Despite its natural heritage, Asia prides its abundance of culture in terms of history, religion, architecture and more based on each of its traditional lettering. Additionally, diversity in technology and newly acquired knowledge are a part of Asia’s great asset. Yet, the true value of Asia has been latent due to the longevity of its adoption for westernization. Since Asia is now receiving worldwide attention, we believe that now is the proper time to hold ‘Asia Network Beyond Design 2013’ which is based on the theme: ‘The Asian Heritage Towards the Future’. Even though the world environment is becoming digitalized, ‘our culture’ is unchanging, yet a creative trend. Therefore, this is an opportunity for all of us to rediscover the meaning and value of Asia’s unique and proud heritage, and to reconstruct the identity which represents Asia.

Moreover, the two keywords, “Beyond” and “Network,” represent the search process and the passion for different regions, different cultures, and different places beyond the basis of Asia’s tradition and identity. We wish that these efforts may shed deep and various lights as we develop into further years.

Shin Il Kang
President of Hansung University
PhD. IN ECONOMICS

There are Tangible Cultural Heritage designated as World Heritage such as architecture, and Intangible Cultural Heritage includes 5 domains as below.
1. Traditional regional arts of high standard such as music, dance and play.
2. Continually succeeded all kinds of craft skill such as dyeing and textile.
3. Unique custom and habits such as ancestral ritual formalities and folk games.
4. Traditional Dance, Unique traditional events or folk songs.
5. Traditional techniques taken roots within the region.

Even if it cannot be Tangible Cultural Heritage called World Heritage, we should excavate Intangible Cultural Heritage representing spiritual characteristics and try to connect to new technology or life style and visualize them toward future.

Cultural heritage, were obtained by mankind early in history. An immaterial cultural heritage changes with regions, respectively.

The cooperation of design, art, cultural anthropology, folklore, and cultural heritage study will be able to communicate visually the value of intangible cultural heritage.

We confirm that the reason we want to take a cultural heritage into consideration on the level of creativity is also the trigger which it is not only the historical heritage which the cultural heritage in an area should only save, but drives the creativity towards the future.

All these cultural heritages are very limited and simple, but the expression is really different in each period and each region.

That may be reflected strongly by the specific climate, geographic environment and culture.

It will provide chances not only of exchange and exhibition but also of finding cultural similarities and differences of sensibilities developed in the similar histories and climates.

We hope that many people will understand the relation between the 4 regions and enjoy the representation of cultural heritage in this Exhibition.

Akira Harada
President, Association of Asia Network Beyond Design
Emeritus professor of Sapporo City University

Despite its natural heritage, Asia prides its abundance of culture in terms of history, religion, architecture and more based on each of its traditional lettering. Additionally, diversity in technology and newly acquired knowledge are a part of Asia’s great asset. Yet, the true value of Asia has been latent due to the longevity of its adoption for westernization. Since Asia is now receiving worldwide attention, we believe that now is the proper time to hold ‘Asia Network Beyond Design 2013’ which is based on the theme: ‘The Asian Heritage Towards the Future’. Even though the world environment is becoming digitalized, ‘our culture’ is unchanging, yet a creative trend. Therefore, this is an opportunity for all of us to rediscover the meaning and value of Asia’s unique and proud heritage, and to reconstruct the identity which represents Asia.

Moreover, the two keywords, “Beyond” and “Network,” represent the search process and the passion for different regions, different cultures, and different places beyond the basis of Asia’s tradition and identity. We wish that these efforts may shed deep and various lights as we develop into further years.

Shin Il Kang
President of Hansung University
PhD. IN ECONOMICS
Although developed countries from the west have for a long time wholeheartedly provided the diverse growth factors for the industrialization of design, it can be said that such a process has relatively undermined the understanding and consideration for the essence of cultural uniqueness for individual countries. Now, focusing on the common term “Design,” the Chinese-alphabet based countries, namely Korea, China, Japan and Taiwan, are to gather together in Seoul to prospect future thoughts regarding methods to use to reflect on a bigger level of humanistic life and the expression of ordinary daily-value. In spite of the fact that we share the same roots in oriental culture, we have experienced historically different modernity, and adapted differently to new orders in regard to the future industrial societies. This exhibition will attempt to answer the question which asks “What is the common value of design in Asia in an era of rapid information and globalization?” This links to another question, of cultural identity, that asks “How are Asian countries harmonizing with global market economy and their essence of cultural traditions?” Throughout this exhibition, we strive to understand and reanalyze cultural and traditional diversities reflecting each country with balanced perspectives, discovering possibilities that are developed by design withholding new Asian values. Thus, if we can share each other’s thoughts openly for the purpose to continuously improve our alliance using the strength based on the unique essence of each country, we will shed an even brighter light upon the world stage with the value of our creative designs based on the abundance of Asian culture. We are without any doubt that the ANDB exhibition will prove all such possibilities, and would like to congratulate you on the opening of the upcoming Seoul exhibition.

Prof. Kim Sung Yong

Design Department, School of Visual Arts, Korea National University of Arts
This research was supported by a 2013 Research Grant from Sangmyung University.
Bang Kyung-han  
Sungkyunkwan University  
Rhythm of the Morning Calm 4.  
bang@skku.ac.kr

Bian Jiang, He Qing  
Tianjin Academy of Fine Arts  
289405424@qq.com, 289405425@qq.com

Cao Jinggang  
Tianjin Academy of Fine Arts  
frcaojinggang@yahoo.cn

Chang Feiman  
Ming Chuan University  
Composition IV  
feiman168@gmail.com.tw

Chang Heemok  
Hansung University  
Korean Festive Occasion, color of bride, groom, mother  
heemok@hotmail.com

Chang Hong  
Yuan Ze University  
Power of Beauty  
hong.qyoung@gmail.com
Liao Chinghua
National Dong Hwa University
Dancing 4
jack12178@mail.ndhu.edu.tw

Cheng Suan, Yip Meisi
Asia University
DANCE
suan@asia.edu.tw

Cheon Sanghyeon
Kaywon School of Art Design
Proposal of floor material pattern_Korea’s cultural heritage
joymail@hanmail.net

Chiu Shunying
Chaoyang University of Technology
Purify the nature 4
sycho@put.edu.tw

Cho Baemoon
Keimyung University
Bulguksa
zovaemoon@naver.com

Cho Youl
Hansung University
Recomposition
choyoul@hansung.ac.kr
Choe jina  
Konkuk University  
Flower Village II  
choejina@gmail.com

Choi Dongeun  
Sangmyung University  
Motions of White I  
cde88@naver.com

Choi Dongwook  
Sangmyung University  
2013-05-13  
wook02@smu.ac.kr

Choi Taeseon  
Konkuk University  
Judgment  
tae6513@kku.ac.kr

Choo Kyungim  
Sangmyung University  
memory I  
kamichoo@smu.ac.kr

Chou Ihsin  
Chungyu Institute of Technology  
Chinese art and craft - Printing and dyeing  
chou814@gmail.com
Chun Jaehyun
Sangmyung University
Unlisted
jaehyun82@hanmail.net

Chun Jinhie
Sangmyung University
Honour of Royal Ancestors at JONGMYO
chj1117@sms.ac.kr

Chung Jaewoo
Aman University
brownotype@naver.com

Chung Min
Studio VAO
Takkyeon
dioskop@gmail.com

Cui Yamin
Capital Normal University
FLOWERS IN BLOOM
youzi198926@163.com

Deng Qiutong
Tianjin Academy of Fine Arts
Portable Culture
1312386579@qq.com

CD 20 / 21
Guo Zhenshan
Tianjin Academy of Fine Arts
SHARE HAPPINESS CREATES SPLENDOR
624088625@qq.com

Gao Ying, Li Zhaozhi
Tianjin Academy of Fine Arts
Chinese Tea
gaoxing@139.com, gaoxingg@127.com

Gong Yoonjung
Sungmyung University
Blue Bubble
ellabetta@korea.com

Goto Masanobu
Chiba University
A Circle and Square / Photogramism-13K
gotoh@faculty.chiba-u.jp

Gu Hongxia
Tianjin Academy of Fine Arts
ASIA-Chase Memory
guhongxia@126.com

Gu Jinsheng, Cai Wenhan
Tianjin Academy of Fine Arts
INK AND GENE-THE BOOK OF FAMILY NAMES
gjsh1949@163.com, Caihong250@sina.com

Guo Zhenshan
Tianjin Academy of Fine Arts
SHARE HAPPINESS CREATES SPLENDOR
624088625@qq.com
Hun Jihye
Seongnyang University
Afterimage of the Light
fiberart514@hanmail.net

Hur Eunseuk
University of Leeds
Artang
hureunseuk@gmail.com

Ishii Toshio
Tokyo Gakugei University
existence :
I
ishiti@u-gakugei.ac.jp

Iwadou Momoka
Kawasaki University of Medical Welfare
ONE by ONE but Together
m-iwadou@mo.kawasaki-mac.jp

Jang Hwasup
Form20 design
The Society of Mind IV
jangtsukuba@hanmail.net

Jeon Heejeong
Konkuk University
down the sun
jhj6071@empal.com
Jin Kyungin
Ansan University
Korean beauty in the sun
seouljin@ansan.ac.kr

Jae Wuhaw
National Formosa University
Our lap of heaven
juewuhaw@yahoo.com.tw

Jun Daegun
Andong National University
Traditional flow
jipgeun@andong.ac.kr

Jung Joonyong
A&C publishing
A&C Sambado
jhtom@arml.net

Jung Sukyoung
Sejong University
Towards the Future
jsamuel0101@naver.com

Kanehiro Mai
Nara University of Education
AKAI
a115822@student.nara-edu.ac.jp
Kim Jeehyun
Hansung University
Heritage of Asia 1
jeehyun0308@hanmail.net

Kim Joohyung
Sangmyung University
disappear=012305.70
amilano@hanmail.net

Kim Hihyun
Sangmyung University
seoul light
clara0008@naver.com

Kim Minsun
Konkuk University
Madam Kim’s Private Life 03
2oot@naver.com

Kim Myosoo
Hansung University
Jongmyo Shrine
km0927@hotmail.com

Kim Sangtae
University of Tsukuba
Spiritual heritage 3
pacman@lichtsukuba.ac.jp

Document reviews the use of imagery within traditional paths across cultures.
Kim Yongrip
Sangmyung University
Decorative Wall 13-04
kyr5501@smu.ac.kr

Ko Kaijen
National Taichung University of Education
Chase away evil
koook_dmd@yahoo.com.tw

Koyama Ayaka
Joshibi University of Art and Design
For the first time
koyama12052@venus.joshibi.jp

Kuo Yuling
National Kaohsiung Normal University
Dragon Boat Festival
kuo10@yahoo.com.tw

Kwon Haesook
Sangmyung University
The Land of the Morning Calm
hskwon@smu.ac.kr

Kwon Kiduk
Kyungpook National University
WIND-BELL
kdkwon@knu.ac.kr
Kwon Soonhwan
Paichai University
Obang Series_13-04
factoryma@pcu.ac.kr

Lai Huiju
Tamkang University
The legend of the roc No.3 from Dai Minority in China
huiju.lai@gmail.com

Lee Byungsuk
Daejin University
LANGUAGE NOTATION - HANGUL
bsleeori@hanmail.net

Lee Eunkyong
Tokyo Polytechnic University
future of the world 2013/11/15
goyo.ogoya@gmail.com

Lee Giwon
Chung Chungh University
Day light dream
yilul@nate.com

Kwon Soonhwan
Paichai University
Obang Series_13-04
factoryma@pcu.ac.kr

Lai Huiju
Tamkang University
The legend of the roc No.3 from Dai Minority in China
huiju.lai@gmail.com

Lee Byungsuk
Daejin University
LANGUAGE NOTATION - HANGUL
bsleeori@hanmail.net

Lee Eunkyong
Tokyo Polytechnic University
future of the world 2013/11/15
goyo.ogoya@gmail.com

Lee Giwon
Chung Chungh University
Day light dream
yilul@nate.com
Lee Hyejin
Gangwon-Wonju University
work_2013
art18513@naver.com

Lee Jiuen
Hokkaido University of Education
AINU’S INDIVIDUAL STYLE OF PATTERN 3
jiuento2@gmail.com

Lee Junga
Sungmyung University
Self Portrait
leejung@naver.com

Lee Jungsoon
Sungmyung University
Line - 1
jslee@smu.ac.kr

Lee Minsun
Sungmyung University
Folklore
minsun@smu.ac.kr

Lee Miyong
Hokkaido University
Salmon Color #4
leemiyong@eng.hokudai.ac.jp
Lee Myungkun  
Daegu Arts University  
Korean Traditional Pattern  
mink1@hotmail.com

Lee Shinyaung  
Dong-A University  
The Paper Work - II  
pipsu9955@hanmail.net

Lee Suyoung  
Hanguk University  
The Aroma Cloak  
samylee@gmail.com

Lee Yongphil  
Namseoul University  
Skyblue Pebbles  
yongphil@hanmail.net

Lee Younga  
Konkuk University  
Wondrous Korea I  
silva77@hanmail.net

Lee Younghak  
Sangmyung University  
Bowl  
leeyh@smu.ac.kr
Li Anhong, Li Musen
Tianjin Academy of Fine Arts
Inheritance.Ciyun
anhong6268@sina.com, anhong6269@sina.com

Li Chen
Tianjin Sino-german Vocational Technical College
Dream!
123173193@QQ.com

Li Dainan
The Tianjin Institute of Urban Construction
FOCUS ON THE TRADITIONAL CIVILIZATION-I
10523356@qq.com

Li Quan
Tianjin Academy of Fine Arts
Shadow play #4
491331796QQ.com

Li Weili
Tianjin Academy of Fine Arts
Asian culture
Leeweili@yahoo.com.cn

Li Xiaomeng
Tianjin Academy of Fine Arts
CHINESE CHARACTERS FLOWERS-04
421498601@qq.com
Li Yinhu
Tianjin Academy of Fine Arts
Change
lyinhu@yahoo.com

Li Yunli
Tianjin Academy of Fine Arts
Embroid
363396119@qq.com

Li Zhiying
Tianjin Academy of Fine Arts
Stone
zhiyingname@163.com

Li Zhongyang
Capital Normal University
Crossing Cultures CAFA
Li919@163.com

Lin Meiting, Wen Chihwei
Hsing Wu University
Wizard2013(03)
gua_gua@mail2001.com.tw

Li Zhiying
Tianjin Academy of Fine Arts
Stone
lizhiyingname@163.com

Lin Yuju
Taipei College of Maritime Technology
Maintenance · Memory · Moment · StrawMat
naralin@mail.tcmt.edu.tw
Lv Boyang
Tianjin Academy of Fine Arts
The Face of China 2
809318669@qq.com

Lv Xinhe
Tianjin Academy of Fine Arts
Be together
271486389@qq.com

Lyu Kyungwon
Chungbuk National University
A Reservation-Seoul
lkwar@hanmail.net

Maruyama Matsuhiko
Tamagawa University
The Stuffed Bird
m.maruyama@art.tamagawa.ac.jp

Matsuyama Takanori
Chiba University
Drip or Square
omatsu0315@gmail.com

Meng Xiangbin
Tianjin Academy of Fine Arts
Chinese opera
mxdwww126@126.com
Oh Yeanok
Konkuk University
Line+Circle
yeanok@konkuk.ac.kr

Park Haerim
Konkuk University
a Dutch wife (竹夫人) Mood lighting
network5163@gmail.com

Park Heejung
Daegu Arts University
Visit
nahema@naver.com

Park Hyejung
Seoul Women’s University
The scent of lotus 13K
heepark@swu.ac.kr

Okano Masanobu
Japan Electronics College
OLD AND NEW CRAFTS
okano@jec.ac.jp

Oshima Naoki
Hokkaido Information University
PAYKAR (spring) Application of AINU Pattern
ocean@do-johodai.ac.jp

Seoul 2013
Park Jihoon
Sangmyung University
Portrait of K
weaver9@hanmail.net

Park Juhyeon
Kenneth Cole Productions, USA
KALEDOSCOPE, Culture of Korea
jpark73@gmail.com

Park Nahyun
Tokyo University of the Arts
BLUE DRAGON
nahyun@gmail.com

Park Sunmi
Konkuk University
The Beauty in Sharing
sunminpark@kku.ac.kr

Peng Maifu
Capital Normal University
Tangram
pengmaifu@sina.cn

Qiao Qian
Tianjin Academy of Fine Arts
FLOWERMUSICDANCEJOY
158940187@qq.com
Saito Naomasa
Koa Glass Co.,Ltd.
K272U4
cyjns047@yahoo.co.jp

Sano Tohru
Photographer
Life of the Special Week
sanaru@m.tj.biglobe.ne.jp

Seebold Chikako
Nara University of Education
From my grandmother to me 3
chikakoma@nara-edu.ac.jp

Seo Dongkeun
Sangmyung University
Cultural Heritage 1
seo49@smu.ac.kr

Seo Kyesook
Daejeon University
Dance in the space 1
kyes@dju.kr

Seong Hyunsuk
Mokryosky Academy
Clip, the flowers comes-1
madamclay@naver.com
Shang Yi
Tianjin Academy of Fine Arts
impressioncloud@outlook.com

Shao Yanju, Lin Wensuan, Gong Peihan
Jinwen University of Science and Technology
Spirit
shao_design@hotmail.com, wikuan@hotmail.com, destiny791029@hotmail.com

Shi Zhe
Tianjin Academy of Fine Arts
window
zhaohe198816@163.com

Shim Bokseob
Chungbuk National University
Creative Lights - Miremsan
illusion@cbnu.ac.kr

Shimoguchi Miho
Kyoto Koka Women’s University Junior College
Play of Water 2013-03
shimoguchi01@gmail.com
Tan Fangfang
Tianjin Academy of Fine Arts
The Cycle Of Life
1439803819@qq.com

Terada Kiyomi
Atelier Bi
Installation of THE STORY OF SHUNCHU -- Maku --
atelier.bi@goo.jp

Tian Xiaodong
Tianjin Academy of Fine Arts
Gorgeous lacquer NO.4
1074990842@qq.com

Tsai Janson
Jinwen University of Science & Technology
traditional Chinese 4
janson@just.edu.tw

Tsai Sungte
National Kaohsiung Normal University
Taiwan’s traditional festivals - Ghost Festival
songder@ms14.hinet.net

Tsao Jung
National Yunlin University of Science & Technology
Taiwan Fortune Tree
tsa@yuntech.edu.tw

Maritime Heritage Like The Cycle Of Life, Never-Ending

Asiatic Cultural Heritage towards Future
Wang Shen
Tianjin Academy of Fine Arts
Colorful Asia
1218459@qq.com

Wang Xiaojian
Shanghai University of Engineering Science
The Lady Flower-4
Fairy@163.com

Wang Yan
Tianjin Academy of Fine Arts
Dance and Music
491348158@qq.com

Wang Yu
Tianjin Academy of Fine Arts
MERGE KOREA
420208869@qq.com

Wang Yu
Tianjin Academy of Fine Arts
Chinese zodiac pendants of chicken, dog, and pig
420208869@qq.com

Watanabe Erico
Tamagawa University
inori _ prayer _ 01
xk8e-wtnb@asahi-net.or.jp

The Lady Flower-4

Chinese zodiac pendants of chicken, dog, and pig
Xue Ming
Tianjin Academy of Fine Arts
Virtue of China
xueming1726@126.com

Xue Yan
Tianjin Academy of Fine Arts
Fan jin
xueyani1@163.com

Yan Tingting
Tianjin Academy of Fine Arts
Jin shape
732138613@qq.com

Yang Fan
Tianjin Academy of Fine Arts
Impression—where
513032235@qq.com

Yang Rui
Tianjin Academy of Fine Arts
THE DIRECTION OF FAITH—WEST
524348160@qq.com

Yang Shuanrui
National Taiwan University of Arts
Derivative
yangtw5@hotmail.com
Yang Xiaoye
Tianjin Academy of Fine Arts
Shadow play
snoopy1980@126.com

Ye Ying
Nankai University
Dance
yeyingem@yahoo.com.cn

Yeh Moli
Hsing Wu University
TimeSpace2013
moli1001@gmail.com

Yi Jun
Tianjin Academy of Fine Arts
Four Kinds of Characters—Honest
junbaier122@163.com

Yi Philha
Konkuk University
untitled - D
imphil@konkuk.ac.kr

Yi Wonje
Sangmyung University
Asian Cultural Heritage-Type (Korean)
wonje@smu.ac.kr
Yin Xuwen
Tianjin Academy of Fine Arts
City Impression NO. 4
39599093@qq.com

Yin Yingjun
Chiba University
Brew
yan164@gmail.com

Yoo Boomee
Sangmyung University
Wood 13-05
yoobm@smu.ac.kr

Yoo Dongkwan
Sangmyung University
13i Once Upon a Time-04
ndky@smu.ac.kr

Yoo Hyunah
Sangmyung University
2013 Patchworks of beauty 1
yhs@smu.ac.kr

Yoo Jungsook
Seoul Women's University
The Hangul Old Typeface with Five Colors from NaeHun 1475
typoyoo@empal.com

The Hanguel Old Typeface with Five Colors from NaeHun 1475
Yook Hojoon
Gachon University
Nature of Korea. Dokdo
soonte@hanmail.net

Yoon Jiyoung
Kunkuk University
Mask
wldyd74@hanmail.net

Yoon Yeojong
Seokmyung Women’s University
FOCUS_1
h7023@hanmail.net

Yu Zhangchen
Tianjin Academy of Fine Arts
Shadow play
ggmyyd@126.com

Zhang He, Zhou Shufeng, Yuan Bo
Tianjin Academy of Fine Arts
Yesterdays - Today - Tomorrow IV
897211885@qq.com, 897211886@qq.com, 897211887@qq.com

Zhang Jing
Capital Normal University
“three” accrues all things
mushroomdog@sina.com.cn
Zhang Xuan
Tianjin Academy of Fine Arts
Love flowers IV
421499917@qq.com

Zhang Yanyun
Capital Normal University
Cultrue-open the door
zhangyanyun78@162.com

Zhang Yannan
Capital Normal University
Cultrue-open the door
Zhangyannan12315@126.com

Zhang Yaoyun
Capital Normal University
Years of replacement - Gentlemas
shao3162@qq.com

Zhang Yichen
Tianjin Academy of Fine Arts
No title_No.4
499916955@qq.com

Zhang Yanqi
Tianjin Academy of Fine Arts
The Gate
504030774@qq.com
Zhang Yue
Tianjin Academy of Fine Arts
Trace of Time (IV)
601790781@qq.com

Zheng Hanyu
Tianjin Academy of Fine Arts
VISTA
417844365@qq.com

Zhu Lin
Tianjin Academy of Fine Arts
Traditional Festivals And Food Culture - Lantern Festival And Glutinous Rice Balls
serenazlin@163.com