

VCUQatar Presents ‘Design beyond Tradition’

Doha, Qatar – As part of the Crossing Boundaries Lecture Series, Virginia Commonwealth University in Qatar presents a lecture by Korean design consultant and curator Byung-Soo Eun entitled ‘Design beyond tradition’ on Wednesday, 22 January, 2014 at 6:00 pm at the atrium at VCUQatar. The event is open to the public.

In this lecture, Byung-Soo Eun will introduce contemporary design projects which he and other Asian designers have worked on during the last 15 years which take their inspiration from traditional culture. Eun believes that traditional culture is the most important factor in global markets and society and he will explore this concept through case studies of projects by EUNCOUNCIL such as: the Gwangju International Design Biennale 2009; the Asian Design Exhibition; collaboration project between Korean college students and workshops in Vietnam; an exhibition of Korean craft, 'Hidden Match' in Riyadh.

Byung-Soo Eun is Founder of VIUM and 212Design, Inc., the first industrial design consulting firm in Korea. Eun and 212Design, Inc. were the driving force behind the exhibition “The Vernacular Mirror: Twentieth-Century Design,” which was the major event during ICSID 2001 in Seoul. He now runs EUNCOUNCIL, a design council company, and was a curator of one of the main exhibitions of the Gwangju Design Biennale 2005, “Asian Design; Hidden Treasure”. He was also the former artistic director of Seoul City and visiting professor of Korea National University (2008-2009). He is, currently, the Artistic Director of Seoul City.

Eun was artistic director of ‘An Exhibition of Korean Crafts - hidden match’ in Riyadh, Saudi in 2013 and participated in the world Summit in 2012 in Chennai, India. His seminar titled ‘The future is Handmade’ was about Korean Craft and its relevance in the contemporary world. He also participated in the Seoul Design Festival 2003, Theme: ‘Star designer’ where his VIUM-brand products were recognized for the unique way they meld traditional Korean designs with modern interpretations. The International Curator Course at the Gwangju International Design Biennale held in 2009 was directed by Byungsoo Eun.

Eun has been on juries since 1995 for the Korea Industrial Design Award, Good Design Award, International Craft Biennale at Chungjoo, The 1st China Design Award, Asian Design Award in Hong Kong and the Singapore Design Award. He has also spoken at various seminars and conferences since 1995 including at the Innovative Craft Fair & Seminar (SACICT) Thailand, Bangkok in 2012; the World Craft Council Summit in Chennai, India in 2012 and ‘Local to Global’ Art-Craft Industry Dialogues (Hoian, Vietnam) in 2013.

VCUQatar’s Crossing Boundaries Lecture Series reflects the cross-disciplinary nature of the featured speakers who are representatives of excellence in creative and innovative thinking. ‘Design beyond tradition’ is the fifth in the series of six lectures and will be presented on 22 January at 6:00 pm at the atrium at VCUQatar. The lecture is open to the public.

Note to Editors:

About Virginia Commonwealth University in Qatar:

VCUQatar is the Qatar campus of the prestigious Virginia Commonwealth University School of the Arts in Richmond, Virginia. Established in 1998 through a partnership with Qatar Foundation, VCUQatar offers students the opportunity to earn a Bachelor of Fine Arts degree in fashion design, graphic design, interior design and painting & printmaking, a Bachelor of Arts degree in art history and a Master of Fine Arts degree in design studies.

Through all its programs, research projects and community activities, VCUQatar continues toward its vision of a Qatari society that innovates through art and design. In addition to a comprehensive annual public events program that includes a wide range of exhibitions, lectures and fashion events, the University hosts the biennial international design conference Tasmeeem and the biennial Hamad bin Khalifa Islamic Art Symposium, attracting globally recognized designers, academics and thinkers while fostering sustainable, university-community partnerships that enhance the educational, economic and cultural vitality of Qatar. For more information please visit www.qatar.vcu.edu

Qatar Foundation – Unlocking Human Potential

Qatar Foundation for Education, Science, and Community Development (QF) is a private, non-profit organization that is supporting Qatar on its journey from carbon economy to knowledge economy by unlocking human potential, for the benefit of not only Qatar, but the world. Founded in 1995 by His Highness Sheikh Hamad bin Khalifa Al Thani, the Father Emir, QF is chaired by Her Highness Sheikha Moza bint Nasser.

QF's work encompasses education, research and community development. World-class universities are brought to Qatar to help create an education sector in which young people can develop the attitudes and skills required for a knowledge economy. At the same time, QF builds Qatar's innovation and technology capacity by developing and commercializing solutions through key sciences. The Foundation also works to foster a progressive society while enhancing cultural life, protecting Qatar's heritage and addressing immediate social needs in the community. For a complete list of QF's initiatives and projects, visit <http://www.qf.org.qa>

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