

Na Kim

<http://www.ynkim.com/>

is young graphic designer from South Korea. She moved to Netherlands some years ago to study graphic design. And now her work is half oriented on Korea and half on Netherlands.

For example in years 2006 and 2007 she did graphic and exhibition identity for SEOUL INTERNATIONAL BOOK FAIR.

<http://www.sibf.or.kr/>

Big part of her work are PERSONAL RESEARCHES and magazine UMOOL UMOOL.

<http://umool.net/>

Na Kim is testing sphere of graphic design as a platform of functionality and ability in context of touching with the viewer. What I found very important in her work is a fact that design is no longer just a cover of some book or corporate identity but also way how other people can get inspired.

I asked Na Kim what she thinks about situation of graphic design and possibilities for young designers in Netherlands. Here is her answer:

“Netherlands is a great place for designers. As a foreign designer it's easy to compare with my home country and there is lots of good atmosphere and intension for understanding design itself. Comparatively there is not so much connection with commercial system.

And good support from government inside this system. The individual designers have more chances than anywhere else! These factors can be also negative point, because there are so many designers and many of social, art, culture and even industrial part are full of design itself, so this whole country feels like artificial theme park sometimes. But in a way, this is totally my (as a freelance/foreign designer) opinion. I guess there should be different opinion for that according to the designer's situations.”

Actually I totally agree with Na Kim. Netherlands is a great place for design but as a country sometimes look as a “design gallery” itself.

Then there is a question if you are able to leave your home country just because you know that they will understand you more somewhere else. That is what Na Kim and also me did. We left our family and friends to create our platform and to work somewhere else. In this case in Netherlands.

But as Na Kim says: “The important factor is where you are and if the place is positive enough for support what you want to do. And of course if you enjoy the culture of the place.”

