



First international publication on Korea Style!

Simplicity, moderation, constraint, and a deep respect for all things natural—such are the intrinsic elements of Korean “style” that continue to underpin the fast-growing creative movement in a country emerging as a powerhouse of design.

“Harmony, flexibility and spontaneity are important elements of the Korean culture and lifestyle. Such tradition continues in contemporary Korean design that often employs many contrasting elements to create uniquely harmonious relationships.” says co-author, Marcia Iwatate.

Korea Style explores 24 exceptional homes, studio and public and heritage buildings, ranging from vernacular to cutting-edge creations, all are a celebration of the country’s natural landscape, arts and crafts, and architectural heritage juxtaposed with a drive towards invention, experimentation and individuality.

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Author Marcia Iwatate is one of the leading lights in the Japanese design and food industry. She has been involved in art direction for fashion advertising in Tokyo and New York, as well as for numerous restaurants in Tokyo and Seoul. She is currently principle partner of Marei Ltd (www.marei-ltd.com) and commutes between Seoul, where she lives with her husband, and Tokyo. Iwatate is the author of *Japan Houses* and *eat.work.shop.* and co-author of the award-winning *Shunju.*

Author Kim Unsoo was born in Korea and educated in the United States. She has worked in the contemporary art field in both New York and Seoul. As Director of the Kukje Gallery in Seoul, she has organized exhibitions of the works of such world-renowned artists as Bill Viola, Anish Kapoor, and Richard Long. She lives in Seoul with her husband and two children.

Photographer Lee Jongkeun has become one of Korea’s foremost photographers of interiors, food, and products since establishing Apo Associates (www.apo.co.kr) in 1995. He works actively in the field of advertising and contributes regularly to design and lifestyle magazines. He is currently photo director for *Marie Claire* and *Maison Marie Claire* and also publishes catalogues and books from his firm Guru Visual.



The authors and photographer are available for interviews.

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