Everyone has a type of food that he or she enjoys. The countless different types of food based on one’s culture, environment and preference makes it hard to even distinguish among them. Now, we work into a question to our visitors: “How well will you eat? What will you eat? How long can it be sustained?” The reason for this question is that the food we eat everyday sustains our bodies, propels our lives and forms the cultures we belong to.

EXHIBITION

1. What Our Bodies Tell Us

The first exhibit addresses problems concerning contemporary eating habits and over-production of processed foods and the depletion of food resources. We welcome you to taste Hansik, Food for the Future. Come and explore a wealth of natural ingredients and unique seasonings.

2. Hansik: Ask and Tradition Shall Answer

“Which foods should be selected for sustainable consumption in the future?” The Korea Pavilion will address various food-related issues that mankind is currently facing. Discussing these issues will help increase awareness and offer a direction to a reliable solution.

3. Hansik: Food for the Future

This exhibition focuses on the food crisis that we face today by distinguishing among them. Now, we wish to ask a question to our visitors: “How will you eat? What will you eat? How long can it be sustained?” The reason for this question is that the food we eat everyday sustains our bodies, propels our lives and forms the cultures we belong to.

ARCHITECTURE

The Moon Jar

Architectural symbol of Korea Pavilion

The architecture of the Korea Pavilion was inspired by the design of a moon jar (traditional Korean ceramic pottery). The shape comes from its moon-like shape and milky-white color. Ceramic traditions transformed gran bowls into these beautiful islands and porcelain pieces. The curvature and subtle accents lead to the appearance of a moon jar. The ceramic jar also produced the ambience of the venue. The Korea Pavilion was designed as a living organism, something reminiscent of all living entities. The architectural design represents the scientific characteristic of Korea; the process of disintegration and synthesis of new ingredients through the formation and activity of yeast, is produced and illustrated on a large sphere.

The theme of the emblem is based on the traditional ceramic vessel called Onggi, used to be buried underground, as its porous material allows it to “breathe,” something that includes the seasons, colors, and ingredients. The last exhibition venue, Hansik, Food for the Future, is the exhibit that conveys: Food for the Future,” as a resource and future food of the earth. Utilizing a landscape of refreshing energy and woodlands, huge circular halls of 16 meters in diameter, it enables visual visitors to view Hansik as a nature-friendly and sustainable food of the future that is based on scientific grounds. The Korea Pavilion offers a view through morphing to the nature of Koreans through Korea’s traditional ceramic porcelain. The name comes from its moon-like shape inspired Roman geometric structure, the Korea Pavilion has been planned with a harmonious and balanced with nature.

KOREA PAVILION

EXPO MILANO 2015

KOREA Pavilion

EXHIBITION 1.

Hansik, Food for the Future: You are What You Eat

EXHIBITION 2.

Hansik, Ask and Tradition Shall Answer

EXHIBITION 3.

Hansik, Food for the Future

1. What Our Bodies Tell Us

The first exhibit addresses problems concerning contemporary eating habits and healthier life! We offer a wealth of memorable keepsakes to help further your understanding of Korea’s unique food culture and heritage.

2. Hansik: Ask and Tradition Shall Answer

“Which foods should be selected for sustainable consumption in the future?” The Korea Pavilion will address various food-related issues that mankind is currently facing. Discussing these issues will help increase awareness and offer a direction to a reliable solution.

3. Hansik: Food for the Future

This exhibition focuses on the food crisis that we face today by distinguishing among them. Now, we wish to ask a question to our visitors: “How will you eat? What will you eat? How long can it be sustained?” The reason for this question is that the food we eat everyday sustains our bodies, propels our lives and forms the cultures we belong to.

KOREA TOURISM ORGANIZATION

Ministry of Culture, Sports and Tourism of Korea

Location

3,880 m²

Pavilion area

Hansik

Theme

KOREA PAVILION

MILANO 2015

Hansik, Food for the Future

EXHIBITION 1.

Hansik, Food for the Future: You are What You Eat

EXHIBITION 2.

Hansik, Ask and Tradition Shall Answer

EXHIBITION 3.

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You are What You Eat