

**DESIGN
KOREA**

**20
25**

MAISON&OBJET

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DESIGN KOREA

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DESIGN KOREA 2025

Discover the Korean design brands captivating global attention at the Design Korea Pavilion during Maison&Objet.

Returning for its fourth year at the fair, the Design Korea Pavilion showcases 25 of Korea's leading home and lifestyle brands. Explore a curated collection ranging from kitchenware and stationery to bags, lighting, and home accessories.

This year's exhibition is themed Ham (함), inspired by the traditional Korean wedding box used to present gifts to loved ones and to-be family. This concept of thoughtful giving guides the pavilion's curation, offering a unique window into the heart of Korean design.

Organized by the KIDP, the pavilion champions the international growth of Korean design companies. This year's presentation is a special partnership with Busan Metropolitan City, the Design Council Busan, Ulsan Metropolitan City, and Gyeongsangnam-do Province—all key players in elevating their local design talent on the world stage.

Join us this September to explore these thoughtfully curated works, rooted in tradition, from the bottom of our hearts.

Hosted by

Ministry of Trade, Industry and Energy (MOTIE)

The Ministry of Trade, Industry and Energy is a central government body in Korea. It oversees and coordinates international trade, commerce, research and development, energy, and resources. MOTIE's primary objectives are to strengthen the competitiveness of Korean businesses and ultimately boost the growth of the Korean economy.

Organized by

Korea Institute of Design Promotion (KIDP)

Established in 1970, the Korea Institute of Design Promotion (KIDP) is the national design organization in Korea responsible for planning and implementing design policies and strategies. Affiliated with the Ministry of Trade, Industry and Energy (MOTIE), KIDP aims to enhance the quality of life for citizens through design and lead innovation in the Korean design industry.

In partnership with

Busan Metropolitan City

Busan is a vibrant coastal city where innovation and rich tradition shape everyday life. Its forward-thinking vision and design identity were recently recognized, setting the stage for World Design Capital 2028.

Design Council Busan

Design Council Busan is a specialized institution affiliated with Busan Metropolitan City, established to support enterprises and strengthen regional industrial competitiveness through design innovation.

Ulsan Metropolitan City

Ulsan is Korea's industrial capital, driving economic growth through automotive, shipbuilding, and petrochemical clusters. Today, it is evolving into a culturally rich, design-forward city.

Gyeongsangnam-do Province

Gyeongsangnam-do empowers local design brands through its established manufacturing sector, fostering innovation at the intersection of industry and creativity.



Cloi Soo

Cloisoo

Cloisoo



Cloisoo has devoted over 58 years to Korean Chilbo traditional craftsmanship and color study since 1968, when its founding artisan inherited the royal Chilbo tradition at Nakseonjae in Changdeokgung Palace. Born in fire and refined to purest form, each piece embodies the artisan's dedication, creative spirit, and the giver's warmth. Through vibrant colors, intricate techniques, and refined emotion, Cloisoo creates not mere ornaments, but timeless works of art that hold the value of time itself.

CEO.

Kim Hong-beom

Established.

2012

Website.

www.cloisoo.com

E-mail.

nj1968@nj1968.com

Instagram.

@cloisoo



fromgreen

fromgreen



Fromgreen, we begin where nature pauses.

Coffee's lingering scent, rice bran's softness, soy husks' warmth, oyster shells' pearlescent gleam—what nature gives, we reshape into quiet forms for daily life. Within the restraint and balance of minimal design, nature's order can be sensed.

Our design speaks without words, evokes without question, and reveals nature's hidden things to be cherished.

Our objects rest where water and light meet, letting fingertips recall nature's essence.

CEO.

Choi Jun-young

Established.

2021

Website.

www.fromgreen.co.kr

E-mail.

gskim@aroundblue.net

Instagram.

[@fromgreen_official](https://www.instagram.com/fromgreen_official)

gnomon



Gnomon

Gnomon



Gnomon offers a ritual to start your day—your way. We sit at the same desks, looking at the same screens, living days that often feel identical. In this daily loop, we hope for days that start differently. Gnomon is more than a calendar. It respects personal rhythm, mood, and pace. With a gentle click, Gnomon creates a small yet meaningful moment to begin your day. Your mood, your mindset—Gnomon celebrates the many colors of daily life. Colorful days! with Gnomon

CEO.

Jeon Chang-myong

Established.

2019

Website.

www.gnomon.kr

E-mail.

contact@above.studio

Instagram.

[@above.gnomon](https://www.instagram.com/above.gnomon)



GOOBER imagines and creates products, stories, and experiences related to drawing and making. We started with crayons and paper-based drawing tools, and are now expanding into creative spaces and interactive experiences. We aim to bring joy and inspiration to people of all ages—including children—through playful and imaginative moments.

CEO.

Hwang Se-hee

Established.

2016

Website.

en.goober.kr

E-mail.

coloring@goober.kr

Instagram.

[@goober.kr](https://www.instagram.com/goober.kr)

heradi



heradi



Heradi is a design company capable of manufacturing and production, first opening our jewelry brand in New York in February 2020. Through our 2021 SS Collection, we increased brand awareness via online platforms and offline pop-up activities while expanding overseas exports. Heradi connects nature's six elements—Earth, Metal, Water, Wood, Fire, Wind—with the five Korean traditional cardinal colors through symbolic curves, embodying our "Nature's Precious Gift" philosophy in trend-conscious jewelry.

CEO.

Hur Jung-im

Established.

2018

Website.

www.heradi-jewelry.com

E-mail.

heradi@designfit.net

Instagram.

[@heradi_official](https://www.instagram.com/heradi_official)



Hériter

Hériter



Hériter draws inspiration from Korea's unique aesthetics and ancestral craftsmanship, creating kitchenware that blends into everyday life. We honor our cultural heritage, striving for not only preservation but evolution for future generations.

To us, heritage is a living spirit flowing through time, the present we shape with purpose. Collaborating with master craftsmen, we embody that spirit in the now, and hope to perpetuate wisdom from Koreans of yore for many generations to come.

CEO.

Jeon Joo-hong, Seo Dong-jun

Established.

2018

Website.

www.heriter.co.kr

E-mail.

heriter@labdoku.com

Instagram.

[@heriter.atelier](https://www.instagram.com/heriter.atelier)



Hwa MYEON
TEXTILE GARDENERY

HWA MYEON

HWA MYEON



Hwa MYEON
TEXTILE GARDENERY

HWA MYEON creates sculptural textile art inspired by “gardens that never wither,” combining tufting techniques with three-dimensional forms and landscape-inspired structures. Each work is meticulously crafted and can be tailored in color, scale, and configuration to suit any space. Our practice bridges fine art and commercial design, spanning art installations, brand visual merchandising, and immersive pop-up environments.

HWA MYEON has been selected for Maison&Objet 2025, London Design Festival, and Korea Craft Week.

CEO.	Bae So-hyun
Established.	2024
Website.	www.villaoasis.co.kr
E-mail.	bsh1881@naver.com
Instagram.	@hwamyeon_official



ILKW

ILKW



Ever since it was founded in 1962, having specialized in producing incandescent bulbs, ILKW BY ILKWANG LIGHTING has built light fixtures based on the technology, rich experience, and craftsmanship accumulated over the past half century. The new lighting series is inspired by architecture, design and art of the 1960s, when Ilkwang Lighting was founded.

CEO.

Kim Hong-do

Established.

1962

Website.

www.ilkwdesign.com

E-mail.

info@ilkwdesign.com

Instagram.

[@ilkwdesign](https://www.instagram.com/ilkwdesign)



JERRYBAG is a global social impact brand founded in Uganda in 2014. We work with local women to create innovative products that help children carry water safely. Since November 2023, we've operated a Sustainable Design Center offering tailoring and vocational training, helping women earn stable incomes. Through our BUY&GIVE campaign, each purchase donates a JERRYCAN BAG to a child. Through our SAFE&SAVE campaign, pedestrians in Korea can receive reflective safety tags that promote road safety.

CEO.

Park Joong-yeol

Established.

2014

Website.

www.jerrybag.com

E-mail.

info@jerrybag.com

Instagram.

[@jerrybag.official](https://www.instagram.com/jerrybag.official)



KEENGENERA

KEENGENERA



THEBAMBOO pioneered Korea's bamboo fiber industry with BambooBebe in 2007, establishing strong market position through quality and safety. In 2024, we expanded into lifestyle products with KEENGENERA, offering emotionally rich towel designs inspired by nature themes. Our refined aesthetic and storytelling approach conveys a positive message of comfort and encouragement across language and culture, differentiating us from traditional towel brands.

CEO.

Lim Jae-kyung

Established.

2013

Website.

www.keengenera.com

E-mail.

marketing0@thebamboo.co.kr

Instagram.

[@keengenera_official](https://www.instagram.com/keengenera_official)



LUMENA



LUMENA redefines everyday freedom through flexible wireless design that harmonizes with environments and supports diverse lifestyles. We pursue nature-inspired textures in rich, gentle tones and genderless colors. Through market-leading innovation, we research the essence of air, light, and wind for better living. Managing 51+ products across four categories from design to development and customer communication, we add beauty's value to daily living. Winners of iF Design and Red Dot Awards.

CEO.

Jin Joong-hun

Established.

2014

Website.

www.lumena.co.kr

E-mail.

overseas@lumena.co.kr

Instagram.

[@lumena__official](#), [@lumena_global](#)

LUMENA



MILLIMETER MILLIGRAM

MILLIMETER MILLIGRAM



Millimeter Milligram (MMMG) has worked with artists, makers, and designers to create objects that shape everyday life since 1999. We believe "Material, sensibility, and an honest attitude"—small differences born from material choices and the maker's hand make meaningful impact. Through years of refining detail and precision, we create lasting products. Rooted in Korean craftsmanship and modern sensibility, we focus on simplicity, richness, and presence over time.

CEO.

Bae Su-yel, Yu Mi-young

Established.

1999

Website.

www.mmmg.kr

E-mail.

contact@mmmg.net

Instagram.

[@mmmg_millimeter_milligram](https://www.instagram.com/mmmg_millimeter_milligram)



Mosery designs functional and visually distinctive objects for underused corners of interior spaces.

Our products turn overlooked areas into meaningful parts of the home or workspace—adding character, texture, and utility. Since launching in Nov 2023, we've grown steadily through word-of-mouth, with a 32% repurchase rate and recognitions including the German Design Award 2024 and Maison&Objet 2024 VIP gift selection.

CEO.

Ma Ji-yeon

Established.

2023

Website.

www.mosery.com

E-mail.

mjy@mosery.com

Instagram.

[@mosery.official](https://www.instagram.com/mosery.official)



GANDAN
MUNGYO

MUNGYO, GANDAN



MUNGYO has been Korea's leading art supply manufacturer since 1946, producing pastels, oil pastels, watercolor crayons, markers, chalk, whiteboards, clay, and digital teaching tools. We've established domestic market leadership while exporting to over 130 countries globally. Through continuous innovation and ESG management principles, MUNGYO commits to environmental protection, social responsibility, and ethical business practices while expanding our global presence.

CEO.	Nam Myeong-seok
Established.	2018
Website.	www.mungyo.co.kr
E-mail.	mgonstrade@daum.net
Youtube.	@mungyo3625



ONHEUK reinterprets Korea's traditional architecture and aesthetics through contemporary furniture design. Born through the collaboration of a globally awarded spatial design studio and master woodcraft artisan, the brand embraces precision with the subtle depth and balance of Korean traditional aesthetics. Each piece reflects traces of tradition, thoughtfully reimagined into contemporary living and spaces.

CEO.

Kim Hee-jong

Established.

2022

Website.

www.litt.ly/onheuk

E-mail.

on_heuk@naver.com

Instagram.

[@onheuk.official](https://www.instagram.com/onheuk.official)

PIGLAB

Product Inspired by Green



PIGLAB

PIGLAB



PIGLAB is an upcycle design brand dedicated to realizing sustainable ideas in products. We transform discarded resources into emotional yet practical lifestyle products, inspired by endangered flora and fauna. We operate under our slogan: "Small Things, Big Stories." We create designs that naturally integrate environmental awareness into daily life, giving new life to waste materials while raising consciousness about biodiversity loss through meaningful sustainable design.

CEO.

Cho Sung-hyun

Established.

2022

Website.

www.en.pig-lab.com

E-mail.

hello@pig-lab.com

Instagram.

[@piglab.official](https://www.instagram.com/piglab.official)



Plant. L

Plant. L



Plant. L revolutionizes home gardening with world-first Air Pruning slit pots made from upcycled oyster shell material. Our innovative Flo and Blo series combines Root Air Pruning technology with breakthrough design, allowing anyone to grow plants easily and successfully. This eco-friendly functionality prevents root circling while promoting healthy growth through natural air exposure. We are excited to design the joy of interacting with plants, creating new demand through sustainable innovation.

CEO.	Lee Sang-heon
Established.	2024
Website.	smartstore.naver.com/leenjo1
E-mail.	nitodesign1@naver.com
Instagram.	@plantl_official



Live
Color
Fully

Pointiti

Pointiti



Live Color Fully!

Pointiti brings vibrant accents into daily life through diverse materials and creative techniques. Our functional and durable designs are based on harmony and contrast of color, pattern, and texture. We have exhibited at Seoul Living Design Fair since 2021 (formerly Stitchichi). We are growing globally, featured at MMCA Korea, MoMA in New York and Tokyo, and distributed through Maison&Objet Paris.

CEO.

Choi Young-ju

Established.

2021

Website.

www.pointiti.com

E-mail.

pointiti@pointiti.com

Instagram.

@pointiti

Pollygarden



Pollygarden is a Seoul-based ceramic studio run by Kim Min-jung and Hong Ju-ah, transforming intuitive drawings into functional objects and sculptures through delicate clay layering. Using Yeonlimun, a traditional Korean handcraft technique of layering colored clay, we create unique patterns that bring warmth and individuality to daily life. We hope our pieces bring individuality and meaning to daily life—something you can enjoy as much as we enjoyed creating them.

CEO.

Kim Min-jung, Hong Ju-ah

Established.

2019

Website.

www.pollygarden.com

E-mail.

contact@pollygarden.com

Instagram.

[@pollygarden](https://www.instagram.com/pollygarden)



RAWROW



RAWROW crafts tripwear for explorers whose everyday lives venture into the uncharted. Since 2011, our designs focus on the raw essence of products, making bags, shoes, glasses, and trunks. Using aerospace-grade materials and featuring innovations like silent wheels and built-in weight sensors, we build travel companions that gain value through your wanderings.

CEO.

Lee We-hyun, Suh Leo

Established.

2011

Website.

www.rawrow.com

E-mail.

contact@rawrow.com

Instagram.

[@rawrow](https://www.instagram.com/rawrow)

UMBER POSTPAST



UMBER POSTPAST, Seoul based high fashion brand, presents contemporary designs through past and modern connections. UMBER's look pursues the most sophisticated approach by using eco-friendly fabrics which are produced through traditional techniques. The look captures the brand's slogan, "POST-PAST." The various objects introduced along with each collection of new colors and materials show the Korean craftsmanship and suggest a timeless lifestyle that the brand pursues.

CEO.

Jeong Gyeong-a

Established.

2021

Website.

www.umber-postpast.com

E-mail.

info@umber-postpast.com

Instagram.

[@umber_postpast](https://www.instagram.com/umber_postpast)



VATYA

VATYA



VATYA began in 2017 with dish racks, focused on principles of dependable quality, reasonable prices, and simple design. From there, we expanded into comprehensive kitchen solutions including compost bins and washing bowls, earning recognition as a kitchen brand. Now, with our eyes set on lifestyle categories, we collaborate broadly with designers, artists, and brands, as part of our goal to offer innovative designs and uses that are beloved as more than just tools and products.

CEO.

Kim Min-jun

Established.

2020

Website.

www.vatya.co.kr

E-mail.

vatya@ssiho.com

Instagram.

[@vatya_seoul](https://www.instagram.com/vatya_seoul)



VerQ

VerQ



VerQ offers revolutionary DIY metal tiles with pre-attached tape for effortless, tool-free installation. Our heat-resistant, magnet-compatible tiles transform any space with stylish colors and shapes, perfect for kitchens, living rooms, and offices. As a brand developed by DSP Co., Ltd.—a global metal surface treatment leader since 1988—VerQ utilizes advanced PVD and NCC coatings that enhance durability, hygiene, and visual appeal.

CEO.

Kim Jin-hyung

Established.

1996

Website.

www.dspbrand.com

E-mail.

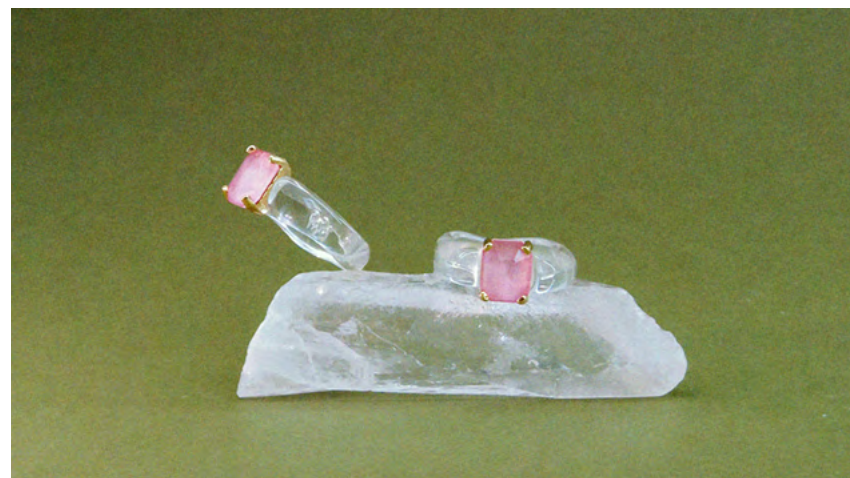
jjjin@daejindsp.com

Instagram.

[@dspco.ltd](https://www.instagram.com/dspco.ltd)



YLYL



YLYL is a creative duo meaning "young and clever minds pursuing profit." Kim Ye-ji and Shin Eun-jin, Hongik University Textile Art graduates, launched after their 2013 graduation exhibition. YLYL reinterprets classic fine jewelry using contrasting materials like Formica and acetate. Selected for Global Premium Living Goods (KIDP) and Maison&Objet 2024. Collaborations include LG Household's Silk Therapy, Amore Pacific's AMOS, with exclusive pop-ups at Lotte World Mall and Galleria Apgujeong.

CEO.

Kim Ye-ji, Shin Eun-jin

Established.

2017

Website.

www.younglyyoungley.kr

E-mail.

sales@younglyyoungley.kr

Instagram.

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ZAI carbon pen is an innovative premium writing instrument using technology that compresses 200 pencil leads (pencil type) and 1,000 leads (mechanical type). It requires zero sharpening! Featuring luxurious yet eco-friendly design with aluminum and forestry by-product CXP, plus hexagonal structure for convenience. ZAI carbon pen is a differentiated product designed to pursue a sustainable future by reducing logging from traditional pencil production.

CEO.

Kim Wan-sup

Established.

2016

Website.

www.zaitansopen.com

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Instagram.

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PLANNING & COORDINATION

Korea Institute of Design Promotion (KIDP)

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Partners

Busan Metropolitan City

Design Council Busan

Ulsan Metropolitan City

Gyeongsangnam-do Province

PROJECT EXECUTION

TRUE COMMUNICATIONS

DESIGN

LIVE ME.

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