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Anniversary



Seoul Design Festival is an exhibition where designers can express their creativity through experimental ideas. Since 2002, it has been the leading design show in Seoul and has received strong support from the monthly magazine *Design*. The festival has allowed participating designers to successfully promote themselves and expand their territories. For its 10th anniversary, the Design Festival features Spain as a guest country. For this occasion, several renowned Spanish designers including Javier Mariscal, Vasava, Badabum, Bravos, and Capella will showcase their work and deliver presentations. Chinese, and Japanese designers will be hosted as part of the *Hankandasil, Tea House of Asian Design* exhibition that includes collaborative works with Korean designers. Pieces from the **DMY Berlin festival** will also be showcased during the Seoul Design Festival. --- **2011 FESTIVAL PROGRAMME** *Trend Now* Leading design firms that produce cutting-edge brands and products. *Design Solution.* Product or service businesses with highly quality design contents. *Up-coming Designer* Professional designer who needs do to self-promotion. *Young Designer* Students or graduates who want to promote themselves to kickstart their international career. *Global Designer* Guest Country: Spain Design Special Exhibition with Javier Mariscal, Bravos, Badabum, Vasava. *Designer's Lab* Diverse interpretations of a same object by different designers selected from all around the world. *Creative Korea* Special exhibition on Korean culture created by international and local designers. Theme: *Hankandasil: Tea House of Asian design* --- **This event is organized by: Design House**, a leading content media group that inspires quality of life through design, culture, and art in Korea. Design House also aims to nurture the mind through media and content. Its long term goal is to be a global-leading group of media & content.

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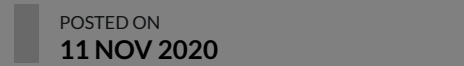
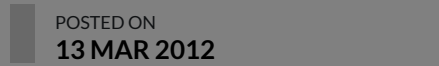
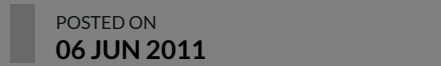
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