

The background features a series of horizontal stripes in pink, green, yellow, and red. On the right side, there is a 3D geometric structure composed of several colored blocks: a yellow block at the top, a green block below it, a red block to the left, and a large blue block at the bottom right. The text is overlaid on these elements.

DESIGN KOREA

**20
23**

MAISON&OBJET

07-11 SEPT. 2023

PARIS NORD

VILLEPINTE

Hall 2. J82-J54

a meaningful life Inc.

ARTBOT

Biscuitworks

Clessidra

COMMU

Creators Lab inc.

DESIGN COMM

Furmin Co., Ltd.

GOOBER

mamaforest

MERCION

meunder

mobile island

MORNING NOON NIGHT

NOOGI Inc.

NULLI NULLI

ONE+DESIGN

PAPER POP

plantalk

Pronto

REVELOP

rhetoric

SCHAFFENGOTT CO., LTD.

SnapSys

sorosi

SPACE TAILOR

SPEXTRUM

TENDO°

TESSI

UNICHEST Co., Ltd.

Unroll Surface

vergum making

YouWouldLoveThis



**DESIGN
KOREA**

**20
23**

MAISON&OBJET

07-11 SEPT. 2023

PARIS NORD

VILLEPINTE

Hall 2. J82-J54

a meaningful life Inc.	6
ARTBOT	10
Biscuitworks	14
Clessidra	18
COMMU	22
Creators Lab inc.	26
DESIGN COMM	30
Furmin Co., Ltd.	34
GOOBER	38
mamaforest	42
MERCION	46
meunder	50
mobile island	54
MORNING NOON NIGHT	58
NOOGI Inc.	62
NULLI NULLI	66
ONE+DESIGN	70
PAPER POP	74
plantalk	78
Pronto	82
REVELOP	86
rhetoric	90
SCHAFFENGOTT CO., LTD.	94
SnapSys	98
sorosi	100
SPACE TAILOR	104
SPEXTRUM	108
TENDO°	112
TESSI	116
UNICHEST Co., Ltd.	120
Unroll Surface	124
vergum making	128
YouWouldLoveThis	132

DESIGN KOREA 2023

Explore the smart and innovative design products at the Design Korea Pavilion to experience the Korean lifestyle.

KIDP promotes Korean design companies, designers, and outstanding design products to go global.

Starting with K-content, which includes movies, music, and dramas, we are proud to showcase a variety of design products for consumers who

want to experience the Korean lifestyle.

Celebrating its second year, the DESIGN KOREA Pavilion will feature more than 100 products from 33 K-Style brands with diverse stories to tell.

Experience the Korean lifestyle at the DESIGN KOREA Pavilion!

Hosted by
Ministry of
Trade, Industry
and Energy

The Ministry of Trade, Industry and Energy(MOTIE) is the central administrative body of the Republic of Korea that oversees and coordinates commerce, trade, industry, trade negotiations, foreign investment, medium-sized enterprises, industrial technology R&D policies, energy and underground resources.

Organized by
Korea Institute
of Design
Promotion

Established in 1970, the Korea Institute of Design Promotion (KIDP) is the only design body in Korea to plan and implement national design policies and strategies.

Affiliated with the Ministry of Trade, Industry, and Energy, KIDP aims to raise quality of life for people by design and lead innovation of the Korean design industry.

a meaningful life Inc.

a meaningful life Inc. is a lifestyle brand that aims to address the climate crisis by offering environmentally-friendly consumer choices through sustainable materials and product development that add sustainable meaning to consciousness. We strive to enhance environmental sensitivity and promote a more sustainable lifestyle.

Established in	2022
CEO	YOON Taeyi
Designer	CHOI Beatgeulimn
Address	(04796) 286, Gwangnaru-ro, Seongdong-gu, Seoul, Republic of Korea
E-Mail	hello@ameaning.co.kr
Telephone	+82 (0)70 8015 2705 +82 (0)10 3399 8980
Web	www.ameaning.co.kr
Instagram	@amean.ing

Pine Sleep Pillow Mist

The Pine Sleep Pillow Mist, imbued with Korean pine essential oil, spreads a cool and refreshing scent subtly through the air to help you fall asleep and sleep peacefully through the night. Blended with three different aromatic essential oils for deeper sleep, it is crafted with non-ethanol water-based ingredients, rendering it safe even for pregnant women, infants, and pets. It is also made with Korea's Boryeong mud extract, renowned for its deodorizing and antibacterial properties.

Material:
Pine Extract
Boryeong Mud Extract
Dimensions:
54*34*108mm
120g
Option:
Pine



Organic Cotton Long-sleeves Pajama set

The Organic Cotton Pajama Set is Korea's first globally vegan-certified(PETA-approved Vegan) sleepwear line, made exclusively from organic cotton(OCS certified) that has been cultivated without the use of pesticides for three years. It has successfully completed safety testing for prolonged direct skin contact. With a pattern tailored to consider movement during sleep, its lines and lightweight design ensure a comfortable night's rest.

Material:
Organic Cotton 40 woven
Coconut Palm Button

Dimensions:
[M]
520*630mm
300*980mm
450g
[L]
630*700mm
340*1,050mm
500g

Option:
Ivory
Deep Green



Organic Cotton Pillow Cover Layer

The Organic Cotton Pillow Cover Layer is an innovative product designed to facilitate enjoyment of soft and healthy sleep on your pillow every night. The top surface of the pillowcase that comes into contact with your skin features 100% organic cotton, giving it a smooth and comfortable feel. The back surface of the pillowcase that comes into contact with the pillow is upcycled with outdoor waterproof fabric that blocks saliva, sweat, and bacteria. The double banding design makes it easy to slip both the pillow and the pillowcase on and off.



Material:
Organic Cotton 40 woven
Polyester

Dimensions:
[S]
600*400*3mm
76g
[L]
700*500*3mm
109.8g

Option:
Ivory
Deep Green

ARTBOT

ARTBOT is an innovative solution to the social problem caused by plastic waste. It addresses plastic pollution by utilizing the prominent recycled material, 'paper' through its proprietary technology. It enables children to create their own toys using environmentally friendly and safe paper. Through Artbot, we aim to protect children's happy memories and ensure a healthy future for them.

Established in	2019
CEO	KIM Dongyoon
Designer	KIM Dongyoon
Address	(07212) 16F, 57, Seonyudong 2-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
E-Mail	dykim@dellodp.com
Telephone	+82 (0)70 4218 7279 +82 (0)10 3299 3251
Web	www.artbotstore.com
Instagram	@artbotstore

3D SERIES

4 type

You can directly draw on it, and the completed kit can be assembled by following the instructions.

Material:
PAPER, PC
KC, CE, CPCS,
SOR Certified

Dimensions:
100*110*150mm
100g

Option:
Penguin
Helicopter
Beetle
Stag Beetle

Caution:
Do not use for
infants under
37 months.



DINO SERIES

5 type

The product features the designs by an autistic designer and incorporates their graphic prints. A portion of the proceeds from the product is donated to vulnerable children and youth.

Material:

PAPER, PC
KC, CE, CPCS,
SOR Certified

Dimensions:

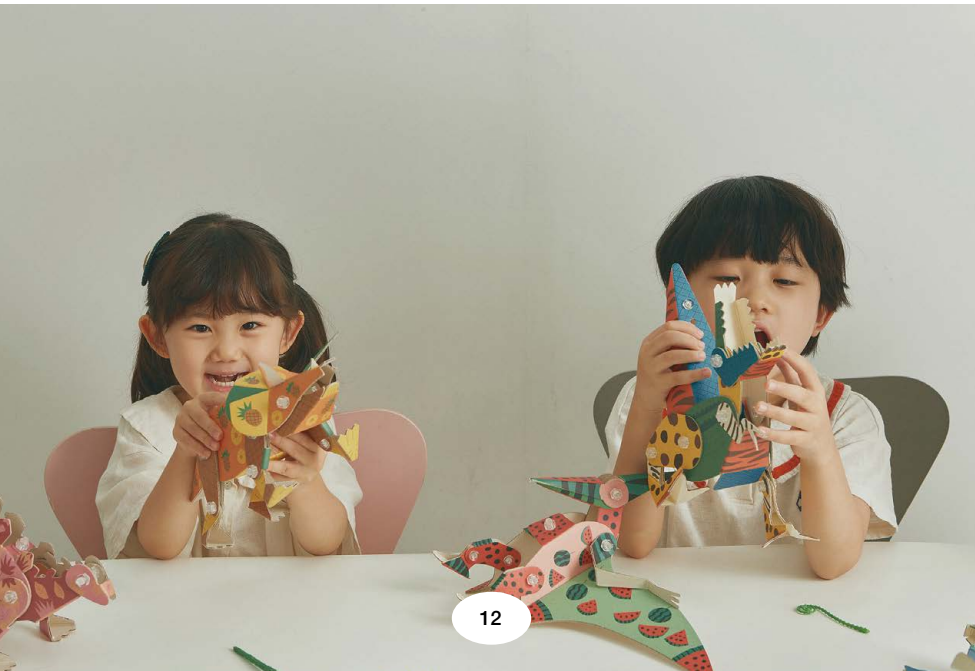
120*320*270mm
200g

Option:

Tyrannosaurus
Parasaurolophus
Triceratops
Stegosaurus
Pteranodon

Caution:

Do not use for
infants under
37 months.



ENDANGERED ANIMAL SERIES

9 type

The product features the designs by an autistic designer and incorporates their graphic prints. A portion of the proceeds from the product is donated to vulnerable children and youth.



Material:

PAPER, PC
KC, CE, CPCS,
SOR Certified

Dimensions:

420*280*200mm
200g

Option:

Monk Seal
Blue Whale
Green Sea Turtle
African Elephant
African Giraffe
African Black Rhinoceros
Polar Bear
Giant Panda
Siamese Crocodile

Caution:

Do not use for
infants under
37 months.

Biscuitworks

Biscuitworks is a design studio that specializes in crafting meticulous furniture and lifestyle products, similar to biscuits that require baking multiple times to achieve perfection. Our expertise lies in providing three-dimensional experiences even in small products.

Established in	2018
CEO	KIM Chunghee
Designer	KIM Chunghee JU Yoona
Address	(61107) 22-3, Jeobul-ro 73beon-gil, Buk-gu, Gwangju, Republic of Korea
E-Mail	biscuitworks@gmail.com
Telephone	+82 (0)50 6789 5959 +82 (0)10 9212 2578
Web	www.biscuitworks.co.kr





TAPE:TAPE

'TAPE:TAPE' is a paper tape dispenser (tape cutter) in the shape of a cassette. There are many items around us that have lost their usefulness as times have changed. Hoping to sustain the existence of these old items, we have reinterpreted them simply and succinctly. They share the common features of having similar nuances and leaving something behind, albeit serving different purposes. We hope that through this, the product can act as a bridge connecting generations.

- Material:**
 GPPS
 (General Purpose Polystyrene)
 ABS
- Dimensions:**
 107*32*72mm
 105g
- Option:**
 Clear
 Clear Black
 Clear Orange
 Clear Blue
 Customized
- Caution:**
 It has two plastic blades,
 so be careful.



Clessidra

Clessidra designs and produces products that re-interpret traditional Korean materials and cultural content through a contemporary design lens.

Established in	2008
CEO	JU Hanjin
Designer	JU Hanjin
Address	(12014) Bosung, 44, Bonghyeon-ro, Jinjeop-eup, Namyangju-si, Gyeonggi-do, Republic of Korea
E-Mail	triratna@naver.com
Telephone	+82 (0)10 2275 7904
Web	www.clessidra.kr
Instagram	@clessidra7904

Flower petal Earring

Our Petal-inspired Earrings, crafted from environmentally friendly traditional Korean paper (hanji), are lightweight and showcase a beautiful contrast of vivid colors through their floral-inspired design and the natural hues of hanji. Finished with otchil lacquer varnish, these eco-friendly earrings are also water-resistant.



Material:
Traditional handmade paper, silver needle, brass(14k gold plating)
Dimensions:
23*10*50mm
Option:
Black
Yellow
Pink
Gray
Red
Green
Mint
White



Mountain Brooch

Pendant detachable

The Mountain-inspired Brooch takes its inspiration from the gentle ridges of Korean mountains. A luxurious and sophisticated vibe is created by combining gradient-colored hanji with solid brass. The lightweight nature of the hanji makes it an ideal adornment for even the lightest of fabrics. It can also be worn as a necklace.



Material:
Traditional handmade paper,
silver needle, brass
(14k gold plating)

Dimensions:
50*30*65mm

Option:
Mustard
Light Turquoise
Gray
Violet

Two Semi-circular Brooch

Our Circle-inspired Brooch uniquely embodies the diverse hues of hanji. With semi-circular motifs creating a color contrast, this brooch can be worn with a wide array of outfits of different colors. Crafted from eco-friendly hanji, this lightweight brooch stands out for its textured and three-dimensional qualities.



Material:
Traditional handmade paper,
silver needle, brass
(14k gold plating)

Dimensions:
50*75*20mm

Option:
Mustard
Light Turquoise
Gray
Violet
Light Pink
Light Blue

COMMU

The mission of COMMU is to create a safe world for children. We aim to develop products that provide a peace of mind, allowing children to explore the world freely. Starting with the COMMU Baby Head Protector, we plan to introduce a wide variety of safety-related products.

Established in	2020
CEO	PARK Jongwon
Designer	PARK Jongwon
Address	(07345) #634, 40, 63-ro, Yeongdeungpo-gu, Seoul, Republic of Korea
E-Mail	info@ornd.kr
Telephone	+82 (0)2 783 8825 +82 (0)10 8891 0009
Web	www.ornd.kr
Instagram	@commu.official



COMMU Baby Head Protector

The COMMU Baby Head Protector safely protects babies' heads from bumps.

The unique Y structure protects to the top of the head from impacts while preserving the round shape of the back of the head.

The velcro along the back of the product can be adjusted for the size and shape of the baby's head, allowing the product to fit babies and toddlers ages 3 months to 24 months.

The air mesh interior enhances wearability and increases breathability, while the added ventilation structure on each side of the product helps to regulate temperature. Additionally, there is a 10mm PU foam lightweight shock absorption layer that makes the product light yet safe.

Material:
[Outer] Cotton 100%
[Inner] PE 100%

Dimensions:
170*210*110mm
60g

Option:
Mustard Yellow
Carrot Orange
Picnic Green
Ocean Blue
Milky Pink
Midnight Grey
Bunny Beige
Lilac Purple
Yuja Yellow

Caution:
Small parts
maybe swallowed if
dropped.



Creators Lab Inc.

Creators Lab Inc. develops safe toys for children that can be taken into their mouths, using edible ingredients. It also provides specialized creative education.

Established in	2017
CEO	RYU Jung-ha
Designer	LEE Jisu
Address	(14557) 18, Bucheon-ro 198beon-gil, Bucheon-si, Gyeonggi-do, Republic of Korea
E-Mail	contact@creatorslab.co.kr
Telephone	+82 (0)70 7918 2444 +82 (0)10 8821 5324
Web	www.creatorslab.co.kr
Instagram	@creatorslab.official

Foodie Clay

Foodie Clay is a clay dough that is safe for children who may place objects in their mouth. Discover clay crafts that are good for children's sensory development, and can be eaten right away without cooking.

In addition, the clay can be stored at room temperature and has a long expiration date of 18 months from the date of manufacture, making it easy to distribute and store.

Material:
[Package]
PP(paper, polypropylene)
[Foodie Clay]
Sugar paste
(HACCP Certified)

Dimensions:
200*150*60mm
200g

Option:
Baby Rabbit
Baby Pig
Baby Chick
T-Rex
Stegosaurus
Triceratops
White CLAY-DOUGH
with Food Coloring Set

Caution:
This product is recommended for storage at room temperature.
The expiration date is 18 months from the date of manufacture.



Foodie Clay

Endangered Animal series

Foodie Clay is a clay dough that is safe for children who may place objects in their mouth. Discover clay crafts that are good for children's sensory development, and can be eaten right away without cooking.

In addition, the clay can be stored at room temperature and has a long expiration date of 18 months from the date of manufacture, making it easy to distribute and store.

Material:
[Package]
PP(paper, polypropylene)
[Foodie Clay]
Sugar paste
(HACCP Certified)

Dimensions:
250*150*60mm
220g

Option:
Blue Whale
Tiger
Polar Bear
Honey Bee

Caution:
This product is recommended for storage at room temperature.
The expiration date is 18 months from the date of manufacture.



Rice Art

Rice Art is an art kit that allows you to create unique and beautiful artworks using 100% rice coated with safe edible coloring. You can enjoy both art and sensory play, and learn interesting stories about dinosaurs, animals, and transportation in the provided designs. The rice used in Rice Art is sourced from broken or visually imperfect rice that would otherwise be discarded during the processing stage. With Rice Art, you can create stunning art without any concerns about harmful substances.

Material:
[Package]
Paper
[Rice Art]
Rice(KC certification)

Dimensions:
460*330*50mm
819g

Option:
Dinosaur-Animal Series
Vehicles Series
Henri Matisse series



DESIGN COMM

DESIGN COMM is a company that designs and manufactures sensory lifestyle products(CUPPOT, MOSMO) for individuals with unique personalities in modern society.

Established in	2004
CEO	JEON Joonyoung
Designer	JEON Joonyoung
Address	(41233) 80, Hyoseo-ro, Dong-gu, Daegu, Republic of Korea
E-Mail	jun5988@naver.com
Telephone	+82 (0)53 591 5988 +82 (0)10 4504 3988
Web	www.mosmo.co.kr
Instagram	@mosmo_cuppot

Candy tea infuser

This is a tea infuser in the shape of a lollipop candy, allowing you to brew and enjoy a warm cup of tea by placing green tea leaves inside. All components are made of silicone material, making it safe for the human body and ensuring worry-free use. Simply immerse the tea infuser with green tea leaves in water, wait for it to steep, and then you can enjoy your tea.



Material:
Silicone
Dimensions:
30*30*130m
12g
Option:
Red
Yellow
Light Green
Pink
Mint
Light Gray

LAMPOT

This product is a fusion of a mini flowerpot and mood light, allowing you to use it as a flowerpot during the day and as a mood light at night. You can plant and water plants in the upper flowerpot section, and simply empty the water when it accumulates in the middle silicone part. The lower body part functions as a subtle warm light mood light, and you can adjust the brightness to use it as ambient lighting in your space.

Material:
ABS
Silicone

Dimensions:
160*160*120mm
450g

Option:
Flowerpot
Lamp



The flowing time of Hangeul

The aesthetic elements inherent in Korean vowels and consonants have been incorporated into clocks that are used in all modern living spaces, allowing people to experience them in their daily lives. This Korean clock product is designed to provide sensory styling in various spaces, taking into account indoor environments and consumer preferences.

Material:
ABS
Acryl

Dimensions:
280*280*50mm
600g

Option:
Marble
Wood
Fabric
Aluminum Pattern



Furmin Co., Ltd.

K Heritage Art Furniture, the embodiment of timeless essence, encapsulates the value of uniqueness and sustainability. It represents a new Korean aesthetic that harmoniously blends traditional Korean elements with a modern touch. The art of K Heritage is inspired by traditional Korean paintings(minhwa) and brought to life through the collaboration of highly skilled craftsmen, showcasing their expertise and meticulous craftsmanship.

Established in	2019
CEO	CHO Eunjung
Designer	CHO Eunjung
Address	(06162) 4F Dongshin bldg, 409, Teheran-ro, Gangnam-gu, Seoul, Republic of Korea
E-Mail	euny1524@gmail.com
Telephone	+82 (0)10 5779 1524
Web	www.furmin.kr
Instagram	@furmin_official

Bookshelf : HAHM Queen's afternoon

Queen's Afternoon by Femin, a new line designed for 2023, is a timeless gift that combines the construction transformed into design, and a sense of modernity coexisting with history. This is achieved through collaboration with Kim Jae-yeol, designated the 55th so-mokjang(joinery artisan) of Korea's national intangible cultural property. To elevate the artistry of each moment, we introduce a fresh interpretation: the fusion of minwha(Korean folk art) and weaving crafts. Working with new material: 100% linen, and pioneering a new technique: transforming the hand-drawings of minwha artist Cho Eun-jung into digital prints, followed by the creation of limited editions. Through such competition and collaboration, Femin's workshop collection Blessing : HAHM series continues to nurture and create novel art, technology, and cultural heritage.



Material:
Walnut
Paulownia
Linen
Natural Oil
White Bronze

Dimensions:
250*230*380mm
200*180*330mm
270*260*380mm
220*210*330mm
8,000g

Option:
Peony
Butterflies
Flowers and Birds
The Sun
Moon and Five Peaks

Caution:
Beware of sharp scratches

Sabangtakja3 : book and display stand

The K Heritage Art Furniture represents a collaboration between the intricate Korean unique joinery techniques, crafted by the greatest artisans of Korea without a single nail, and the minhwa folk art from the 19th Century Joseon era. This environmentally friendly product, made from 100% solid wood, 100% linen, and natural oils, embodies a philosophy deeply aligned with both the environment and human health.



Material:
Walnut
Paulownia
Linen
Natural Oil

Dimensions:
300*300*1,100mm
3,000g

Option:
Peony
Butterflies
Flowers and Birds
The Sun
Moon and Five Peaks

Caution:
Beware of sharp
scratches

Sabangtakja4 : book and display stand

The K Heritage Art Furniture represents a collaboration between the intricate Korean unique joinery techniques, crafted by the greatest artisans of Korea without a single nail, and the minhwa folk art from the 19th Century Joseon era. This environmentally friendly product, made from 100% solid wood, 100% linen, and natural oils, embodies a philosophy deeply aligned with both the environment and human health.



Material:
Walnut
Paulownia
Linen
Natural Oil
White Bronze

Dimensions:
300*300*1,230mm
3,000g

Option:
Peony
Butterflies
Flowers and Birds
The Sun
Moon and Five Peaks

Caution:
Beware of sharp
scratches

GOOBER

The brand 'GOOBER' is centered around the theme of drawing, imagining, and creating products and experiences related to drawing. They specialize in creating drawing tools such as crayons and paper products, and they are expanding their range by exploring spaces and new experiences. Since starting full-scale production in 2017, they have been exporting their products to over 20 countries, aiming to provide enjoyable and new experiences to people of all ages, including children, around the world.

Established in	2017
CEO	HWANG Sehee
Designer	HWANG Sehee
Address	(12902) 135, Misagangbyeonhangang-ro, Hanam-si, Gyeonggi-do, Republic of Korea
E-Mail	drawing@goober.kr
Telephone	+82 (0)31 8028 1395 +82 (0)10 3284 0496
Web	www.goober.kr
Instagram	@goober

GOOBER CRAYON_ FARM

The GOOBER CRAYON_FARM is a crayon designed with the motif of vegetables, fruits, and nuts. It has been developed to enable various clasps and grips according to its shape, focusing on the development of fine motor skills, and it is firm enough to be used as a toy, and does not easily rub off on hands. The GOOBER CRAYON_FARM won the IF Design Award, one of the world's top three design awards, in 2022!

Material:
Wax crayon
Dimensions:
175*175*33mm
382g
Option:
Red
Orange
Yellow
Grey
Yellow Green
Leaf Green
Bluish Green
Purple
Ultramarine
Dark Brown
Caution:
Not to be used for other purposes.
Store away from direct sunlight and high temperature.



GOOBER CRAYON_ BLOCK_ WATERMELON

GOOBER CRAYON_BLOCK is a product that combines the concept of various play activities with the existing coloring function of crayons, designed to be portable and convenient. We have contemplated the combination of crayons and blocks, considering the harmonization between the diverse 'colors' of crayons and the 'assembly' function of blocks. We believe that if various colors are assembled in different forms, it can create a variety of effects during the coloring process. Additionally, when crayons wear down or become depleted, the idea of assembling these small pieces to create a larger crayon, making coloring easier, also came to mind.

Material:
Wax crayon

Dimensions:
50*80*19mm
48g

Option:
Red
White
Yellow Green
Pink
Black
Bluish Green

Caution:
Not to be used for other purposes.
Store away from direct sunlight and high temperature.



DRAWING CLOCK_ FARM

The DRAWING CLOCK is a device that keeps time and comes in various shapes and combines the features of a drawing book and a clock. It offers a fun and natural way to teach children the concept of time, and serves as an attractive piece of home décor. Made from environmentally-friendly paper, it is clean, lightweight, and offers the possibility of paper refills for quasi permanent use.

Material:
Paper

Dimensions:
270*25.5*35mm
360g

Option:
Scarlet
Orange
Yellow
Mustard Yellow



mamaforest

AN INNOVATIVE REFINEMENT OF LIFE ESSENTIALS FROM THE FOREST.

'mamaforest' is a trendsetting K-Brand that has captured worldwide attention with its revolutionary eco-friendly 'Solid Dish Soap Bar'!

NATURAL / NON-TOXIC / BIODEGRADABLE / SUSTAINABLE / LOW-CARBON / ZERO-WASTE

With these core values, we continue re-creating Stylish kitchen & laundry detergent, Personal Care & Cosmetics from natural ingredients.

We are committed to providing our customers with high-quality, eco-sensational products for home and earth.

Established in	2020
CEO	OH Hyunjoo
Designer	KEE Seongeun
Address	(16942) A201,338 GwangGyyoJungAng-ro, Suji-gu, Yongin-si, Gyeonggi-do, S.Korea
E-Mail	ohsarah@mamaforest.kr
Telephone	+82 (0)31 893 1530 +82 (0)10 9282 3667
Web	www.mamaforest.kr
Instagram	@mamaforest.official

Natural Dish Bar

INNOVATIVE SOLID BAR TYPE KITCHEN DETERGENT.

- Sensational Alternative of Traditional Dish Washing detergent
- Globally Sold Over 2,000,000 Since 2018

NO RESIDUE / SQUEAKY CLEAN / EVE-VEGAN / NEVER MELT AWAY

The Best of Nature Through Patience: Meticulously Aged for 1000hrs using the C.P(Cold Process) Method.

1. Good ingredients & outstanding cleansing power.
2. Food Grade Cleaning Agent: Wash fruits, vegetables and dishes all at once.
3. Incredible Lather (Foaming power test completed) Firmness that doesn't soften.
4. 99% free from E.coli and Aeruginosa / No skin irritation & Free from 11 hazardous ingredients(Tested at a nationally accredited skin clinical research center).

Material:
CP SOAP
Dimensions:
62*105*50mm
150g
Option:
Green Harmony (Peppermint scent)
Lemon Glory (Lemon scent)
Pink Heaven (Grape Fruit scent)
Angel Baby (Unscented)



BYE TEARS Shampoo & Body Bar

NO MORE PLASTIC IN YOUR
BATHROOM!

- ALL-IN-ONE from Hair to Body
Cleansing
- Mom & Baby All Together

1. 100% EWG Green rating for ingredients.
2. Usable by all ages from infants to adults.
3. No synthetic fragrances, pigments,
or preservatives & certified free from
35 harmful ingredients.
4. Slightly mild acidic bar type.
5. Zero-waste package / Vegan.



Material:
Mildly acidic soap
Dimensions:
70*87*35mm
115g

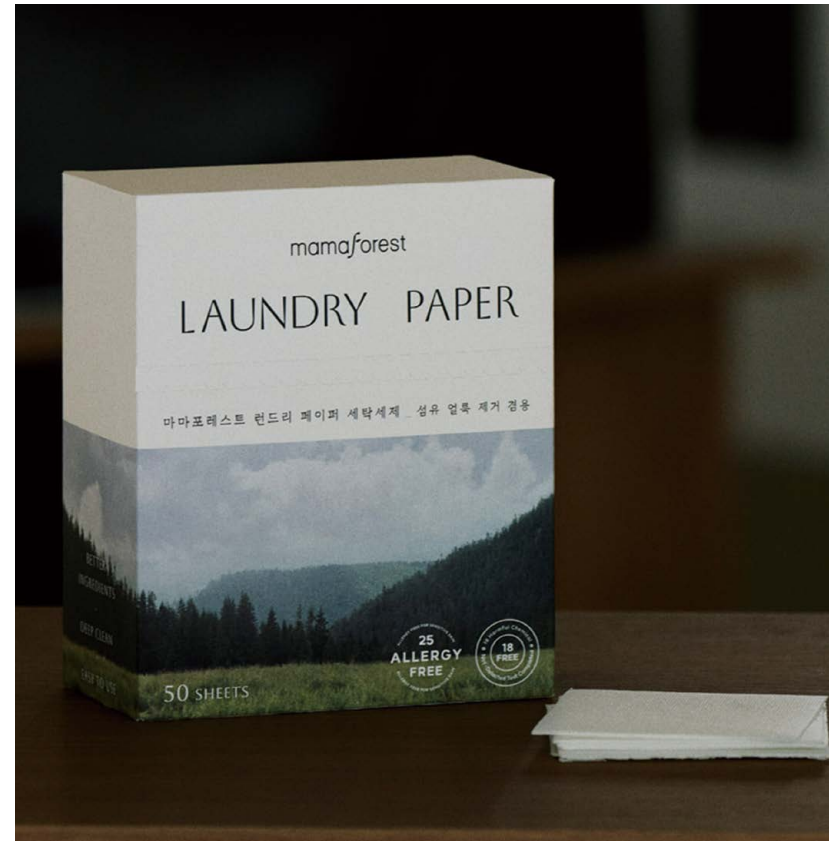
Laundry Paper

SENSATIONAL PAPER TYPE
LAUNDRY DETERGENT

- Allergy-Free & Non-Toxic
- Biodegradable & Zero-waste

1. ALL-IN-ONE : Washing Detergent /
Fabric Softener / Wool Cleansing /
Stain Remover.
2. NO RESIDUE : PROMPTLY & PERFECTLY
DISSOLVE in cold or hot water.
3. NO HARMFUL INGREDIENTS
(Safety Testing Completed).
4. NO PLASTIC : PATER Detergent &
PAPER Package.

Material:
Sheet Laundry Detergent
Dimensions:
170*90*200mm
184g



MERCION

Art within arm's reach - Design Mob
(Brand name: MERCION).

Our Silk Scarves are inspired by artists' works.

We use a variety of materials to replicate the original painting as closely as possible on fabric.

Using high-quality silk and finished with hand hemming, we take pride in crafting top-tier quality scarves.

We also produce a range of products from a single artwork.

All products crafted by Design Mob embody the narratives of our artists.

Established in	2021
CEO	CHOI Wonsun
Designer	JUNG Hyeyoon(Zookeeper)
Address	(12918) 307 Echocube 22, Misagangbyeonso-ro, Hanam-si, Gyeonggi-do, Republic of Korea
E-Mail	designmobb@naver.com
Telephone	+82 (0)70 8065 0331 +82 (0)10 8287 9808
Web	www.mercion.kr
Instagram	@mercion_official

Red chairs and books in the forest

MERCION's silk scarves are created by artists transforming their works into scarves.

We use top-tier twill silk fabric and employ digital printing techniques to maintain an artistic vibe. To prevent color fading and maintain the original vivid hues, we use traditional methods to ensure the dye adheres to the fabric. The scarf edges are softly rolled and stitched by hand, without the use of machines. Each scarf takes approximately 40 minutes to complete, and a skilled artisan is capable of producing only about 15 pieces per day. Despite the time requirements, Design Mob insists on maintaining this traditional artistic process, as this is just one of the critical details that determine the superb quality of the scarf.

Material:
Twill Silk(100%)
Dimensions:
Carre 900*900mm
Petit 530*530mm
Twillly 50*830mm
Option:
Carre
Petit
Twillly
Caution:
Dry Cleaning Only



SILK PADDED SCARF

The warmth of micro padding meets the softness of silk in our Silk Padded Scarves. By embedding warm micro padding through the creation of multiple air pockets between the smooth double layers of the 14m/m thick silk scarf, Design Mob is able to provide a degree of warmth unparalleled by other scarves. In addition, the distinctive illustrations from our artists convey a sense of beauty incomparable to ordinary scarves. MERCION's Silk Padded Scarves are the solution to the question of how to look stylish and stay warm this winter.

Material:
Twill Silk(100%)
[Filler] Micro Fiber
Dimensions:
140*1,800mm
Option:
Zebar's Garden
Caution:
Dry Cleaning Only



ILLUSTRAP

The Illustrap was born from the fusion of 'illustration' and 'strap'. Our smartwatch straps are a new design form, created when artists' illustrations meet smartwatch straps. We offer three types of smartwatch faces along with the straps, providing the option to switch to your preferred illustration. Smartwatch faces can be easily downloaded and applied from the 'MERCION' website. This allows for a variety of styles and makes an even stronger impression when paired with a bracelet. The Illustrap is a completely new type of strap, a complete break from existing smartwatch straps.

Material:
Polyester
Dimensions:
25mm*830mm
Option:
Tiger King
Caution:
Hand wash



meunder

meunder is a company that strives to create honest and ethical underwear for health, safety, and environmental reasons under the slogan "Wear nature for myself. Wear health for the Earth."

Established in	2021
CEO	PYON Sungmin
Designer	NA Jieun
Address	(04382) 3F 7, Hangang-daero 48-gil, Yongsan-gu, Seoul, Republic of Korea
E-Mail	ed@5roc.com
Telephone	+82 (0)2 6367 5550 +82 (0)10 8912 4900
Web	www.meunder.com
Instagram	@meunder_official

meunder signature wood bralette

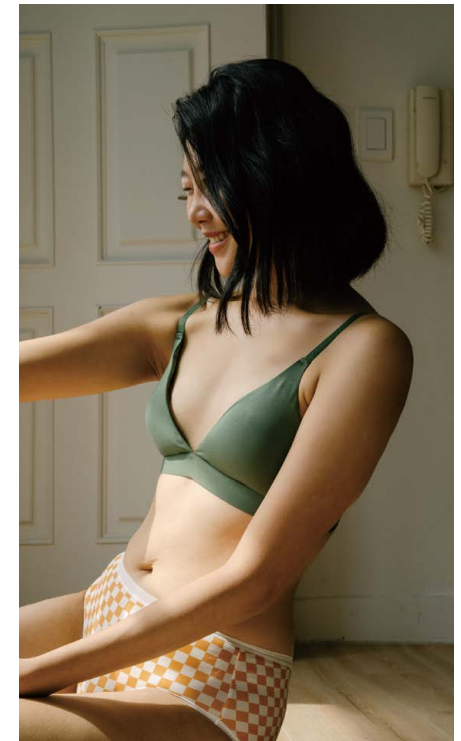
meunder signature wood bralette-meunder's main bralette is made with FSC-certified sustainable materials and the brand's patented eco-soft and micro-technologies. It wraps around your chest in a full cup design, completely eliminating discomfort by doing away with all wires, molds, and labels. With a seamless and stretchable fleece bottom band and shoulder straps, it guarantees a comfortable fit, inclusive of sizes up to 2XL. It comes in ten different colors inspired by nature, allowing for diverse set combinations with the signature briefs and drawers.

Material:
Tencel™ lenzing mirco modal
80's

Dimensions:
[S] 300*250mm, 60g
[M] 320*260mm, 65g
[L] 320*270mm, 70g

Option:
Cocoa
Beige
Forest Green
Black
White

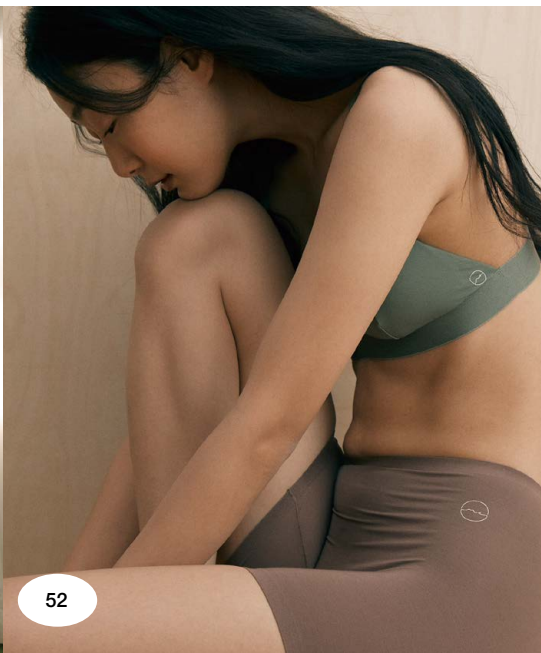
Caution:
Max washing temp 30°C
Do not dry clean & bleach
No iron



meunder signature wood drawers

meunder signature wood drawers—meunder's signature product provides you with the ultimate level of softness thanks to its eco-friendly wood-based material and patented technology. These women's-only drawers alleviate discomfort such as pressure in the Y-zone, using a seamless fusion manufacturing technique. The product adds subtlety with its supersoft banding that gently wraps around the abdomen, a wide crotch, and special printing that replaces irritating labels. With ten different colors inspired by nature and a total of six sizes from S to 3XL, the drawers cater to a full range customer preferences and body types.

- Material:
Tencel™ lenzing mirco modal
80's
- Dimensions:
[S] 280*250mm, 38g
[M] 300*260mm, 40g
[L] 320*270mm, 42g
- Option:
Cocoa
Beige
Purple
Yellow
Forest Green
Royal Blue
Grey
Pink
Black
White
Checkerboard
- Caution:
Max washing temp 30°C
Do not dry clean & bleach
No iron



52

meunder Comfy Carbon zero PAJAMA set

meunder comfy PAJAMA set – A unisex pajama set that gently wraps around a physique exhausted from a long day's work, allowing for a comfortable sleep. Born from the combination of the lightness and durability of cotton and the non-deforming durability and absorbency of modal materials, this set is the first use of Carbon zero fabric in Korea. Our design removes the irritating tag on the back of the neck and uses a super-soft band to reduce pressure around the waist. Discover the difference in the intricate details, including deep and generous pockets.

- Material:
47% lenzing modal
46% cotton
7% spandex
- Dimensions:
[M]
510*730mm, 360*485mm
460g
[W]
470*670mm, 330*360mm
450g
- Option:
Indie Pink
Sky Blue
Deep Navy
- Caution:
Max washing temp 30°C
Do not dry clean & bleach
No iron



53

mobile island

MOA Inc.(Brand name: mobile island) is dedicated to achieving balanced products through continuous contemplation. From design planning to manufacturing and sales, Moa participates in every stage of the product creation process, aiming to provide a well-rounded experience for consumers at each step.

Established in	2018
CEO	KO Soyoung
Designer	KO Soyoung
Address	(04020) 402, 4F, 36, Donggyo-ro, Mapo-gu, Seoul, Republic of Korea
E-Mail	info@moacompany.kr
Telephone	+82 507 1306 4650 +82 (0)10 9811 7965
Web	www.mobile-island.com
Instagram	@mobileisland_official



Lighthouse LED Lamp

The Lighthouse is a portable lamp inspired by the concept of the smallest lighthouse. It includes a diverse range of functions such as wireless charging, three-step brightness control, Light temperature control, timer(auto on/off) mode and more.

Material:

ABS Plastic

Dimensions:

75*75*175mm
125g

Option:

White
Black
Vintage Green
French Blue
Poetic Pink

Caution:

Supports 5V 1A,
Supports 5w charging,
Does not support PD
fast charging.



5in1 USB-C Multi Hub

This USB-C-type multi-hub has a simple design and compact size. It supports HDMI, USB 3.0, USB 2.0, SD and Micro SD ports. The silicone pad on the bottom prevents slippage, and the Tin case packaging makes it easy to store products and desk accessories.

Material:

ABS Plastic

Dimensions:

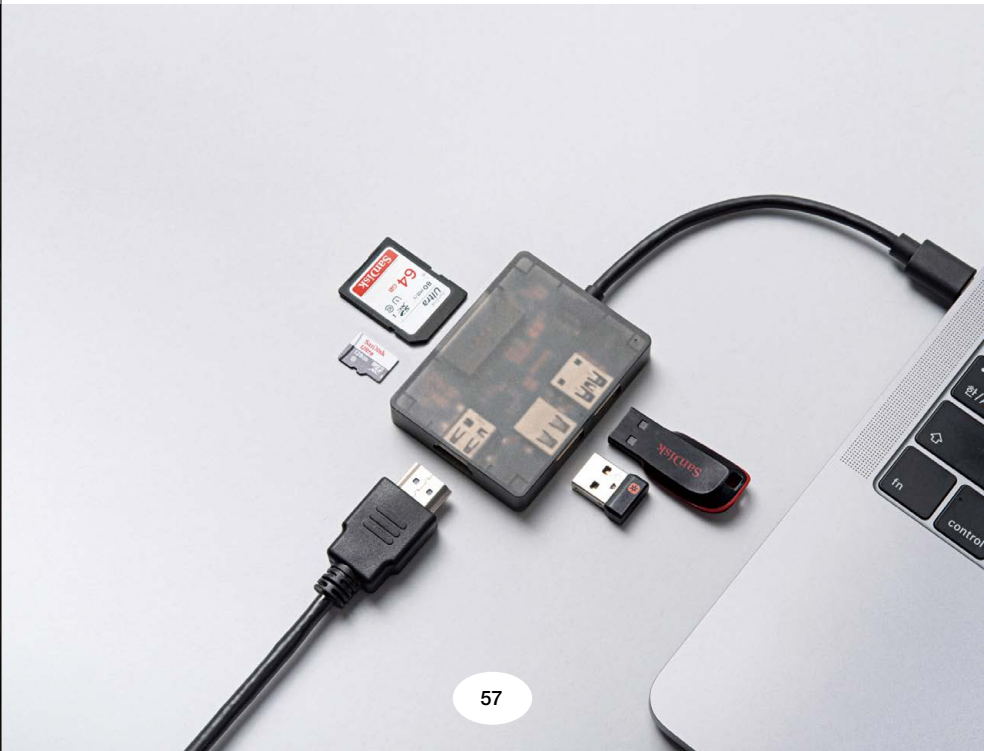
65*50*10mm
35g

Option:

White
Black
Translucent

Caution:

SD and Micro SD do not
operate simultaneously.



MORNING NOON NIGHT

MORNING NOON NIGHT is a color lifestyle brand that creates and introduces fabric products such as rugs, blankets, and more. Drawing inspiration from original artwork, it collaborates with various experts from around the world. With unique designs and vibrant colors, MORNING NOON NIGHT allows you to fill your space with joy and create a personalized environment.

Established in	2021
CEO	KANG Junsuk
Designer	KANG Junsuk
Address	(06539) 501, 10-40, Juheung 7-gil, Seocho-gu, Seoul, Republic of Korea
E-Mail	morningnoonnight.info@gmail.com
Telephone	+82 (0)70 8094 0204 +82 (0)10 8636 0204
Web	www.morning-noon-night.com
Instagram	@morning_noon_night

Popcorn Flower Blanket

Popcorn Flower Blanket is a premium textile product known for its unique illustrations and vibrant colors. It is made using the finest cotton yarns and woven in a jacquard format. The blanket can be used in various ways, such as a throw, rug, or picnic mat. Created in collaboration with expert weavers from textile factories in the United States, it is a high-quality product that adds a special touch to any space with its artistic illustrations.

Material:
USA cotton 100%
Made in USA
Dimensions:
1,300*1,800mm
1,000g
Option:
Multi

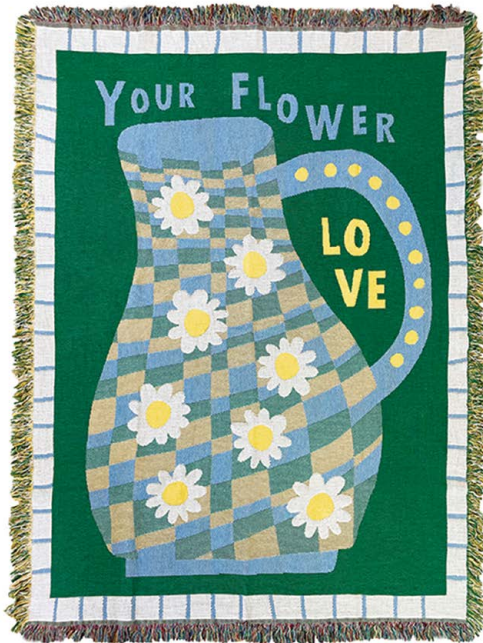


Check Daisy Blanket

Check Daisy Blanket is a premium textile product known for its unique illustrations and vibrant colors.

It is made using the finest cotton yarns and woven in a jacquard format. The blanket can be used in various ways, such as a throw, rug, or picnic mat. Created in collaboration with expert weavers from textile factories in the United States, it is a high-quality product that adds a special touch to any space with its artistic illustrations.

Material:
USA cotton 100%
Made in USA
Dimensions:
1,300*1,800mm
1,000g
Option:
Multi



Handmade Track Rug

Handmade Track Rug is a premium textile product known for its unique illustrations and vibrant colors. It showcases colorful illustrations inspired by travel and nature. Created in collaboration with traditional Indian carpet artisans with over 100 years of expertise, this rug is made from 100% handmade wool without the use of machines. The yarn is dyed with natural dyes, resulting in rich and authentic colors. With a thickness of 15mm, the rug offers a plush and luxurious feel, which becomes even softer over time. It is a premium product that combines craftsmanship, unique design, and superior quality.

Material:
Wool 100%
Made in India
Dimensions:
800*1,300mm
3,000g
Option:
Multi



NOOGI Inc.

NOOGI is a brand of ergonomic chairs that aims to provide easier and faster correction of posture in modern society, where the prevalence of spine-related disorders is increasing. With the world's first movable 4-quadrant seat, it helps maintain balance in the body and promotes a healthier quality of life.

Established in	2020
CEO	PARK Chanwook
Designer	PARK Chanwook LEE Jinwoong CHOI Chulwoo
Address	(05510) A-212, Olympic-ro 35gagil 10, Songpa-gu, Seoul, Republic of Korea
E-Mail	info@noogifurniture.com
Telephone	+82 (0)2 415 0368 +82 (0)10 2851 0270
Web	www.noogifurniture.com
Instagram	@noogi_global @noogi.furniture

Tritzoi

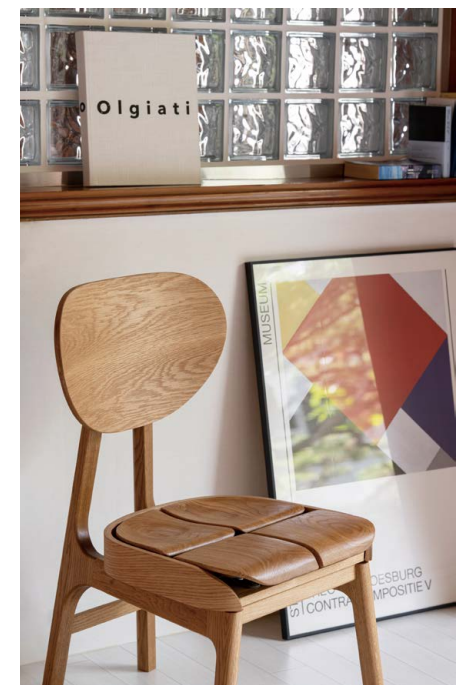
Tritzoi is our first product reconfigured from a healthcare perspective, not just for sitting. Tritzoi embodies the concept of balance. Tritzoi is an ergonomic chair that symbolizes the balance inherent within the body, function, and design. The seat divided into four sections moves in all four directions and will help you acquaint yourself with better posture. The 3D curved seat in particular provides a smooth seating sensation, offering an experience that is set apart from conventional wooden chairs.

Material:
Superior hard wood
(North America)

Dimensions:
[Small] 523*577*860mm
[Medium] 523*577*900mm
9,000g

Option:
Walnut
White Oak

Caution:
Be careful of bumping and
damage while transporting.
Do not store in highly humid
places.



Tritzoi_X

Tritzoi_X is a practical chair that can be easily used anywhere. The biggest difference between Tritzoi and Tritzoi_X is the seat. Tritzoi_X has an exposed seat, so you can observe the split seat in dynamic motion, and only moves along a vertical axis.

Material:
Superior hard wood
(North America)

Dimensions:
[X-small] 494*548*815mm
[Small] 523*577*845mm
[Medium] 523*577*885mm
8,000g

Option:
Walnut
Red Oak
Beech

Caution:
Be careful of bumping and damage while transporting.
Do not store in highly humid places.



Tritzoi_Light

Tritzoi_Light is the Tritzoi entry model that is designed for modern interiors. You can select a chic metal frame and body in a range of colors to create your very own product. Experience a new level of attractive and trendy design not possible with the existing Tritzoi.



Material:
Superior hard wood
(North America)
Veneer
Steel pipe

Dimensions:
[Small] 517*590*860mm
[Medium] 517*590*900mm
9,000g

Option:
Blue
Black(Black frame)

Caution:
Be careful of bumping and damage while transporting.
Do not store in highly humid places.

NULLI NULLI

NULLI NULLI is a lifestyle brand that captures Korean heritage through artistic creations. They create various artworks based on Korean history and culture.

Established in	2022
CEO	KIM Donghyeok
Designer	KIM Donghyeok
Address	(16014) Room 806, 8th floor, 82, Anyang Pangyo-ro, Uiwang-si, Gyeonggi-do, Republic of Korea
E-Mail	gdesign93@naver.com
Telephone	+82 (0)10 6603 8837
Web	www.nullinulli.com
Instagram	@nullinulli.k





Sejong 1446

Sejong 1446 is a premium home perfume. Unlike conventional diffusers, it uses a spoid scented solution to create fragrance without sticks or stones. The fragrance is dropped onto ceramic pieces. Combining metal decorations with square ceramics, it serves as an objet d'art to decorate indoor spaces. It can also be used as an accessory holder, such as for earrings or necklaces.

Material:
 Ceramic
 Metal
 Scent solution
 Dimensions:
 110*45*65mm
 300g
 Option:
 White & Gold
 Caution:
 Be careful of shocks while moving



ONE+DESIGN

ONE+DESIGN aims to create products that grasp the essence of the product and provide consumers with new enjoyment and additional value in using the product. The purpose is to produce products that allow users to experience one or more values, enabling them to discover new joys and experiences.

Established in	2017
CEO	KIM Wansup
Designer	KIM Wansup
Address	(05227) 94, Dongnam-ro 87-gil, Gangdong-gu, Seoul, Republic of Korea
E-Mail	oneplus-design@naver.com
Telephone	+82 (0)70 7724 2312 +82 (0)10 3733 2312
Web	www.oneplusdesign.co.kr

Eternal Pen Disney

Pencils that can be used for a long time without sharpening. Eraser and cap featuring Mickey Mouse characters.

Material:
AL
Graphite
Dimensions:
136*9*9mm
14g
Option:
Red
Pink
Dark Green
Caution:
The pencil lead can break due to a strong impact.



Eternal Pen Sharp Type

Pencils that can be used for a long time without sharpening.
Pencil with graphite lead.
Convenient use with a sharp type
1,000 pencil cores compressed
with the Carbon core compression
processing technology

Material:
AL
Graphite
Dimensions:
126*11*11mm
20g
Option:
Navi Blue
Cherry Red
Pure White

Caution:
Graphite lead, pencil
lead brightness may vary
depending on paper
quality.



Steam Cap

Container that supplies moisture to
food when heated in a microwave.
Made of silicone material that
meets the FDA standards in the
United States.
Can be used from -50°C to 230°C
and is suitable for rice cookers,
microwaves, ovens, and dish
dryers.

Material:
Silicone
Dimensions:
250*250*130mm
635g
Option:
Blue
Gray
Beige



PAPER POP

PAPER POP is a company that creates furniture and household items made from paper to reduce waste from disposable furniture.

VOYAGE CARDBOARD SHELF

The VOYAGE CARDBOARD SHELF is a shelf made of paper. Depending on your needs, it can be assembled into 2-step, 3-step, or 4-step configurations, and has a handle so it can be easily moved. It can be used as a side table, bookshelf, shelf, etc. Each section can withstand a weight of 5kg and can be assembled easily without the need for tools.

Material:
Paper
Plastic
Dimensions:
450*330*570mm
2,000g
Option:
[Color]
Kraft, Beige
[Size]
2 Step, 3 Step, 4 Step



Established in	2018
CEO	PARK Daehee
Designer	PARK Daehee
Address	(06148) 40, Seolleung-ro 93-gil, Gangnam-gu, Seoul, Republic of Korea
E-Mail	pp@paperpop.co.kr
Telephone	+82 (0)70 4642 4248 +82 (0)10 8945 4068
Web	www.paperpop.co.kr
Instagram	@paperpopkorea

VOYAGE CARDBOARD SOFA & STOOL

The VOYAGE CARDBOARD SOFA & STOOL is a sofa and stool set made of paper. High-quality sponge is used to comfortably support your body weight. It can support a total weight of up to 200kg, and multiple sofas or stools can be joined together using a modular structure.

Material:
Paper
Plastic
Fabric
Dimensions:
680*550*710mm
7,000g
Option:
Beige
Red
Dark Gray
Gray



CARDBOARD BED FRAME

The CARDBOARD BED FRAME is a bed frame made of paper. It can support a total weight of up to 300kg and can be easily assembled in about 15 minutes without the use of any tools. The frame is designed to be fully recyclable when discarded and comes in single, queen, and king sizes, with the size being easily changed through the use of separate extension parts.

Material:
Paper
Plastic
Dimensions:
200*1,100*200mm
13,100g
Option:
Kraft



plantalk

Benecl aims to be an ICT-based platform operator that makes a positive impact on the world. Through the plantalk business, the company is growing with the goal of becoming a data company that collects plant data worldwide through plant caregivers, focusing on keywords such as healing, care, and energy conservation through plants.

Established in	2019
CEO	CHOI Joungwon
Designer	PARK Hyeonjin
Address	(10403) 195, Baengma-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea
E-Mail	hjpark@benecl.com
Telephone	+82 (0)70 4913 2859 +82 (0)10 9890 7313
Web	www.plantalk.co.kr
Instagram	@plantalk_iot



plantalk IoT v1.0

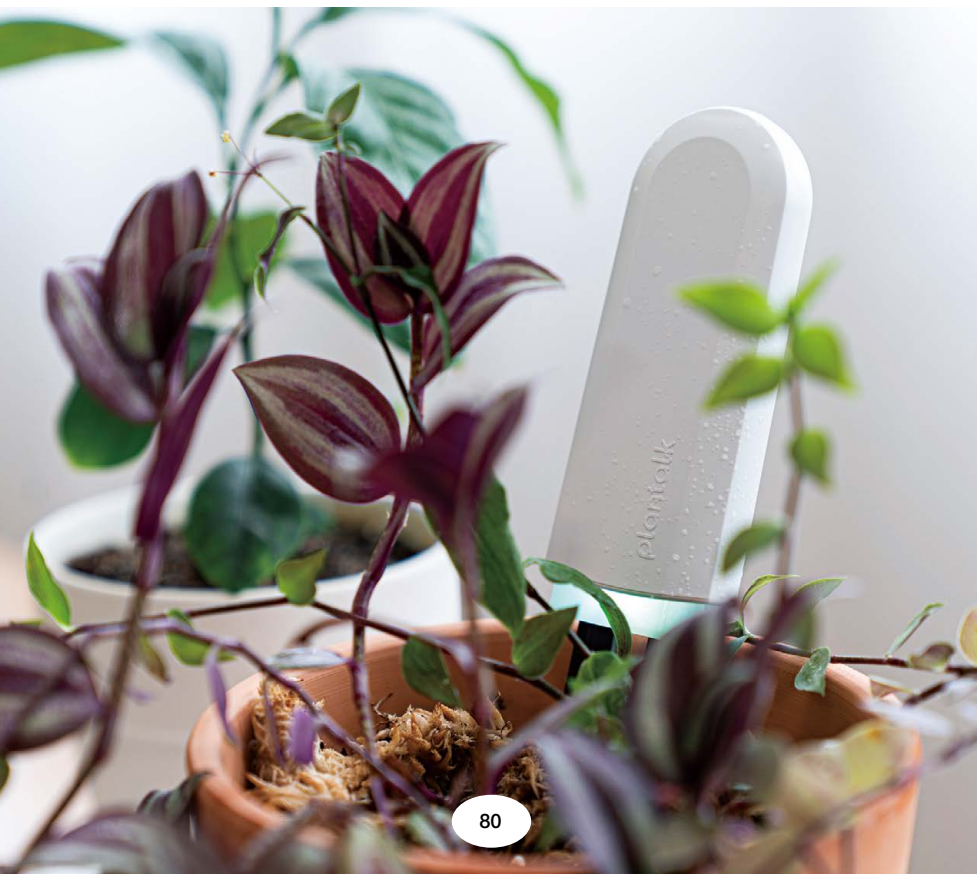
plantalk IoT v1.0 is a plant management sensor that analyzes the plant's environment and communicates the plant's condition through 'speech' and an 'application'.

It is equipped with five sensors (light intensity, temperature, humidity, soil moisture content, and soil acidity).

A character narrates the information about the plant and the sensor through scenarios.

Plant information, internal language, and firmware can be updated through Bluetooth and OTA(Over-The-Air) via the app.

Dimensions:
40*15*200mm
20g
Option:
White



plantalk honeycomb pot set

plantalk honeycomb pot is an idea pot created and designed directly by plant caregivers. It features a hexagonal honeycomb-shaped design, offering the advantages of basic translucent slit partitioning. The pot comes with a customized lower water supply system, preventing root exposure to sunlight. It includes a shield (sunshade) that also serves as a plant display element and a fitted soil mesh to assist in repotting.

Dimensions:
40*15*200mm
20g
Option:
White
Black
Forsythia
Blossom
Aqua
Green
Red



Pronto

JMINTL Co., Ltd. is a specialized development and distribution company for baby strollers. They have released the Wigowagon and pioneered the development of the first stroller-style wagon, known as the Pompora Wagon, which has been highly regarded for its product quality. JMINTL Co., Ltd. has established itself as a leader in the domestic market. Since 2018, they have been exporting their products to eight countries, including Singapore, the United States, Australia, the Netherlands, and Japan.

Established in	2013
CEO	LIM Jaemoo
Designer	HAN Jeonggoo
Address	(22739) 306, 78, Cheongna emerald-ro, Seo-gu, Incheon, Republic of Korea
E-Mail	ihkim@jmintl.kr
Telephone	+82 (0)70 8897 7900 +82 (0)10 4273 6620
Web	www.pronto.co.kr
Instagram	@pronto_global

Pronto Squared

The Pronto Squared is a hybrid product that combines the features of a stroller and a wagon. The Pronto stroller-wagon is designed with a comfortable padded seat, five-point harness, and footwell to ensure your child's safety and comfort.

Material:
[Frame] Aluminum, Steel
[Fabric] Polyester

Dimensions:
1,200*680*1,150mm
1,630g

Option:
Space Grey
Cloud Grey
Sand Beige
Olive Green

Caution:
Please use it only when a guardian is present. Be careful not to get your fingers caught when folding or unfolding the product.



Pronto Deluxe

The Pronto Deluxe provides a more comfortable experience for your child with an additional 3cm of width than the Pronto Squared. It can also function as a play or nap area.

Easily fold and release the Pronto Deluxe in seconds, without the need to remove the seats.

Material:
[Frame] Aluminum, Steel
[Fabric] Polyester

Dimensions:
1,200*710*1,150mm
1,680g

Option:
Space Grey
Cloud Grey
Sand Beige
Olive Green
Lavender Purple

Caution:
Please use it only when a guardian is present. Be careful not to get your fingers caught when folding or unfolding the product.



Pronto Pet

The Pronto Pet wagon can accommodate most size of the pets of almost any size. The Pronto Pet features a rear-folding system and hidden ramp that make it easy for large, heavy dogs to board. These special features are located under the carrier's rear section.

Material:
[Frame] Aluminum, Steel
[Fabric] Polyester

Dimensions:
1,200*710*1,150mm
1,680g

Option:
Space Grey
Cloud Grey
Sand Beige
Olive Green
Lavender Purple

Caution:
Please use it only when a guardian is present. Be careful not to get your fingers caught when folding or unfolding the product.



REVELOP

We are an eco-friendly design company that leads a pleasant eco-friendly lifestyle trend by providing differentiated green designs for the next generation.

Established in	2011
CEO	LEE Junseo
Designer	LEE Junseo
Address	(06527) 6F 74, Sinbanpo-ro 45-gil, Seocho-gu, Seoul, Republic of Korea
E-Mail	revelopinfo@gmail.com
Telephone	+82 (0)70 7692 2104 +82 (0)10 6319 2104
Web	www.revelop.co.kr
Instagram	@revelop_master

PUBLIC CAPSULE

The product features a user-friendly universal design, where the opening of the water bottle is tilted at a 60-degree angle. This design provides convenience when drinking or pouring water compared to traditional water bottles. Additionally, the top part of the bottle can be separated, making it easier to fill and clean the contents. The bottom transparent part can also be detached and used as a cup.

It is made from a biodegradable material called PHA (Polyhydroxyalkanoate), which is produced through microbial fermentation. When disposed of, it will naturally decompose in the soil or water, causing no harm to the environment.



Material:
PLA+PHA
ECOZEN
Dimensions:
75* 75*205mm
210g

Option:
Black
Red
Blue
Yellow
Pink
Gray

Caution:
A water bottle may be deformed in hot water over 70 degrees

LAUDUAL HEAD-UP Toothbrush

The toothbrush is designed with the bristle portion (about 6cm from the end of the brush head) elevated at an angle of approximately 8° from the bottom, ensuring that the brush head does not touch the surface, promoting hygiene and allowing for thorough cleaning of hard-to-reach areas in the mouth without bending the hand too much.

When holding the toothbrush, the sharp edge of the backside naturally fits into the crease of the fingers, providing a stable grip and comfortable usage.



Material:
PHA
Dimensions:
16*24*182mm
18g

LAUDUAL PEN

The cap is integrated with the pen body, allowing for easy and convenient cap placement by simply pushing it slightly forward. Furthermore, this pen is designed with a triangular structure intended for each finger to comfortably rest on one of the three sides of the pen when gripping it. This design prevents the pen from slipping in the hand, reducing fatigue during use. Moreover, the pen's flat bottom resulting from the triangular structure ensures it won't roll when placed on a surface, adding to its convenience.

Material:
PHA
Dimensions:
12*12*154mm
11g



rhetoric

rhetoric is a design group that promotes the spirit of 'aesthetics and creativity in everyday life', with a high degree of environmental sensitivity and the realization of self-efficacy on various platforms, such as eco-friendly design research, films, and websites.

Established in	2021
CEO	YANG Sohwa
Designer	YANG Sohwa
Address	(04071) 25-11, Seongji-gil, Mapo-gu, Seoul, Republic of Korea
E-Mail	rhetoricseoul@naver.com
Telephone	+82 (0)10 4905 6056
Web	www.rhetoric.co.kr
Instagram	@rhetoric_seoul

rhetoric lunch box

This lunch box is designed with modular functionality and minimalistic aesthetics in the form of a traditional Korean lunch box called a 'Chan Hap', inspired by the 'round circle', the most basic shape for storing food. It delivers core aesthetics that transcend the times, a simple design, and the infinite possibilities of healthy food. This lunch box is made of corn PLA-based bioplastic to help resolve long-standing concerns about what we really need when storing food and what we can 'remove' for the environment.

Material:
PLA Bioplastics
Dimensions:
140*140*66mm
200g
Option:
Red
Blue
White
Caution:
Non-Microwaveable
over 30 seconds



rhetoric wrapping fabric

Inspired by Korean traditional 'Jogakbo', this wrapping fabric features a sensuous pattern with a basic square shape, but also resembles futuristic movement that flexibly wraps large and small objects as well as round- and square-shaped objects. After use, the product returns to being flat. The beautiful and lively color not seen everyday draws attention and completes a beautiful dining scene. The fabric folds compactly to wrap a light lunch box, acts as a table mat, stores fruits and vegetables, spreads out for a picnic, or can be used as a scarf. The material used is recycled PET bottle fabric, a GRS eco-friendly certified fiber, and is waterproof.

Material:
PET Bottle Recycling,
Recycled Fiber
(GRS Eco-Friendly
Certified Fiber)

Dimensions:
600*600*2mm
10g

Option:
8 TYPE

Caution:
Wash with neutral
detergent.



rhetoric eco-friendly cutlery set

Inspired by the shape of a circle, which embodies various meanings such as circulation, reuse, and routine, this eco-friendly cutlery set showcases timeless aesthetics, minimalist design, and promotes healthy eating habits. The set is made from 100% PLA bioplastic, which is the same material used in the Rhetoric lunch box container, allowing for an environmentally conscious approach without compromising on sensory design. The spoon, fork, and knife feature a folding design with a pivot point at one end, combining compact functionality with portability.

Material:
PLA bioplastics

Dimensions:
60*25*20mm
50g

Option:
White

Caution:
Non-Microwaveable
over 30 seconds



SCHAFFENGOTT CO., LTD.

We are an insurtech company that originated as a manufacturing-based startup. Our focus is on supplying aesthetically pleasing, user-friendly, and performance-proven disaster safety products and services in the realms of smart home/city, security, fire protection, and mobility.

Established in	2012
CEO	KWON Ikhwan
Designer	KWON Ikhwan
Address	(48060) 102-1203, 28 CENTUM 1-RO, HAEUNDAE-GU, BUSAN, Republic of Korea
E-Mail	d005@schaffengott.com
Telephone	+82 (0)70 4800 1521
Web	www.schaffengott.com

TRITONA AI TR-01

The world's first disaster safety home appliance developed to help you cope with a range of disasters.

The Tritona AI model is the world's first disaster safety home appliance developed to help you respond to various emergency situations such as fire, crime, and accidents.

This smart disaster safety appliance alerts users to emergency situations, detects fires autonomously, sends out distress signals, extinguishes fires, and assists with emergency evacuations.

Dimensions:
93.7*93.85*275mm
Option:
Black



TRITONA ALES TR-02

Throw-type liquid extinguisher for fire extinguishing.

In emergency situations, products that can protect you should be within easy reach. This is why disaster safety products should also be aesthetically pleasing.

'Ales', a liquid fire extinguisher with advanced technology is activated when the device is thrown, should be stored in a location where a fire extinguisher would normally be. It will safeguard your life and property during critical moments.

Dimensions:
94.4*73.4*285mm

Option:
Strawberry Red
Snow White
Baby Pink
Pastel Mint



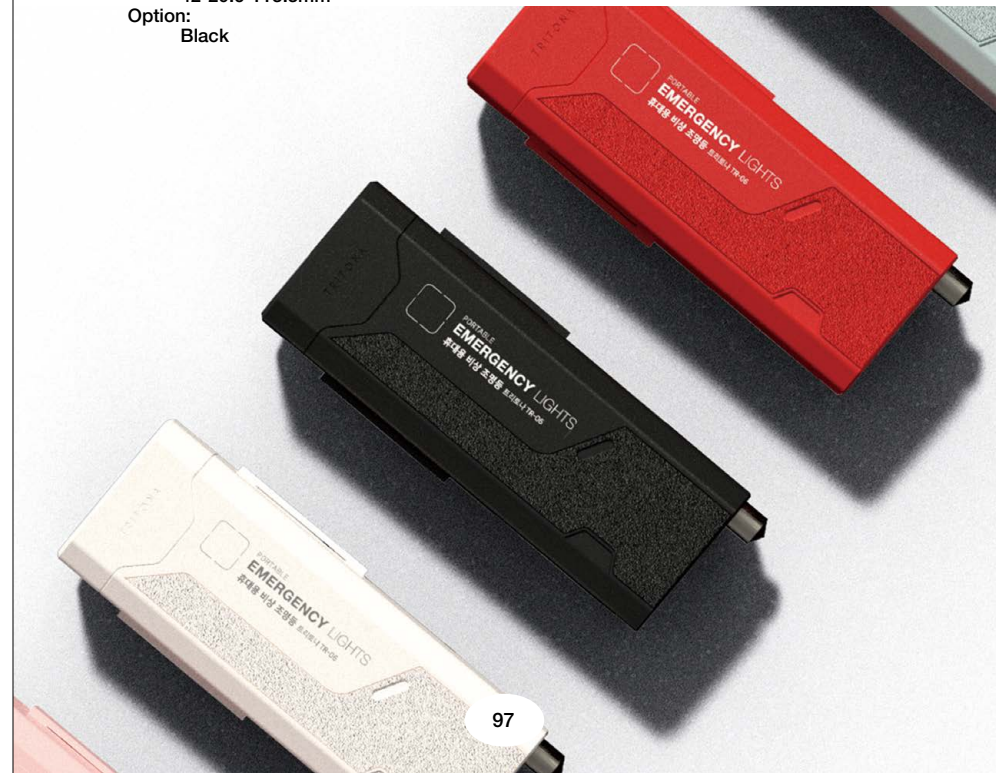
TRITONA OCTAGON TR-06

Portable Emergency Light for buildings & vehicles (for quick evacuation)

Portable emergency light, Octagon (TR-06), is designed and crafted with Schaffengott's accumulated expertise, outstanding design, and advanced engineering technology.

This-high-performance emergency light is automatically activated when you remove it from the mounted holder during power outages, fires, or other emergency situations, providing rapid illumination in the darkness for a quick escape.

Dimensions:
42*29.6*113.3mm
Option:
Black



SnapSys

Innovation Is Our Foundation

We combine design, engineering, and science to better understand the materials we work with, what we can do with them, and increase our chances of advancing the industry as a whole.

Established in	2015
CEO	JANG Eunju
Designer	JANG Eunju
Address	(13201) 302, Galmachi-ro, Jungwon-gu, Seongnam-si, Gyeonggi-do, Republic of Korea
E-Mail	shan@hanilprimus.com
Telephone	+82 (0)10 3292 7181

SnapSys

Customizing folding plate with various colors. Design for personal plate for indoor and outdoor. It comes with various materials as well. Stainless steel, aluminum, and 3D print materials. With its thin thickness it can be carried in any place for use and stack it.

Material:
Aluminum
Stainless Steel
Dimensions:
300*150*15mm
Option:
Anodized Color variation
Caution:
No cooking surface
and don't fold it back



sorosi

sorosi is an original Korean word, which means intact form, untouched, unmodified in any way.

'sorosi' makes products with a modern reinterpretation of Hangeul for a contemporary audience.

Our designs utilize stylized elements from the 14 consonants of Hangeul to create intricate yet balanced patterns that draw on Korean heritage and tradition.

Established in	2016
CEO	KIM Sunyoung
Designer	KIM Sunyoung
Address	(04930) 59, Yongmasan-ro 1-gil, Gwangjin-gu, Seoul, Republic of Korea
E-Mail	studiosorosi@gmail.com
Telephone	+82 (0)10 7106 9190
Web	www.sorosi.co.kr
Instagram	@sorosi_living

Hangeul Pattern Octagonal Vase

Inspired by the octagonal porcelain bottle of the Joseon Dynasty, sorosi's new series of slender-necked vases utilize a simple, delicate aesthetic.

Decorated with Hangeul patterns referencing Korean history and culture, the placing of blue letter forms across the white surface add a stylised element to the design.

Produced in different sizes, the surface patterns reflect scale of the pieces.

These calm, minimal vases will bring a sense of peace and harmony to your home.

Material:
Ceramic
Dimensions:
100*100*220mm
Option:
Dot
Line
Harmony
Caution:
Microwavable and dishwasher-safe, but keep away from direct fire.



Hangeul Pattern Round Coffee cup & saucer set

The reinterpreted Hangeul pattern goes well with white porcelain which has the charm as an object, Features a handle for comfortable holding of the cup.

Material:
Ceramic
Dimensions:
80*80*80mm
Option:
Hangeul Line
Caution:
Microwavable and dishwasher-safe, but keep away from direct fire.

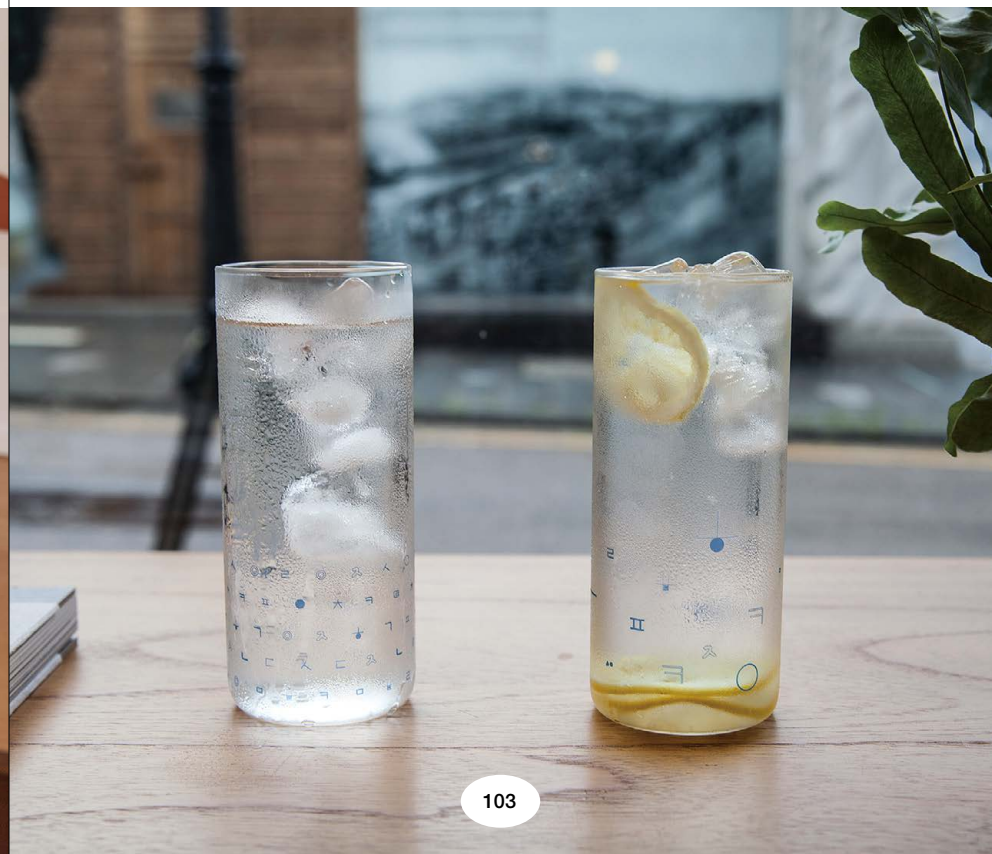


102

Hangeul Pattern Heat Resistant Glass Cup

Heat-resistant glass cups with various Hangeul patterns.

Material:
Heat-resistant glass
Dimensions:
65*65*150mm
Option:
Hangeul Line
Hangeul Random
Caution:
Clean with a soft cloth or sponge.



103

SPACE TAILOR

We can explore our own style by trying on various clothes. However, it is often challenging to replace installed wallpapers and window films. Imagine how wonderful it would be if we could dress up the 'spaces' we live in, just like putting on and taking off clothes. Veilish was born out of these concerns. Veilish allows even non-experts to easily apply it themselves, and it can be removed without damaging the existing wall surfaces.

Established in	2018
CEO	PARK Sungho
Designer	SEO Bokyung
Address	(07011) 65, Sadang-ro 16-gil, Dongjak-gu, Seoul, Republic of Korea
E-Mail	parker@sipos.kr
Telephone	+82 (0)2 2135 3541 +82 (0)10 2468 3541
Web	www.spacetailor.net
Instagram	@spacetailor_official



Veilish

Veilish is a self-adhesive textile film that can be used as window & wall covering. The adhesive is similar to those used for popular memo stickers, so Veilish can be removed without any problems. It is an ideal non-PVC alternative to traditional decorative films and foils.

- Material:
100% polyester fabric
Recyclable
- Dimensions:
[Roll size]
900mm*2,400mm
450mm*2,400mm
- Option:
Various designs



SPEXTRUM

SPEXTRUM creates your 'special day'. We deliver heartfelt messages to our customers, discovering long-term 'values' for individuals and businesses. Our goal is to create products that reflect the customers' desire to live a certain way, rather than just satisfying their immediate purchasing needs.

Established in	2015
CEO	WANG Tsunho
Designer	WANG Tsunho
Address	(03185) 82, Saemunan-ro, Jongno-gu, Seoul, Republic of Korea
E-Mail	skkim@spextrum.net
Telephone	+82 (0)2 777 5660 +82 (0)10 9148 7734
Web	www.spextrum.net
Instagram	@spextrum_global

Tray Paradise_ paradise

Our Layered Tray encapsulates vibrant flowers within. This is a layered tray that can hold accessories and other small items, providing a luxurious touch to your interior.

Material:
Acrylic
Metal
Dimensions:
[S] 123*123*20mm
[M] 97*240*20mm
[L] 122*300*20mm
Option:
Adam & Eve



Tissue Up Tale

The Tissue Up Tale is a new product for 2023. Designed with added internal weight to prevent it from tipping over when tissues are pulled out, this tissue case can enhance any space's aesthetic. Its durability ensures long-term use, and it is 100% Made in Korea.



Material:
ABS
PET
Metal
Dimensions:
134*84*270mm

110

Flip vase

Our Paper Flower Vase allows you to select a design that fits your flowers and mood. With seven different images available, enjoy matching your flowers with a coordinating vase. Each vase also includes a mini vase inside for watering flowers. Both our calendars and wrapping paper are made from eco-friendly materials, making them lightweight.

Material:
Paper
PP
Dimensions:
130*33*252mm
Option:
Companion
Wild
Human
Color
Gold
Character
Museum



111

TENDO°

TENDO is a specialized packaging product brand that develops products with global competitiveness, featuring design, ergonomic design, and innovative functionality.

Established in	2014
CEO	OH Yongchul
Designer	NOH Seungyun
Address	(12106) 510, Donggwang Biz Tower 272, Sunhwagung-ro, Namyangju-si, Gyeonggi-do, Republic of Korea
E-Mail	tendo@tendo.co.kr
Telephone	+82 (0)2 6258 5588 +82 (0)10 6298 5470
Web	www.tendo.co.kr
Instagram	@tendo_10

Tendo P-2200

- Built with a blade sloped 10° to cut tape easily and neatly.
- Rubber grip handle provides you with an improved grip.
- Replaceable blade.
- Fast and convenient sealing by pressing the bar.
- Dispenses up to 100m*2" wide roll of box tape.

Material:
ABS
TPE
ST
Dimensions:
65*175*63mm
Option:
Yellow
Green
Black
Red
White
Gray
Pink
Sky Blue

Caution:
The blade is sharp,
so be careful.
Please keep it in a place
where children's hands
do not close.



Tendo SY-223

- Built with a blade sloped 10° to cut tape easily and neatly.
- Rubber grip handle provides you with an improved grip.
- Replaceable blade.
- Fast and convenient sealing by pressing the bar.
- Dispenses up to 100m*2" wide roll of box tape.

Material:

ABS
TPE
ST

Dimensions:

65*165*60mm

Option:

Navy

Caution:

The blade is sharp,
so be careful.
Please keep it in a place where
children's hands do not close.



Tendo ZO-508

Semi-Automatic Tape Dispenser
(ZO-508)
48–50mm width, for easy
adjustment to the desired width
(24mm, 16mm, 12mm) and
automatically reverts to the desired
length after the desired width is
cut.

- All blades are built-in for safe usage by children.
- Winner of the iF Design Award, GD, and selected as a global luxury product for its excellent design.
- Mar. 2022. Winner of the 'Silver Award' in the Geneva International Invention Contest, Switzerland.

Material:

ABS
TPE
ST

Dimensions:

160*270*200mm

Option:

Yellow
Black
White
Pink
Beige

Caution:

The blade is sharp,
so be careful.
Please keep it in a place
where children's hands
do not close.



TESSI

TESSI is a jewelry brand that designs jewelry using Hangeul(Korean alphabet) as a material. The goal is to create jewelry that captures the beauty of Hangeul and conveys meaningful messages through its letters.

Established in	2017
CEO	JEON Sehjin
Designer	JEON Sehjin
Address	(03075) F2 #47, 253-7, Changgyeonggung-ro, Jongno-gu, Seoul, Republic of Korea
E-Mail	sehjinoo@naver.com
Telephone	+82 (0)10 3768 6469
Web	www.tessi.co.kr
Instagram	@tessishop

EHERA N

A necklace designed in a modern style, featuring the consonants of the traditional Korean amusement song Eheradio in Hangeul. The necklace is made of silver material with a yellow gold plating. It captures the beauty of Hangeul and incorporates the pronunciation of the traditional Korean amusement song, creating a unique piece of jewelry.

Material:
Sterling silver &
Yellow gold plated
Dimensions:
10mm*10mm
(Chain 500mm)
Option:
Yellow gold plating
Rose gold plating
Silver



EHERA E2

An earring designed in a modern style, featuring the consonants of the traditional Korean amusement song 'Ehe Radieo' in Hangeul. The ear rings is made of silver material with a yellow gold plating. It captures the beauty of Hangeul and incorporates the pronunciation of the traditional Korean amusement song, creating a unique piece of jewelry.

Material:
Sterling silver &
Yellow gold plated
Dimensions:
10mm*10mm
Option:
Yellow gold plating
Rose gold plating
Silver



Han Ring 2

A personalized ring featuring Hangeul consonants. This is a customized ring where the customer can choose any 12 consonants out of the 14 available in Hangeul. Each ring is individually crafted based on the customer's chosen consonants. The ring is made of silver material, and gold plating is also available as an option.

Material:
Sterling silver
Dimensions:
Width 5mm
Option:
Yellow gold plating
Rose gold plating
Silver



UNICHEST Co., Ltd.

UNICHEST is an industrial design company that strives to provide valuable designs that go beyond simple appearances and grasp the essence of the objects. We aim to offer emotionally appealing designs and pursue user experience design to enhance user satisfaction.

Established in	2014
CEO	CHO Sunghwan
Designer	CHO Sunghwan LEE Suyeol PARK Yeongeun YANG Sihoon LEE Hyunju KIM Jeonghyun KIM Shinhyeok
Address	(06125) F4, Bongeunsa26gil 14, Gangnam-gu, Seoul, Republic of Korea
E-Mail	director@unichest.com
Telephone	+82 (0)2 6207 6413
Web	www.unichest.com
Instagram	@unichest_

B stick

A cognitive enhancement finger rehabilitation device designed to assist elderly users with reduced cognitive function or decline due to aging or neurological disorders. It is specifically tailored to provide finger rehabilitation for this target group. The device is designed with a futuristic aesthetic, utilizing a combination of matte and glossy gray tones to emphasize a sophisticated style. It takes into consideration the shape of finger grip and calculates ergonomic angles to ensure optimal user experience.

Material:
PC
ABS
Dimensions:
51.3*50.3*173.5mm
300g
Option:
White



reddot winner 2023



SNOWWALK

A pet walking leash with enhanced usability. It features a heated handle and built-in flashlight, allowing for comfortable use in cold temperatures without the need for additional insulation. The leash comes with a separate handheld flashlight for convenience and efficiency. The design focuses on being clean, modern, and compact, making it suitable for any environment. It minimizes mechanical features and adopts a minimalist layout to achieve a sleek and minimalistic aesthetic.

Material:
PC
ABS
Dimensions:
120*186*33mm
400g
Option:
White



Cati

A customized AI chatbot for toddlers that utilizes artificial intelligence technology to aid in their cognitive, language, and intellectual development. The product features an internal Bluetooth speaker enclosed within an external doll-like figure, considering the design and engineering aspects to allow movement of the speaker's head. The design focuses on usability and aesthetic appeal, ensuring ease of use while considering the product's visual attractiveness.

Material:
Polyester
PC
ABS
Dimensions:
215*300*250mm
300g
Option:
Coral, White



Unroll Surface

Unroll Surface is a lifestyle brand that produces environmentally friendly products using alternative plastics and bio-based materials, without the use of petroleum-based plastics. It aims to present a new future of 'sustainability with design' by combining aesthetics with sustainable practices.

Established in	2019
CEO	SHIN Taiho
Designer	SHIN Taiho
Address	(04799) 47-24, Ahasan-ro 15-gil, Seongdong-gu, Seoul, Republic of Korea
E-Mail	hello@unrollsurface.kr
Telephone	+82 (0)2 6952 3035 +82 (0)10 9313 4327
Web	www.unrollsurface.kr
Instagram	@unrollsurface

Reet Cup Tumbler

The Reet Cup Tumbler is made from CXP material processed from wasted wood without additional logging. Composed of wood and natural ingredients, it does not release environmental hormones or microplastics and is an eco-friendly product that can be decomposed naturally. It boasts a generous capacity of 443ml(15oz), heat resistance of up to 110°C, and is dishwasher safe. The included cup sleeve is made from recycled PET felt material, adding a variety of colors to the mix.

Material:
CXP(Cellulose Cross-linked Polymer)
Dimensions:
80*86*158mm
191g
Option:
Wood Beige
Wood Green
Wood Indigo



Reet Cup Mug

The Reet Cup Mug is a mug suitable for use in a wide range of spaces such as the home, cafe, and camping ground, allowing for the safe enjoyment of both cold and hot drinks without the need to worry about environmental hormones. Made from natural ingredients such as wood and minerals, the CXP material allows for natural decomposition after disposal, offering a healthy and safe choice. The Reet Cup Mug comes with a unique graphic design, offering three different color options and symbols to choose from, allowing users to express their individuality and preferences. The geometric shape of the handle that extends from the mug's main body constitutes Unroll Surface's signature design.

Material:
CXP(Cellulose Cross-linked Polymer)
Dimensions:
106*90*83mm
156g
Option:
Wood Beige
Wood Green
Wood Indigo



rFelt Penray

The Recycled Felt Pen Tray is made from recycled plastic(PET) bottles sourced from within Korea. Most recycled PET bottle products are made from long fibers, which account for only 10% of the PET bottle recycled material, while about 70% is composed of short fibers used primarily for low-value production. Unroll Surface has added value to these low-utility short fibers by utilizing them in their impressively designed products. The soft surface minimizes noise when placing items on the tray, maintaining the hushed vibe of any interior space, and can be utilized in various ways as a desk objet d'art thanks to its unique design.

Material:
Recycled PET Felt,
LMF(Low Melt Fiber)
Dimensions:
235*100*12mm
40g
Option:
Orange
Melange Gray
Dark Gray
Beige
Indigo
Caution:
Washing machine use is not possible



vergum making

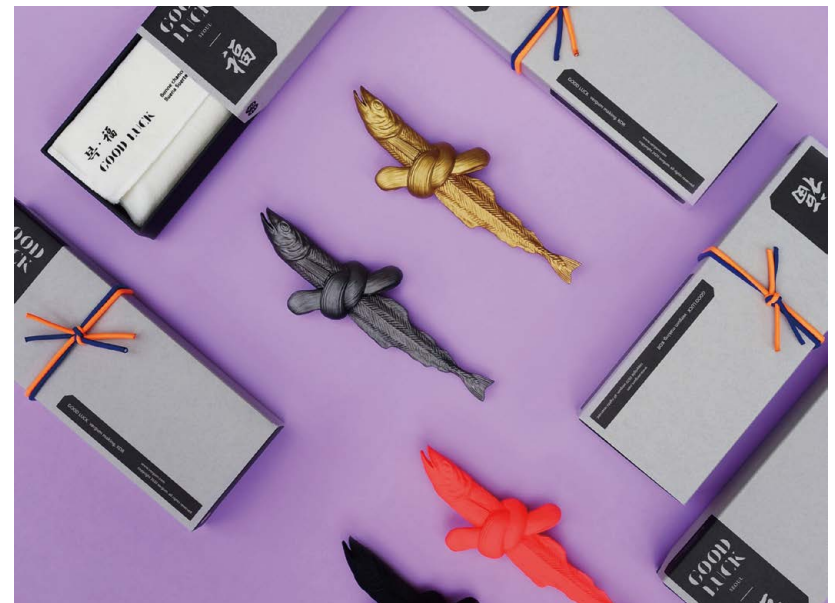
vergum making is a brand created by the design studio Vergum, which pursues the beauty of Korean aesthetics. Based on the philosophy of 'Classic with a twist', we, at vergum making, discover value in our cultural heritage contents and approach traditions from a fresh perspective. We create cultural products in a witty way, incorporating both reverence and reinterpretation of our traditions.

Established in	2011
CEO	CHUNG Yeonjung
Designer	CHUNG Yeonjung
Address	(04083) 1F, 16, Tojeong-ro 3-gil, Mapo-gu, Seoul, Republic of Korea
E-Mail	vergum@gmail.com
Telephone	+82 (0)2 359 5262 +82 (0)10 9074 4714
Web	www.vgmaking.com
Instagram	@vergum_making

Good Luck Fish

Inspired by the tradition of wrapping precious silk threads around a codfish and hanging it on the front door, symbolizing the wish for good luck and success, our unique cultural custom has been passed down for generations. 'Good Luck Fish' is a digitally sculpted artwork created through a 3D program, featuring a codfish and silk threads. It combines modern colors, a compact size, and a magnetic attachment function to enhance its practicality as a product. It is a cultural item that conveys wishes for good fortune, making it suitable for various occasions such as housewarming, business openings, exam success, and safe journeys.

Material:
PVC
Dimensions:
154*54*20mm
Option:
Gold
Rose-Gold
Burnt-Iron
White
Black
Fluorescent-Red



3rd Hand, plow

Koreans refer to a back scratcher as 'Hyojason'. It is a name born out of longing for children who used to scratch their parents' itchy spots. It carries precious meaning for Koreans as it was often associated with items kept close by and frequently used. Hyojason_Nakyup Sweeper is inspired by the shape of a traditional Korean farming tool called 'soesrang', which was used to sweep fallen leaves. By observing the similarity between the act of sweeping leaves and scratching one's back, we planned and developed the product using a 3D program to capture its intricate details.

Material:
Aluminum
Walnut
Dimensions:
30*295*8mm
Option:
Metal green
Burnt-Iron



130

3rd Hand, hands of cat

Koreans refer to backscratchers as 'hyojason', which translates to 'filial son's hand'. In other countries, such implements are simply known as 'backscratchers', a purely functional name. I am particularly impressed that only in Korea is it called a 'hyojason', imbuing it with special meaning. The name was coined from a sense of nostalgia that recalled offspring who would once scratch itchy spots for their elders. This choice of term captures the warmth and humor of Koreans, who often infuse everyday objects with rich sentimental value. The design was inspired by evoking the image of a cat coming over to offer a scratch, and to preserve the textural detail of a cat's paw, it was developed using a 3D program.



Material:
Aluminum
Walnut
Dimensions:
30*295*8mm
Option:
Red
Black



131

YouWouldLoveThis

YouwouldloveThis is a lifestyle brand based in Seoul. As the name suggests, the brand embraces the purpose of creating appealing products. We create a variety of products that captivate everyone and make them fall in love.

Established in	2021
CEO	CHUNG Da-e
Designer	CHUNG Da-e CHUNG Soe
Address	(06307) 5F, 10-20, Nonhyeon-ro 18-gil, Gangnam-gu, Seoul, Republic of Korea
E-Mail	youwouldlovethis@naver.com
Telephone	+82 (0)2 3446 7000 +82 (0)10 8781 3664
Web	www.youwouldlovethis.kr
Instagram	@youwouldlovethis.kr

4 hearts mini pouch

The 4 Hearts Mini Pouch is the best-selling product from Youwouldlovethis. It is a versatile pouch of a convenient size that can be used for various purposes such as a cosmetics pouch, travel pouch, or golf pouch. It features a two-tier mini pocket and a wide elastic pocket on both sides of the pouch, making it easy to organize your belongings. Additionally, even when the zipper is fully opened, the contents won't spill out as there is fabric covering the sides. This product combines practicality with a cute design, making it an ideal choice.

Material:
Polyester
Nylon
Cotton
Dimensions:
170*115*70mm
Option:
Black
Ivory



Heat-resistance glass

This is a simple-designed heat-resistant glass cup. Made of heat-resistant glass, it is suitable for enjoying hot beverages and can also be used in dishwashers. It is composed of designs in various colors, making it easy to mix and match as a set.

Material:
Glass
Dimensions:
65*130*65mm
Option:
Heart pattern
Yellow waves
Blue waves
Love plants



Table runner

This sturdy table runner is made by layering two pieces of 100% cotton fabric. 'Sarangopda' is an old Korean term meaning 'lovely'. The design features a geometric pattern composed of the word 'Sarangopda' (meaning 'lovely') written in Hangeul-inspired Latin script.

It stands out with its eye-catching geometric shape. With a length of 2 meters and 30 centimeters, it complements both round and long-shaped tables.

Material:
Cotton
Dimensions:
350*2,300mm
Option:
Sarangobda
Love plants



PLANNING

Korea Institute of Design Promotion
CEO / President. YOON Sangheum
Executive Managing Director. CHO Doohyun

Global Expansion Division

Head. LEE Sangmin
Lead Manager. SUH Nara
Researcher. HWANG Hyoyeon
Researcher. LEE Sungwoo

Business Promotion Division

Head. KIM Beomtai
Researcher. LEE Woohyung

Service Design Division

Head. KIM Sangyeol
Researcher. LEE Hyunyu

EXHIBITION DESIGN

JIN Hyoseung

EXHIBITION OPERATION

NEX DESIGN PLANNING

TRADE SUPPORT

Wiz-IN Corporation

GRAPHIC DESIGN

CBR

MOTION GRAPHIC

CHOI In

PHOTOGRAPHY

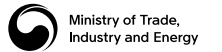
BONG Sujeong
KIM Seunghyeon

CONTACT

Korea Institute of Design Promotion
(13496) 322, Yanghyeon-ro, Bundang-gu,
Seongnam-si, Gyeonggi-do, Republic of Korea
E. global@kidp.or.kr
T. +82 (0)31 780 2157
W. eng.kidp.or.kr



Hosted by



Ministry of Trade,
Industry and Energy

Organized by



KOREA INSTITUTE OF
DESIGN PROMOTION

Partners



Ministry of Culture, Sports
and Tourism



National Hangeul Museum



Ministry of Trade,
Industry and Energy

kidp
KOREA INSTITUTE OF
DESIGN PROMOTION

