

## Korea highlighted during 'Design Is Human' week

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Korean architecture is at the forefront of Modern Atlanta's "Design Is Human" week this year. It is the first time in the event's five-year history that a single country is being highlighted.

"'Design Is Human' is really about what is the process behind design," said Modern Atlanta co-founder Elayne DeLeo. "What is the philosophy a person has as to why they are creating something? We try to bring that human factor to the event."

On Monday, officials from the Korean Consulate General will join the VIPs at MA11's Korean Pavilion. Located in the Two Peachtree Pointe building, the pavilion, designed by New York-based firm Manifesto Architecture, uses the Korean alphabet as a basis for creating an architectural representation of Korean culture and design.

Visitors will learn about the country's architecture, materials, interior design and more, as well as viewing winning entries from Modern Atlanta's first international design competition.

Other events through the week include a talk by designer Karim Rashid at the Pedini showroom, film screenings and the Home Tour (a ticketed event). This year, the tour includes a commercial property, Perkins + Will Atlanta located across the street from the High Museum. The building, on track for LEED platinum certification, is billed as Atlanta's most significant green renovation.

A fashion show and fundraiser on Friday coordinated by Jeffrey Atlanta features designers inspired by African culture. Proceeds from the event will benefit CARE, an organization that benefits women and children around the world.

"Every year, we try to bring in more content and speakers," DeLeo said. "They are not all similar, but are tied together by the theme that design is human and [the desire] to understand the process behind design."

### Event preview

MA11 "Design Is Human"

Event times and locations vary. Visit [www.modern-atlanta.org](http://www.modern-atlanta.org) for more information.

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