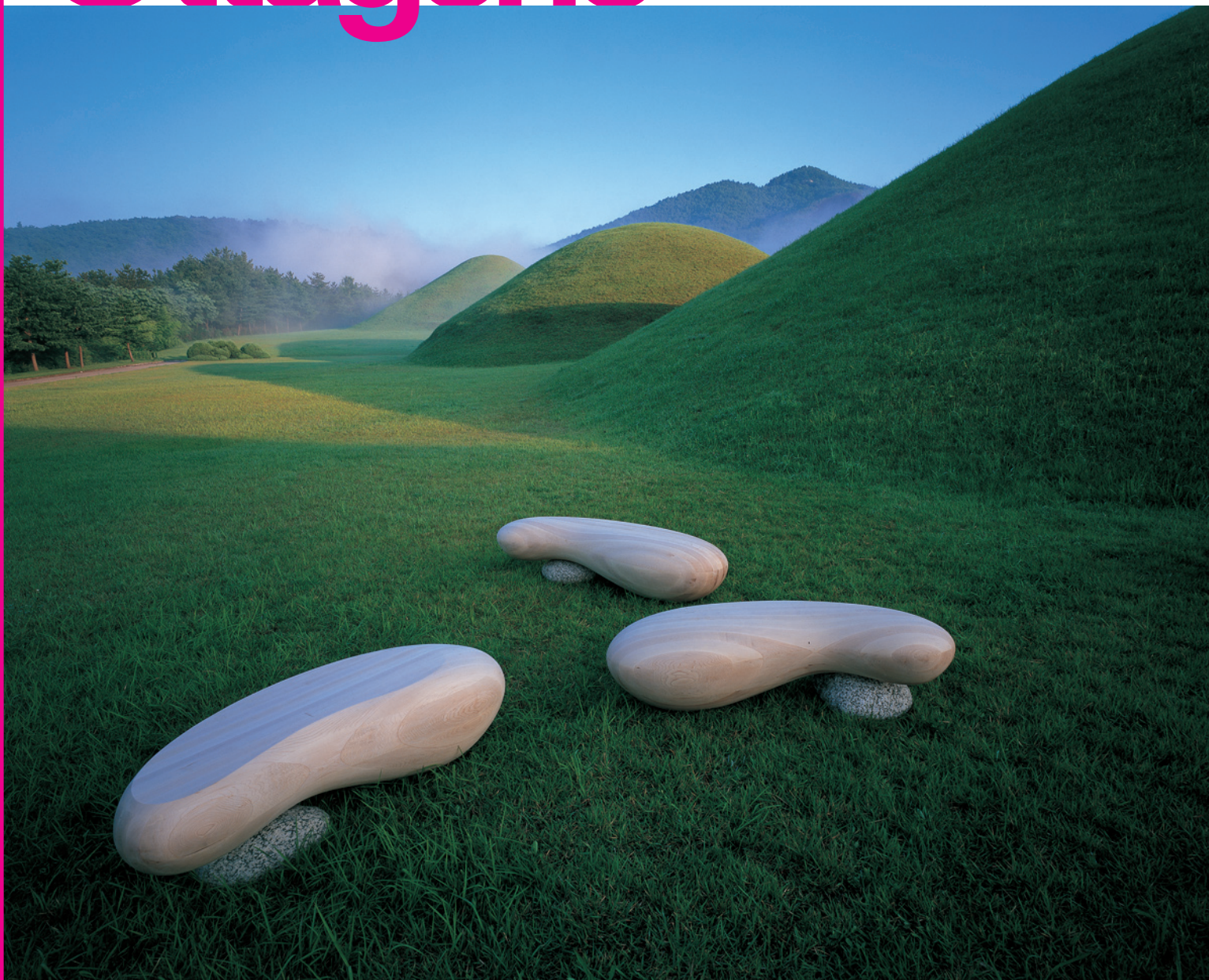




"The idyllic worlds of Byung Hoon Choi". The work of Korean designer/sculptor Byung Hoon Choi has always straddled the fine line between art and design. His objects are not mere furnishings but works tied to dreamlike and enchanted worlds bordering on idyllic paradises. The artist clearly opposes the Western approach to understanding design: for his installations, he is inspired by the simplest adolescent experiences, like collecting insects or hunting crawfish. He gives his objects the forms of insects and animals, opposing the aridity of Western design. Critics have cited his works as naturalistic and minimalist, and these statements are confirmed by Byung Hoon Choi's own words, although the designer is referring to highly personal versions of naturalism and minimalism. This poet of solid geometry avoids all superfluous ornamentation to draw attention to what truly counts for him: anguished abstraction from known reality and the generation of tangible formal and functional elements imbued with the tenets of Taoism and Zen philosophy. What interests Byung Hoon above all is the aesthetic aspect. Indeed, he notes that he wants to convey "natural beauty" in its purest state. He incorporates elements that may seem to be flaws, deftly transforming them into instruments that beckon the observer to embark on a real experience through direct interaction with the created object.

Simone Micheli