

**Thumbnail Image:**



Aug 05, 2024 by *César Corona*

## **Sights From Milan Expo 2015: South Korea**

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COPIEA  
Republic of Korea

대한민국

COPIEA il tuo punto preferito  
The 2010 World Expo

The South Korea Pavilion resembles a 'Moon Jar,' a traditional Korean pottery vessel. Its architecture is designed to transmit harmony and simplicity.





Through technology and art, South Korea communicates the characteristics of *Hansik* (Korean food): healthy and harmonious.







South Korea highlights the benefits of fermentation for food flavor and storage.

***This photo essay is a part of CPD's eight-week special series, "Branding Nations at the Milan Expo." For related coverage, see:***

- [Branding Nations at the Milan Expo](#) (CPD Project)
  - [The South Korea Pavilion: Branding \*Hansik\*](#) (CPD Video)
  - [South Korea Pavilion at Expo 2010 Shanghai](#) (CPD Video)
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