

# Melting in Cultural Communication

M.I

LEE Hye-Sun, KOREA

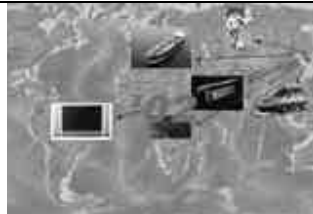
M.I DESIGN /

Full time lecturer, Ewha Woman's University

## Social Characteristics Korea



dynamic



high growth rate



digital for world wide market

Korean design tomorrow is “Culture driven” design

Korean design is the Korean culture melting in design

Design in merging into the culture of target market

가?

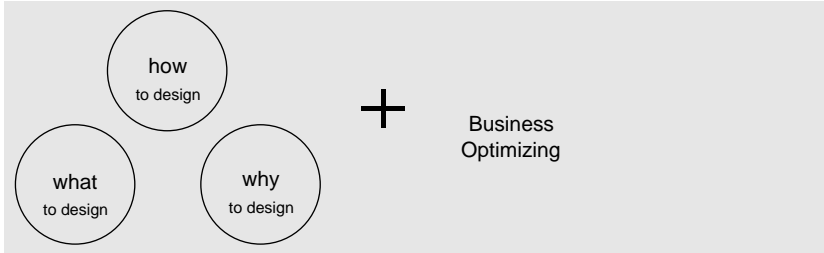
1.

“ ” “ - ”  
“ ” “ ”  
가

### What is the cultural communication?

1. Cultural Communication is creating “what” to design and “why” to design.

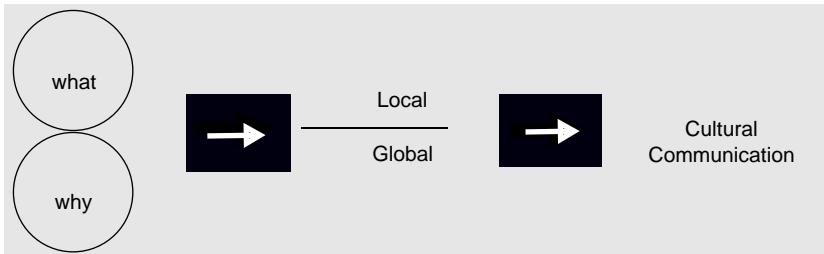
Cultural insights should be melt in the “what” and “why” of design. Each culture has its own lifestyle, belief, and aesthetic value.



2.

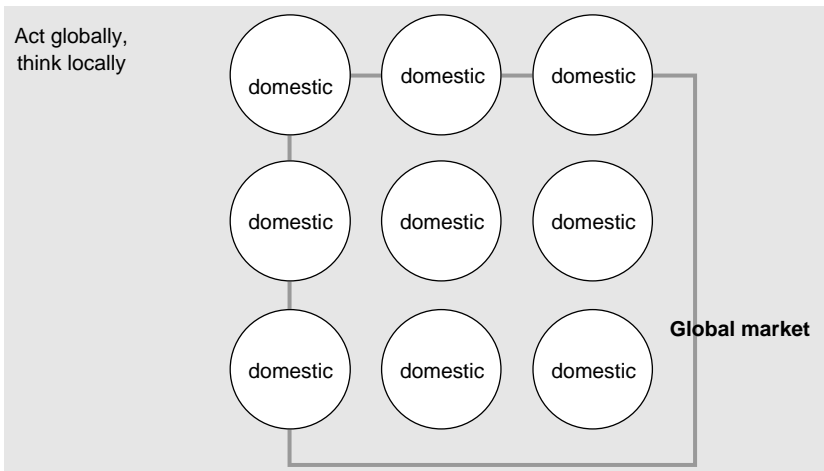
“ ”  
“ ”

2. Cultural Communication is Cultural insights and “what” and “why” of design are in interactive relationship.



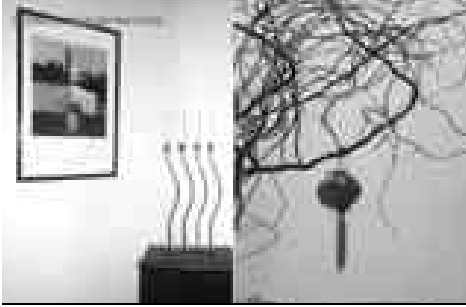
3.

3. Cultural communication means both localization and globalization.



4.

4. Cultural Communication is the cultural language.

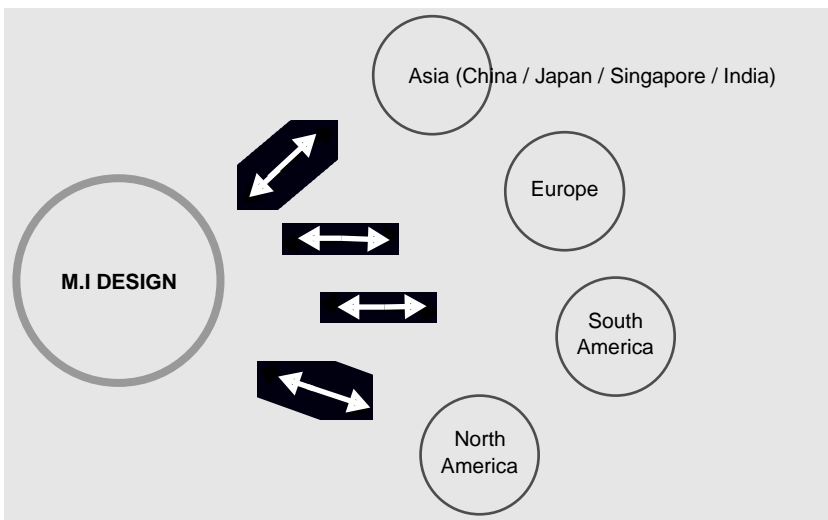


5.

5. Cultural Communication is design acceptance.



Design Collaboration is a strategic alliance with partner consultancy.





# M.I DESIGN, melting in Cultural Communication

Expanding Design Collaboration in Asia and Sharing Design Strategies

*Lee Hye-sun, Seongnam 2003, World Design Forum, Dec 03, 2003*

01 **Korea**

> Social characteristics



01 **Korea**

> Social characteristics



01 **Korea**

> High growth rate





# 01 Korea

> High growth rate



01

# Korea

> Digital for world wide market



01 **Korea**

> Digital for world wide market



# Design in Korea

> Yesterday



# '80

## At these prices, our 486's will go even faster.



Don't let the price of your 486 PC slow you down. At only \$1,995, the DeskMaster 486V20 is designed with an eye for savings economy as well as performance. The processor, high performance workstation, and built-in modem with the speed of a 14.4K baud rate are built into a sleek, slim PC case. The DeskMaster 486V20 is the only 486 PC with a built-in modem. The DeskMaster 486V20 is the only 486 PC with a built-in modem. The DeskMaster 486V20 is the only 486 PC with a built-in modem.

Technology that works for life.

**SAMSUNG** 전자제품은 상상에 충실합니다.

### 우리나라에서 단 하나뿐인 삼성 슈퍼VHS VTR

**수퍼VHS 고화질**

— 신형 슈퍼VHS는, 평범한 화질을 수월히 표현할 수 있습니다. —

— 신형 슈퍼VHS는, 평범한 화질을 수월히 표현할 수 있습니다. —

**수퍼VHS VTR**

**SAMSUNG**  
MER FÖR PENGARNA

### NYHET 28"

CS - 613W Samsung F20 dark tube, NCAM - stereo, Test-TV Super VHS ingång. Funktioner som på annan 3000krande konsolvärde. 21-pålg SCART A/V i/ut. RGB-ingång.

CS 613 6.495,-



Office Help That Works Through Lunch.

# 02 Design in Korea

> Today



## 02 **Design in Korea**

> Tomorrow

***Culture driven***

03 **Korean Design**

***Asian design***

03 **Korean Design**





04

# Cultural Communication

> Design Acceptance

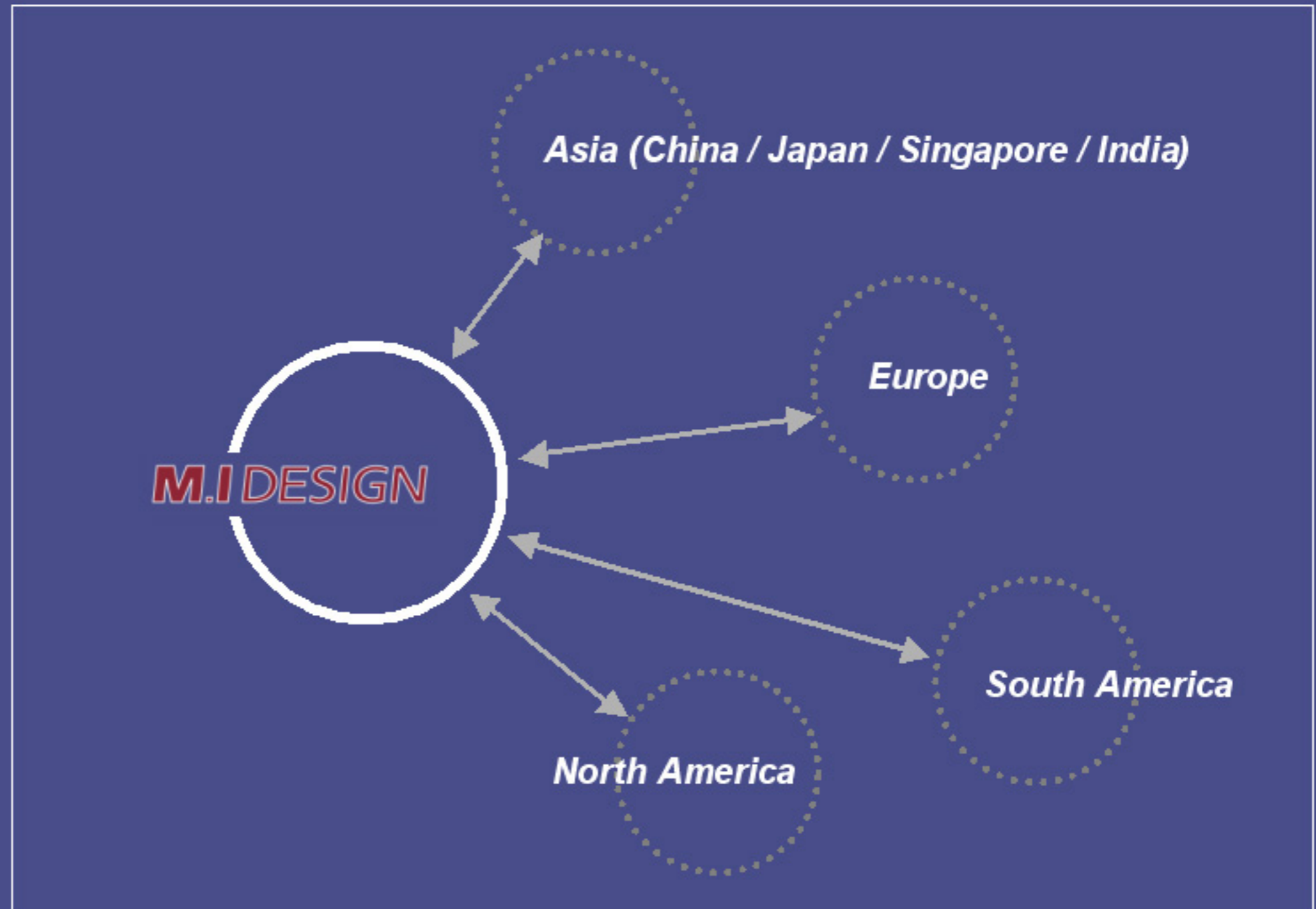
*Expressed Cultural Language.*



05

## Design collaboration

> Strategic alliance with partner consultancy for design collaboration







확인



1 QZ

2 ABC

3 DEF

4 GHI

5 JKL

6 MNO

7 PRS

8 TUV

9 WXY

\*

0

#













MI DESIGN

Optimized Design for Your Business Success