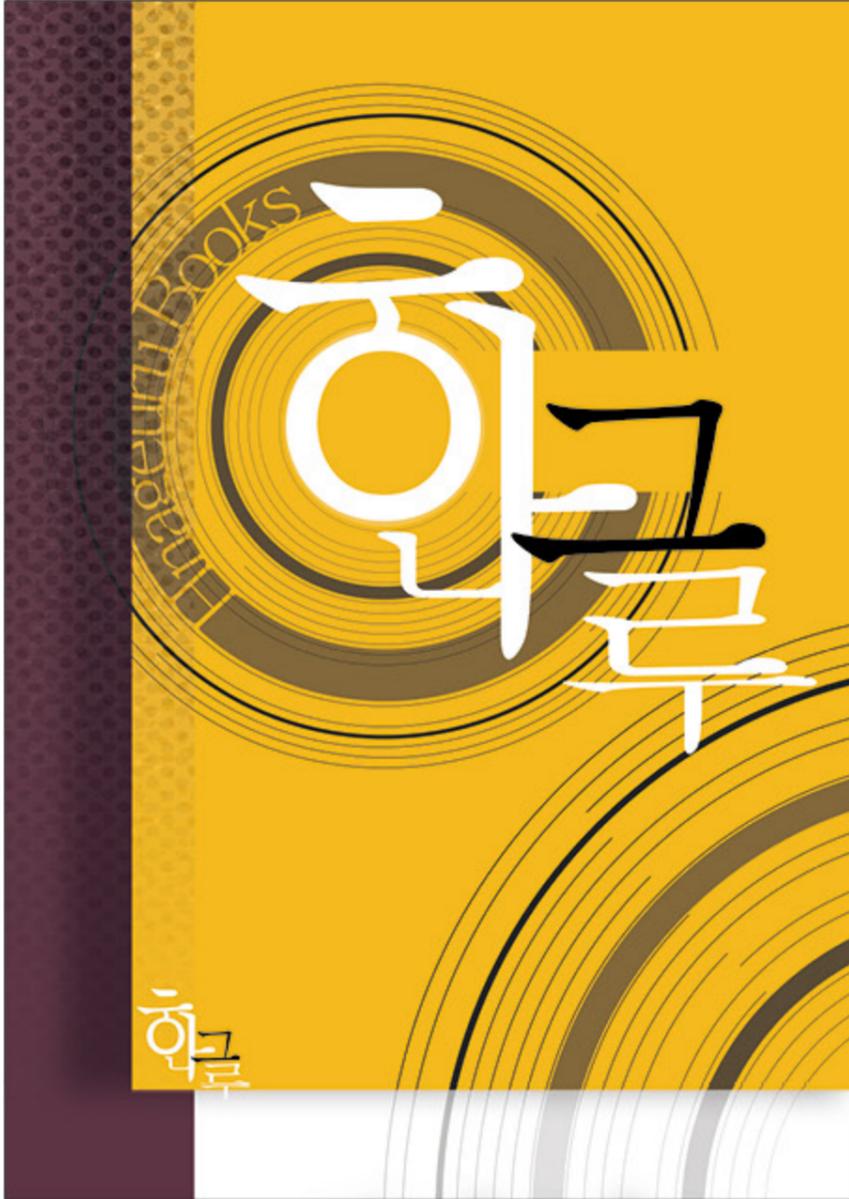
Cha Hye Young
Beautiful language, Hangeul 오
CEO, design,EDA



Chol Young Ok
Way
Professor, Baekseok Culture University



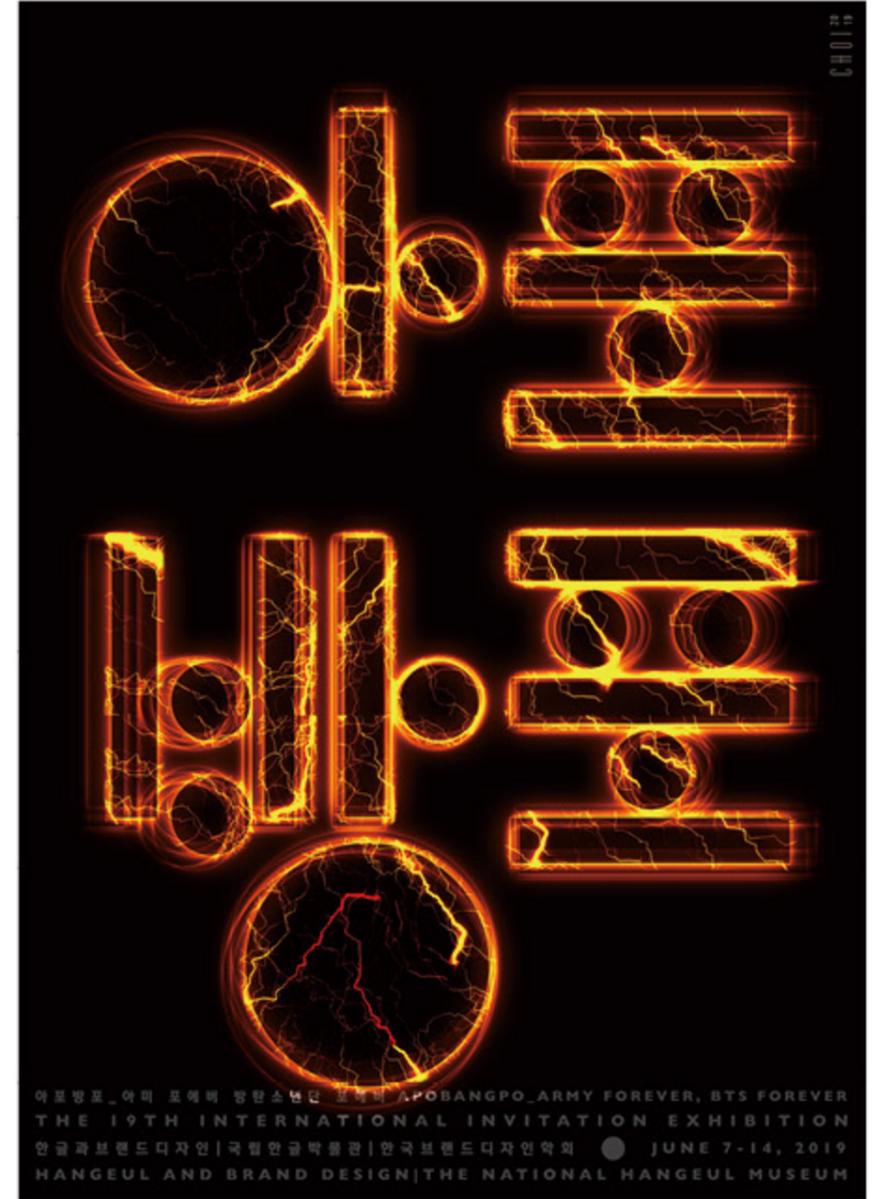
Choi Yun Young
Voices of Spring Waltz
Adjunct Professor, Baekseok Arts University



International Brand Design
EXHIBITION | 0100



Choi Eun Ju
Hangeuru Brand Design
Professor, Korea Polytechnics college

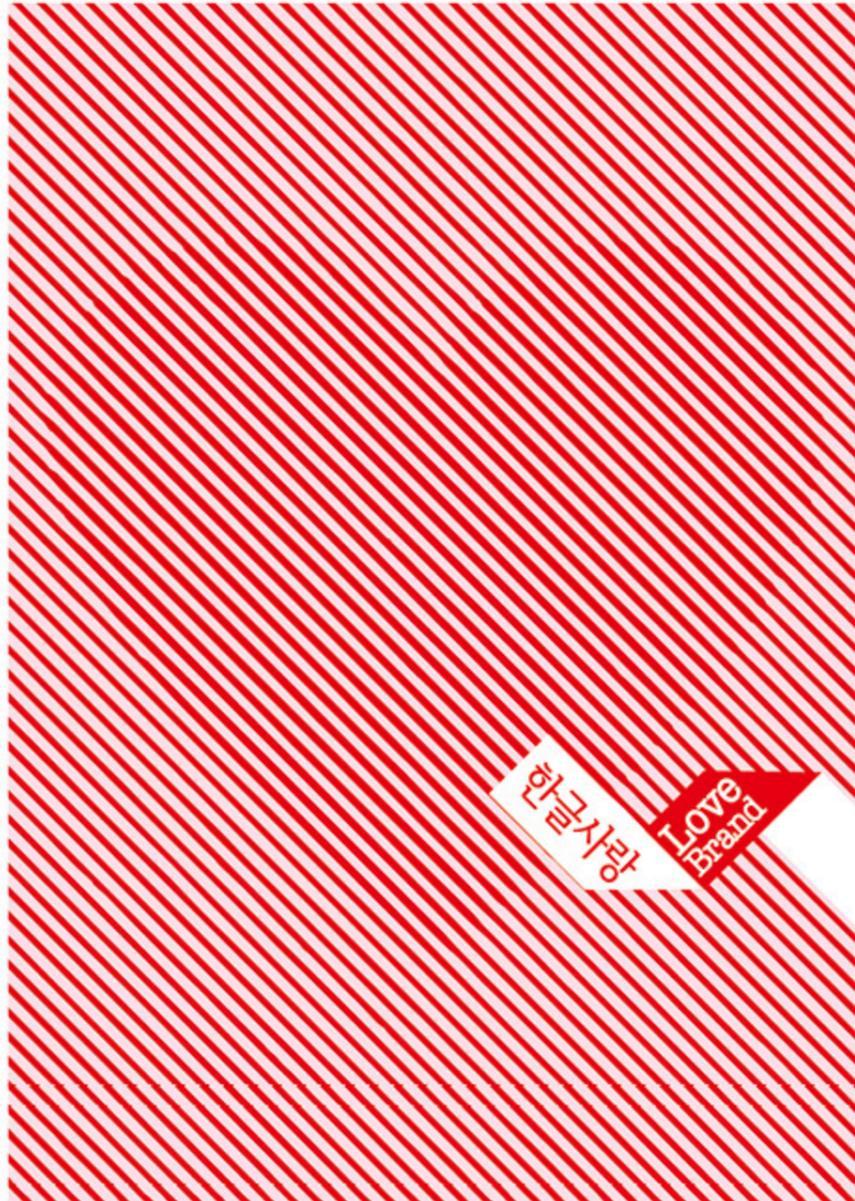


International Brand Design
EXHIBITION | 0101



Choi Albert Young
APOBANGPO
Professor, Hanyang University ERICA Campus

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THE 19TH INTERNATIONAL INVITATION EXHIBITION
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HANGEUL AND BRAND DESIGN|THE NATIONAL HANGEUL MUSEUM



International Brand Design
EXHIBITION | 0104



Hwang Hyun Taik
Untitled
Professor, Keimyung University



International Brand Design
EXHIBITION | 0105



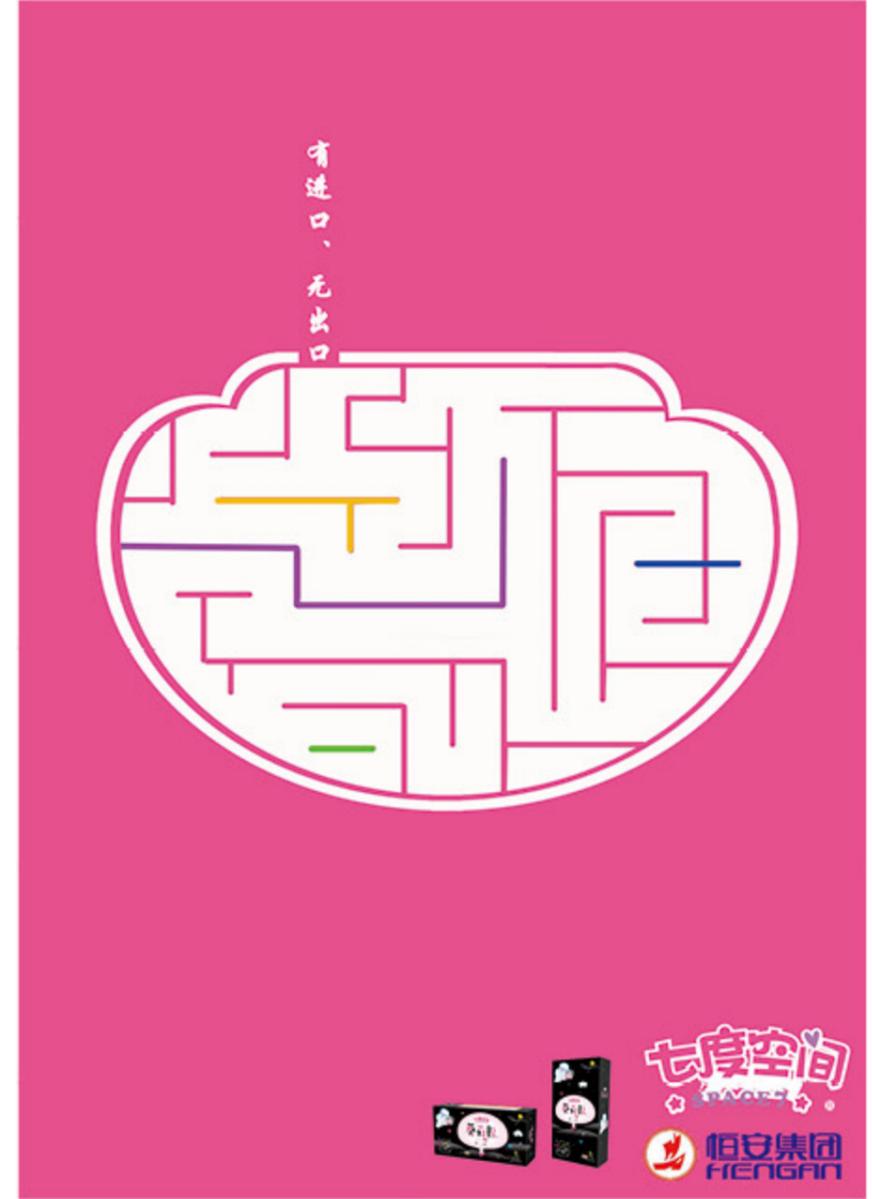
Cheng Qian
Never Meet Again(Redesign)
Postgraduate, Hanyang University



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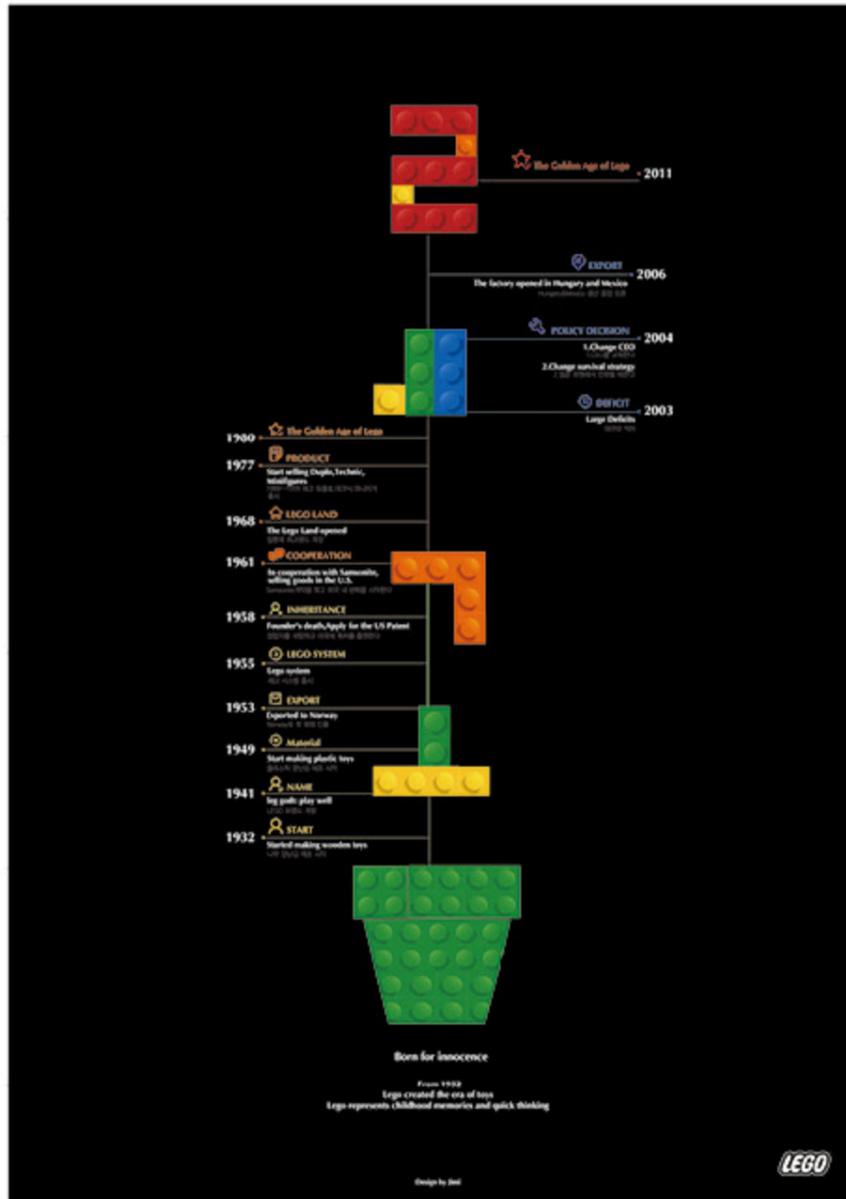
Wang Yinmo
The nature of the innisfree
MA Student, Hanyang University



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Xia Wenyu
Import without exit
MA Student, Hanyang University



Xiezhwei
In the growth of lego
Ph.D Student, Hanyang University



Xu Hongsheng
Hangeul and Brand Design
MA Student, Hanyang University

DEEP CHANGE

마침내, 본질적인 변화

숨마 에센스 · 크림

시간의 밀도를 피부 깊숙이 채워
피부를 근본적으로 바꾸다



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