

Digital Oullim and Global Marketing

In today's world marked by the digitalized environments and changes, the demands of customers and users have been increasing for solutions that can help attain their values and strengthen their individualities. The means to achieve such trends among customers today can be seen in the on-line internet environment as well as off-line at a community level, as opposed to an individual level. A firm or a company looking for a success in today's cyber environment has to identify and understand its customers as well as defining its own core competency and building up differentiated strategies. The so-called customer-driven marketing strategy allows a company to keep the competitive advantage to achieve balance and harmony in the local and global markets. ■



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Global Fashion and Digital Marketing

A successful global fashion marketing has to focus on consistent development of designs according to the fast changes of customer preferences. The fashion industry, now recognized as a high added value industry, has to adapt the product creation and development span, as the fashion cycle is becoming shorter and customers demands change faster than ever. The emphasis on fashion design development according to the global customer demands cannot be stressed enough. Fashion design development lacking in creativity in a true sense has no room for success in the world market today. ■



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(Thomas Flechtner)



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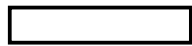
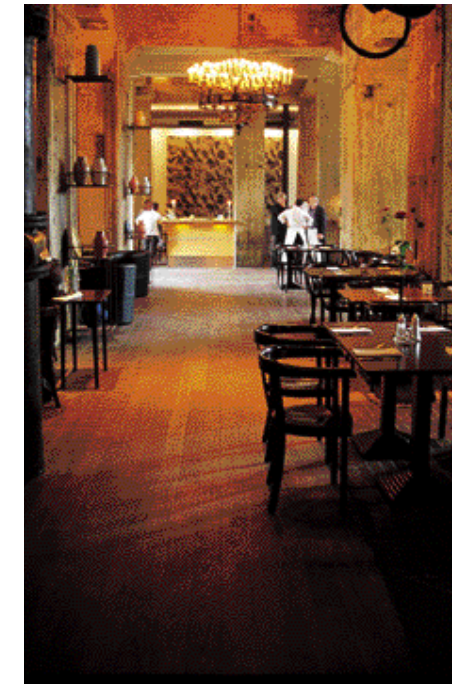
가 (Karoline Gruber)

www.expo2000hannover.ch

Outdoor Architecture in Harmony with Nature : Swiss Sound Box at Swiss Pavilion, World EXPO2000 Hannover by Architect Peter Zumthor

At this year's World EXPO2000 in Hannover, a piece of architecture stack-built with untamed wooden logs and pieces through which rain drops and sun shafts can penetrate. This unusual piece of architecture is the Swiss Pavilion presents the visitors from around the world the beauty of nature from the Swiss Alps. In the midst of subtle scent given off by the natural wood, visitors are offered with coffee and guided tours to the world of Swiss music, food, fashion, and culture. Named as 'Sound Box,' this cultural exposition at the Swiss pavilion presents itself to be the total art show of the nation. ■





(designfo)

(www.erco.com) Foto: Bernd Hoff

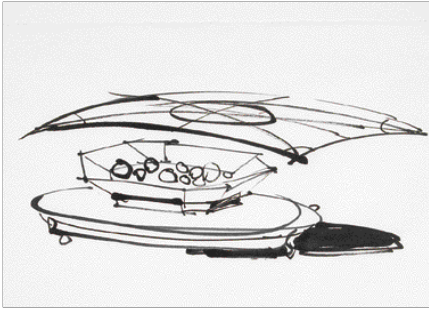
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The Old and the New, A Coal Mine and A High-End Restaurant in One - Restaurant Casino Zeche Zollverein

A Coal Mine facilities from an olden days has turned into a luxury restaurant at the cultural center of German city Essen. Zollverein is a coal mine first established in 1932 and has been remaining a symbolic architecture piece of vigorous industrial period throughout the German mid-century after its

permanent closure in 1986. Zollverein building, know today as one of the Germany's masterpiece architectural landmark designed by Fritz Schupp and Marin Kremmer, has become the culture-related organization offices such as NRW Design Center and other cultural events center for a number of exhibitions. Recently, two architects Boell and Krabel converted the turbo-compressor hall into a luxury restaurant that includes exposed square concrete pillars, thick pipelines, and old air

compressing pumps within the interior. Including bars and lounge area, Casino Restaurant has 200 guest seats. ■



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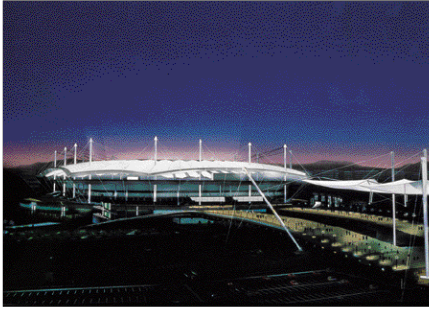
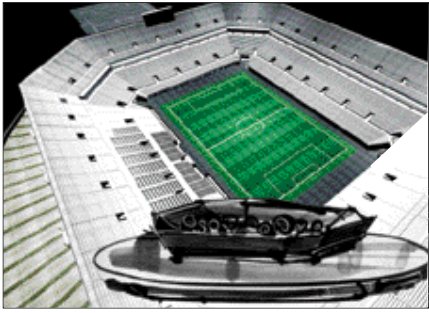
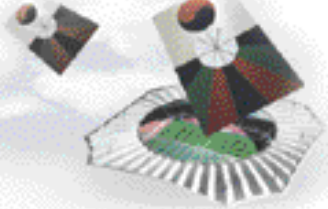
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Traditional Images Realized by Cutting-edge Technology, Seoul World Cup Soccer Stadium

Sang-am dong is currently where the construction for 2002 World Cup Soccer Stadium is well under way. Total area of 46,700 pyong, holding 61,101 regular spectators' seat, 805 VIP seats, 2024 press seats making up total of 63,930 seats, this 7 story(including underground 1st floor level) world-class stadium not only is fully-equipped with FIFA standards but also attracting worldwide interests at its unique combination of tradition and culture. With Pukhansan Mountain backdroped in the north, the Stadium is surrounded with a newly-constructed science park on the west, ecological river stream Pulgwangchon on the east, and the Peace Park on the south.

Taking the example from the France's Saint Denis Stadium, the World Cup Stadium is a project conceived from the idea to turn and revive Nanajido island, which previously has been a waste dump ground from the city of Seoul, into a eco-city where human and nature coexist in environmental harmony. ■



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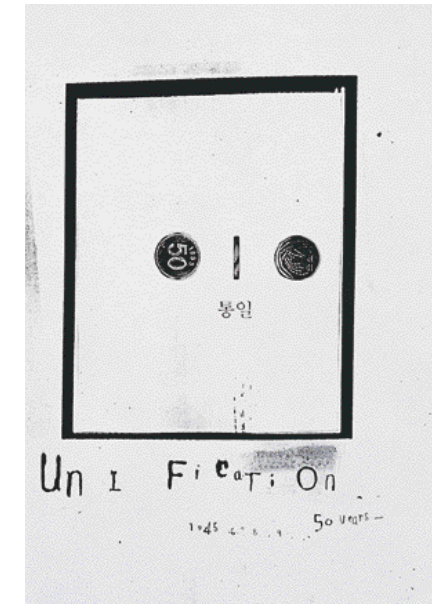
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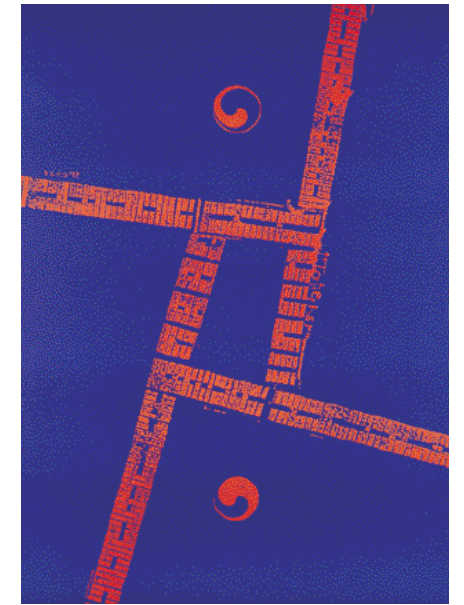
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Magpie and Tiger, An Icon of Delicate Harmony of Oullim

Oullim is a harmony between natural surroundings and human, machines and technology, a harmony between and among the four directions, East, West, South, and North, between the past, the present, and the future. Oullim originated from the Principles

of Tae-geuk, meaning 'unite in one and become one another,' and it is the fundamental principles of cosmos that unites opposing concepts of the universe such as yin-yang, east-west, south-north, poor-rich, nature-human, and the like. The philosophy of oullim has been especially influencing the a series by 601Bisang in such projects as 'Magpie and Tiger,' 'Together,' 'and Unification.' Derived from a traditional Korean folk tale, magpie and tiger respectively represent the sound of vowel and that of consonant, both of which are only functional as a working speech upon the existence of the other, symbolizing the inseparability of elements to create harmony. Also a strong metaphor of the divided Korea, 'Magpie and Tiger' conveys the message to stop the hatred and work together to reunite the North and the South. 'Together,' taking its motifs from the Taegeuk and four kuas, the two humanoid images hand-in-hand claims that individualities between individuals combined in harmony will create a positive energy. 601Bisang has been well-known in the communications design scene in Korea for its powerful messages seasoned with experimental approach. ■



(Kumjun Park)

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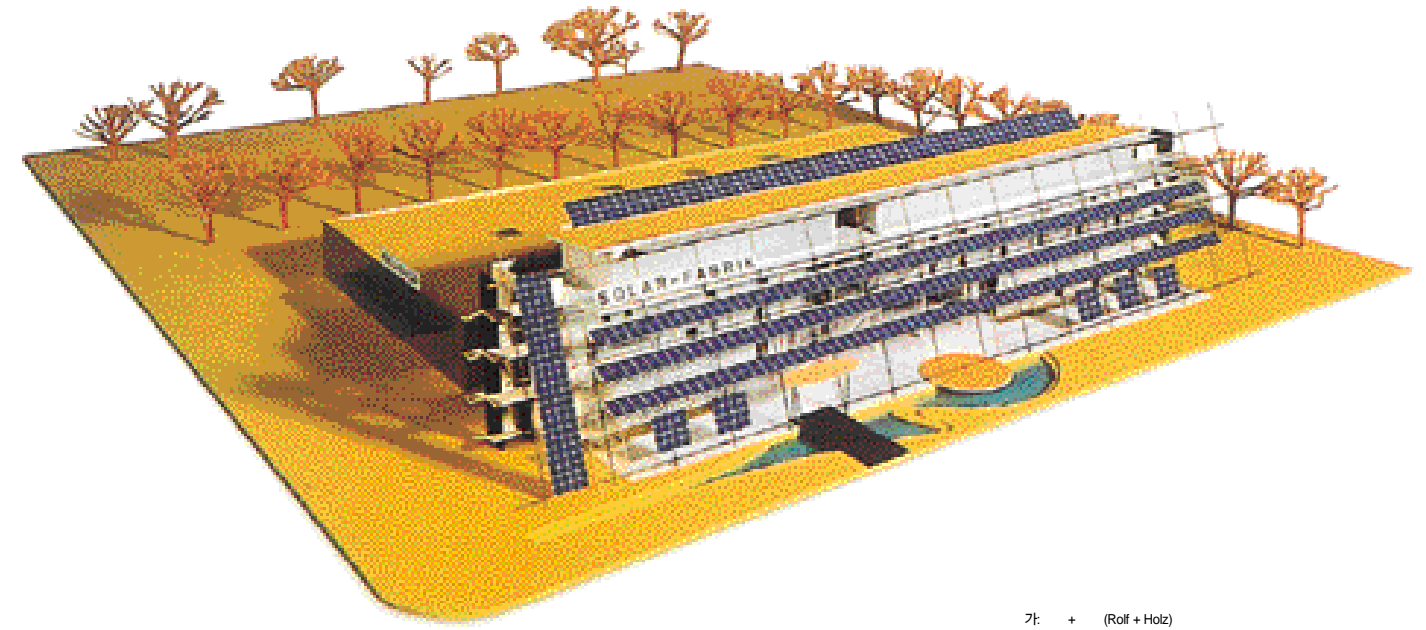
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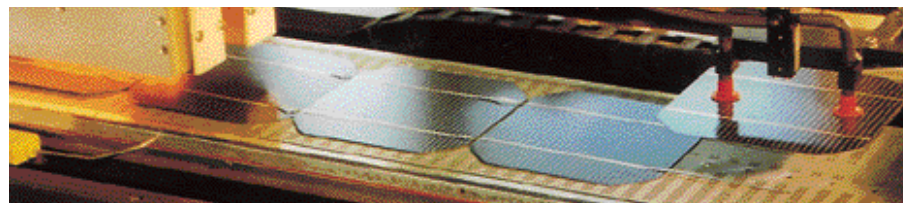
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**Solar Energy Receiver Producer
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Freiburg, one of the German region with highest daytime solar power, is where Solar Fabrik runs a factory since 1996. Solar Fabrik not only contributes significantly in producing solar energy receiver devices but also obtains 30% of its entire energy sources from the solar power collected from solar energy receivers (covering 575 square meters in area) installed on and around the factory building. Due to its environmental-friendly and low-cost products, Solar Fabrik supplied 25% of all German solar receivers market only after one year of the founding of the company. ■

BMBF가

fabrik.de

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