

## Deyan Sudjic, Kengo Kuma in 5th Gwangju Design Biennale



The upcoming **5th Gwangju Design Biennale** released its official list of participants on August 1, which includes Design Museum director **Deyan Sudjic**, Japan's **Kengo Kuma**, and Korean architect **Kim Paik Sun**.

A total of 358 designers from 20 countries will comprise the five-part exhibition of the ambitious biennale, which this year will make a concerted effort to move away from conceptual aesthetics toward the commercial realm of practical design application.

As part of the thematic exhibition of "Gusigi, Masigi" ("Anything, Something"), Kim will create a large-scale installation of traditional Korean designs that takes a closer look at the context of the old and new within the modern society.

With the U.K. as this year's special guest country, Sudjic will oversee the local installation of "Designed to Win," a show focused on the intersection of design and sport that debuted at the Design Museum in 2012.

The main exhibition includes several collaborative efforts, including 10 artisans and 10 designers working together to create unique traditional crafts for actual retail sale through hotels. A smaller, implicit group show will present works by designers whose aesthetic style run into the art world, with pieces by Briton **Tom Price**, **Elena Manfredini** of Italy, **Choi Byung Hoon** of Korea, and more.

Community outreach programs include a fashion competition to redesign local Gwangju cab driver uniforms. Five fashion designers — including **Choi JiHyung** of **Johnny Hates Jazz**, **Chang Kwang-Hyo** of **Caruso**, and **Ko Tae Yong** of **beyond closet** — each created a uniform that locals will be able to vote on.

A full list of participating designers will be uploaded online at the 5th Gwangju Design Biennale website. The event opens from September 6 to November 3.