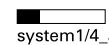


produced by I'm perfect shop  
designed by hanwool porcelain , eunha porcelain



system1/4\_a



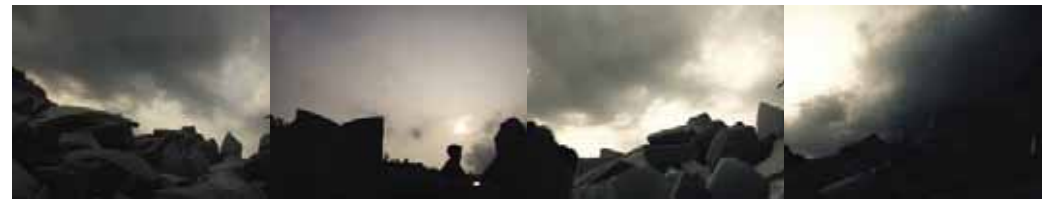
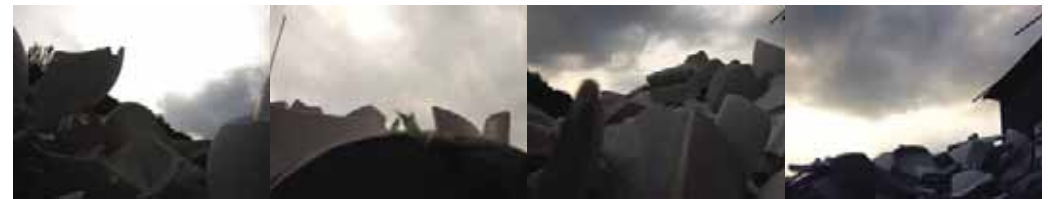
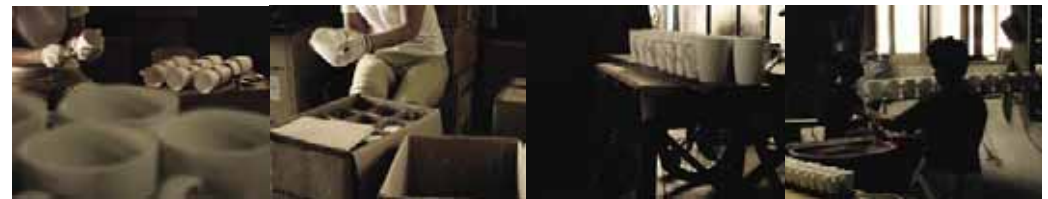


















produced by I'm perfect shop  
designed by sungjin glassvill



system1/4\_b















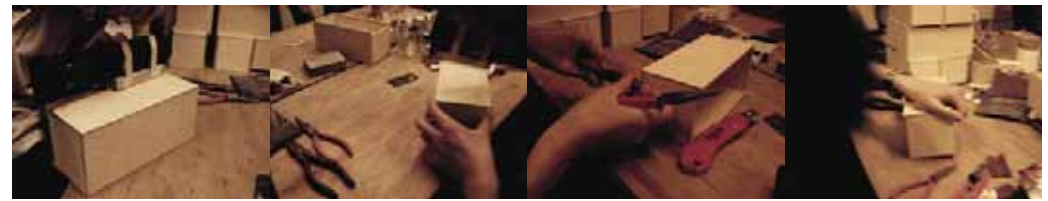














produced by I'm perfect shop  
designed by koziol



system1/4\_c



2005. 7. 4..... 독일에 계신 지인 박소영씨로부터 날라온 반카운 소식

안녕하세요?

연락이 많이 늦었죠?

그동안 콘테이너 보내라이사하라 조금 정신이 없었어요.

그래서 코찌올에 연락해보는 것도 미루다 오늘 했는데, 생각보다 아주 긍정적인 답이 왔어요.

자기들도 그런 하자품들이 특이해라고 생각하고 있었는데, 아주 잘 되었다면서, 그런 물건들 찾아서 보내주겠다고 하네요.

코찌올 제품이 독일에서 만드는 것들이거든요.

그런데, 서울로 직접 보낼지 어떻게 묻네요...

어짜피 이상훈씨가 임퍼펙트 로고를 써 넣어야 하니까 서울에서 직접받는게 좋겠지요?

받을 주소 좀 알려주세요.

그리고 메일주소 가르쳐 드려도 괜찮지요?

아니 제가 거기 컨택할 사람 메일 주소를 알려드릴게요. 이상훈씨가 직접 메일 보낼거라고 해 두죠 ...

카트린 보데 ( 언론 및 공공관련 담당 ):katrinbode@koziol.de

전시 취지랑, 아인트호벤 에서 했던 작업들을 제가 조금 설명했어요.

어텐택 ( 오텐택스 ) 는 제 경험으로는 일반 취재때도 좀 비 협조적이었어요, 그래서 컨택 안 했는데, 코찌올 쪽이 제품 종류도 많고해서 더 낫을것도 같아요.

대신 도록이랑 포스터 같은데, 코찌올 ( 독일 ) 후원 내지 협조 ( 스폰서 ) 라는 내용을 넣어주면 좋을 것 같아요. ( 그 이야기는 제가 꺼냈는데, 그렇게 해주면 좋겠다고 답장이 왔어요. )

그럼 ...

2005. 7. 5..... 처음으로 코찌올의 카트린에게 보내는 편지

Dear Katrin Bode in Koziol

This is Sanghoon, Lee from Seoul, Korea.

Nice to contact with you.

My friend, Soyoung-Park in Germany, introduced you.

I am very appreciate to your kind concern and supporting for my design exhibition.

As you probably know, my design theme is IMPERFECT = I'M PERFECT.

After collecting rejected products from the production lines, I give a new brand label "IMperfect" to them.

Therefore they can be reinterpreted into new value and beautiful uniqueness by different perception, and represented to consumers with keeping their original imperfect identities confidently through my exhibition.

So, could you please send your rejected imperfect but unique products for my project?

I prefer varieties and pieces of products are as many as possible.

The deadline of arriving to Seoul should be until the end of July.

I hope it is enough time to collect products and send them.

My address in Seoul as below,

Sanghoon, Lee

NonameNoshop, 2nd Floor, 365-3, Seokyo-Dong, Mapo-Gu

Seoul, South-Korea

Postcode : 121-838

Your help will be great honor for me, and give big courage for my exhibition.

Of course, I will promote Koziol's participating through my catalogue and poster for exhibition, and will send it to you soon.

And hereby, let me send some images of my previous works for understanding.

I am looking forward to hearing from you soon.

Thank you.

Best regards,

Sanghoon, Lee

2005. 7. 5... 코찌올로부터의 첫 번째 답장 – 스폰서 해준다는 약속

Dear Sanghoon, Lee,

Thanks a lot for your e-mail. It's no problem to find some rejected products.

I'm starting to collect items from now on and we will send them out early enough, so you will receive them until end of July latest.

I hope that I can present you a big variety of products, I will check our production every day.

Best regards,

Katrin Bode

Public Relations

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2005. 7. 14.... 공장이미지 사진을 부탁하는 메일

Dear Katrin Bode,

This is Sanghoon, Lee from Seoul, Korea

How are you? I hope your everything is going well.

And also how is the collecting your imperfect unique products in Koziol?

I am always dreaming about seeing them soon.

The reason of sending mail is that I have two favors to you.

The first one is that I need the brand logo-image of Koziol.

Because now I am preparing publishing my catalogue, I would like to insert and promote Koziol in there.

So, images are better to JPEG file with big resolution.

The other one is that I also need some images about rejected products from process line and general view of your factory.

I am not sure whether it is legally possible to take a photo or not.

If it is impossible, please don't consider my request!

Could you send those images through e-mail as soon as possible please?

I am looking forward to hearing fromm you.

I am really sorry to bother you.

Thank you very much.

Best regards,

Sanghoon, Lee

2005. 7. 20.... 사진이미지를 보내준다는 내용과 물건을 부쳤다는 내용

Dear Sanghoon, Lee,

please find enclosed our Logo. Also I will send you some jpg's with images of our company.

These images are in a low resolution, otherwise I will have problems to send them by e-mail.

If you need the high-res pictures very urgently, just give me call.

I send a CD with high-resolution pictures with all the goods, that I collected for you.

The goods are already on the way to South-Korea.

I tried to see with your eyes, because I don't know exactly what will be an interesting object for your exhibition.

The pictures you sent me were very helpful for me.

I think I found several items that you will like. Especially the bags are really good.

Best regards,

Katrin Bode

Public Relations



2005. 7. 21... 사진부처준것에 대한 감사 메일과 운송비를 부담하겠다는 내용

Dear Katrin Bode

I am still moved from your warm concern.  
I don't know exactly how I can give my thanks to you.  
I just say with couple of words; thank you very much and big hug.  
To be honest with you, it could be better you send a CD with high-resolution pictures with all the goods that you collected for me.  
So, could please send a CD to same address that you sent goods?  
And also, could you give me a chance to pay your delivering cost for sending goods to Seoul?  
It is my pleasure that I pay all cost for your great helping and participating.  
If you accept my proposal, please let me know your international bank account.  
Or if you think the cost is also including of your kind sponsor, I will follow your opinion and advice.  
I am looking forward to seeing your unique products, especially bags.  
Thank you again.  
Someday, please visit to Seoul!  
Sincerely yours.

Sanghoon, Lee

2005. 7. 22... 운송비도 무료로 해준다는 메일

Dear Sanghoon, Lee,

Don't worry about the shipping costs, they are part of our sponsoring, too.  
I cannot send any photos because the goods have been sent out very quickly so there was no time to make any pictures. I hope you will have an opportunity to make some good images of the products.  
I would appreciate very much if you could send me a catalogue of the exhibition.  
I'm interested in your project very much and I wish that it will be a big success.  
I'm on holiday now for the next two weeks, so don't worry if I could not reply immediately to your e-mails.  
My colleague will check my e-mails every day, so if you have questions you can write on this address, she will answer you as soon as possible.  
Best wishes & good luck for your work

Katrin Bode

2005. 7. 26... 감사메일

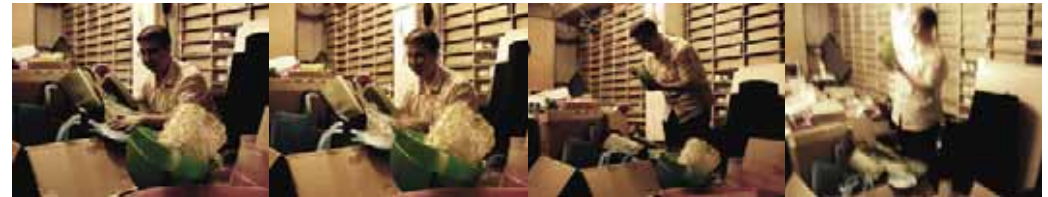
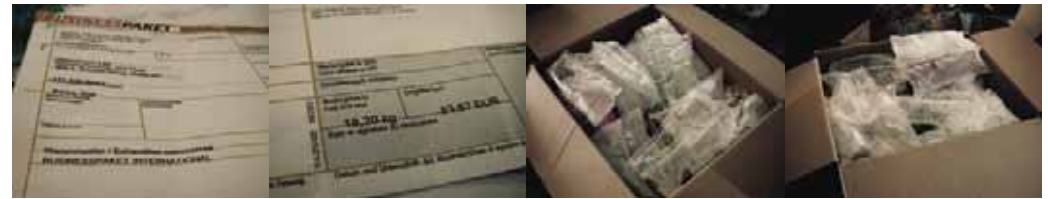
Dear Katrin Bode and her colleague,

Today, I received your beautiful products.  
I sincerely appreciate to your great sponsor very much.  
Also, thanks for your kind interesting about my projects.  
Of course, the catalogue of my exhibition will be there for you.  
I hope your holiday is going wonderful!  
Best regards,

SangHoon, Lee









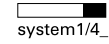


produced by I'm perfect shop  
illustrated by kang,dong-hyung  
client by earth project

do shop --> earth project

단순히 제품을 판매하는 습의 형식에서 진화하여  
일스' 정신을 표현하는 모든 프로젝트들을 실현하는 공간으로

두샵의 깨진 쇼윈도우 조각들은  
일쓰정신을 상징하는 영혼의 조각들로













두샴에서 얼쓰프로젝트로의 리노베이션 도중 유리문을 깨뜨릴 수 밖에 없었고,  
 그파편들의 묘한 느낌을 지울 수 없어 모아두었다는 갤러리 관장님.  
 조각조각 부서진 이 불안한 재료들은 갤러리의 기억을 상징하는 기념품  
 으로 재탄생 되었다.

during renovation of the gallery from 'do shop' to 'earth project',  
 main windows were broken into each piece.  
 the owner of gallery could not throw away them because of memo-  
 rial value.  
 so, I tried to redesign those imperfect materials into perfect souve-  
 nirs for gallery.





  
simulation1/2\_a

  
simulation1/2\_b



  
simulation


produced by I'm perfect shop  
2005 . 8 . 17 ~ 8 . 31  
earth project

Imperfect is I'm perfect --> + Imperfect motivates I'm perfect

디자이너의 사회적 메시지가 현실속에서 사람들에게 소통 될수 있도록  
임퍼펙트샵의 시스템을 제안한다.

The system of imperfect shop is proposed by designer's social  
messages for communicating with people in reality.



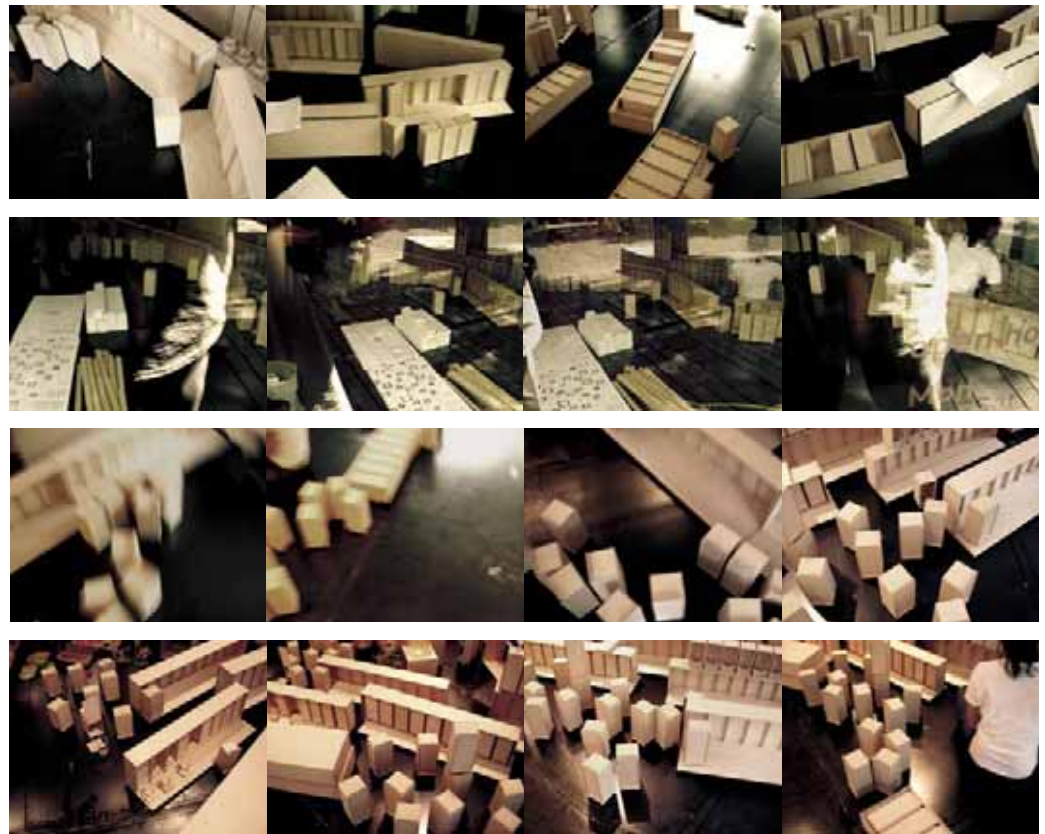
  
simulation1/2\_a

























I'm perfect  
shop Imperfect motivates I'm perfect

open hours  
Mon 12:00 am - 07:00 pm  
Tue-Sat 11:00 am - 07:00 pm  
[www.downtoearth.co.kr](http://www.downtoearth.co.kr)







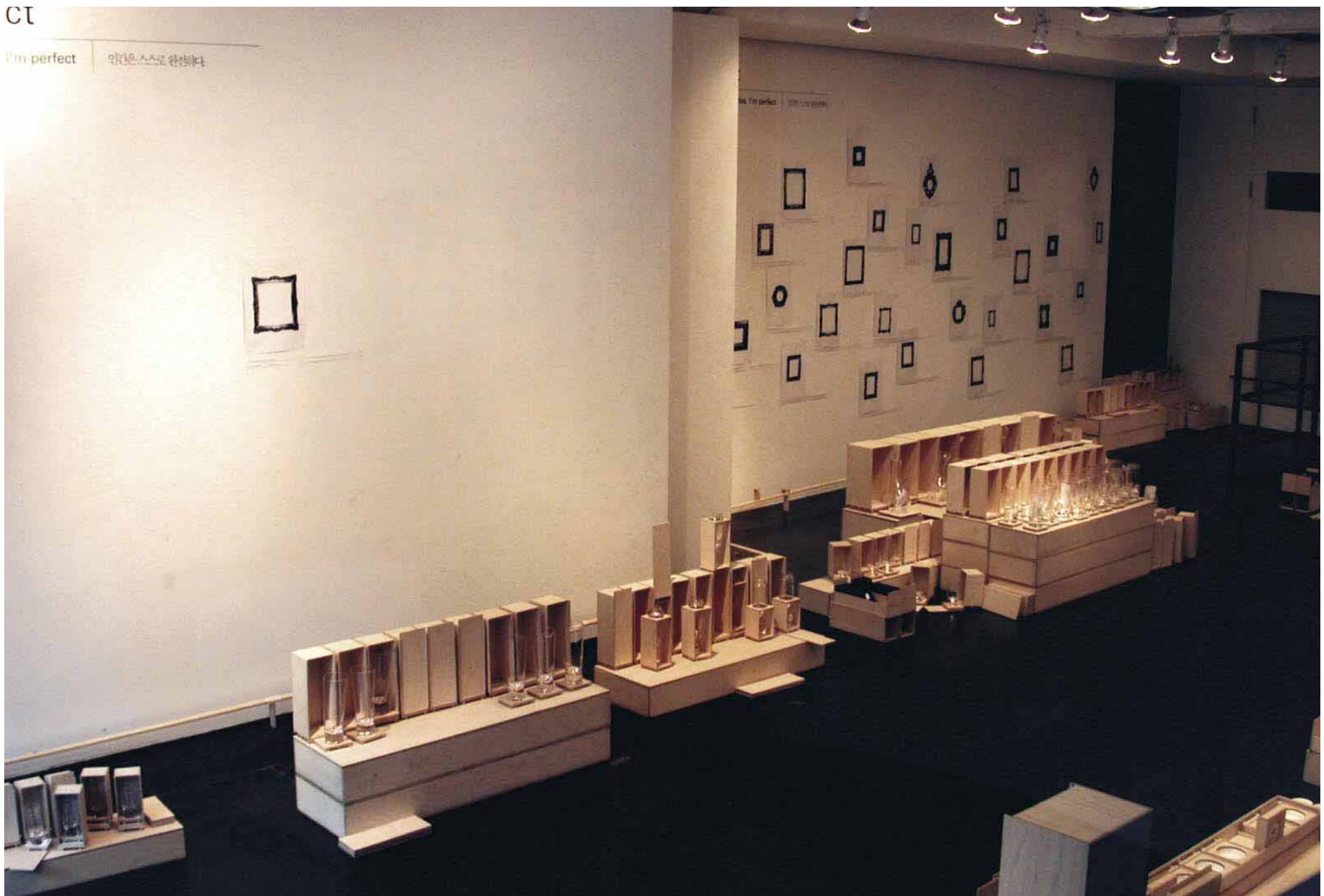
오프닝 파티에서 제공된 음료컵들은 가로수의 가지치기중에 버려진 나뭇가지들과 솔방울들로 장식된것들이다.  
 이처럼 불완전한 재료들도 완전한 가치로 부활할 수 있다.  
 맛있는 음식들을 담은 접시또한 임퍼펙트 브랜드 제품들이다.  
 훌륭한 전시장의 제공과 감동스런 오프닝을 준비해주신 진계영 얼스프로젝트 관장님께 감사의 마음을 전한다.

cups in opening party were decorated by various thrown branches from cutting process of street-trees.  
 imperfect materials can be changed into perfect values.  
 serving plates for delicious food are from brand imperfect.  
 Jin gye-young, the director of gallery, arranged good place and beautiful opening ceremony for exhibition.  
 I am sincerely appreciate to her friendship.

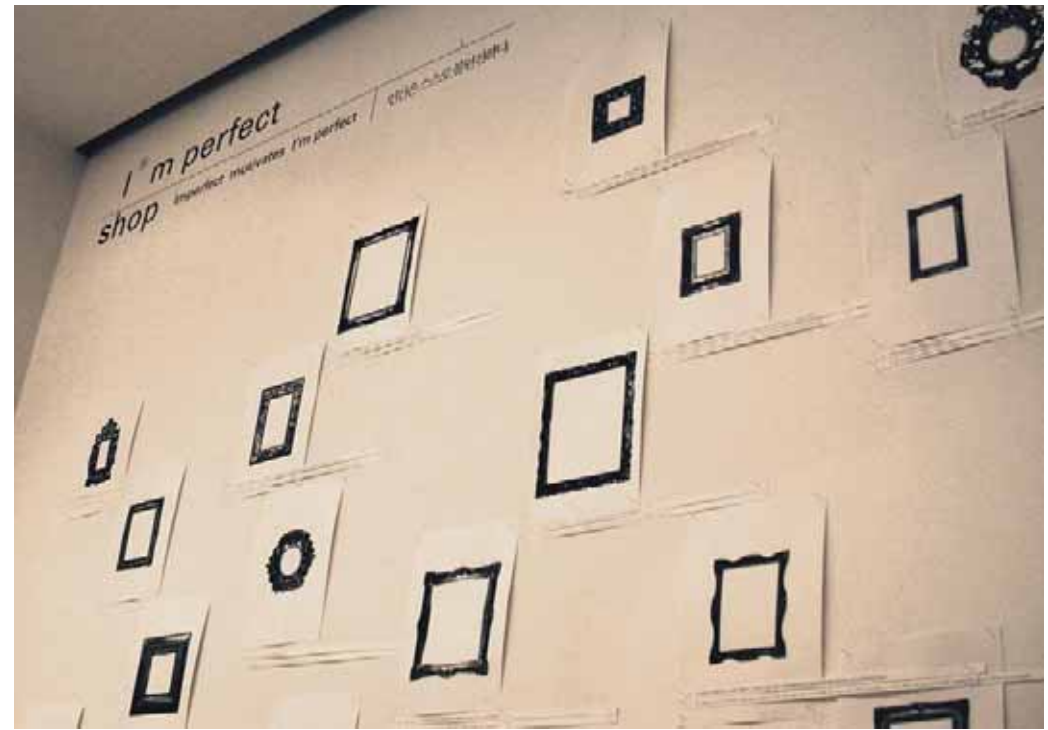


CU

I'm perfect | 인간은 스스로 완성하다



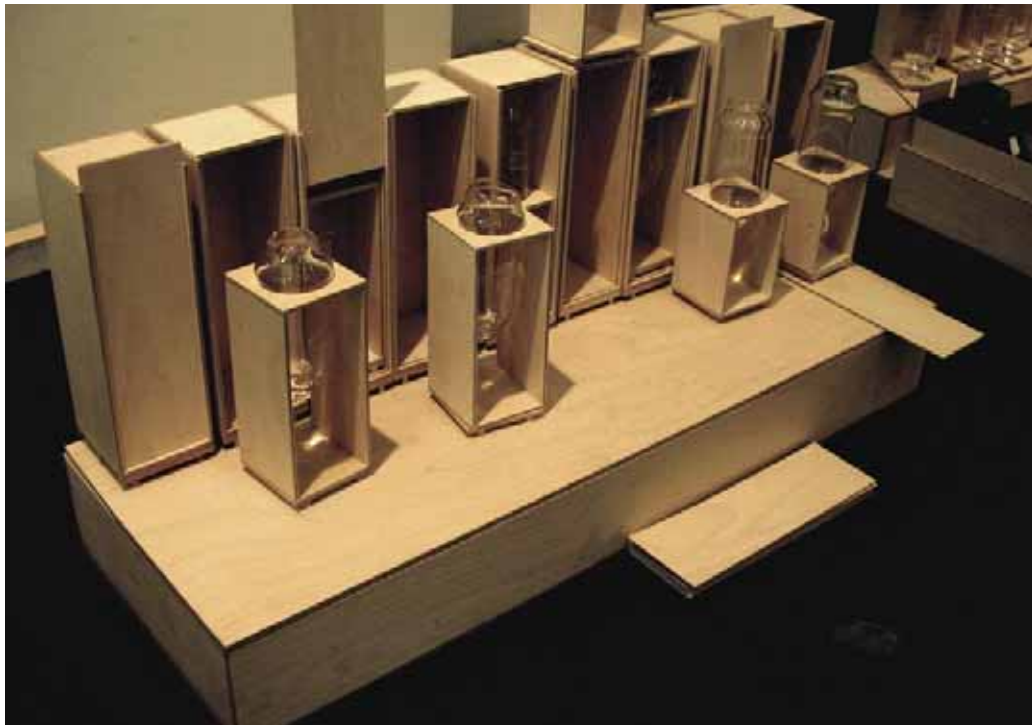








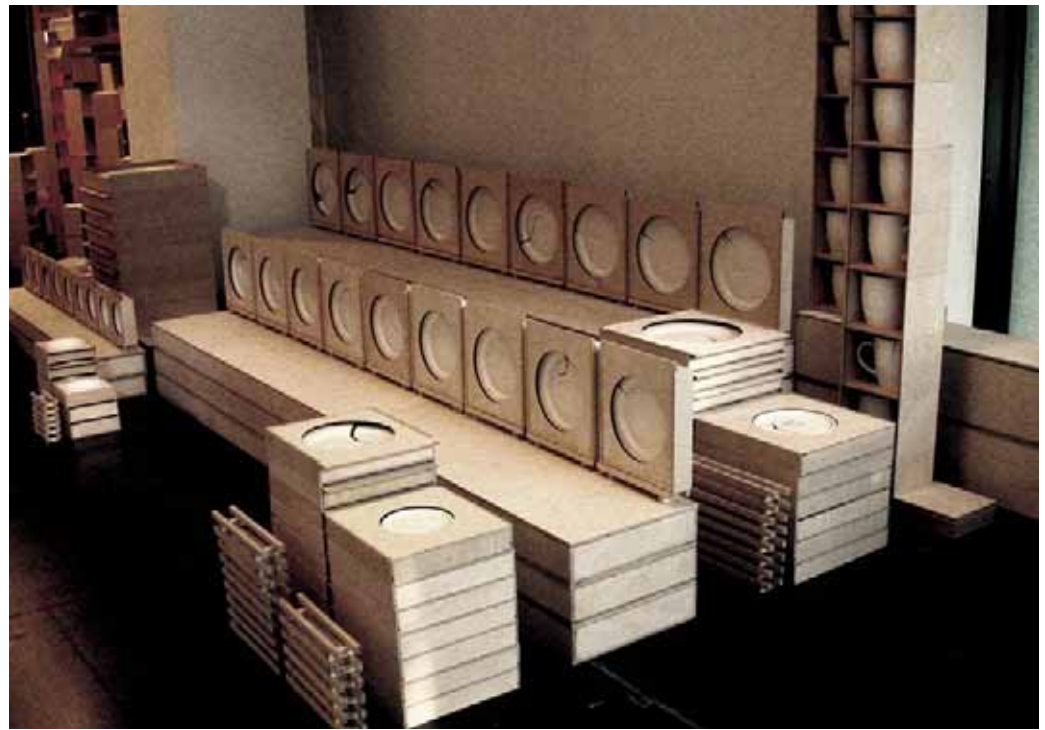






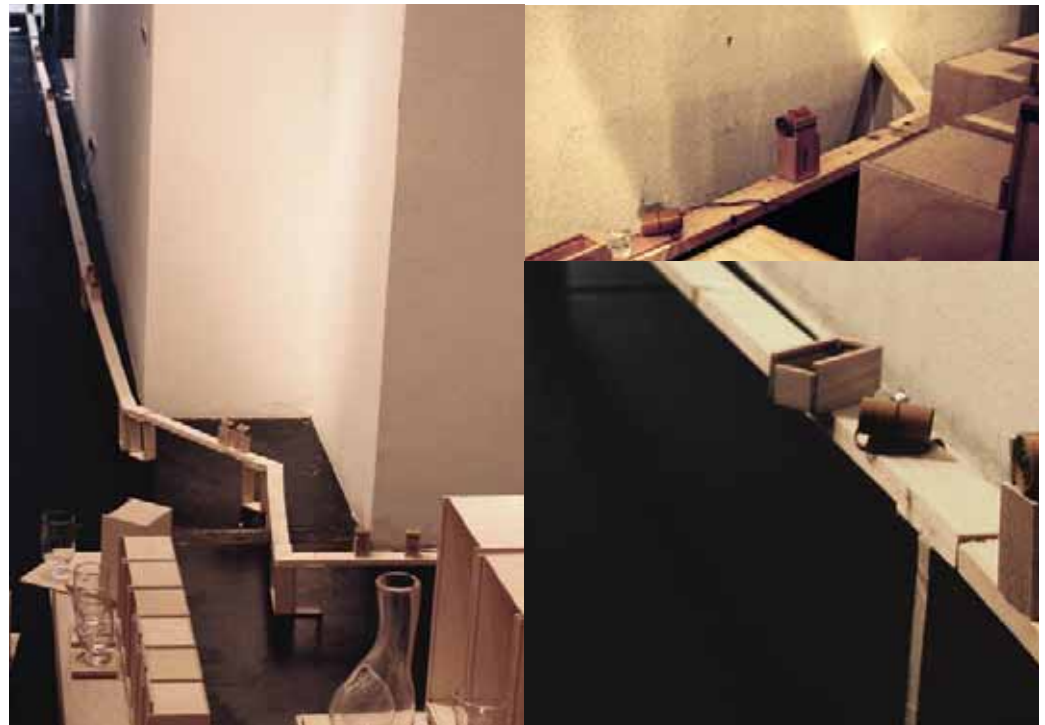




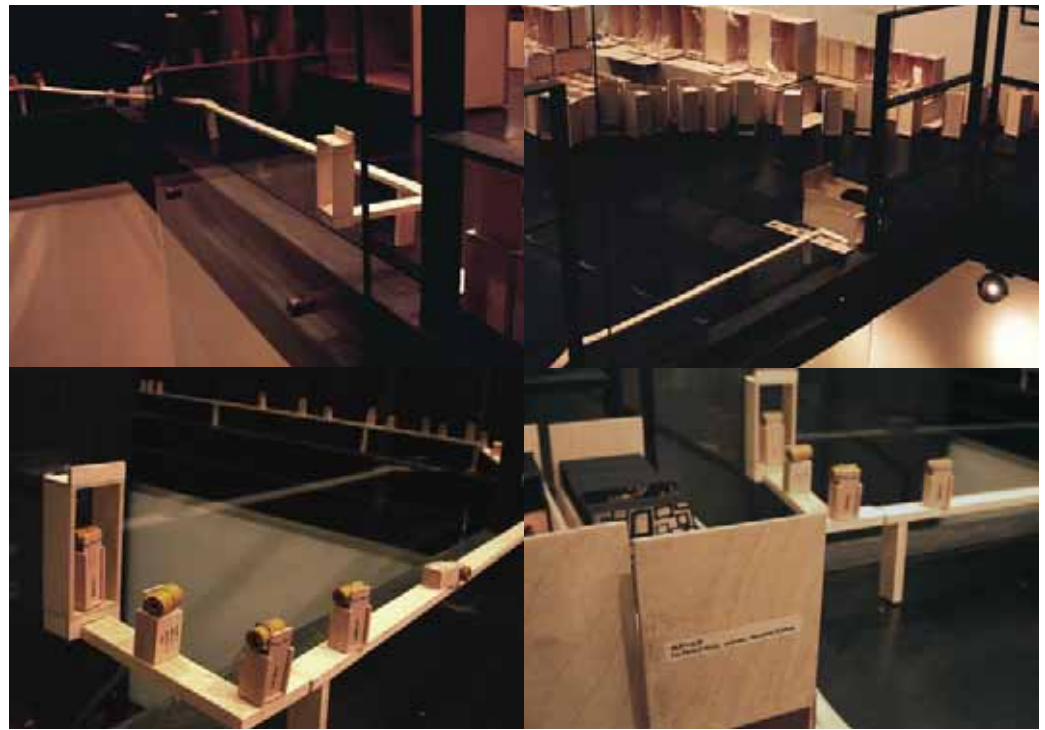
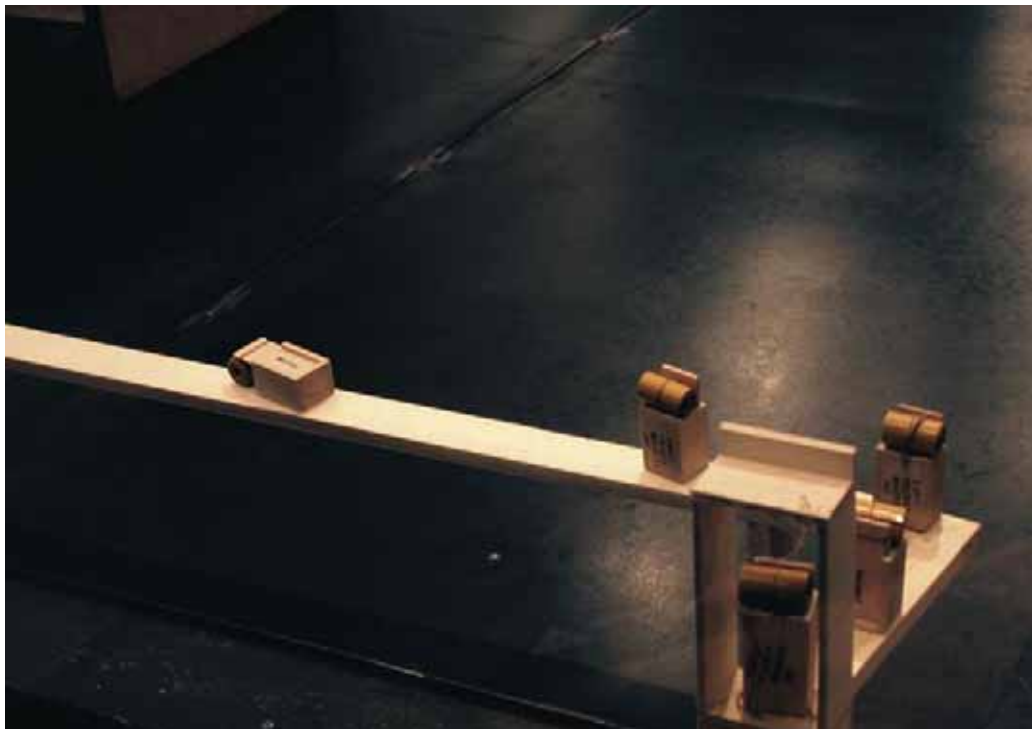














방명록과 명함에 사용된 종이는 전시리플렛을 만들고 남은 파지이다.  
파지의 형태 때문에 오히려 독특한 디자인 방명록이 만들어졌다.

an unique guest book and a calling card were made by thrown papers during publishing.









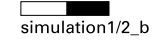


produced by opening studio  
photographs by opening studio  
2005 . 9 . 02 . 20:00  
earth project

음악을 전공하지 않은 사람들  
남들 앞에서 연주를 하는 것에 서툰 사람들  
부족하기 때문에 더욱더 즐겁고 신나는 음악회  
못할수록 더욱더 박수를 많이 받았던 음악회  
아무런 격식이 없는 자유로운 음악회  
모인 사람들이 작은 행복을 느낄 수 있었던 것은  
좋은 음악을 들려주어서라기보다  
사람들과 좋은 것을 자연스럽게 나누는 법을 보여주었기 때문.

오프닝스튜디오 .  
얼스프로젝트 .  
기명희 . 김경원 . 이정익 .  
호옥규 . 김우정 . 김선영 .  
김형욱 . 장수환 . 최혜림 .  
김지영 . 김형남 . 채혜선 .  
박혜진 . 김신발 . 송수진 .  
신상욱 . 소은명 .

'오프닝스튜디오' 가 기획한 '해피니스 플레이어스' 라는 소박한 연주회가 개최되었다.  
우연히도 불완전한 솜씨를 가진 아마추어 연주자들이 열심히 준비한 음악회는 우리에게 완벽한 감동과 아름다움을 선사함으로써 전시회의 메시지를 다시 떠올릴 수 있었다.  
The concert titled happiness players organized by opening studio was happend  
It is a perfect concert, and gives us beautiful movement although all players are amateurs with imperfect skills.









클로징파티를 위한 케익은 사실 제과점에서 불완전한 형태로 탄생한 것을 특별히 공수해 온 것이다.  
하지만 불완전함 때문에 오히려 더 행복한 기분을 만끽할 수 있었던 완벽한 케익이었다.

This cake with imperfect shape is specially ordered from a bakery.  
It is a perfect cake for making happy closing party.



이 기록은  
산업자원부와 한국디자인진흥원이 주관한  
차세대디자인리더 육성사업에 의한 '이상훈 개인전시회' 의  
결과물입니다.

This document is  
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supported by the promoting project in ministry of commerce, industry and energy and  
KIDP in korea  
for next design leader.

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Lee, Sang-Hoon

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