

## NEWS RELEASE

# KCCUK Hosts Talk on ‘*Jeong: The Spirit of Korean Craft and Design*’ in London



The Korean Cultural Centre UK (KCCUK) hosted a special talk on Thursday, 5 March to mark the publication of ‘*Jeong: The Spirit of Korean Craft and Design*’, bringing together author Hyojung Lee and Joe Pickard of publisher Phaidon. The event introduced the aesthetics of Korean craft and design to the UK audiences and explored their growing international relevance.

‘*Jeong: The Spirit of Korean Craft and Design*’ is the first comprehensive publication to examine the full spectrum of Korean design, from traditional craft to contemporary practice. The book presents the creativity, sustainability, and functional beauty of Korean design through a visually rich and carefully curated selection of works. Central to the book is the concept of *jeong*, a distinctly Korean cultural sensibility that extends beyond affection or emotional bonds to encompass the accumulation of time, shared experience, and deep relational connection. This idea is reflected in the relationship between maker, object, and user, offering insight into the philosophical underpinnings of Korean craft and design.

The publication features 175 works, ranging from anonymous craft objects of the Goryeo and Joseon periods to contemporary Korean design. These include moon jars, mother-of-pearl lacquerware, textiles and embroidery, as well as modern furniture design, presented through full-page imagery that highlights the materiality and aesthetic sensibility of Korean design. The book itself was produced using traditional Korean binding techniques and textured craft paper, emphasising its quality as an object of craft.

It also includes essays by leading figures in the field, including designer Teo Yang, Beth McKillop of the Victoria and Albert Museum, and J Kathryn Hong of the Arumjigi Foundation, offering multiple perspectives on the intersection of tradition and modernity in Korean design.

During the event, Lee and Pickard discussed how the concept of *jeong* is embodied in both craft and design, and shared insights into the research and development process behind the publication. The conversation also explored the global reach and cultural significance of Korean design, considering how its distinct aesthetic identity continues to resonate with international audiences. A Q&A session with attendees followed, providing further opportunity for discussion and engagement.

Through the event, KCCUK sought to highlight the originality and depth of Korean craft and design while supporting the continued international exchange of Korean culture. As global interest in Korean culture continues to grow, the talk marked an important opportunity to introduce the spirit and aesthetics of Korean craft and design to a wider audience.

For more details, please visit <https://kccuk.org.uk>

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### **About Korean Cultural Centre UK (KCCUK)**

The Korean Cultural Centre UK, opened under the aegis of the Embassy of the Republic of Korea in the United Kingdom, aims to enhance friendship, amity, and understanding between Korea and the UK through cultural and educational activities. From the KCCUK's central London location near Trafalgar Square, our dedicated team works to expand cultural projects, strengthen cooperation with major arts organisations and partners, and encourage cultural exchange.