



11114
th

International Biennial Design Exhibition

World Designs

The Korean Society Experimentation in Contemporary Design
&
California State University Northridge

Organizers

VIP Reception
Main Gallery, CSUN
Sat, 11 July 2009
6pm-7pm



Korean Society Experimentation in Contemporary Design (KECD)
Art Department, California State University Northridge (CSUN)

Sponsors

Opening Reception
Main Gallery, CSUN
Sat, 11 July 2009
7pm-9pm



American Institute of Graphic Arts (AIGA Los Angeles, USA)
Korean Federation of Design Associations (KFDA)
Korea Institute of Design Promotion (KIDP)
Ministry of Foreign Affairs and Trade (MOFAT)
Korea Tourism Organization (KTO)
Design Research & Education Lab (DREL)

From left to right: James Sweeters, Dave Moon, Inyeung Choi, Moo-Gun Park, Vlado Franjevic, Chang-Ho Ahn,
James Kelly, Edward Alfano, Magdy Rizk, Jong-Bin Park, Hong-Ryul Yoon, Myong-Whan Yoo

Categories



American Institute of Graphic Arts (AIGA Los Angeles, USA)
Korean Federation of Design Associations (KFDA)
Korea Institute of Design Promotion (KIDP)
Ministry of Foreign Affairs and Trade (MOFAT)
Korea Tourism Organization (KTO)
Design Research & Education Lab (DREL)

Environmental Awareness Posters

For Earth 22
For Human 67
For Nature 101

Design Firms
177

Practical Designs
221



Participants' Information



PARTICIPANTS LISTED IN ALPHABETICAL ORDER
183 PARTICIPANTS AND 8 DESIGN FIRMS FROM 23 NATIONS

ARGENTINA

GUERRINI, SEBASTIAN
guerrinidesign@gmail.com
Guerrini Design Land
Let Green be (p. 102)
Organic World Foundation (p. 270)

CANADA

LEE, JUMIN
info@juminlee.net
JML Studio
The Climate Change Report (p. 104)

COLOMBIA

GÓMEZ CASTILLO, PIEDAD
RROCÍO
pigome2@areandina.edu.co
Fundación Universitaria del Área
Andina
The Alternative, Energy Alternative
(p. 106)

CYPRUS

PAPADEMA, ASPASIA
papadema.a@unic.ac.cy
University of Nicosia
High Voltage (p. 71)

ZANTIDES, EVRIPIDES

zantides.e@unic.ac.cy
University of Nicosia
Immigration (p. 234)

CZECHIA

RAJLICH JR, JAN
rajlich@fme.vutbr.cz
Ekoplakat (Eco-poster) (p. 81)

GERMANY

HEFELE, JÜRGEN
welcome@juergenhefele.com
Juergen Hefeledesign
Layout Corporate Design (p. 226)
Protest the to be built nuclear power
station in Sinop, Turkey (p. 235)

GREECE

PÖÖR DESIGNERS
aboutdesign@pooredesigners.com
Love Affair (p. 168)

HONGKONG

LAI, GIDEON WAI KWAN
gideon@amebadesign.com
Ameda Design Ctd
Bless China: Sichuan Earthquake
512 (p. 235)

TSANG, TAK PING
sdkith@polyu.edu.hk
School of Design
Hong Kong Polytechnic University
No Involvement for Being at Ease
(p. 105)
May 2008 (p. 222 & p. 223)

HUNGARY

KISS, FERENC
sarkanylatvany@freemail.hu
Clear (Voice and Air) (p. 103)

NÖRBERG, DURST
durstnorberrt@plus-gratis.hu
Plus-Gratis Kft
Szeged Symphony Orchestra Logo,
Identity Card and Presentation
Brochure (p. 225)

IRAN

BAHAREH, MALEKI
baran742002@yahoo.com
Untitled (p. 95)

ITALY

VULPINARI, OMAR
ovulpinari@alice.it
Fabrica
Cerberum (p. 99)

JORDAN

AL-MOUSA, MOHAMMED
mohd.almousa-1@hotmail.com
Don't Burn the Green (p. 39)

AL-NAIM, ARAFAT
ar_alnaim@yahoo.com
Arts and Design
Applied Science University
Change a Light, Change the World
(p. 126)

AL-QUDAH, OMAR
d12_111@hotmail.com
Save It or Lose It (p. 86)

AL-TUBASSI, FADI
bosswf2003@yahoo.com
Environmental Pollution of
Car Exhaust (p. 167)

HAMDAN, TASNEEM
seemo_t@hotmail.com
Global Warning From The
Global Warming (p. 44)

HIJAWI, ISSAM
abu_sarah1984@hotmail.com
Our Planet Needs Every
Drop of Water (p. 46)

KHALID, HAYTHAM
i.design@msn.com
Our Live is the Price (p. 152)

NAZZAL, YASIR SALAH
yas0000r-2006@hotmail.com
One Drop One Place Damage]
Everywhere (p. 121)

SABHA, MOHAMMED
md.sabha@hotmail.com
All Pollution Because of You!
(p. 94)

SHOUMALI, NOOR
noor1187@hotmail.com
Time Passes By (P. 43)

YASEEN, SAFIYA
safsaf_114_wml@hotmail.com
Are You Going to Let Me Go?
(p. 47)

KOREA

AHN, BYEONG-KOOK
ahn@iwebdy.net
iwebdy net
Untitled (p. 90)

AHN, CHANG-HO
vision053@naver.com
Yeungdong University
Greenpeace Environment (p. 25)

AHN, KYUNG-WHAN
paik123@empal.com
Sejong University
The Earth Which the Next
Generation Keep on Living (p. 42)

BAE, SUNG-IK
sibae@ikw.ac.kr
Kyungwoon University
Korea is Water-stressed Country
(p. 124)

BAIK, DO-HYEON
paik123@empal.com
Hongik University
Please, Give Me the House (p. 164)

BAIK, KUM-NAM
kumnam@skku.ac.kr
Sungkyunkwan University
What I Have Thought (p. 68)

CHA, JEONG-UN
chajeongun@naver.com
Drama Bank
Global Warming (p. 58)

CHEE, MYONG-KOO
designz@sangji.ac.kr
Sangji University
Save Water (p. 142)

CHO, CHAN-WOO
ccwoo78@yuhan.ac.kr
Dongyang Technical College
Water & Life (p. 112)

CHO, CHU-WON
cwcho@kflc.ac.kr
YoungNam Foreign Language Col-
lege
Friends of the Earth (p. 62)

CHO, HYUN-JOO
hellencho@nate.com
Hongik University
Ecological Constellation (p. 115)

CHO, YONG-JAE
yongjaecho@empal.com
Namseoul University
Imagine (p. 63)

CHOI, IN-SOO
ischoi@sunlin.ac.kr
Sunlin University
Fly to the Sky (Protection of Nature)
(p. 77)

CHOI, IN-YOUNG
aychoi@hanyang.ac.kr
Hanyang University
Consumed (p. 73)

CHOI, KYUNG-SUG
chsug@wonkwang.ac.kr
Wonkwang University
Finding Earth (p. 27)

EOH, IN-YOUNG
venus081@naver.com
Yuhan University
Companion or Belongings? (p. 160)

EUM, YOUNG-SIK
eumjee@kari.re.kr
Korea Aerospace Research Institute
Help Me! (p. 52)

HA, YONG-HUN
yhha@sangji.ac.kr
Sangji University
The Cycle of Nature and Creation
(p. 143)

HAN, CHANG-KYU
hck@sunny.howon.ac.kr
Howon University
Blown in the Wind (p. 171)

HAN, YOUNG-JIN
designclinic@hanmail.net
Callibrand
Oriental Medicine Culture Festival
(p. 261)
Polar Bear (p. 61)

HEO, WOOK
heawook@kangnam.ac.kr
Kangnam University
The Earth, the Art Itself! (p. 66)

HONG, CHANG-HOON
chhong@kyungmin.ac.kr
Kyungmin College
The Global Environmental Protection
(p. 144)

HONG, JI-WON
ang222@korea.com
Induk Institute of Technology
We've Lost It, Eden (p. 65)

HONG, SUNG-IL
sihong@ikw.ac.kr
Kyungwoon University
Save the Tree (p. 141)

HWANG, SOON-SUN
hwang2s@sm.ac.kr
Seokmyung Women's University
Let's Go to Green Camp! (p. 64)

IM, CHANG-YOON
changyeon528@hanmail.net
Seoul Institute of the Arts
Old Oriental Ten Symbols of
Eternal Life (p. 163)

JEONG, BYOUN-GUK
kukido@nsu.ac.kr
NamSeoul University
The Environmental Doomsday Clock
(p. 84)

JEONG, JAE-HWAN
jaehwnj@paran.com
Heng-ik University
Convention to Combat
Desertification (p. 60)

JOO, YOUNG-SOOK
jys0815@paran.com
Dong-Eui University
Your Choice? (p. 114)

JUN, JONG-BUM
jbjun@syu.ac.kr
Sahmyook University
Flowing (p. 110)

JUNG, HYE-JA
advqueen@hotmail.com
Murray State University, USA
99 Ways to Save the
Environment (p. 113)

KANG, HYUN-JONG
hkang@yuhan.ac.kr
Yuhan University
Resolution (p. 40)

KIM, BYEONG-OK
bokim@kunsan.ac.kr
Kunsan University
Untitled (p. 120)

KIM, CHEE-YONG
kimchee@edu.ac.kr
Dong-Eui University
Ah~ Earth (p. 151)

KIM, DONG-HO
vzvzzzvvv@naver.com
Hongik University
Coexist (p. 34)

KIM, GEUM-JAI
kjkim@yuhan.ac.kr
Yuhan University
Green is Life (p. 28)

KIM, GYU-WAN
gyowan@nsu.ac.kr
NamSeoul University
Surface and Structure (p. 75)

KIM, HYE-KYUNG
hkkim@khu.ac.kr
Kyung Hee University
Save the Earth Save the Life
(p. 118)

KIM, HYUNG-JOO
alixkim@gmail.com
Purdue University
Sustain US (p. 119)

KIM, HYUN-JEE
luluhyunjee@gmail.com
Seoul National University
Time to open the Pandora's Box
(p. 109)

KIM, HYUN-JUNG
hyjuki@yahoo.com
Yonsei University
Digital Malfunctionality (p. 165)

KIM, HYUN-WOOK
npkinc@paran.com
Neo Prime Korea Inc.
Around Me (p. 146)

KIM, IN-HWA
radish2@hanmail.net
Yuhan University
Eco Design (p. 166)

KIM, IN-HYE
ihkim@shingu.ac.kr
Shingu University
They Might be the Last (p. 148)

KIM, JUNG-KYU
lovekjk@nate.com
C&T Trading Inc.
A Water-Stressed Country (p. 31)

KIM, JUN-KYU
kjk3134@korea.com
Chung-Ang University
Animal Protection Poster (p. 98)

KIM, MIN-JEUNG
kmj8345@hanmail.net
Hanyang University
Recycle (p. 128)

KIM, NAM-HO
namho@smu.ac.kr
Sangmyung University
Stop Whaling! (p. 107)

KIM, SANG-RAK
srkim@dankook.ac.kr
Dankook University
Black Disaster (p. 122)

KIM, SUNG-JAE
ksj70a@yahoo.co.kr
Kyungbuk College
Korea is Disappearing (p. 85)
The 4th Kyungbuk College
Digital Image Camp (p. 267)

KIM, SUN-WHA
kswha@pknu.ac.kr
Pukyong National University
Disappeared Friends (p. 123)

KIM, YU-RI
angelilyn@naver.com
The Last Meal (p. 162)

KWON, HYU-JEONG
rai0317@paran.com
Pusan National University
Nature is Our Life (p. 129)

KWON, U-YOUNG
oyoungkw@hammail.net
Maeil Dairies Co., Ltd.
Braille Milk (p. 78)

LEE, BONG-NYEO
bnlee@joongbu.ac.kr
Joongbu University
International Environment and
Life Protection Campaign (p. 86)

LEE, BYEONG-JOO
beup1479@paran.com
Hansei University
Listen to the Last Rain (p. 83)

LEE, CHANG-SOO
cstwo2@kdu.edu
Korea Digital University
Equation (p. 130)

LEE, HAK-WOO
mossad0907@naver.com
Busan Design High School
Eco & Dream (p. 157)

LEE, HYANG-A
matilda@iscu.ac.kr
Seoul Cyber University
A SOS, You Cannot Recycle
the Earth (p. 59)

LEE, HYUN-WOO
song-of-rain@hanmail.net
Woongjin Think Big Design Team
What Color is the Earth? (p. 96)

LEE, JAE-GOO
jgyie@chol.com
IGA SangSang
God Saw that Beautiful World
(p. 93)

LEE, JIN-SIL
aziko@naver.com
Humana Namsan Hospital
Our Home Earth Vanishing (p. 159)

LEE, JIN-SOOK
1423jean@hanmail.net
Woo Song University
Protect Environment (p. 87)

LEE, JONG-SOOK
rfsky@naver.com
Door Communications
Smaller Carbon Footprints (p. 72)

LEE, JUNG-HYUN
junghyun251@nate.com
Extinction & Creation (p. 158)

LEE, JUNG-IL
joya90@naver.com
Wons Academy
What Should We Do? (p. 91)

LEE, KIL-HYUNG
proleekh@yahoo.co.kr
Hong Ik University
WDC (World Design Capital)
Year 2010 Proposal (p. 269)
UNESCO Proposal (p. 268)

LEE, KYOUNG-HYEON
leek@skku.edu
Sungkyunkwan University
Save Our Nature (p. 138)

LEE, KYOUNG-YONG
yang@wmail.knu.ac.kr
Kyungpook National University
School of Architecture
Modeling Exhibition (p. 257)

LEE, MI-JUNG
mijung6@yahoo.co.kr
Seoul National University of Tech-
nology
Save the Animal (p. 137)

LEE, MI-YOUNG
lmy2133@hanmail.net
Daejin University
Change Less (p. 108)

LEE, MYUNG-HO
mhlee@kangwon.ac.kr
Kangwon National University
College Peace Film Festival Poster
(p. 259)

LEE, SEUNG-ILL
whiznet@hanmail.net
Chungnam Provincial Chungyang
College
Wild Flowers (p. 140)

LEE, SU-JIN
thecolor@yonsei.ac.kr
Yonsei HCI Lab
Audial Emotion Dimension:
Pleasure & Arouser (p. 258)

LIM, BYUNG-WOO
yourbryan@hanmail.net
Donga E&D

The Best Way We Can Do
Before Adieu (p. 53)

LIM, SEU-KYUNG
saemin66@hanmail.net
Hong-ik University
Save the World (p. 57)

MYUNG, KWANG-JOO
adpromyung@hansung.ac.kr
Hansung University
Pure Water is a Diamond of
The First Water (p. 97)

NA, IN-SUN
vzone@hcc.ac.kr
Hyecheon University
Earth (p. 30)

NAM, SUK-HEE
conanfirst@hanmail.net
N Design Studio
Save Water: Please, Save Me!
(p. 135)
Dong Kwang Special Metals co,
LTD. CIS (p. 252)

NOH, YOUNG-JOO
fynnoh@hanmail.net
Yu Han University
Can't You See My Forest of Tears?
(p. 80)

OH, CHI-GYU
ahchigyu@hanmail.net
Chungnam National University
Nostalgia about All Things (p. 100)

OH, DONG-JUN
dony5@hanmail.net
O-chae
Eco is my best friend - Don't Touch
(p. 76)

OH, JI-EUN
dhwldms28@nate.com
Nature, Damage is Done (p. 153)

PAEK, JAE-EUN
jepaek@shingu.ac.kr
Shingu University
09 Patterns in Silhouette (p. 230)

PARK, BONG-YONG
hinder02@naver.com
Hong Ik University
Save the Earth (p. 51)

PARK, CHUN-SHIN
cspark@seoularts.ac.kr
Seoul Institute of the Arts
Park Chun Shin Invitation Exhibition
(p. 227)

PARK, HYU-SHIN
hyepark@yonsei.ac.kr
Yonsei University
Calendar Design with Informational
Patterns (p. 233)

PARK, IN-SEONG
ispark@ptuniv.ac.kr
Pyeong Taek University
Save the Earth (p. 32)

PARK, JONG-BIN
binpark@wsu.ac.kr
Waesong University
They Cannot live in Warm Places
(p. 133)

PARK, MOU-GUN
moo@theflyingbus.net
the Flying BUS
Doosan Infracore 2009 Magazines
(p. 254)
Preserve Your World.
Preserve Yourself. Act Now. (p. 33)

PARK, SEUNG-DAE
psd@gw.ac.kr
Gangwon Provincial College
Man-Na (p. 256)

PARK, SUNG-HYE
jimmy680@hanmail.net
Yuhan University
Stand by Me (p. 88)

PARK, TAE-HO
adpark@induk.ac.kr
 Induk Institute of Technology
 Water is Life (p. 125)

PARK, WOOH-YEONG
whpark@yuhan.ac.kr
 Yuhan University
 Beautiful Woods (p. 131)

PARK, YU-SUN
designsun53@naver.com
 Sahmyook University
 The National Nature Trust of Korea C.I. (p. 266)

RA, JEONG-HYUN
a2guy@naver.com
 CEHBTech. Co., Ltd.
 Leaf is Life (p. 149)

RYOO, CHEUL-HO
chryoo@konyang.ac.kr
 Konyang University
 Untitled (p. 172)

SEO, JAE-HWA
sjaehwa@ck.ac.kr
 Chungkang College of Cultural Industries
 Let's Save the Sick Earth! (p. 41)

SEO, JIN-YOUNG
jy_ad@hanmail.net
 Kimpo College
 If We Keep Doing Like This... (p. 136)

SHIM, KYU-HA
shim.kyuha@gmail.com
 Ssamzie
 The Number of Connection (p. 92)
 Ecognize (p. 132)

SHIN, SEONG-HOON
sshin@seoularts.ac.kr
 Seoul Institute of the Arts
 Stop! Global Warming (p. 89)

SHIN, SEON-OK
visualok@hanmail.net
 Induk Institute of Technology
 Forever (p. 50)

SHIN, YONG-SOON
ysshin@hanbat.ac.kr
 Hanbat National University
 Oh! No! (p. 147)

SON, KEUM-SUN
sks@ssu.ac.kr
 Soongsil University
 Genesis (p. 156)

WI, DONG-MYUNG
wixi325@gmail.com
 D_Node
 Think Green (p. 29)

YI, JUNG-HEE
junghee4974@lycos.co.kr
 Morning Glory
 Untitled (p. 260)

YI, SUNG-HAN
saintwa@empal.com
 Woosong Information College
 The Essence of Our Nature
 (p. 139)

YOO, DONG-KWAN
ndky@smu.ac.kr
 Sangmyung University
 Clean Air, Clean Environment
 (p. 155)

YOO, IN-HA
ihyoo@halla.ac.kr
 Halla University
 Pollution Prevention (p. 82)

YOO, MYUNG-HWAN
mhwanny@mail.kcu.ac.kr
 Korea Cyber University
 Living Together (p. 37)

YOO, HONG-YEOL
hyyoon@nsu.ac.kr
 NamSeoul University
 Untitled (p. 134)

YU, EUN-JUNG
nabiss1224@hanmail.net
 Belluce Studio
 A Change of Scene (p. 54)

LIECHTENSTEIN

FRANJEVIC, VLADO
vlado@highspeed.li
 Out of Green and Back
 (p. 74)

NETHERLANDS

PETER DE BOER
 Untitled (p. 246, 247)

PEJI, BENNETT
 FeRichi (p. 255)

QATAR

DIANE, MIKHAEL
ddmikhael@qatar.vcu.edu
 Virginia Commonwealth University
 Qatar
 Two Cultures One Design
 (p. 224)

SAUDI ARABIA

EL-AMIRI, SULAIMA
s_elamiri@hotmail.com
 Applied Science University
 Melting Globe (p. 36)

SABRI, BANA
bactionb@hotmail.com
 Applied Science University
 Global Warming (p. 48)

SINGAPORE

ALMKHLAAFY, ASTRID
astrid@ntu.edu.sg
 Nanyang Technological University
 Pilgrimage Book (p. 248)

SLOVENIA

CEHOVIN EDUARD & DEVETAK
 TANIA
eduard.cehovin@siol.net
 Type Directors Club (NY) and
 ICBGRADA
 Pedestrian Crossings (p. 249)

TURKEY

KES, YUSUF
yusufkes@hotmail.com
 Süleyman Demirel University
 For a Green Earth!
 Please Ride a Bike (p. 49)

SEYLAN, ALI
aliseylan@gmail.com
 Ondokuz Mayıs University
 Think or Sink (p. 116)

TÖMAK, ALI
alitomak@hotmail.com
 Ondokuz Mayıs University
 Yellow+Green+Blue (p. 70)

UK

ABU-AWAD, ESSAM
tebcreative@hotmail.com
 Coventry University
 Justice (p. 38)

UKRAINE

SOLOMADINA, ALIONA
solomadina@ukr.net
 S_GRAPHICS studio
 Air Pollution Attacks! (p. 145)

USA

BARRETT, DOUGLAS
dougbarrett@mac.com
 University of Alabama at
 Birmingham
 Little Things Are Big (p. 117)

BENITEZ, BRENDA
 California State Polytechnic
 University, Pomona
 Hangin On (p. 228)

BLANK, TODD
todd@toddblankdesign.com
 Todd Blank Design
 As Trees Die, We Die (p. 150)

BOOK, MIKE
 California State Polytechnic
 University, Pomona
 Liberty (p. 236)

DE ALMEIDA, CRISTINA
Cristina.deAlmeida@wwu.edu
 Western Washington University
 Containing the Navigation (p. 265)

DIMARCO, PAULA
Paula.j.dimarco@csun.edu
 California State University,
 Northridge
 Save the Trees, Save the World
 (p. 111)

DREW, JOHN T.
jdrew@fullerton.edu
 California State University, Fullerton
 Color Management: A Comprehensive Guide for Graphic Designers
 (p. 251)

EVENSON, STAN
sevenson@evensonsondesign.com
 Evenson Design Group
 BuFest Indie Music Festival &
 Green Event Poster (p. 262)
 Kaulua Hawaiian Chocolate (p. 231)

GOV, STEPHANIE
 California State Polytechnic
 University, Pomona
 Control (p. 240)
 Controlled (p. 242)

GRAME, ROBERT
rgrame@uta.edu
 University of Texas Arlington
 Cut Consumption (p. 79)

JIMENEZ, LETICIA
 Missing America (p. 243)

KELLEY, JAMES
jkellydesign@aol.com
 California State University,
 Northridge
 The Avalon Room (logo) (p. 229)
 Yield (p. 35)

KIM, HYUN-JUNG
lamhj2000@yahoo.com
 Fossil
 Modern Vintage (p. 253)

LA CAVA, DAVID
dave@davidlacava.com
 We're All Sunk (p. 153)

LOU, MARTIN
 California State Polytechnic
 University, Pomona
 Over Population (p. 237)

McKNIGHT, JENNIFER
mcknightj@umsl.edu
 University of Missouri-St. Louis
 Kali Nikitas (p. 250)
 Take Care of Our Home (p. 45)

MEI, AMANDA
 California State Polytechnic
 University, Pomona
 Milked (p. 238)

MEYER, SARAH
sameyer@csupomona.edu
 California State Polytechnic
 University, Pomona
 Color Management: A Comprehensive Guide for Graphic Designers
 (p. 251)

MICHAEL, PACHINO
mpachico@bridgew.edu
 Bridgewater State College
 Postcard for International Poster
 Exhibition (p. 264)

NINI, PAUL
nini.1@osu.edu
 Ohio State University
 30% less CO₂ by 2020 (p. 161)

OCKERSE, THOMAS
 RISD
 Water Matter/s: 51 Perspectives
 (p. 245)

RIZK, MAGDY
mrizk1@secal.rr.com
 California State University,
 Northridge
 Atlas Burdened (p. 26)

SABINO, ROB
 California State Polytechnic
 University, Pomona
 Care Less (p. 239)

SALCHOW MACARTHUR, KELLY
salchow@msu.edu
 Michigan State University
 Look. Listen. Feel. (p. 69)

SANCHEZ, MAGALY
maggs31@yahoo.com
 Global Connection (p. 55)

TARALLO, DONALD
donald_tarallo@yahoo.com
 Bridgewater State College
 Postcards for Concert Series
 (p. 263)

WRIGHT, ERIN
asylum@uab.edu
 University of Alabama at
 Birmingham
 Acid Rain (p. 127)

WU, SAMANTHA
 California State Polytechnic
 University, Pomona
 Conceived Restriction (p. 241)

YI, YANG
 California State Polytechnic
 University, Pomona
 Live Free (p. 244)

ZHANG, LI
lizhang3@purdue.edu
 Purdue University
 Cut Down Pollution (p. 170)
 Colorful World of Design (p. 232)

ZHOU, JING
jz67867009@yahoo.com
 Monmouth University
 Stop Whaling (p. 24)

DESIGN FIRMS

AND
www.and.ch
 Creative Director:
 Jean-Benoit Levy
 p. 174

DESIGN PANACEA
www.designpanacea.com
 Creative Director:
 Albert Choi
 p. 216

FABRICA
www.fabrica.it
 Creative Director:
 Omar Vulpinari
 p. 180

FRANK+VICTOR DESIGN
www.frankandvictor.com
 Creative Directors:
 Josh Finto
 Chris Visit
 p. 186

HAMAGAMI & CARROLL
www.hcassociates.com
 Creative Directors:
 John Hamagami
 Justin Carroll
 p. 192

KAME DESIGN
www.kamedesign.com
 Creative Director:
 Joachim Müller-Lance
 p. 198

MEAT & POTATOES
www.meatoes.com
 Creative Director:
 Tod Gallope
 p. 204

SUBCOMMUNICATION
www.subcommunication.com
www.subtitude.com
 Creative Director:
 Sébastien Théraulaz
 p. 210

EXHIBITION DIRECTORS

CHIEF DIRECTOR
 INYUONG ALBERT CHOI, PH.D.
 VICE PRESIDENT, KECD
 PROFESSOR, HANYANG UNIVERSITY
 KOREA

DIRECTORS
 DAVE MOON
 PROFESSOR
 CALIFORNIA STATE UNIVERSITY NORTHBRIDGE
 CALIFORNIA, USA

SCOTT HUTCHINSON
 PROFESSOR
 UCLA EXTENSION
 CALIFORNIA, USA

DONALD TARALLO
 PROFESSOR
 BRIDGEWATER STATE COLLEGE
 MASSACHUSETTES, USA

ORGANIZERS

KOREAN SOCIETY EXPERIMENTATION IN CONTEMPORARY DESIGN (KECD)
 ART DEPARTMENT, CALIFORNIA STATE UNIVERSITY NORTHBRIDGE (CSUN)

kecd
 The Korean Society Experimentation in
 Contemporary Design

California State University
Northridge

SPONSORS

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA LOS ANGELES, USA)
 KOREAN FEDERATION OF DESIGN ASSOCIATIONS (KFDA)
 KOREA INSTITUTE OF DESIGN PROMOTION (KIDP)
 MINISTRY OF FOREIGN AFFAIRS AND TRADE (MOFAT)
 KOREA TOURISM ORGANIZATION (KTO)
 DESIGN RESEARCH & EDUCATION LAB (DREL)



외교통상부
 Ministry of Foreign Affairs And Trade



Design Research & Education Lab