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Exhibit in 2018

Emerging Brands Spotlight: Heritage Of Sang Il

HERITAGE OF SANG IL 상일의유산

Introducing Heritage Of Sang Il - The brand combining practicality with playfulness and fresh ideas. We talk to Seoul based designer Sang Il about his innovative designs.

About Heritage Of Sang Il

1) *Introduce your company:*

Heritage Of Sang Il is inspired by classic design. Each piece is designed with the idea that it will be timeless and a part of history.

2) *Talk us through your latest product/s:*

The 'Easy Hub' is a hanger with a T-shaped design that emphasises laziness, unexpected surprises, and new possibilities.



3) ***What goals would you like to achieve for your company in the future?***

My goal is to inspire people and society with a message in my design.

About 100% DESIGN

4) ***Why did you choose to exhibit at 100% Design?***

I needed a chance to showcase my furniture to a wide audience and selected 100% Design because of their notoriety within the industry.



About the industry

5) ***A recent 'Dezeen' Article has highlighted the fact that the vast majority of designers are under 40 - Do you feel that design lacks maturity?***

Immaturity is important in order to develop and challenge design. The harmony of both a new generation of designers and experienced professionals is very important.

6) ***In contemporary society an online presence is key in order to grow your design firm - How do you utilize the internet to increase your customer base?***

I have developed my design and visual communications through the creation of portfolios and emails.

About the individual

7) ***What made you want to become a designer?***

It was my mother who suggested I go study design at university. I have always looked up to designers and enjoy exploring the industry.

8) ***Establishing networks is important for an emerging design firm - How did you go about growing yours?***

I show my portfolio to various people as it's a reflection of my attitude towards design. Designers are people who have to recognise the present and have a duty to propose a new future.



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