

NEWS RELEASE

The Korean Cultural Centre UK Hosts Inaugural Meeting of Korean Designers Network Worldwide UK Branch



The Korean Cultural Centre UK (KCCUK) hosted the first official meeting of the UK branch of the Korean Designers Network Worldwide (KDNEW) on 10 September, bringing together over 50 Korean designers and industry representatives to strengthen professional ties and exchange ideas.

Founded in 2016 by the Korea Institute of Design Promotion (KIDP), KDNEW is a global network of Korean designers working abroad. The initiative acts as a bridge between Korean and international design talent, promoting Korean design as a vital contributor to global creative industries.

Dr. Seunghye Sun, Director of the KCCUK, commented: "Korean design is the new growth engine of K-culture. This modern-day aesthetic, combined with practicality, will be a heritage in the future, completing Korean aesthetics. I am proud to host an event where K-design meets global soft power and emerges as the new turbine of the cultural industry."

The programme opened with introductions to KIDP and KDNEW, followed by policy briefings and case presentations from UK-based Korean designers. Speakers included Saejin Lee, Senior Experience Design Lead at PwC; Minwook Paeng, Industrial Designer at BAT; Yujin Jeong, HRI Design Lead at Humanoid; and Joohee Lee, Head of Furniture at forpeople, who shared their

professional journeys and insights with attendees.

The event concluded with an open networking session, offering participants a valuable opportunity to connect, share expertise, and explore ways to elevate Korean design's presence on the global stage.

This programme, led by KIDP, provided an invaluable networking platform for Korean designers in the UK and served as an opportunity to highlight the growing presence and influence of Korean design on the global stage.

For further PRESS information, please contact: pr@kccuk.org.uk | +44-020-7004-2606

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.