

REPORT

2012_13 GLOBAL DESIGN TREND⁴



2012-2013 /

4

2012-2013

GLOBAL
ISSUE¹

GLOBAL
CONSUMER²


GLOBAL
MARKET³

GLOBAL
DESIGN TREND⁴

7

 지식경제부

2013

 한국디자인진흥원

2012 / 13 CMF

GLOBAL DESIGN TREND

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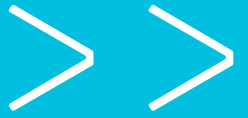
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ISBN 978-89-92695-61-9
ISBN 978-89-92695-57-2 ()

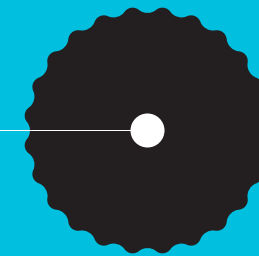
2012_13

GLOBAL

DESIGN TREND⁴



2012 / 13



Chapter.1

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Beijing Design Week 2011

2011.09.26() - 2011.10.03()

www.bjdw.org/en



2011 . 9 26 . 10 3 8 . 가 , 가 , 가 , 가 .

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- 1.
- 2.
- 3.
- 4.
5. (Hop)
- 6.

6 130 , 30
 , 60 가 , 800 가
 가 5

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6

2011



2011.09.26() 20:00-20:40
 圣火广场, Plaza of Holy Fire
 世纪坛, China Millennium Monument



1.



2.



3.



4.

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2011. 09. 28()
 人民大会堂, The Great Hall of The People – The Golden Hall



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가

Armando Branchini /
 Alberto Alessi "Alessi" / (1921-2011)
 Liu Guanzhong /
 Marco Piva / 가
 Jens Matin Skibsted /
 Kirstie Carey /
 Kenya Hara /

가

Zheng Shuyang /
 Sir. John Sorrell /
 Kari Korkman /
 /
 Merete Brunander /
 Stefano Boeri /

2011

1

2011.09.28() - 2011.10.17()

<http://en.bidt.org>

6000m² (5)

(Ren):



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‘ (Ren)’ 가

가

- 01. / Creative Junctions
- 02. / Rethinking Bamboo
- 03. / Reason Design Emotion
- 04. / Good Guys
- 05. / What If

5

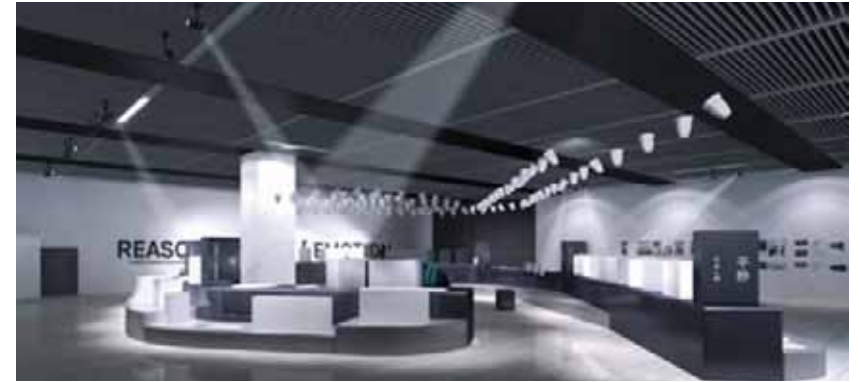


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1. Creative Junctions, S1



2. Rethinking Bamboo, N16



3. Reason Design Emotion, S4



4. Good Guys, S2

5. What If, S3

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2011

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/ Vertical Home

: (Branzi, Andrea)

가:

Copyright © Beijing Design Week 2011

/ Starck Zenith

: (Starck, Philippe)

가:



2011



Copyright © Beijing Design Week 2011

(Industriedesign, Neuland)

가:



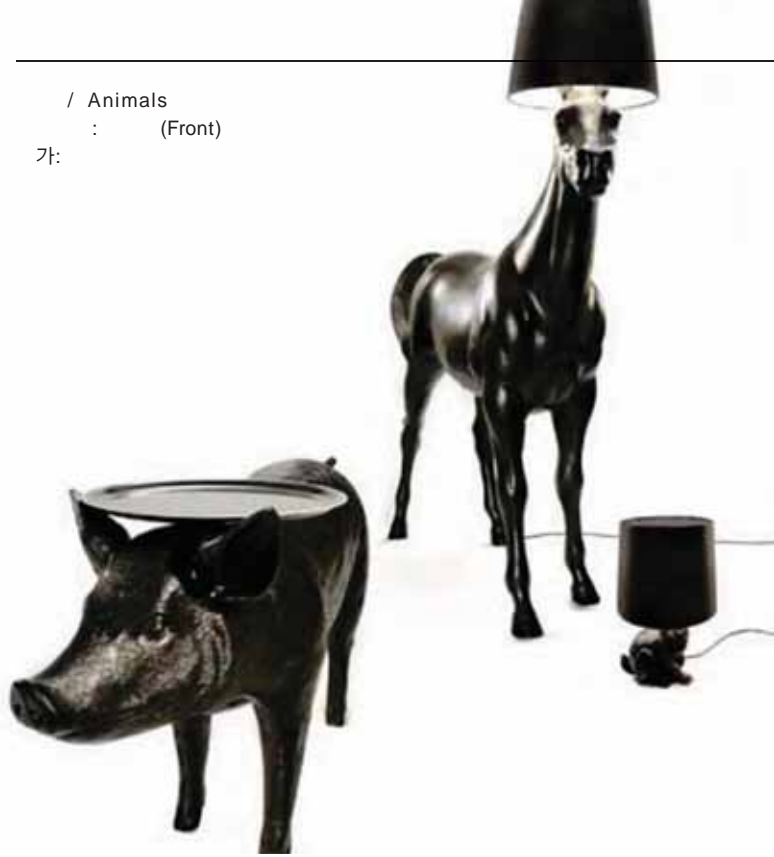
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LED / LED Wallpaper

: (Maurer, Ingo)

가:

/ Animals
: (Front)
가:



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Copyright © Beijing Design Week 2011

/ Banquete Chair with Pandas
: (Campana, Fernando & Humberto)
가:

2011



Copyright © Beijing Design Week 2011

/ Alessandra
: (Mariscal, Javier)
가:



Copyright © Beijing Design Week 2011

/ Coffee Table
: (Wanders, Marcel)
가:

/ RETHINKING BAMBOO

Copyright © Beijing Design Week 2011



/ Bamboo Craft
: (Chiu, Chin Tuan)

가:

Copyright © Beijing Design Week 2011



/ Double Single - black chair
: (Chunzai)

가:



/ Mason Lane Farm

: M. (Roberto de Leon, Jr. & M. Ross , Primmer)
가:

Copyright © Beijing Design Week 2011



/ Bamboo Electric Vehicle

: (Matsushige laboratory, Kyoto University)
가:

Copyright © Beijing Design Week 2011



/ Bamboo Tea Container

: (Brilliant Bamboo Craft Co. Ltd.)
가:

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2011

Copyright © Beijing Design Week 2011



/ Andrea
 : & (Lehaneur, Mathieu & Edwards, David)
가: ,

Copyright © Beijing Design Week 2011



/ Autarchy
 : (Studio FormaFantasma)
가:



/ Clay Table with Drawer
 (Bass, Maarten)
가:

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2011

/ Blow Away Vase
 (Front) , Teapot, Lightscape series
가: : (Guvirch,Ruth)
가:



Copyright © Beijing Design Week 2011



/ Survival Kit Serie
(Kehrl,Steffen Robert Rűf)

가:



/ Camioncyclette
(Machet,Christophe)

가:

2011





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2011

. 05
/ WHAT IF



Copyright © Beijing Design Week 2011

/ Pigeon d'Or
: (Van Balen, Tuur)
가:



Copyright © Beijing Design Week 2011

: / Social Cubes: MATRIX
: (Fu, Zhiyong)
가:

/ Design Hop

2011.09.26() - 2011.10.03()

(世纪坛, China Millennium Monument), (大栅栏, Da Shilan), (三里屯, Sanlitun Village), 751 (751 Art District)



2009 1

가 가

Copyright © Beijing Design Week 2011

2011.09.26() - 2011.10.03()
世纪坛, China Millennium Monument, 751
大栅栏, Da Shilan

2011



2011.09.26() - 2011.10.07()
世纪坛, China Millennium Monument

(Paul Cocksedge)

가 2011
(Seats of Poetry)

가



Copyright © Beijing Design Week 2011

2011

Copyright © Beijing Design Week 2011

가 (胡同, Hutong Districts)

가

가

'2011 NOTCH
(Dashilar Alley)



2011



(Dezeen)

2011

(Dezeen)

M2B by Niki de la Faye / By Amy Frearson @Dezeen





가 (Niko de la Faye)

M2B
. M2B

8

3

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2011

Water Calligraphy Device by Nicolas Hanna / By Amy Frearson @Dezeen



가 가 (Nicholas Hanna)
(水法器)
가 가 가





가 가

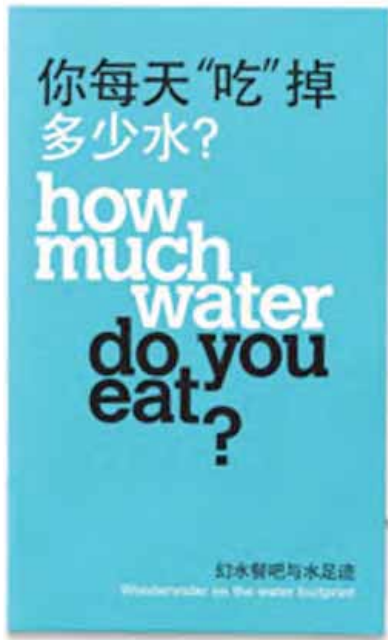
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2011



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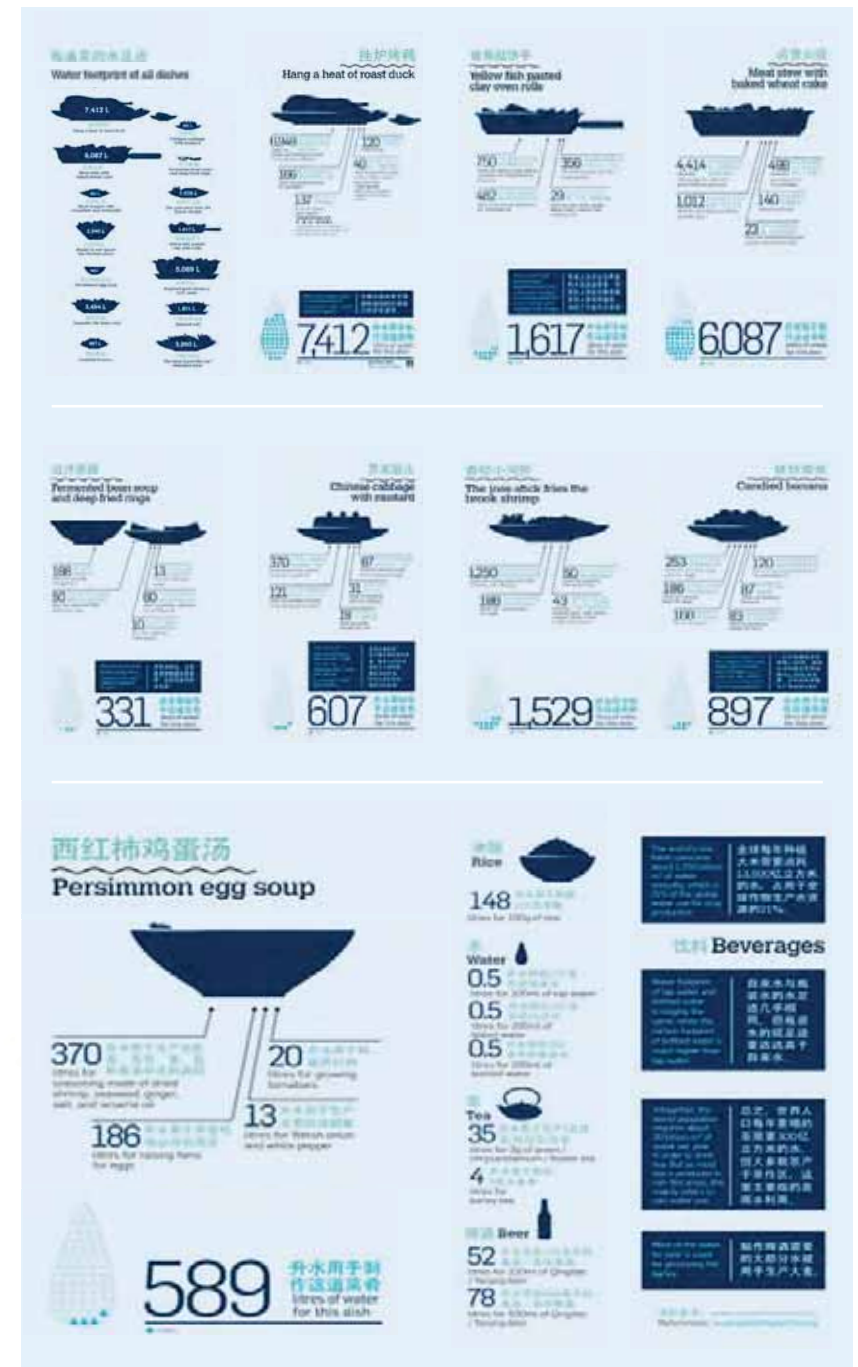
Wonderwater Cafe at Tian Hai by Jane Withers,
 KAri Korkman and Aalto University / By Amy Frearson @ Dezeen



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2011

(Carbon Footprint),
 (Water Footprint),
 ?
 (Tian Hai)



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2012

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(Tian Hai)
(Wonderwater)
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가
(Water Footprint)

2011



(Paul Cocksedge)
가
Millennium Monument)

(世纪坛, China)
(Manuscript)

Photographs by Mark Cocksedge. Copyright © Dezeen Limited 2011



가 (The Crates) 2011' (Li, Naihan) 가 가 가

(Dashilar Alley)

가 가 가

Copyright © Dezeen Limited 2011

2011



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Copyright © Dezeen Limited 2011



Copyright © Dezeen Limited 2011

(草地, Caochangdi Village) (Ring Road) 5 가
(The House of Leaves)'

(Li, Naihan) BAO

(Concierge)' (Beatrice Leanza)

2011



Copyright © Dezeen Limited 2011

WUHAO 가 (Tranquil Tuesdays)
(Huo Yijin) , 가 (Li, Naihan)

(Huo Yijin) 가

가



Photographs by Eric Gregory Powell. Copyright © Dezeen Limited 2011

/ Silent Heroes: Objects as told by Zhou Xun

(Approach Architecture) (Liang Jingyu)
 (Andreas Varvin) 가
 (Zhou Xun) ,
 가 가 (Ray Lei) (Chai
 Mi) (Zhou Xun)

2011



Photographs by Eric Gregory Powell. Copyright © Dezeen Limited 2011



Copyright © Dezeen Limited 2011

(What If) (Heng Zhi) (Water Table Object) 4
 (corian)
 가
 (Heng Zhi)
 가 ?-
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 가
 (Norbert Elias)



가

2011



Copyright © Dezeen Limited 2011

(Lasfera) 751-D 가 가
 (Moolin) 가 가



Copyright © Dezeen Limited 2011

가 가 (Dejana Kabiljo) 751-D
 가
 !(LetThemSitCake!)

2011



Paola Antonelli,
MoMA



Yves Behar,



Stefano Boeri,



Tony Chambers,



Yungho Chang,
가 FCIZ



Hartmut Esslinger,
Frog Design



Ewa Kumiin,
CEO



Kenya Hara,
MUJI



Masayuki Kurokawa,



Liu Guanzhong,



John Maeda,



Bill Moggridge,



Richard Rogers,
&



Deyan Sudjic,



Alexander von
Vegesack,



Wang Min,

/ Ministry of Education of the People's Republic of China
 / Ministry of Culture of the People's Republic of China
 / China Federation of Literary and Art Circles
 / The Municipal Government of Beijing
 / Tsinghua University
 가 / Beijing Gehua Cultural Development Group
 / Beijing Industrial Design Center
 / Beijing Design Week Organizing Committee
 P.R.C
 Department of International Cooperation and Communication of Ministry of Education of P.R.C
 P.R.C / Bureau for External Cultural Relations of Ministry of Culture of P.R.C
 /
 International Liaison Department of China Federation of Literary and Art Circles
 / National Museum of China
 CPC / Publicity Department of the CPC Beijing Municipal Committee
 / General Office of the People's Government of Beijing Municipality
 / Beijing Municipal Commission of Science and Technology
 / Beijing Municipal Bureau of Public Security
 / Beijing Municipal Bureau of Finance
 / Beijing Municipal Commission of City Administration
 / Beijing Municipal Government Port Office
 / Beijing Tourism Development Committee
 / Beijing Municipal Bureau of Culture
 / Foreign Affairs Office of the People's Government of Beijing Municipality
 / Beijing Customs District People's Republic of China
 / Beijing Municipal Government Information Office
 TV / Beijing Radio and Television Station
 / Beijing Dongcheng District People's Government
 / Beijing Xicheng District People's Government
 / Beijing Chaoyang District People's Government
 / Beijing Haidian District People's Government
 / Tsinghua University
 가 / Beijing Gehua Cultural Development Group
 / Beijing Industrial Design Center



2011

Via Beijing Design Week Website

2011 Beijing Design Week & the First Beijing International Design Triennial is scheduled to take place in Beijing from September 26th to October 3rd. It is an initiative of the Ministry of Culture, Ministry of Education, the China Federation of Literary and Art Circles, and the Municipal Government of Beijing. Tsinghua University, Beijing Gehua Cultural Development Group and Beijing Industrial Design Center will hold the event. With international design resources gathered by BJDW, Beijing is expected to move towards a culture-enriched capital with better developed technology-driven design industries, while Chinese design brands play a more influential role in the world stage. The ultimate goal help 'Made in China' transform to 'Designed in China'.

Via Dezeen

Dezeen was launched at the end of November 2006 and has grown rapidly to become one of the most popular and influential architecture and design blogs on the internet. We now get over two million visits a month, and traffic is doubling every year. Dezeen was included in Time magazine's Design 100 list of the most influential forces in global design (below), and in Design Week magazine's Hot 50 list of key figures in design. Dezeen's mission is simple: to bring you a carefully edited selection of the best architecture, design and interiors projects from around the world before anyone else.

<http://www.bjdw.org/en/collaborate/Venue%20Sponsor/>

2011

1

<http://en.bidt.org/>

Art Basel Miami Beach 2011

2011.12.01() - 2011.12.04()
Miami Beach Convention Center
MCH Swiss Exhibition(Basel) Ltd
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www.artbaselmiamibeach.com



[] 12

[] 가 2002 . []
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(Wynwood)

Art Museum) (Miami
(Bayfront Park), (Bicentennial Park),
(Gusman Theater)
가 가 가
가 가 가
(Lincoln Theatre), (Colony Theatre),
가

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MCH , , 80
가

[]가
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Art Galleries

[] 250
 가
 , 가 , 26
 가, 9 가, 2 가



James Cohan Gallery / New York

Edward Tyler Nahem Fine Art / New York



Peter Freeman / New York



Stephen Friedman Gallery / London

Art Nova

17 가 42 가
 2,3 가
 . 109 2
 가 .



Balice Hertling / Paris: Kerstin Bratsch, Isabelle Cornaro, K8 Hardy



Galerie Kamm, Berlin

Overduin and Kite / Los Angeles:
 Marc Camille Chaimowicz, Dianna Molzan,
 Eileen Quinlan



01



02



03



04

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- 01 Overduin and Kite / Los Angeles: Marc Camille Chaimowicz, Dianna Molzan, Eileen Quinlan
- 02 Leme / Marcelo Moscheta / Terminillo
- 03 Arratia Beer / Berlin / Omer Fast / Untitled
- 04 David Castillo Gallery / Xaviera Simmons / On Sculpture #2

Art Positions

, , 가



01



02



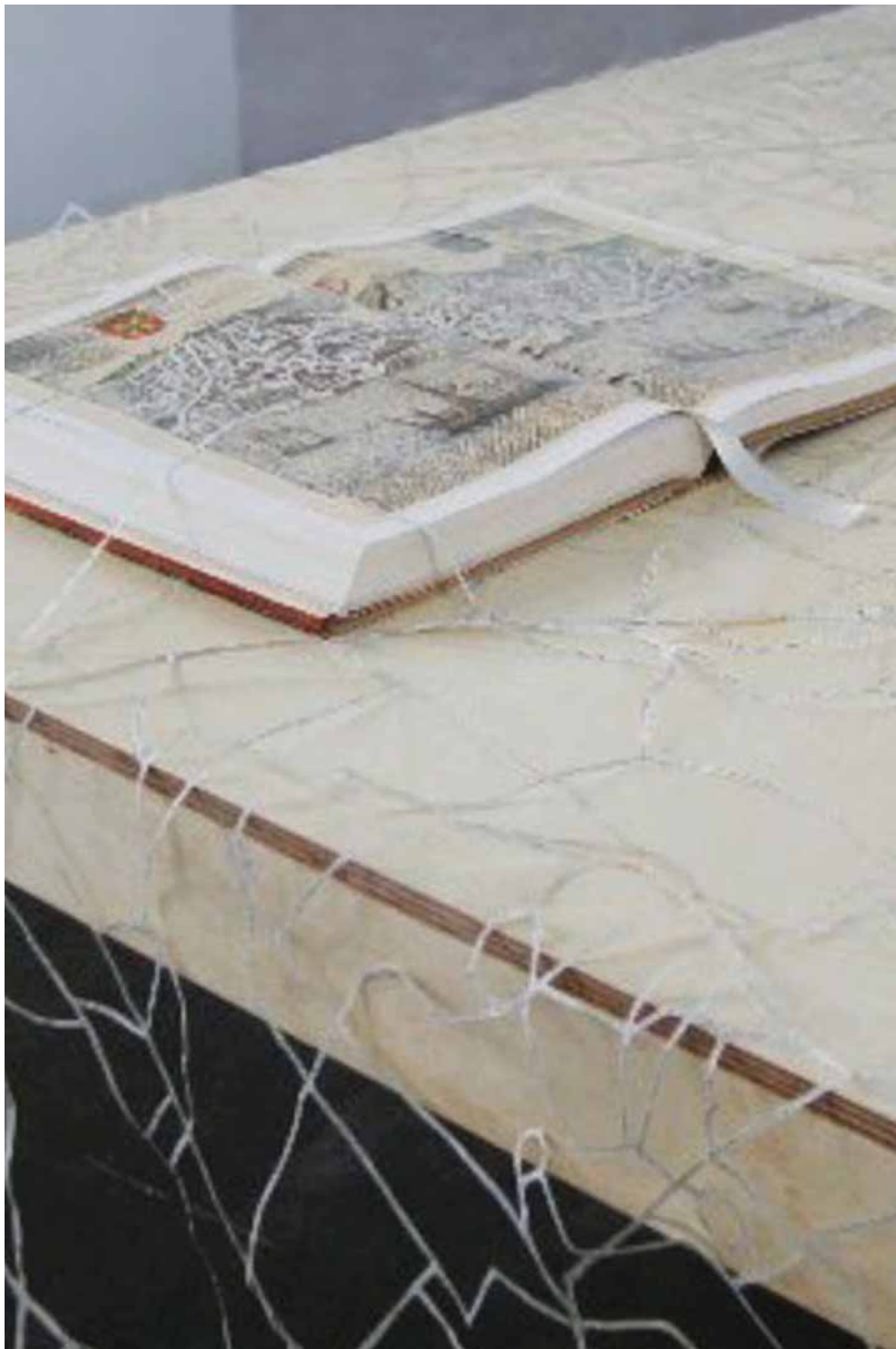
03



04

- 01 Silvia Cintra + Box4, Rio de Janeiro: Cinthia Marcelle
- 02 Kavi Gupta Chicago / Berlin
- 03 Karma International, Zurich: Carissa Rodriguez
- 04 Jen DeNike / Mendes Wood

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Baró / São Paulo / Rosana Ricalde / Cidades invisíveis, Lisboa

Art Kabinett

30 가 ()



Adler & Conkright Fine Art / New York



Galería Helga de Alvear / Madrid / Copyright 2011



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Annelly Juda Fine Art / London

Art Public

(LACMA)
Nomadic Division: LAND

(Los Angeles)
(Christine Kim)



Jen DeNike: Iemanjá, 2011 / Mendes Wood, São Paulo

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Jen DeNike: Iemanjá, 2011 / Mendes Wood, São Paulo

Art Video

[가] 가
 (Artprojx)
 5 (New World
 Center)
 (SoundScape) 7,000



Art Video Nights / Landscape



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Art Magazines



Copyright 2011 © Art Basel Miami Beach Website

Talks + Events



가

Art Film

가
(2011)

Q&A
가

Gerhard Richter Painting



Gerhard Richter Painting 2011 by Corinna Belz / 97' / United States premiere

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Art Basel Conversations

[가]

The Evolution of Museum Missions, Art Basel Miami Beach and South Florida: A Decade of Transformation, The Future of Artistic Practice/ The Artist as Poet

가 , ,

Public/Private / The Evolution of Museum Missions



01



02

- 01 Margarita J. Aguilar
- 02 Margarita J. Aguilar, Thelma Golden, Madeleine Grynsztejn, Beatrix Ruf, András Szántó



Impression



Thelma Golden / Madeleine Grynsztejn



Beatrix Ruf / András Szántó



Collector Focus / Art Basel Miami Beach and South Florida: A Decade of Transformation / Norman Braman

Art Salon



Ulf Küster, Nancy Spector, Tracey Emin, Jerry Gorovoy

Art History / Remembering Louise Bourgeois



Tracey Emin / Jerry Gorovoy



Ulf Küster / Nancy Specto / Josh Baer / Peter R. Stern

Art Video

[가] 가
 (Artprojx)
 5 (New World
 Center)
 (SoundScape) 7,000 . 3 6
 . Landscape, Americana, Music and Dance, Painterly, Brief
 Features, 5



Art Video Nights / Landscape

Art Public Opening Night

A Sermon on Art History, Mixtape, Alalao
presents Nimbo Oxala



Impression



A Sermon On Art History by Theaster Gates and The Black Monks of Mississippi

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Special Host



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Via [Art Basel Miami Beach Website](#)

Art Basel is an international contemporary art fair held each June in Basel, Switzerland. Similar to the Venice Biennale, it has been called "the Olympics of the art world". Art Basel features nearly 300 leading galleries from North America, Latin America, Europe, Asia and Africa. Special sectors are devoted to recent artworks, curated exhibitions, video- and sound-based works, performances, and art in public spaces. Co-founded by local gallerists Trudi Bruckner, Balz Hilt, and Ernst Beyeler, and initiated by Lorenzo Rudolf, the first Art Basel was held in 1970 as an alternative to Art Cologne. In 1973, only three years after its founding, Basel superseded Cologne as the largest art show in the world. In 2010, more than 62,500 people attended the exhibition. Since 2002, a sister exhibition, Art Basel Miami Beach has been held in the USA at Miami, Florida.

Via [Dezeen Website](#)

Dezeen was launched at the end of November 2006 and has grown rapidly to become one of the most popular and influential architecture and design blogs on the internet. We now get over two million visits a month, and traffic is doubling every year. Dezeen was included in Time magazine's Design 100 list of the most influential forces in global design (below), and in Design Week magazine's Hot 50 list of key figures in design. Dezeen's mission is simple: to bring you a carefully edited selection of the best architecture, design and interiors projects from around the world before anyone else.

Macef International Home Show

2012.01.26() - 2012.01.29()
 New Fiera Milano Exhibition Centre
 105,284 sqm/1,985 (76%, 24%) 가

94,000
 2012 2011
 94,618 5%
 87% 13% 가 가

가 , & , & , 가 , / ,
 / , & , / , DIY,
 &

www.macef.it/en/home



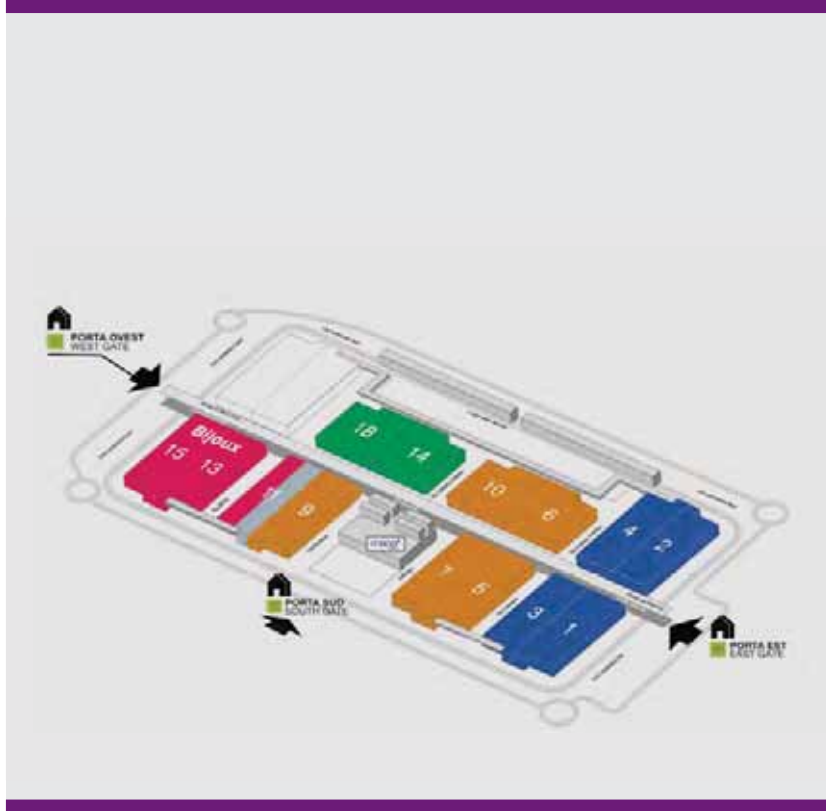
(Maison&Objet) (Fiera Milano)가
 (Macef) 1964 (Ambiente),
 3 2 ,가
 2012 1
 35 가
 '가 (Macef
 Sustainable Home)' 가
 가
 2011 가 83,700 ,2,000 가
 가 10.5%
 가 가가

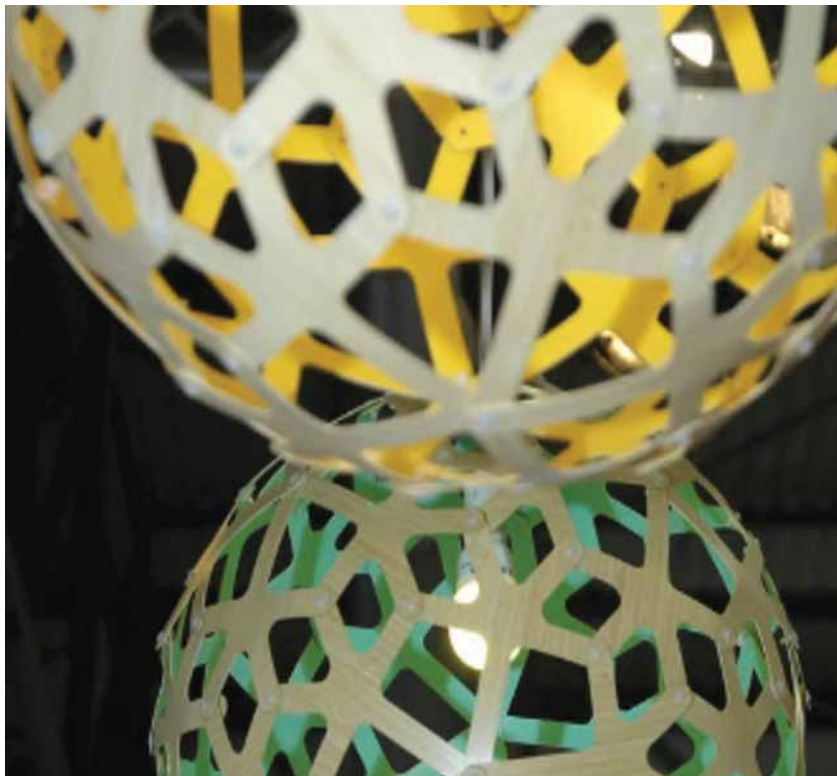


Macef Show Sector

Hall 1. 2. 3. 4
&

International Home Show











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Copyright 2012 © MACEF Website



Hall 5. 6. 7. 9. 10 /

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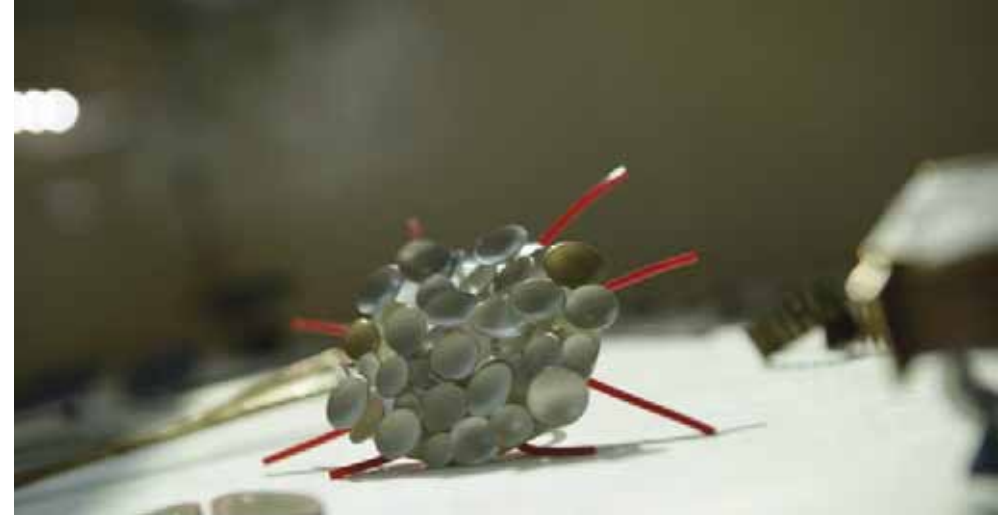


























Via MACEF Website.

Macef Milano is one of the most professionally organized home shows in Italy. With more than 91000 regular visitors, the show easily ranks as one of the most popular trade events of its kind in the country. An extensive array of home decoration themes, silver products, tableware, jewelry items, fashion products and kitchen accessories are showcased at the event, which is participated by as many as 2000 corporate exhibitors. Several special events are organized during the show, with the Macef Musica and The Best Of Bijoux being the most noteworthy among them. Several top foreign companies come to exhibit at the Macef show too, in addition to the domestic participants. Attendees can browse through the attractive shopping products at the Art Village of the show and Efficient Cuisine zone is also set up here. Attractive gift items are also exhibited at the show, which enjoys extensive press and media coverage as well.





가가 (Starbucks)가 4
 (Tukwila)가
) (drive-thru: 448
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TAXI

TAXI
TAXI

가

- (TA-ZE)

가 120 가
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 (Paul Filek,)
 (Diego Burdi,)가 ,
 (Burdifilek)
 W ,
 (Club Monaco) & (Joe Fresh) .







The Cool Hunter
 (Bill Tikos)가 (The Cool Hunter)
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/ Blé. Thessaloniki. Greece

(Thessaloniki) (Agias Sofias)
(Blé) (Claudio Silvestrin Giuliana Salmaso) &
가 가
, 가 12 .가
(Crete and Milos) 가
. 4 (Blé) , ,



(Thessaloniki) 2 (Edessa)
 (Electra) 가
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 (Studioprototype Architects)가
 35
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가 Xavier Pauchard / Tom Dixon

가 (Daniela Colli)가
 (VyTA Boulangerie) 가
 (Turin) (Porta Nuova)
 가 가
 L
 (VyTA Boulangerie)



Yet, it is an engaging environment with its large L-shaped counter, the stylized natural-oak 'hood' over the pastry displays, and the hexagonal beehive detailing. VyTA Boulangerie has stores in Rome, Milan, Turin and Naples.

/ Princi, Milan, Italy

(Princi)
(Claudio Silvestrin)
24
Princi) 1986 (Rocco
4



Joseph – Brot vom Pheinsten, Vienna, Austria

가
(Joseph – Brot vom Pheinsten, : -가
) , (Nagelgrasse) 9 1
(Friedrich 'Fritz' Potocnik)
가 가



Martin Dvorak

D , , / Baker D. Chirico, Melbourne, Australia

가 (Daniel Chirico)
(Carlton)
(St Kilda)

(Aesop) 가 (March
Studio)



/ Bécasse Bakery, Sydney, Australia

(Bécasse)
 (Westfield) 5
 & (Justin and Georgia North)
 (Quarter Twenty One)
 ,가
 (Mark McConnell) (Micheline
 Li Yoo Foo) 가 (Mima Design)



/ Panscape Bakery, Kyoto, Japan

(Panscape)
 26
 0.5
 (Hiroki Kawata Architects): (ninkipen)





/ Komsufirin, Istanbul, Turkey

5

(Komsufirin)

60

(Autobahn)

가

(Autobahn)

(Seyhan Özdemir and Sefer)

(Komsufirin)

2013

(Doruk)

350

, 2020

1000

7



Helsinki Bakery, Osaka

(Helsinki Bakery)
 3 가 (Nishinomiya
 Gardens) .가
 (Arihiro Miyake)
 가



Lagkagehuset Bakery, Copenhagen, Denmark

((Lagkagehuset) 가
 (Steen Skallebæk)
 (Ole Kristoffersen) 1990
 2008
 18



The Cool Hunter
 (Bill Tikos)가 (The Cool Hunter)
 2004 가 가
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 (Vic and Anthony Puharich)가
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 (Vic's Premium Quality Meat)
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 (Dreamtime Australia
 Design)
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The Cool Hunter
 (Bill Tikos)가
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(The Cool Hunter)
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가 (Valentino Garavani)가 가
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 가 (Giancarlo Giammetti), (Amit Sood), 가 (Franca Sozzani) 가
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 (Sophia Loren), (Jackie O), 가 가
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(Franco Sozzani)가 가
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brandchannel

Brandchannel
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2012

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 (Light Festival)' (Luminaire De Cagna)
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 (Luminaire De Cagna) 30 가 ,
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 (Luminaire De Cagna)
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 (Luminaire De Cagna) 가
 1930
 (carbine lights)
 LED - (Tuija Seipell) 2006



The Cool Hunter
 (Bill Tikos)가 (The Cool Hunter)
 2004 가 가
 가 가

Opposite House

:
가



가 가

(Opposite House)

(Upper House)

House) 가 가 (Opposite

(Opposite House)

가

가

가

3

가

가

가

(Opposite House)

가

'Opposite

House:

(Punk and Mesh)

(Village Café),

(Asian Bei)

가

가

(Sureño)

(Opposite House)

(Red

Gate Gallery)

가

가

가

가

(Mo Yi)

(Through My Eyes)

(The Book of Changes)

(Huang Rui) 가

(I-Ching)



(Through My Eyes)' 가
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 , (Mo Yi)
 (I-Ching)' (The Book of Changes)'
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 , (Huang Rui) 가
 (I-Chang) 2012 3
 (Chen Wenling)
 (Red Memory)', (Li Xiaoling)
 (Enhance the Beauty)'
 (CAFA: Central Academy of Fine Arts)

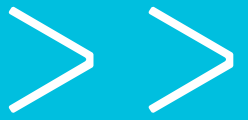


COOL HUNTING / 2003

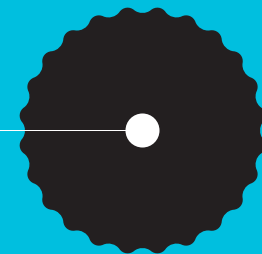
2012_13

GLOBAL

DESIGN TREND⁴



2012 / 13



Chapter.2

160 2013

Design Trend Key

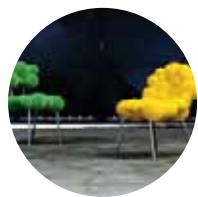


DAILY PLEASURE

2013



가 .



가



가

CLEAN CRAFT / 깔끔한 수공예



가 , 가
가 . 가
가 ,
가 . 가
가 . 가



가 .



(Ethnocolor Scope)



/ Lacquered Paper-objects by Nendo

(Nendo)가 ' (lacquered Paper-object)' 3
 2012
 3D
 (Lacquer)
 (Raw Material) 가



X X / De la Espada

(Benjamin Hubert)가 (De
 la Espada) 가
 가



/ Marttiini Shop

(Marttiini) 1928 (Lapland)
 (Puukko) 200 가



(Jean-baptiste Fastrez)가
 kettle)' 가 (Variations upon an electric



BIG(heart) NYC

BIG(Bjarke Ingels Group:)가 2012
46 가 (Duffy Squire)



(Pedro Nakazato Andrade)가

(ear-less)

가

가



/ AUDI R18 Ultra Chair

& (Reed Kram & Clemens Weisshaar)가 (AUDI)
(Lightweight) 'R18 Ultra Chair'

가

가



/ Google Glass

가

MIS-BLENDING / 다른 영역간의 점점 더 낮은 혼합



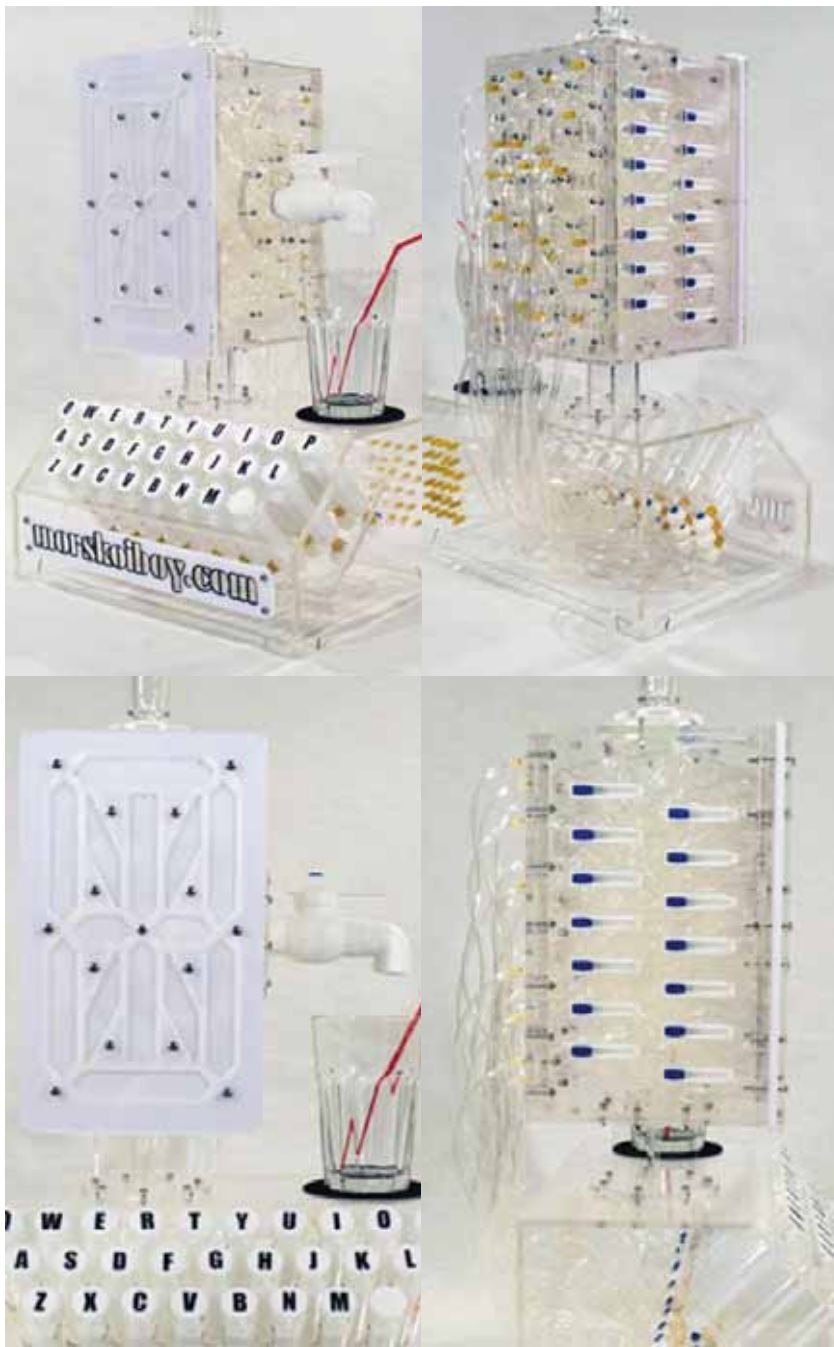
가
 (Collaboration,)
 가
 가 , 가
 , 2D 3D ,
 2011 (London Design Week: 9 19 ~ 25)
 (Marcel Wanders)가 (Mermaids)
 가 (Moooli)'



(Kyouei Design) CEO
 (Pendulum Sound machine)
 가 가
 가 가



/ 012
 (Dior) 가 (Anselm Reyle)
 가 가



DIY 가 (Morskoiboy)
Your Own Words) 가

(Taste 가



Haptics' 가

(Marie Rouillon)

'Daily



/ FitBot

(FitBot)

(Fits.me)가



2

iPhone 4

가



가 (João Mendes Ribeiro)가



/ kenneth grange: making britain modern

2011 7 20 10 30 50

GOOD CHIC / 착한 업사이클 상품의 새로운 세련성



가

2013

가

가



/ UV

'UV

UV

10 UV

LED

가



Manerba 가

(Sovraappensiero)'가 가

(Manerba)가 가

가 가

가

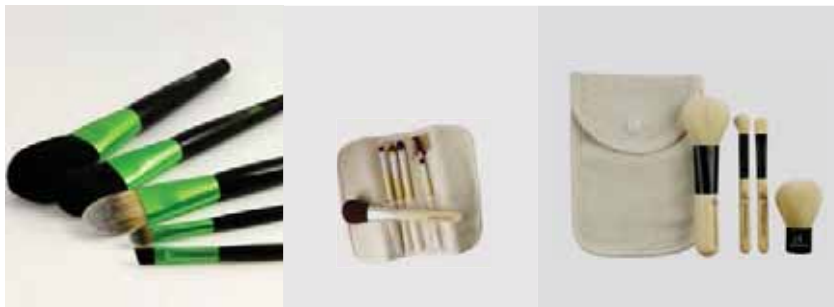
가

가



가

(Isabella Lovero) (Enrico Bosa)가 en&is
 '가 (Megaphone)'
 가



가

(Taklon) 가



가

/

, 2)

. 1)

, 4)

, 5)

가

, 3)



/

Sobi

GPS 가

가

' (Sobi:Social Bicycle)' 가

가

3 1

Design Trend Theme



SURPRISE

2013

가

,21

가

가

가

2013

. 2013

4

, Fantasia, Out-standard, Artisan,

Engenius

TREND FLOW / 일상적인 즐거움을 키로
새로운 서프라이즈 테마 4가지가 도출된다.

TREND KEY

Clean Craft

Daily Sensing

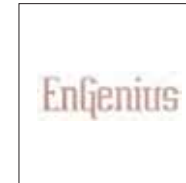
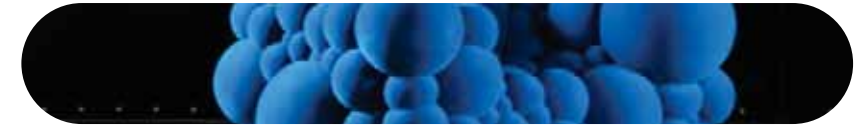
Mis-Blending

Smart Industrial

Good Chic



DAILY PLEASURE / 일상적인 즐거움



UX

Fantasia



URBAN ETHNO / 도시적인 이국성



Sitzer by Bretz Don Corelone

01

02



03



가

가

가가
가

가

가

가

가

01 By
02 By
03 By

(Bretz Don Corelone)
(Study O Portable)
(Luciana Gonzalez Franco)

Out Standard



(UX)

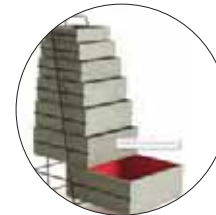
가 가
가

EXCEPTIONAL TRADITION / 특별한 전통

01



02



03



04



가

- 01 By (William Lim of CL3 Architects)
- 02 By (Keiji Ashizawa)
- 03 By (Paolo Pollucco)
- 04 By (Pierre-Gilles)

Artisan



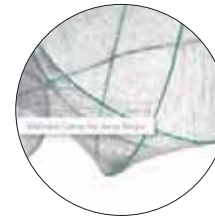
가

가

01



02



03



04



05



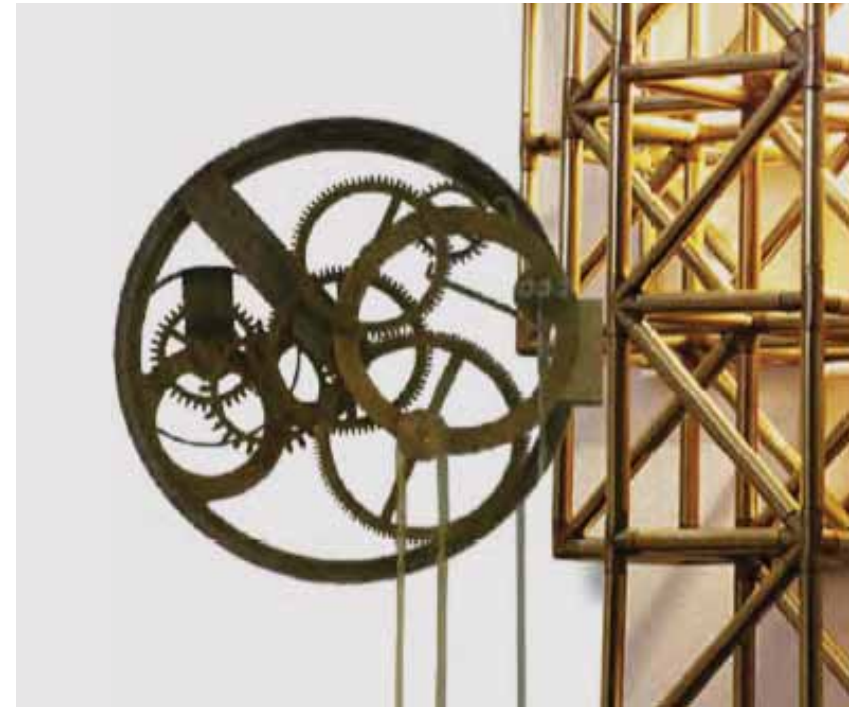
가

- 01 By (Katayama Bunzaburo Shoten)
- 02 By (Jerry Mejia)
- 03 By (Kuma Kengo)
- 04 By (George Dubinsky)
- 05 By (Horn), (Robert Stadler)

Engenius



가 .
 가 . 가 .
 가 .
 19



01



02



03



04



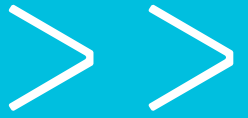
05

- 01 By (Malouin)
- 02 By (David Taylor)
- 03 By (Hella Jongerius)
- 04 By (Richard Clarkson)
- 05 By (Niels Smeltink)

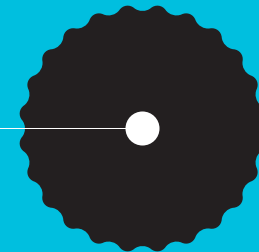
2012_13

GLOBAL

DESIGN TREND⁴



2012 / 13



Chapter.3

Color Trend



COLOR INSPIRATION OVERVIEW

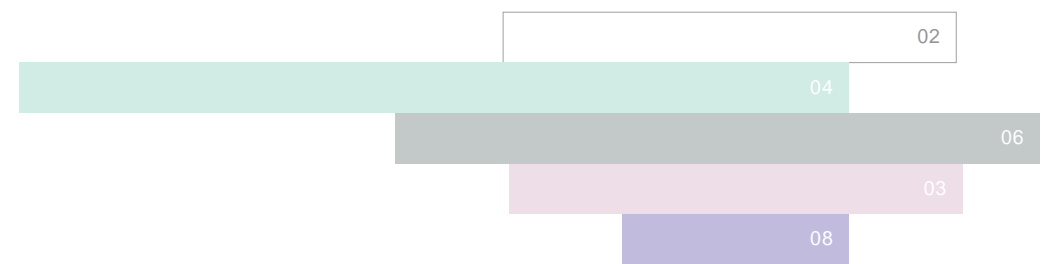
2012/2013 Variety()



NO.1 CARBONATE / 탄산염



가

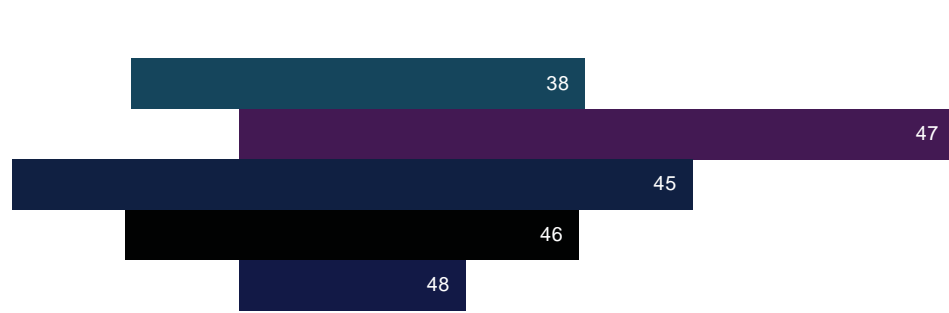


(Pantone)
p.204 color index

NO.2 CRUDE OIL / 원유



가
가



(Pantone)
p.204 color index

NO.3 CORAL REEF IN BLUE RAY / 깊은 블루 바탕의 산호초

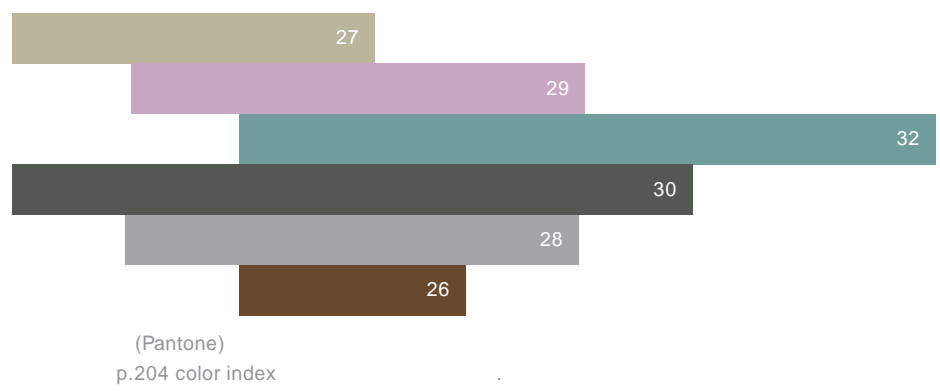


(Pantone)
p.204 color index

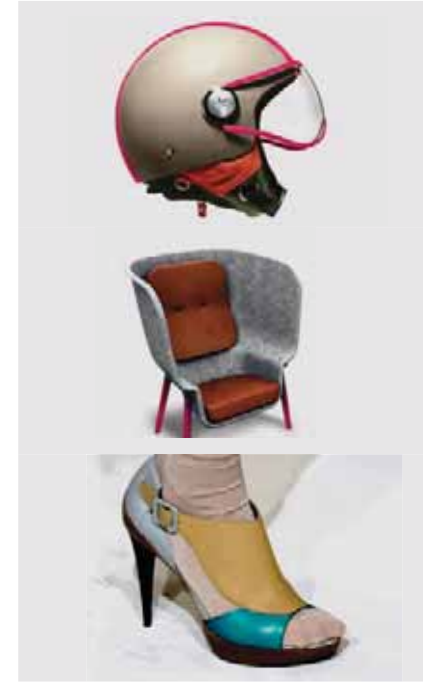
NO.4 CARBON DIOXIDE / 이산화탄소



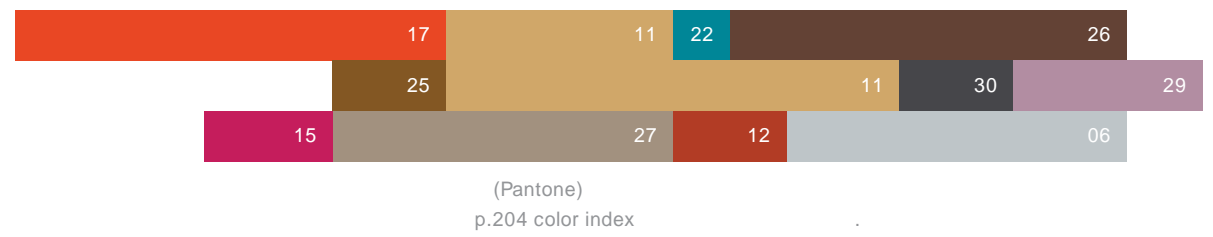
가 가



FADED TONE WITH FRESH / 바랜 컬러들과 신선한 액센트 컬러의 조합



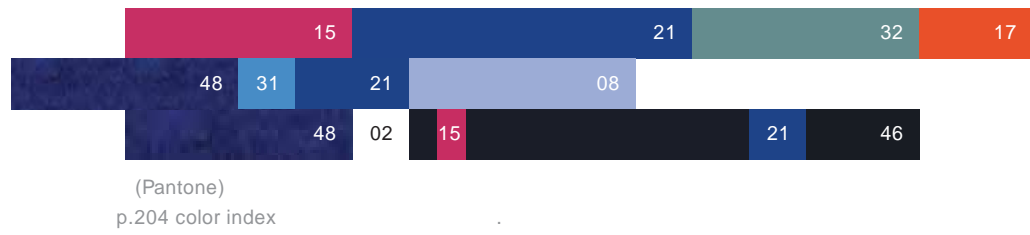
가



CHEMICAL FLASH / 화학적인 번쩍임



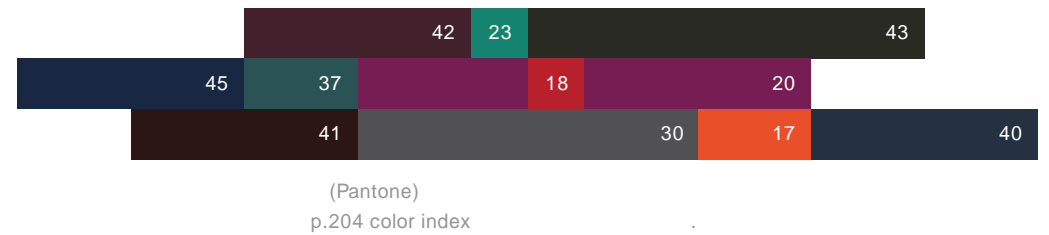
가 가 가



TANNED WITH HIGHLIGHT / 하이라이트를 준 햇볕에 탄 듯한 컬러



가

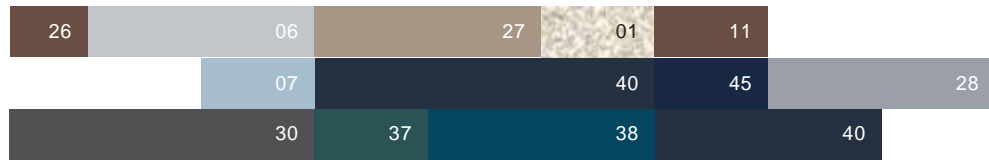


COOL NEUTRAL / 시원한 느낌의 중성 색



가 가

가



(Pantone)
p.204 color index

ORANGE INFLUENCE /



- Key Color
- No.13 (cadmium orange)
 - No.14 (sugar coral)
 - No.17 (carrot)
 - No.18 (high risk red)
 - No.19 (chili pepper)

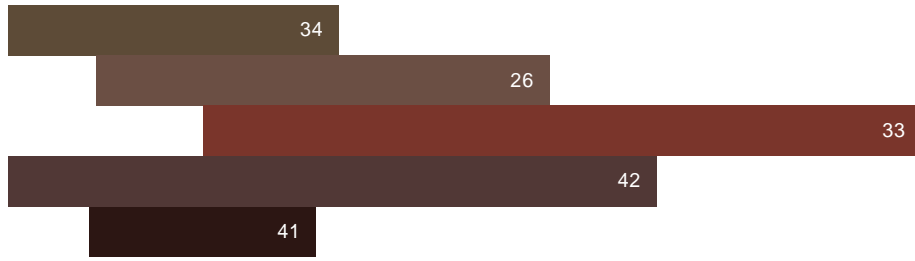
RUSTIC, WARM MOOD / 소박하고 따뜻한 분위기



- Key Color
- No.05 (custard)
 - No.10 (lemon curry)
 - No.11 (golden apricot)
 - No.25 (caramel)

가

AUTHENTIC CONTEMPORARY / 진정한 동시대 감각의



가 가 가

Key Color

No.34	(ermine)
No.26	(brownie)
No.33	(red ochre)
No.42	(raisin)
No.41	(Demitasse)

DILUTED / 희석된



Key Color

No.32	(mineral blue)
No.23	(cadmium green)
No.24	(pesto)
No.35	(Nutria)
No.44	(forest night)

DIGITAL OR LUXURY / 디지털 또는 고급스러운



가

Key Color

No.08	(electro lavender)
No.16	(ultra violet)
No.20	(Boysenberry)
No.47	(shadow purple)
No.29	(mauve mist)

NOCTURNAL / 야행성의

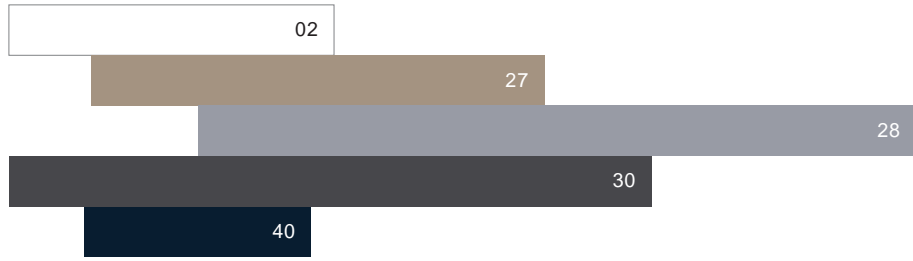


가

Key Color

No.21	(mazarine blue)
No.48	(cosmic blue)
No.45	(black iris)
No.38	(bluesteel)
No.39	(dark blue)

WINTER MOOD / 겨울 분위기



- Key Color
- No.02 (optic white)
 - No.27 (silver mink)
 - No.28 (cool ash)
 - No.30 (charcoal grey)
 - No.40 (ebony)

COLOR INDEX

PFIN color	00-0000TPX
01. Faded gold	18. 18-1555TPX
02. 11-0601TPX	19. 19-1557TPX
03. 12-1305TPX	20. 19-2431TPX
04. 12-5406TPX	21. 19-3952TPX
05. 13-0725TPX	22. 17-4928TPX
06. 14-4203TPX	23. 17-5734TPX
07. 14-4210TPX	24. 18-0435TPX
08. 16-3931TPX	25. 17-1128TPX
09. 15-0332TPX	26. 18-1314TPX
10. 15-0751TPX	27. 16-1210TPX
11. 14-1041TPX	28. 16-3907TPX
12. 18-1450TPX	29. 16-1708TPX
13. 15-1340TPX	30. 18-0601TPX
14. 17-1647TPX	31. 17-4139TPX
15. 18-1945TPX	32. 16-4712TPX
16. 18-3633TPX	33. 19-1245TPX
17. 16-1361TPX	34. 18-0928TPX
	35. 18-0627TPX
	36. 19-0511TPX
	37. 19-4818TPX
	38. 19-4324TPX
	39. 19-4035TPX
	40. 19-4014TPX
	41. 19-0712TPX
	42. 19-1518TPX
	43. 19-0608TPX
	44. 19-0509TPX
	45. 19-3921TPX
	46. 19-4005TPX
	47. 19-3217TPX
	48. Cosmic Blue



Material & Finishing Trend

OVERVIEW

2012/2013 Variety()
CMF(Color, Material, Finishing)

가 . ,
가 , 가 가 ,
2012/2013 가 가 .



가가

가

가



3D

가

가

가

가

가

가

가

가

TH.1 PRIMITIVE FANTASY / 원시적인 환상



TH.2 GERMANIC BOLDNESS / 게르만적인 대담함



TH.3 POETIC NATURE-TECH / 시적인 자연 테크



TH.4 INDUSTRIAL ROMANTICISM / 산업적인 로맨티시즘



TH.1 PRIMITIVE FANTASY / 원시적인 환상



가 ,가

Primitive WITH SYNTHETIC /



가

Primitive WITH METALIC /



가

가

TH.3 POETIC NATURE-TECH / 시적인 자연 테크



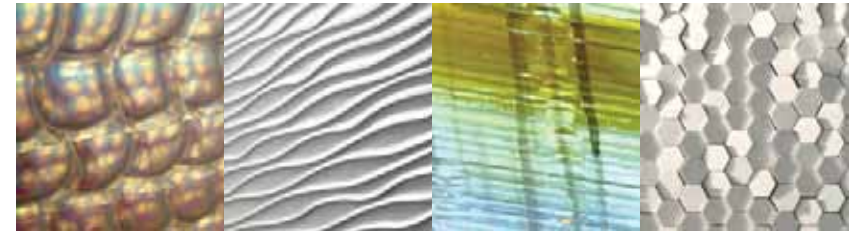
가

Nature WITH 3D STRUCTURE / 3D



3D 가

Nature WITH LIGHT /



3D

TH.4 INDUSTRIAL ROMANTICISM / 산업적인 로맨티시즘



가

Romance WITH FACTORY /



19C

가

Romance WITH RECYCLE /



PVC

가 가

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