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Modern Atlanta 2011—"Design is Human" Features Korean Charm

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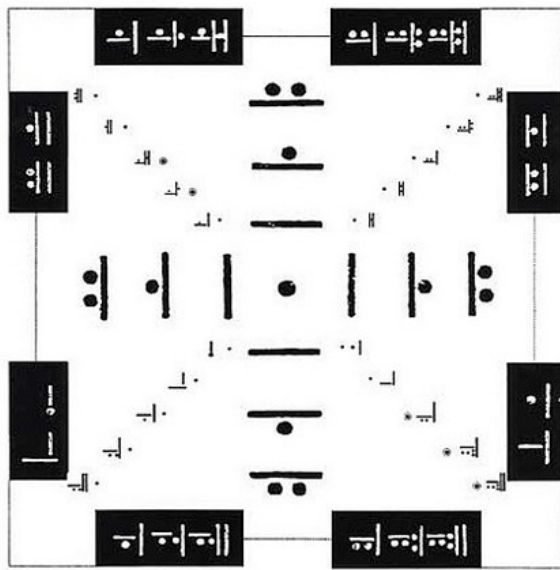
June 15th, 2011 Posted in [Design](#)

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Is it form over function or function over form? This question is generally relative, usually depending on a person's preference, interests, and sometimes culture. For Koreans, whether it's the traditional "Hanbok" or the [Burj Khalifa](#) built by Korea's [Samsung C&T](#) in Dubai, design is held with great importance and regard since ancient times.

At this year's [Modern Atlanta](#) held in Georgia, USA, a Korean Pavilion is showcased. The Korean Pavilion was designed by two Korean principals from the New York City based architecture group, [Manifesto](#). Jeeyong An and San Hwa Lee, who received international acclaim earlier this year for their design of the urban space bike rack (refer: <http://www.advancedtechnologykorea.com/?p=4531>). The two were invited to design this exhibition for the purpose of celebrating Korean culture and design. Mixing science with art, the principal designers took the Korean alphabet, [Hangul](#), (invented by the well-respected [King Sejong the Great](#) in the 15th Century) and manifested the science and structural logic of the language into the design of the Pavilion. They symbolically translated the nuances and interdependent relationship of the vowels and consonants from the [Hangul](#) system to the floor of the Pavilion. Depending on the orientation and perspective of the viewer, the nuances of the exhibit change, just like the language.



The Korean Pavilion design is based on the Korean [Hangul](#) System pictured above

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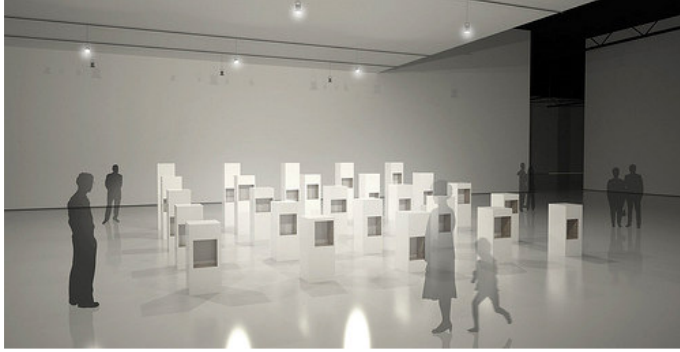
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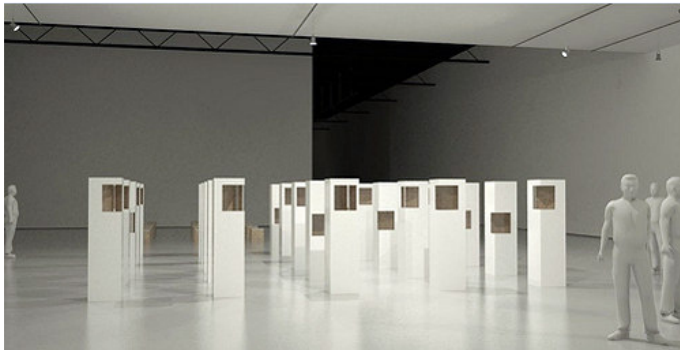
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A rendered image of the Pavilion (perspective 1)



A rendered image of the Pavilion (perspective 2)

The 'Modern Atlanta' (MA) has been exemplifying and evangelizing about "design" since 2007. The MA brand believes that design is actually a 5-letter word called 'HUMAN'. So much so that this annual MA event has been officially named "Design is Human."

MA's mission to promote design and excellence that through the creation of sought-after services and desirable products that inspire and satisfy the needs of humanity, and in turn encourage sustainable practices in lives, businesses, and the public. -MA Organization (<http://modern-atlanta.org/about/>)

The MA group and brand wishes that this platform will create opportunities for a more international audience. The Pavilion will not only serve as an attractive exhibit, but it will also be the venue where the exhibition of excellent modern Korean architecture will be showcased. This group of "excellent" work was hand-picked by a prestigious international board of scholars and experts in the field of design, from the submissions for MA 2011's "Architecture by/for/of Korea" competition. This year's competition called for works that revolved around any various aspect of Korea. There were many amateur and young talented designers that submitted pieces for the "Architecture by/for/of Korea" competition, and I'm sure they were thrilled and honored to be showcased this year at MA 2011.

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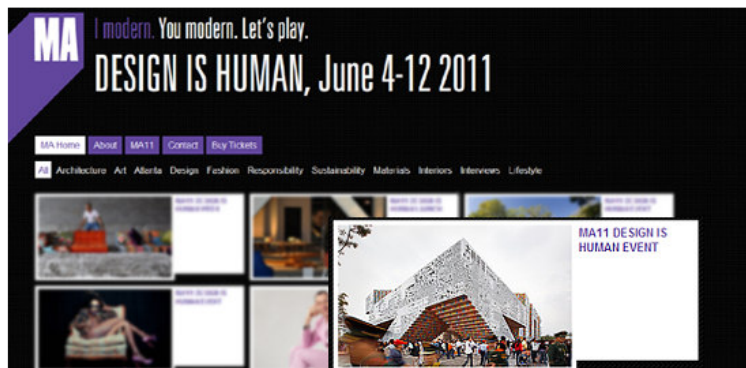
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Min-suk Cho, the founder of Mass Studies Seoul

Another Korean that will be showcased at MA 2011 is Min-suk Cho, founder of [Mass Studies Seoul](#). During this annual event in Atlanta, MA holds a series of lectures that is sponsored in part with Atlanta’s honorable High Museum of Art. With his success and respected school of thought, Cho has been invited from Seoul and is expected to give a well-worth lecture of past and present projects.



For the most part, ever since the well-received PR of the 2002 World Cup, Korea saw the door open to take more business abroad and thus developed an appetite to establish its profile as a nation and for its brands. This growing ambition led many within Korea to increase their investments in design by multi-folds and many from outside Korea to take notice of this nation. Compared to 2002, in the current year of 2011, Korea has grown to become more globally recognized for its culture and as a leader in business. This year’s feature at [Modern Atlanta](#) 2011 was a pleasant surprise for me and evidence that more knowledge about Korea’s charm and innovations are being shared to an interested international audience.



About the author by Amy Jung

I am one of the main communicators for this project and am excited about supporting Korea in disclosing and clarifying anything related to Korean technology, design, and culture. I am a former Product Specialist from Apple, born and bred in the US, and grew up around cars. I like learning about trivial things in life and relieving both my right and left brain appetites.

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