

Cultural Dialogue Korea - UAE  
Fikra x PaTI Workshop 2021  
Starters 2.0

*Traveling*  
through  
*food*



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# Preface

The United Arab Emirates (UAE) and the Republic of Korea signed a Memorandum of Understanding (MOU) on December 11, 2019, launching the official UAE-Korea Dialogue for 2020, in the presence of HE Noura Al Kaabi, UAE Minister of Culture and Youth and HE Park Yang-woo, Korean Minister of Culture, Sports and Tourism. Marking the 40th anniversary of diplomatic relations between the two nations, the UAE-Korea Cultural Dialogue will foster mutual cultural understanding and knowledge exchange between both countries, as well as paving a road for continued growth in the fields of culture and arts, education, media, and sports.

For this occasion, Fikra (Sharjah, UAE) and Paju Typography Institute (Paju, Korea), were invited to collaborate on a cultural exchange focusing on graphic design and research.



# Introduction

Fikra and Paju Typography Institute (PaTI) in partnership with the UAE Ministry of Culture and Youth, the Korean Ministry of Culture, Sports and Tourism and KOFICE launched the first edition of Starters in July 2020, a cultural initiative centering on graphic design and research, under the theme of ‘Cultural Exchange Through Design and Food’.

The engagement between Fikra and PaTI is framed around an online educational program consisting of a series of workshops, critiques, and mentorship. The aim of the exchange is to bridge cultures through the process of design that involves searching, researching, learning, and making. This opportunity provides a suitable platform for absorbing cultural identity through a new pair of eyes—resulting in unexpected and experimental enquiries. The final outcome is two-fold: firstly, to present the participants’ work while sharing the experience of a new relationship built across various design mediums, and secondly to shed light on the commonalities and differences related to the design practice and between cultures. The students, selected to participate in the international dialogue, are exposed to their fellows’ culture, gastronomic heritage and national traditions, and last but not least their personal stories.

Following the success of the first educational and cultural engagement in 2020, Fikra and PaTI expanded their collaboration and launched a second edition of Starters under the title of ‘Traveling Through Food’, in April 2021.



## **Starters 1.0:** **Cultural exchange through design and food**

Twelve students were chosen to participate in this workshop. Each participant was invited to choose, present, and introduce one national dish to the other counterpart who would then select one option—that would inspire them—from the pool of examples to interpret, cook, map, and make something out of it in a format that is purely design-led.

### **UAE Participants**

Tala el Miligy  
Hadeel Sabha  
Saba Shahin  
Mariam Al Qubaisi  
Lara Ali  
Habiba Darwish  
Hana Al Ali

### **Korea Participants**

Kim Juyeong  
Song Sujin  
Lee Jiwon  
Han Yoonji  
Jeong Yookyeong  
Jang Yunjeong

## **Starters 2.0: Traveling through food**

Traveling is always a big inspiration and stimulation for designers, and food is a determining factor, a powerful tool to learn about another culture and appreciate its traditions and customs. Whether through different ingredients, exotic flavors, or new dining experiences, we enter a new world and absorb another culture, lifestyle, history and sentiment.

After the COVID-19 pandemic, traveling has become no longer easy or feasible for many of us. With a strong desire to explore new cultures and new places, Starters 2.0 allowed us to experience an alternative form of cultural exchange between the UAE and Korea. Through this workshop, we experienced the novelty of a foreign culture in relation to ours, and reinterpreted it through the lens of design.

The participants explored local food in the context of the outside world, a physical place of culinary interest, from street markets, food trucks, picnics, fast/slow-foods, supermarkets to the home. Each of the 12 students presented a 'food + location' of their own choice alongside the full experience of getting there, of preparing or ordering the meal and consuming it. The designers were then paired, and carried out an investigation of their partner's selection while bringing their own interpretation to the topic. The cultural exchange and design research culminated in a virtual exhibition depicting the final outcome as well as the journey, design process, personal impressions and the plethora of conversations along the way that led to a much deeper understanding of each other's culture and way of life.

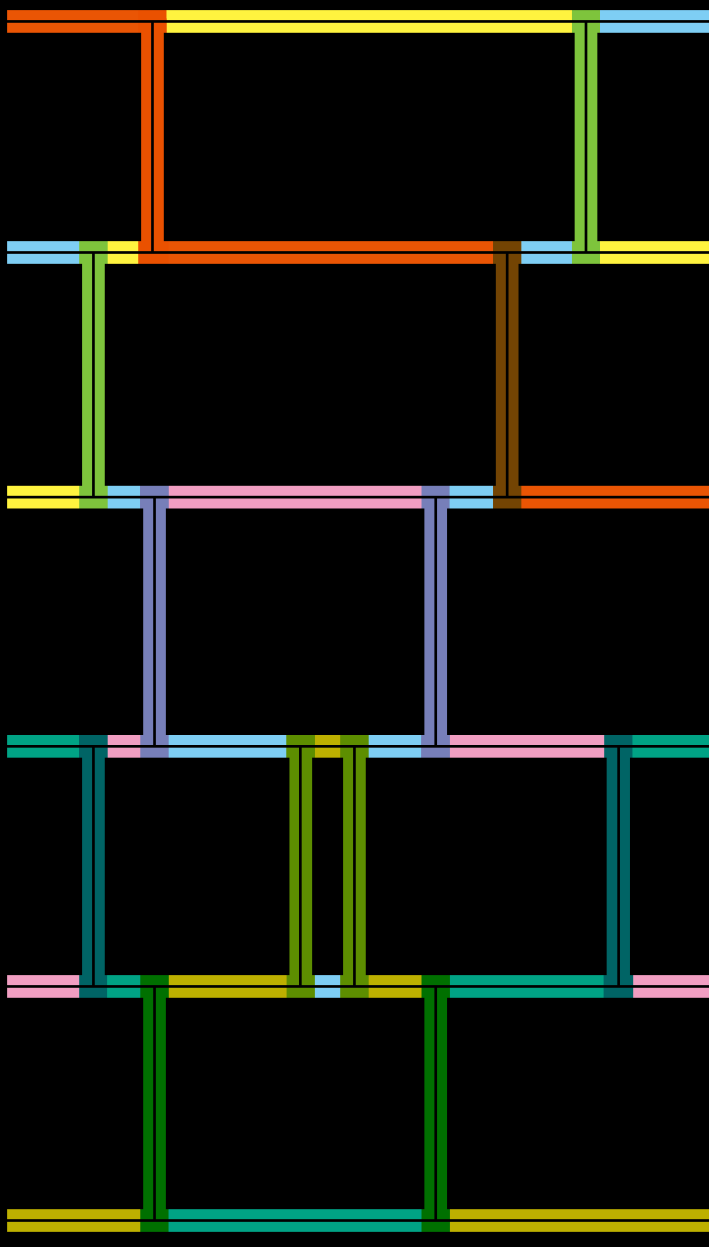
# Workshop

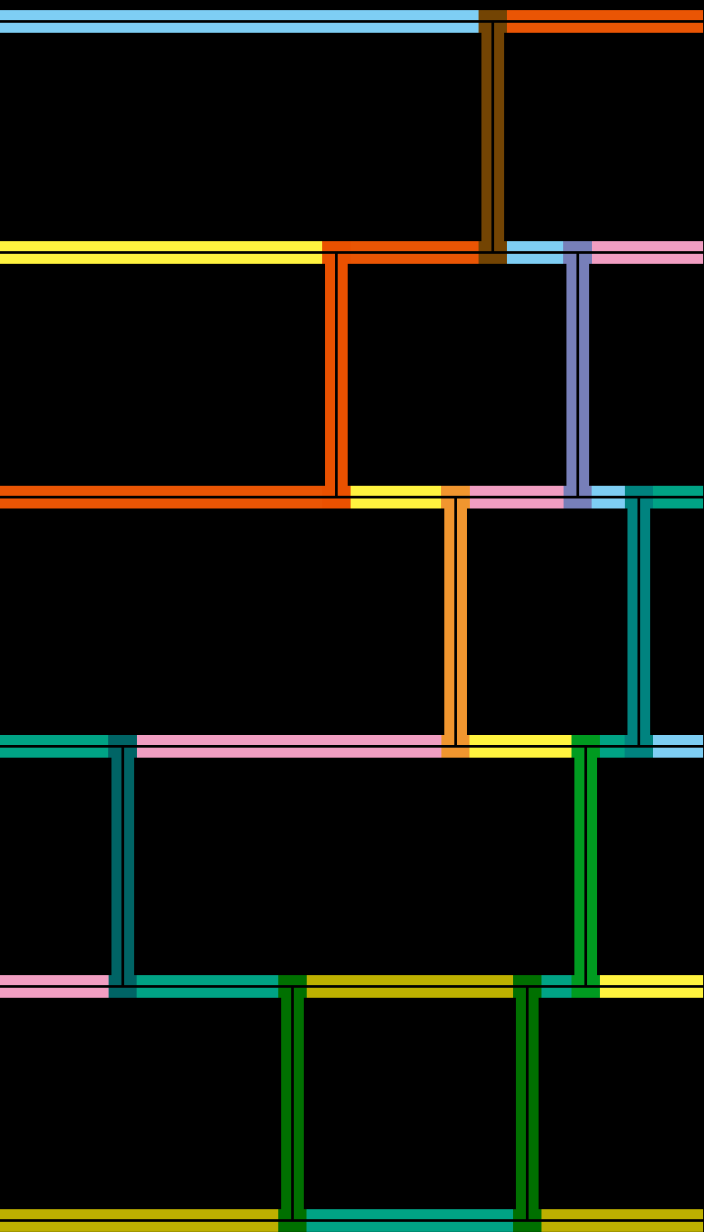
## **Process of exchange**

Participants were invited to present and introduce a typical combination of 'food + location' from their own country that was dear to them or that held some traditional value. A random pairing of students took place and led each one to exchange cultural knowledge and share personal experiences in the most direct, encompassing, fully-immersed and creative manner to their own partner, who would then interpret the selection (of food and location) by creating a sort of 'souvenir' from the (virtually) visited country. The understanding of each other's experiences expanded over a period of 8 weeks until the final exposition was presented to the whole group with a sense of excitement towards a new culture, as well as rediscovering one's own through a new and fresh pair of eyes.

Day 1	<p>Wed, 7th April 2021 Kick-off and workshop briefing</p> <p>11:30AM UAE 4:30PM KR</p>
Day 2	<p>Wed, 21st April 2021 Presentation of initial research and feedback</p> <p>11:30AM UAE 4:30PM KR</p>
Day 3	<p>Wed, 28th April 2021 First design presentation and critique</p> <p>11:30AM UAE 4:30PM KR</p>
Day 4	<p>Sun, 9 May 2021 Extra Critique</p>
Day 5	<p>Wed, 19th May 2021 Critique</p> <p>11:30AM UAE 4:30PM KR</p>
Day 6	<p>Sun, 23th May 2021 Extra Critique</p>
Day 7	<p>Wed, 26th May 2021 Final presentation</p> <p>11:30AM UAE 4:30PM KR</p>
D Day	<p>Mon, 14th June 2021 Exhibition and publication launch</p>

Yoon Jeongweon 윤정원  
 Park Mirinae 박미리내  
 Han Yoon-ji 한윤지  
 Jung Yul 정율  
 Lee hye-won 이혜원  
 Jun Hakyung 진하경





Moza Alfalasi  
موزه الفلاسي

Noora Moosa  
نورة موسى

Afra Ashraf  
عفراء أشرف

Ammar Khaled  
عمار خالد

Hind Rais  
هند الرئيس

Ayesha Bin Haider  
عائشة بن حيدر





Hakyung(Highway Rest&

Ayeshah(Laham Koz)

Hye-won(Yukgaejang)

Afra(Francisco Roll)

Yul(Seaweed Soup)

Norra(Rogag Bread)

Yoon-ji(Dalgona)

Ammar(Rogag Bread)

Miraean(Banksuak)

Hind(Wagaff Bread)

Jeongweon(Songpyeon)

Mozak(---)



Ayeshah(Laham Koz)

Hind(Wagaff Bread)

Ammar(Rogag Bread)

Afra(Francisco Roll)

Norra(Rogag Bread)

Mozak(---)

### chicken

Menu items for chicken, including different sizes and flavors.

### Fresh Juice

Menu items for fresh juices, including various fruit and vegetable blends.

### FANCY JUICE

Menu items for fancy juices, including specialty drinks and smoothies.

### Vegetable Items

Menu items for vegetable items, including salads and vegetable-based dishes.

### Tea & Coffee

Menu items for tea and coffee, including various beverages.

### Supper

Menu items for supper, including burgers, fries, and other evening dishes.

### Wrap Items

Menu items for wrap items, including various fillings and sizes.

### sandwiches

Menu items for sandwiches, including various fillings and sizes.

### eat FRESH EVERY DAY

Menu items for fresh items, including daily specials and fresh ingredients.





3



4

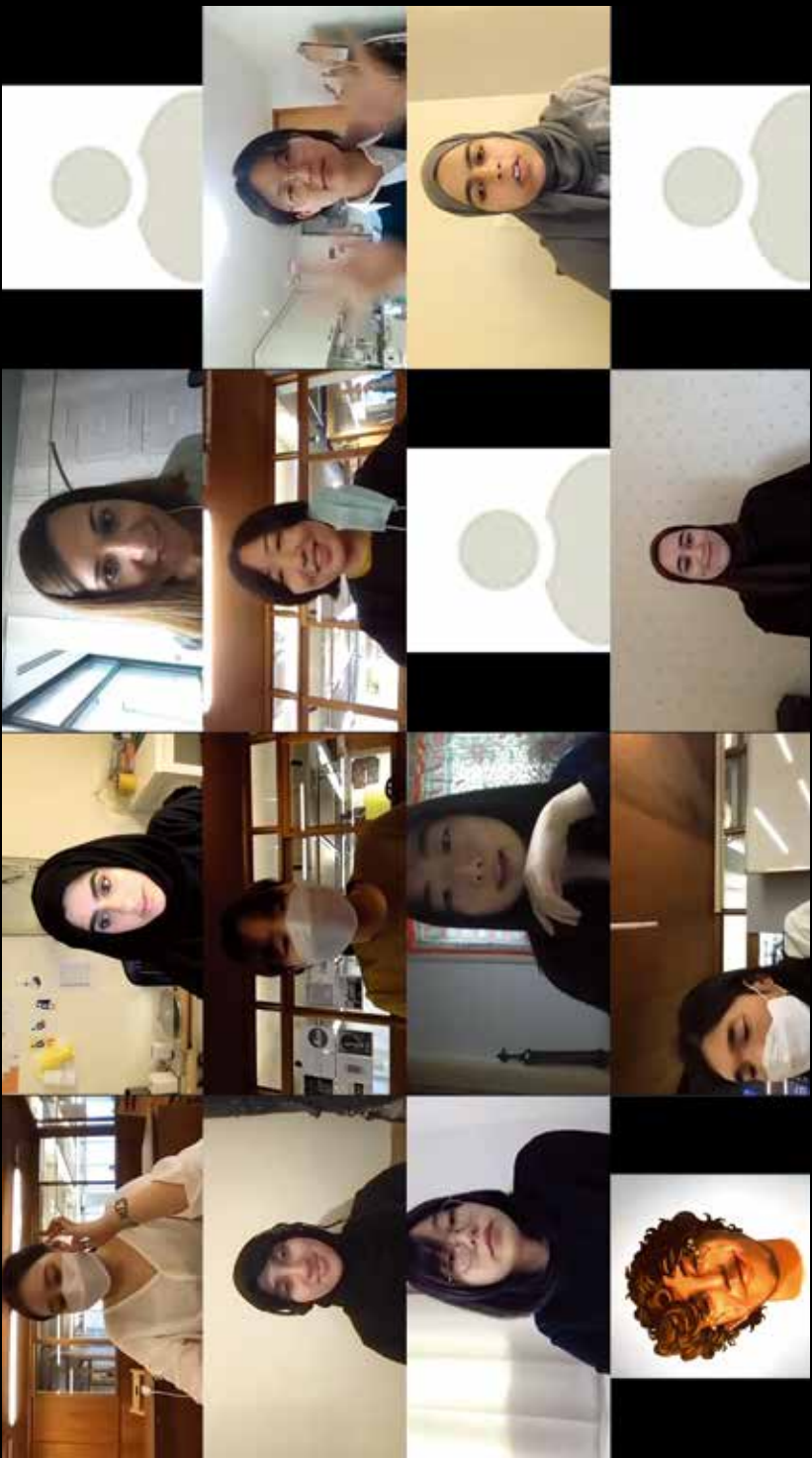


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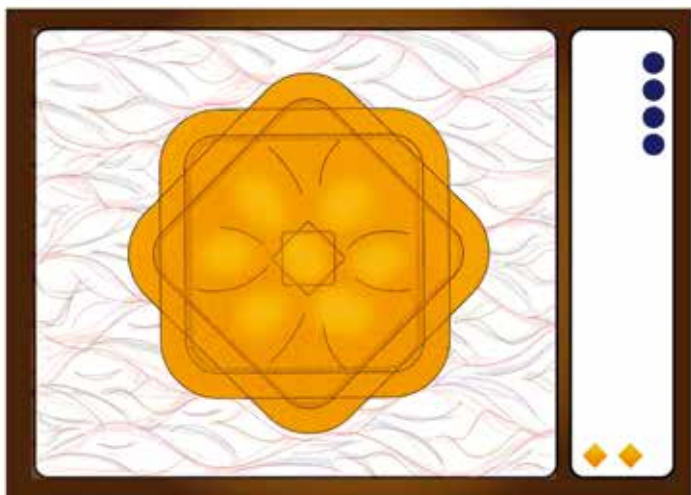
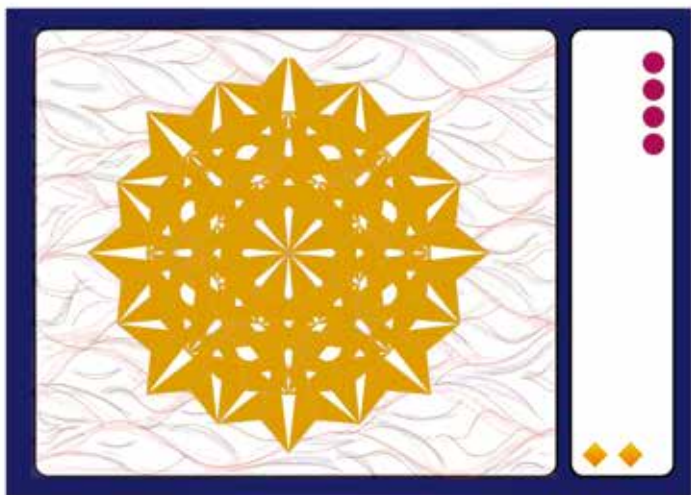
Food



Francisco Paratha

- Texture







Teaching Through Food with JAHAB YAH

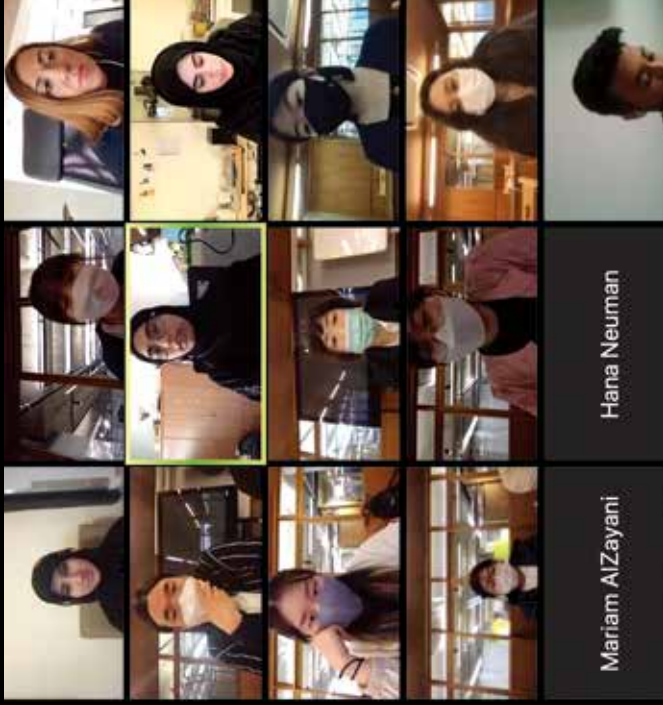
**Food Experience**

## Cycling trip in the neighborhood



Mariam AlZayani

Hana Neuman





مخبز القوز  
WELCOME  
AL QOUZ BAKERY



Moza Alfalasi



Mariam AlZayani



Haein



# Works



Quzi Laham is the key to any celebration. Ever since we were young and until today it has been the core of Eid's lunch. There are many associated memories from the smell, textures, and conversations when we sit on the floor and eat Quzi. I selected this dish not only because it is a traditional one, but also for the family gatherings and the whole intimate experience. The lamb meat is heavenly delicious with rice, egg, regag, and other toppings. We usually eat it by hand, which is the best part of it.

A large black outline of a trapezoid. Inside the trapezoid, the text 'Eid al-Fitr' is written in a bold, black, sans-serif font. Below it, the Arabic text 'عيد الفطر' is written in a bold, black, sans-serif font.

**Eid al-Fitr**  
**عيد الفطر**

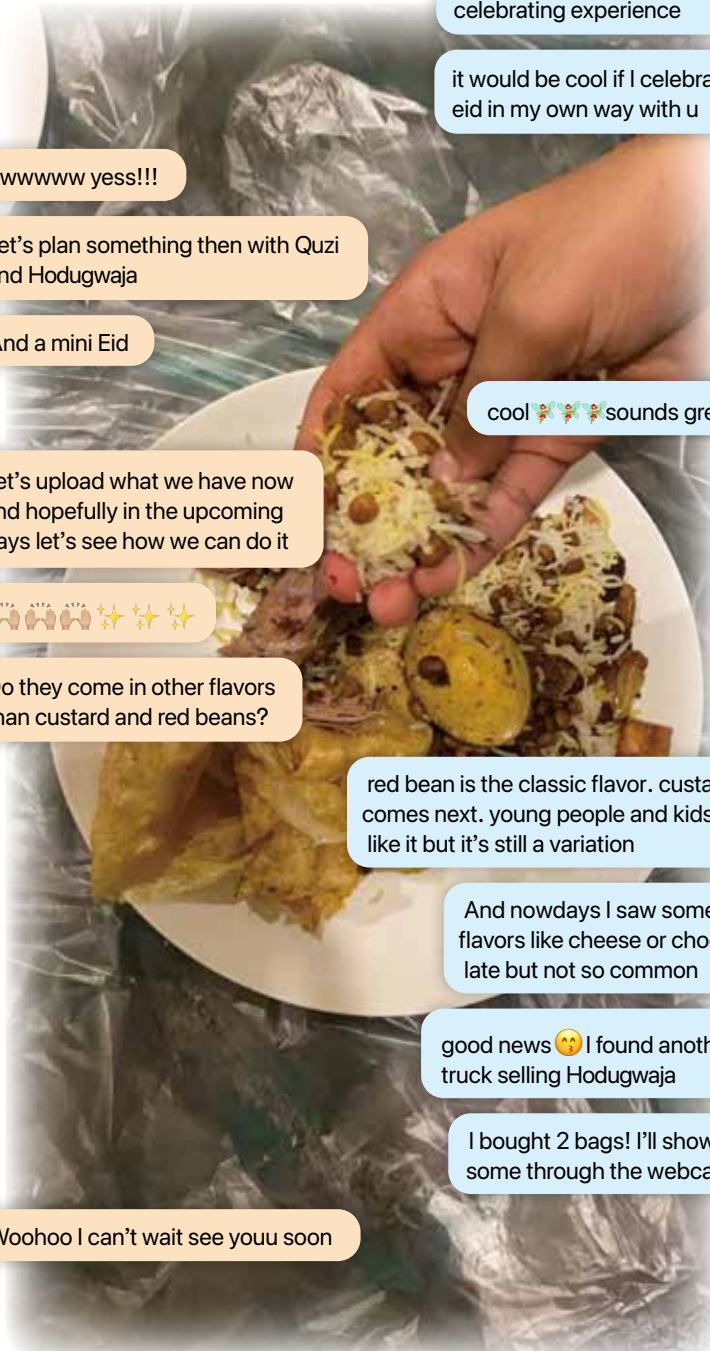
Jun Hakyung



Walnut 호두  
Cakes 과자

I love the blue mountains that surround me when I travel to other areas by highway. I wanted to share the Korean unique natural scenery and the nostalgic snacks I used to eat with my friends, rather than the usual urban environments and traditional food.





I'm also interested in eating & celebrating experience

it would be cool if I celebrate eid in my own way with u

Awwwww yess!!!

Let's plan something then with Quzi and Hodugwaja

And a mini Eid

cool 🌸🌸🌸 sounds great

Let's upload what we have now and hopefully in the upcoming days let's see how we can do it



Do they come in other flavors than custard and red beans?

red bean is the classic flavor. custard comes next. young people and kids like it but it's still a variation

And nowadays I saw some flavors like cheese or chocolate but not so common

good news 😊 I found another truck selling Hodugwaja

I bought 2 bags! I'll show u some through the webcam

Woohoo I can't wait see youu soon

Hi Ayesha ❤️ hope you're having a great weekend

I'll send notes for your questions

Car experience 🚗

My parents own each car, skinny shaped silver car for mom, black car with little silver horn on the horn head (not sure about the brand) for dad.

I remember that there were comics and short novels in the back seat of the car. Me and my brother used to read it while parents were driving.



my cousin, me, and my brother lol

Yay!!!!!! Thank you so much Hakyung

❤️👍👍 yepp thanx! Peak time of my project will be Tuesday I guess.. I'll let u know whenever I need other elements!



Great!!!

Have a super Sunday<3

You too

# Face Quzi faces! 쿠지 얼굴을 마주하라!



During Eid al-Fitr, a holiday celebrating the end of Ramadan, families gather together, sit around on the floor and share *Quzi*. In my virtual trip to the UAE, I had the full experience of cooking and eating this traditional dish through photos and detailed videos provided by my partner. In this work, my imagined tactile experiences are reinterpreted through a collage. Various images, from paper pieces to wooden beads turn into graphic elements representing the ingredients. Through the digital *Quzi Meal-Kit*, users can also build their own *Quzi* face as a gift wishing kind wishes to someone far away. *Quzi* faces, which are made following the recipe, spread messages of warmth and togetherness, reflecting the spirit of this celebration.

라마단이 끝났음을 축하하는 명절인 이드 알 피트르에서는 떨어져 있던 가족들이 한데 모이고, 바닥에 동그랗게 둘러앉아 쿠지를 나누어 먹는다. 아랍 에미리트로의 가상 여행에서 나는 파트너의 자세한 사진과 영상을 통해 이드 알 피트르와 쿠지를 경험할 수 있었다. 이 작업에서는 상상 속에서만 이루어졌던 촉각적 경험들이 콜라주라는 실제 행위로 바뀐다. 종이 조각부터 나무 구슬까지 다양한 이미지는 쿠지의 재료가 되고, 기묘한 레시피에 따라 만들어진 쿠지-얼굴들은 따스함을 전달한다. 사람들은 아래 링크에 접속해 준비된 디지털 밀키트를 사용해 멀리 떨어져 있는 누군가의 안녕을 기원하는 자신만의 쿠지-얼굴을 요리해볼 수 있다.



**Jun Hakyung**

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A graphic designer interested in exploring various materials and mediums such as installations, graphic novels, performances and making flat images. She is currently creating a work based on an alternative reality using human desires and defence mechanisms. Her interest lies in investigating the cause and effect relationship emerging from tactile experiences.

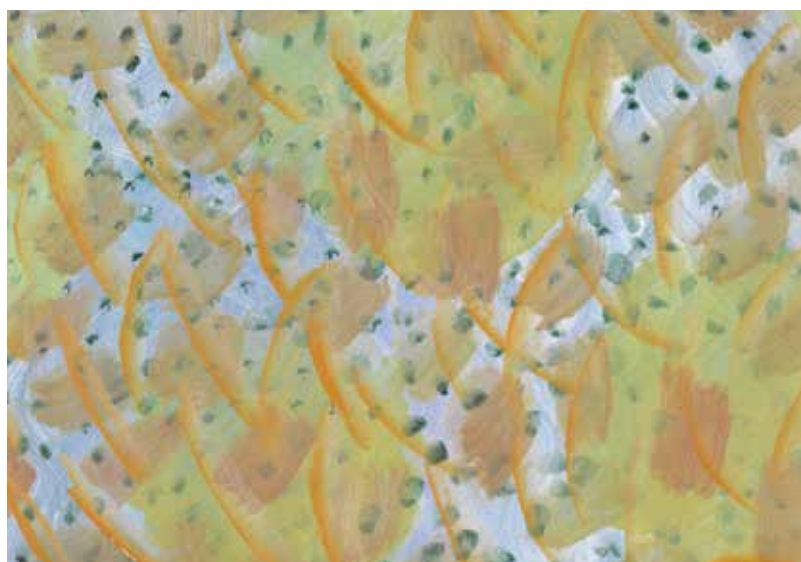












*HoduYoz* is a linguistic connection between the Arabic and Korean languages. It is divided into Hod (excusing oneself before entering a house), u (and), and Yoz (walnut), in the Emirati dialect. It is inspired by the name of *Hodugwaja*, a Korean walnut cake, which is the food chosen by my partner, Hakyung.

During one of our virtual meetings, we spoke about henna as a traditional component of Eid celebration. I created a correlation between the colors of henna and flavors of *Hodugwaja*, for example, brown henna is a classic color similar to the classic red bean paste *Hodugwaja*, while white henna is considered more artificial, similar to the less popular custard filled *Hodugwaja*. Henna and *Hodugwaja* are associated with nostalgic memories for both of us. Initially disliking the physical feeling of them at a very young age, then growing up to enjoy them as adults.

I designed this postage stamp as an cultural token of my reflection, realization, and understanding of *Hodugwaja*. Creating an analogy of sending a letter with postage stamps while contemplating concepts through food and nostalgic memories as a full package of our experience through this workshop. This postage stamp could be developed into a brand introducing *Hodugwaja* to the UAE and its residents with an Emirati twist.

هود و يوز هو اسم مركب وارتباط لغوي بين اللغتين العربية و الكورية. وهي مقسمة إلى هود (الاستئذان قبل دخول المنزل)، و يوز (جوز)، باللهجة الإماراتية. إنه مستوى من اسم هودوغوجا، كعكة الجوز الكورية، وهو الطعام الذي اخترته شريكتي، هاكيونق. خلال أحد اجتماعاتنا الافتراضية، تحدثنا عن الحناء كعنصر تقليدي في احتفال العيد. خلقت ارتباطا بين ألوان الحناء ونكهات الهودوغوجا، فعلى سبيل المثال، تعتبر الحناء البنية كلون كلاسيكي مشابه لعجينة الفاصوليا الحمراء الكلاسيكية هودوغوجا، بينما تعتبر الحناء البيضاء أكثر اصطناعية، مشابهة الهودوغوجا المحشوة بالكاسترد الأقل شعبية. ترتبط الحناء و الهودوغوجا بذكرات حميمة لكلينا. ففي بداية سن مبكر لم نعجب بملمسها، فكبرنا للاستمتاع بهم كبالغين.

لقد صممت هذا الطابع البريدي باعتباره رمزاً ثقافياً لتفكيري، وإدراكي وفهمي للهودوغوجا. لقد أنشأنا تشابه لإرسال رسالة بطوايع بريدية أثناء تأملنا المفاهيم الغذائية و ذكريات الماضي كحزمة كاملة من تجربتنا عبر هذه الورشة. يمكن تطوير هذا الطابع البريدي ليصبح علامة تجارية تقدم الهودوغوجا بلمسة إماراتية لسكان دولة الإمارات العربية المتحدة.



Aysha Bin Haider

ayeshabinhaider@gmail.com

As a designer, Aysha is deeply rooted and inspired by her culture and daily surroundings. She enjoys exploring and hunting for materials and daily objects. She describes her design aesthetic as an organized mess, creating a juxtaposition between two worlds, one based on intuition and the other on observation.



호두  
요즈

# هود ويزوز

## HODUYOZ

كيفية صنع الهودوغواجيا  
بالتكبة الإماراتية

- حطوا الزعفران والخال في العينه
- واحشوها بالتمر مع اليزوز
- وشويت ديس أو جبن فوقه

How to make Hodugwaja  
with an Emirate twist

- Add saffron and hal in the dough
- Stuff it with dates paste and walnuts
- Drizzle of dates dips or soft cheese









Afra Ashraf

# Fransisco فرانسيكو باراتا Paratha

The UAE is a mix of many cultures, and being so multi-cultural it fuses into one at times. I wanted to share one of the most popular experiences and fast food traditions, and felt that my favourite, the Chips Oman Paratha eaten in a cafeteria, was the perfect choice.

Bait Al Shay  
Cafeteria  
كافتيريا بيت الشاي



Ramen and Koreans are inseparable. If you ask Koreans to tell you about their memories of ramen, each person will have one. For me, ramen is a dish that I can cook at night, when I can't sleep, when I'm hungry, or when I'm stressed out. Even though you know it's bad for your health due to its high sodium content, you can get the spiciest, hottest comfort, and it's cheap and easy to make, so sometimes the convenience outweighs the cons.

Convenience stores are good places to eat cup noodles. You can get a glimpse of the various tastes of Korean ramen and always stumble upon a person eating ramen in these shops. As such, I selected convenience stores and cup noodles that properly reveal Korea's modern culture.





Oh I hope Shawarma helps me understand the Francisco Paratha eventhough taste is not the same

Hahahaha, it will help get in the mood of ✨UAE✨

I'm going to try getting chopsticks and one more cup noodles to get in the mood of ✨Korea✨

Right 👍haha

I've uploaded photos and video.

Thank you 🌸 So many close ups 😊😊

I was thinking what if I make the heading a mix of English and Korean: Zen of 라면

What do you think

Good! How about Zen 라면, Like ShinRamyun. Because usually don't use preposition between proper names. Zen 라면 or 라면 Zen. or how about make it with all English so that everyone can read the title. just my suggestion:))

Oh yeah! That would be better

Just English would be better

Thank you 🙏

Can you show me how to write thank you?

고맙습니다 in formal speaking

Alright thanks 😊

Feel free to ask me if you have any questions!

okay thank you Afra!



Going to eat

Smelllls absolutely delicious



I found this also, should I try it?

oh no no way. That product is soooooo hoooot that I cannot even try

I cried when I first try that. 🥵🥵

Due to the pandemic era, traveling has become very difficult if not impossible. Starters 2.0: Traveling through Food took place online over the course of 8 weeks, and it allowed us to virtually experience the joy of learning about another culture. My partner and I exchanged information about our selected food and locations which enabled us to live and share, as much as possible, the sort of direct experience necessary to understanding each other's cultures through our senses. The virtual journey culminated into a set of small guidebooks depicting unusual observations and new perspectives. The double-sided accordion book's circular shape resembles my partner's food choice: *Francisco Paratha*, and is folded and stitched on the side. It features photographs from physical journey on one side, and colors, typography, textures, and other visual elements from the whole experience - of going, ordering, eating, engaging, enjoying the food on the other. The small books are grouped together with a wrapping paper, similar to the one in which my partner's *Francisco Paratha* was sold in.

코로나 시대, 음식으로 여행하기 워크숍은 8주간 비대면으로 진행되었다. 두바이에 거주하는 파트너, Afra Ashraf와 나는 각자가 소개하는 음식과 장소에 대한 정보를 오직 온라인으로만 주고받을 수밖에 없는, 매우 제한적인 상황에 놓였다. 하지만 이러한 과정이 곧 음식과 장소를 통해 문화를 이해하는 간접 경험이었다. Afra가 넘겨준 음식은 브리또를 닮은 *Francisco Paratha*(프란시스코 파라타)와 이를 사 먹을 수 있는 장소 *Bait Al Shay*(카페테리아)였다. 가보지 못한 장소에서 판매하는, 먹어보지 못한 음식을 이해하고 알아가기 위해 Afra와 온라인으로 소통하였고 이 과정이 곧 간접 경험이었다. 이렇게 온라인으로 전달받은 리소스들에 집요한 추적과 관찰을 더해 비대면 경험의 여정을 그렸다. 크게 음식 책과 장소 책으로 제작하였고, 책의 모양은 *Francisco Paratha*를 닮은 원형이며 아코디언 형태이다. 책은 양면으로 되어 있고 앞면에는 여정과 과정을, 뒷면에는 각각 음식과 장소에서 발견한 색, 글자, 질감, 장면들을 담았다. 마지막으로 음식 책과 장소 책을 한데 포장하여 마치 포장된 *Francisco Paratha*의 형상을 하고 있다.



**Lee Hye-won**

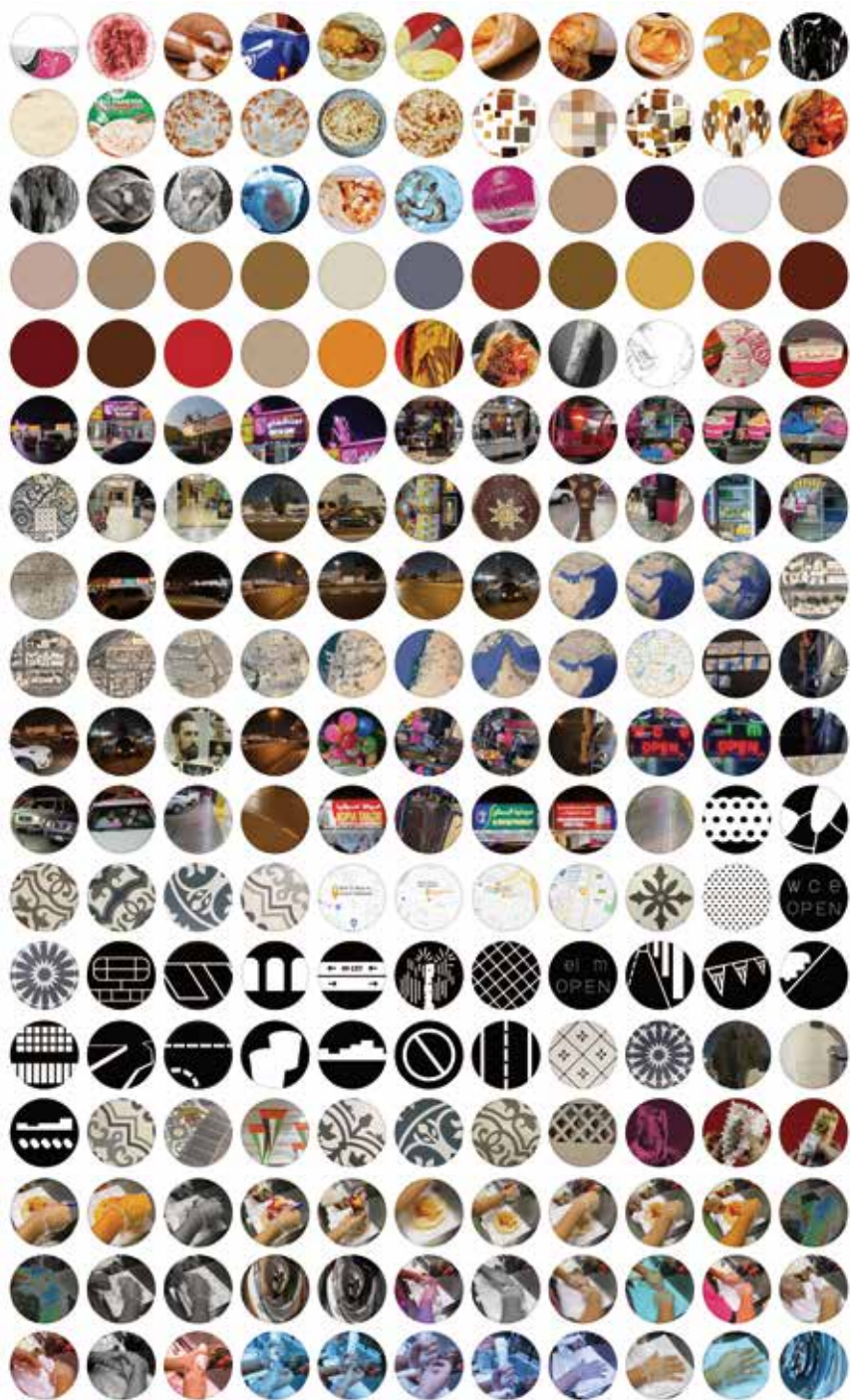
[leehw21d@pati.kr](mailto:leehw21d@pati.kr)

Currently pursuing her Deobaegot (Master) at Paju Typography Institute (PaTI) focusing her academic studies on printing and book-making. Her main interest is to investigate conventional words and socio-cultural behaviors and translate these into texts and images.













# The Zen of Ramyun

## زن الراميون

Cup Ramen

Convenience Store

*The Zen of Ramyun* is a guided breathing meditation inspired by the process of making *Cup Ramyun*. The convenience store is the go-to place for a quick and convenient meal, and *Cup Ramyun* is a well-enjoyed convenience food. In Korea, *Cup Ramyun* is typically had on a rough day - when you don't have the time to have a full meal or when you need a boost after an all-nighter. As you slurp on the convenient noodles, the heat of the cup noodles engulfs your face and the sensation of the hot and spicy broth spreads through your body as a rejuvenating experience. What goes unnoticed is the beauty and calm in the ritual-like steps of *Cup Ramyun* - from the buying, opening, making to the disposing. A soothing and healing experience. *The Zen of Ramyun* highlights the beauty of this experience with the intriguing blend of ramyun and meditation. Following mini meditation references and combining soothing visuals and animations, *The Zen of Ramyun* brings a de-stressing journey to everyone's daily life.

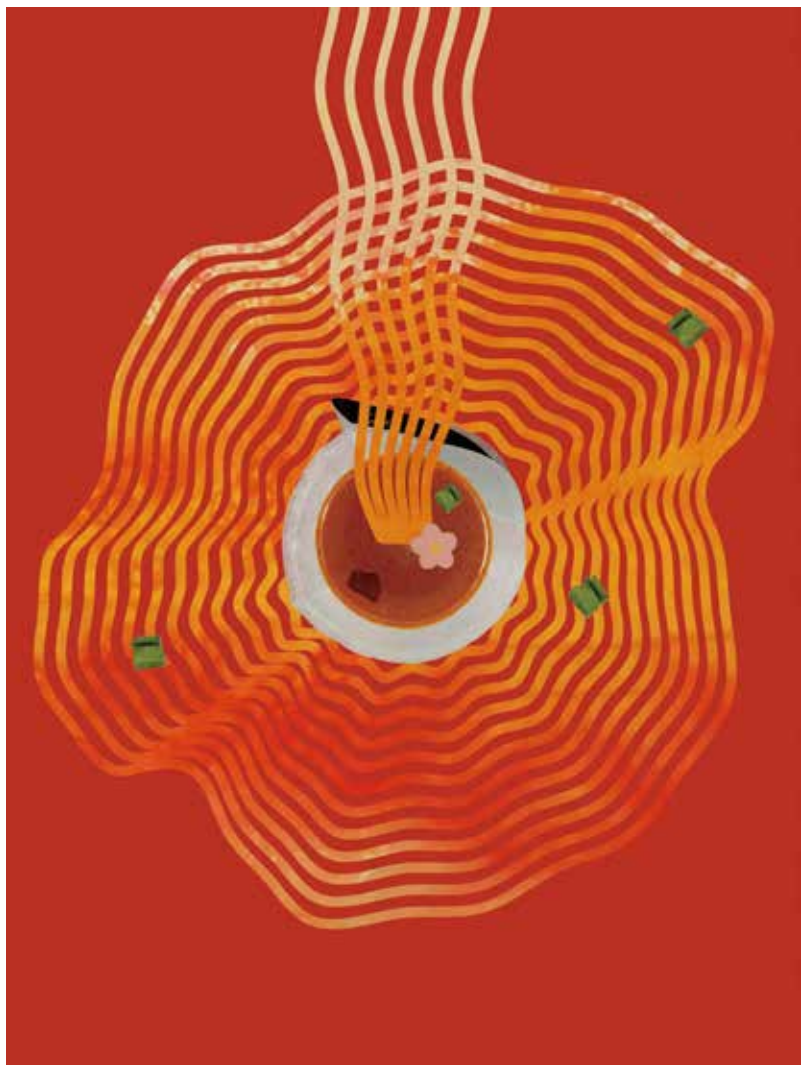
زن الراميون (The Zen of Ramyun) هو مخطط تأملي للتنفس مستوحى من عملية صنع الراميون السريع التحضير. متجر البقالة هو المكان المناسب لتناول وجبة سريعة ومريحة، والراميون هو طعام مريح يتم الاستمتاع به. في كوريا، عادة ما يتم تناول الراميون في يوم عصيب - عندما لا يكون لديك الوقت لتناول وجبة كاملة أو عندما تحتاج إلى دفعة بعد قضاء الليل كله مستيقظًا. أثناء تناول الراميون المريح، تَعْمُر حرارة كوب الراميون وجهك وينتشر الإحساس بالحساء الحار في جميع أنحاء جسدك كتجربة تجدد شبابك. ما يمر دون ملاحظة، هو جمال وهدوء طقوس خطوات كأس الراميون - من شرائه، وفتحه، تحضيره والتخلص منه. إنها تجربة هادئة وشفافية. يسלט مشروع زن الراميون الضوء على جمال هذه التجربة مع مزيج مثير للاهتمام متكون من الراميون والتأمل. باتباع إشارات التأمل المصغرة والجمع بين المراثيات المهدئة والرسوم المتحركة، يجلب زن الراميون رحلة تخلص من التوتر إلى الحياة اليومية للجميع.



**Afra Ashraf**

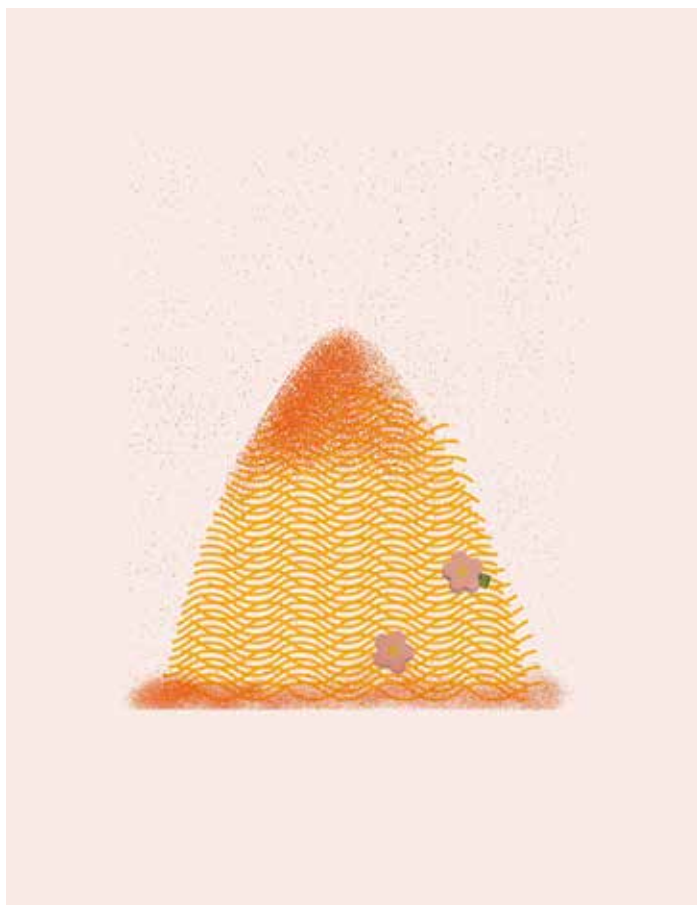
[afrashraf@gmail.com](mailto:afrashraf@gmail.com)

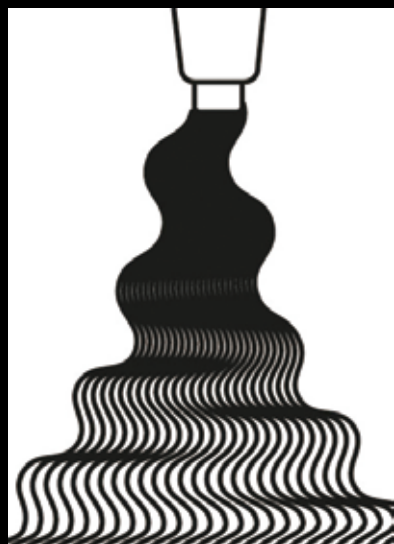
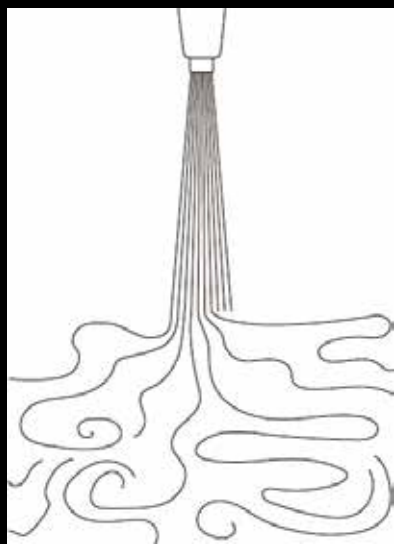
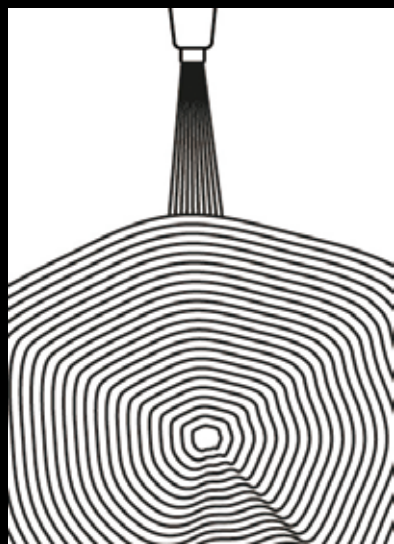
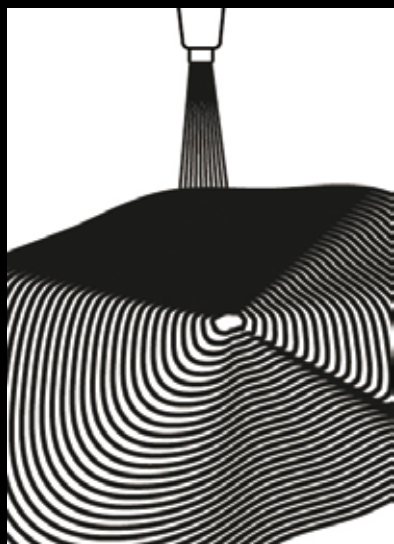
A Graphic Designer based in Dubai, UAE. She considers design as her megaphone to express her ideas and messages loudly, widely and clearly. Her work usually follows an illustrative and typographic style. Originally from India, she is interested in designs inspired by the various cultures and communities around her.

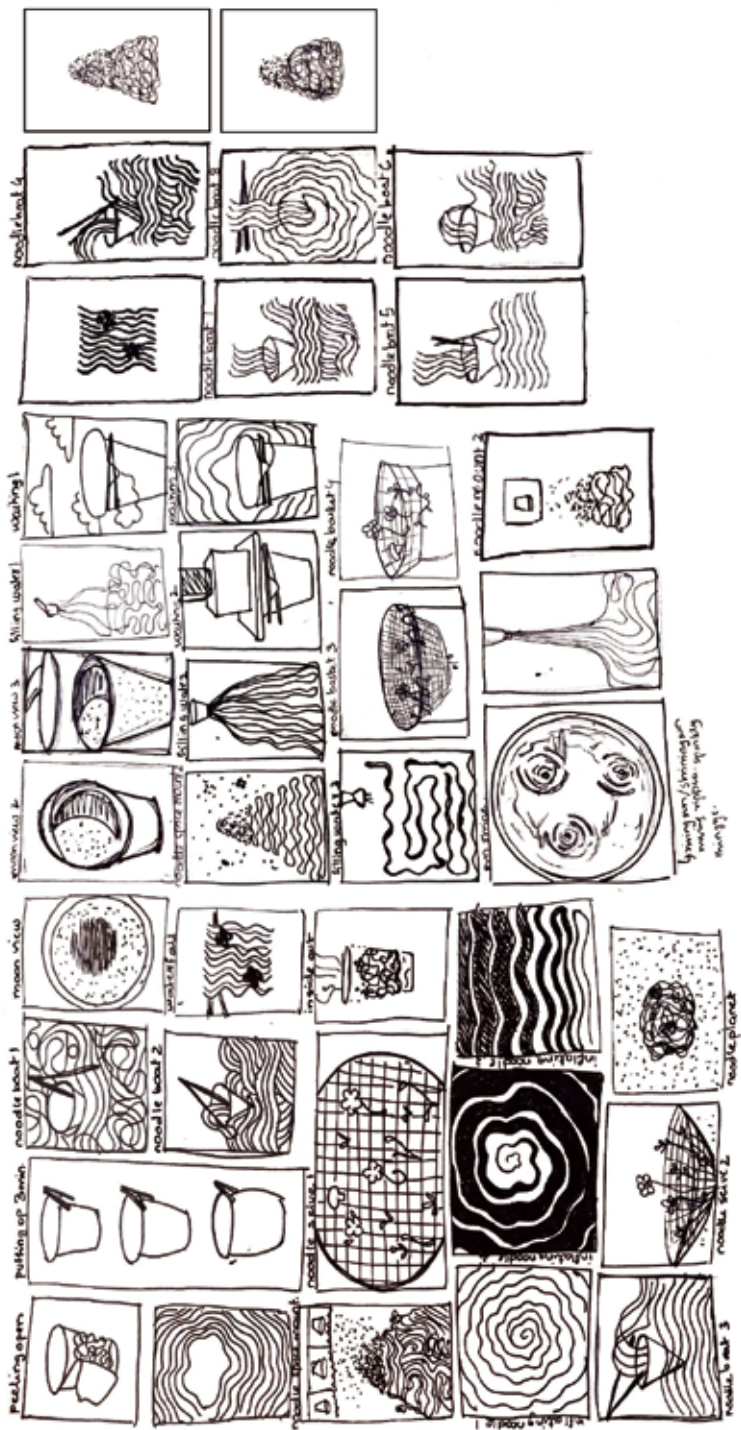












by using your imagination you  
 can create many different  
 patterns.



I saw a great potential in selecting the Regag bread's background story and neighborhood bakery experience, so I chose this Emirati dish, in particular, due to its high design advantages. The food is in itself a great material to be observed and analyzed, and to come up with creative outcomes since it folds various times to end up becoming a triangle shape, with its crispy, thin texture welcoming multiple toppings. The ingredients consist of wheat flour, water, and salt. It is topped with cheese, eggs, and fish sauce. The color scheme is consistent, hence I was intrigued to share this food and location with my Korean partner.

Noor al  
Fanoos Bakery  
مخبز نور الفانوس



Koreans love food and Korean cuisine is a major aspect of the national identity. Some types of food are extremely nostalgic to Koreans. Most Koreans will remember waking up early in the morning and packing food from gimbap to fruits for a picnic trip. This tradition is still very much alive today. As a staple food for daily outings, many people go to the mountains, parks or beaches on a sunny day and bring their packed gimbap. I wanted to introduce one of Korea's most popular foods, which is still very much at the heart of Korean cuisine.



I decided Gimbab for picnic!



Like this

Do you know Gimbab?

Hii! Oh it's okayh  
No what is Gimbab?

Gimbab is korean rolls

Vegetables and cooked egg are placed  
on seasoned rice. The ingredients are  
then rolled in dried seaweed and sliced  
into bite-sized pieces.

I will go to the park for lunch  
on Monday and eat Gimbab  
and collect the sauce.



Looking for a place to spread the mat

Yayy okayh, I loved your picnic  
so much and bicycle ride

Haha thank you. I hope we can  
have a picnic together later.



i forgot to show you this

this was on the bakery's front door

it is the bakery's menu written on door in Arabic

Wow interesting!

If there are many shops like that, there must be a good restaurant among them.

Yes we have more restaurants with more food. This one is just a simple bakery in the neighborhood

Very well known among locals

What does your neighborhood look like?

I'm curious!

My neighborhood is called mirdif, located in Dubai I will take pictures next time I go out and send you

Omg interesting!!!!

Hehehe although we fast in ramadan, some people tend to gain weight. I for myself my weight is stable😂

# Warm Regag Giver

## 따뜻한 리각 배달부

Regag Bread

Noor al Fanoos Bakery

*Regag* is a popular bread in the UAE. Very thin, crispy in texture, this type of bread is folded multiple times when served. It is also considered a street-food and is eaten at any time of the day, usually bought at a bakery, where customers have the opportunity to see the quick cooking process and engage with the baker in everyday conversation. It is usually served with fish sauce or cheese. The relationship established between the customer and the baker is what interested me the most, because it evokes imagination and anticipation. I can visualize *Regag* as reminiscent of a letter being handed over...they share very similar properties. They are both thin, crispy, and foldable. These observations turned into *Warm Regag Giver*, a *Regag* memo paper holder. My final project consists of memo paper made of fibres, similar to the *Regag* texture which here is used as a tool. I hope this memo will be exchanged, found and received as commonly as *Regag* with messages of warmth and comfort.

‘리각’은 접어서 먹는 얇고 바삭한 UAE의 흔한 빵이다. 즉석에서 만들어주는 리각은 주문한 사람들로 하여금 자연스럽게 요리사가 자신이 먹을 빵의 요리과정을 보게 한다. 다 만들어진 리각은 요리사로부터 주문자로 건네지는데 이런 일련의 과정이 리각을 경험하는 데 있어 가장 흥미로운 지점이라고 생각한다. 요리사와 주문자가 리각을 매개로 잠깐동안 연결되는 것은 작업자로서 내게 많은 상상력을 불러 일으키는 상황이기 때문이다. 그 상황은 마치 편지를 전달하는 듯 느껴지기도 하는데, 이는 리각의 ‘얇은, 바삭한, 접을 수 있는’ 물성적 특징을 연상하게 만들기 때문이기도 하다. 이런 생각을 거쳐 만들게 된 결과물은 “리각 메모지와 홀더”다. 섬유를 반죽삼아 만들어낸 메모지와 홀더는 리각처럼 온기가 담긴 무엇인가를 주고받을 수 있는 도구다. 이 메모지가 곳곳에서 리각처럼 흔하게 발견되기를 바란다.



Jung Yul

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Yul is a senior Design student at Paju Typography Institute and her interest lies in understanding unexpected combinations and pure coincidences emerging from the process of design and making. She appreciates and feels empowered in her investigation by the driving force behind design and the making process.







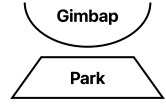
Warm  
Regag  
Giver







# Virtual Picnic نزهة افتراضية



The poster depicts a surreal representation of my Korean partner having a picnic between *Nanji Hangang* park in Seoul and *Noor Al Fanoos* bakery in Dubai, including a grocery shop in the background. In this project, Yul and I both had a *Virtual Picnic* to share our local dishes, introduce new ingredients, explore exotic flavors and document the foreign cuisine experience to each other. We shared a collection of material including pictures, videos and sound to travel metaphorically and build a cultural bridge between the UAE and South Korea. The collage is assembled with pictures and prints both from our food experiences to showcase our research process and locations in one composition, as if we were enjoying a picnic together in the same place. I also experimented with different mediums to produce a paper sculpture of *Gimbap* which was the Korean dish that was introduced to me by Yul. The sculpture is wrapped with black paper to resemble seaweed, tissue paper for rice, and painted with three colors representing the vegetables.

يصور الملصق تمثيلاً سريالياً لشريكتي الكورية بقيامها لنزهة بين حديقة نانجي هانغانغ في سيول و مخبز نور الفانوس في دبي، مع وجود محل بقالة في الخلفية. في هذا المشروع، قمنا أنا ويول بنزهة افتراضية لمشاركة أطباقنا المحلية، وتقديم مكونات جديدة، واستكشاف نكهات مميزة وتوثيق تجربة المطبخ الأجنبي لبعضنا البعض. شاركنا مجموعة من المواد تتضمن صور، ومقاطع فيديو، والصوت كتعبير مجازي للسفر و بناء جسر ثقافي بين الإمارات العربية المتحدة وكوريا الجنوبية. تم صنع الكولاج بجمع صور و مطبوعات من تجاربنا الغذائية لعرض عملية البحث والمواقع في تركيبة واحدة، كما لو كنا نستمتع بالنزهة معا في نفس المكان. لقد جربت أيضا وسائط مختلفة لإنتاج منحوتة ورقية للغيمباب وهو الطبق الكوري الذي قدمته لي يول. المنحوتة ملفوفة بورق أسود ليشبه الأعشاب البحرية، وورق مناديل للأرز، ومطلي بثلاثة ألوان تمثل الخضار.



**Noora Moosa**

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A curious graphic designer, who lives in Dubai and enjoys learning new things by reading, traveling, and communicating. She designs following the principle of translating ideas into visuals to make people's lives easier. She is also interested in cultural diplomacy and videography.















Regag has always meant joy to me. It's light and can be served in almost any way you like, whether savory or sweet. It has always been accompanying my friends and me on our road trips around the UAE. We would come across a bakery in a traditional market and while exploring, we would immediately go and order a warm Regag. I am mesmerized by the process of preparing and cooking this food. I enjoy it seeing the bread at its initial stage ... flat in front of me, like a blank canvas ready to be painted with great flavors, such as cheese or anything your heart may desire.

A black outline of a trapezoid. Inside the trapezoid, the text "Amwaj Pastry Bakery" is written in a bold, black, sans-serif font. Below it, the Arabic text "مخبز أمواج للرقاق" (Makhsab Amwaj al-Raqaq) is written in the same font.

Amwaj Pastry  
Bakery  
مخبز أمواج للرقاق

Han Yoon-ji



Dalgona, was an iconic snack for Korean children in the 1990s and 2000s. The memory of huddling together with my friends and eating dalgona reminds me of warm childhood memories. The smell of melting sugar in front of the school gate after school would always attract me on my way home. I wanted to share my joyful childhood memory with my friends on the other side of the world.





good morning Ammar 🙌

This is the elementary school I went to. It changed a lot from when I was in school, but the school gate is the same! The Dalgona street vendor was in the left corner of the school gate. It's a place where you can see well when you leave school after class

I think 'Memories I enjoyed with my childhood friends' is more important than Dalgona street vendors, there were cotton candy street vendors, cup tteokbokki (Korean typical snack) street vendors, and so on..

The generation has changed and most of all, street vendors have disappeared because of Covid-19, so I can't show you the scene directly, but I hope you feel this atmosphere indirectly 😊

Aww how lovely 😊

Yoonji thank you for sharing those images

I love them

Oo also got some extra photos of my trip to fujirah

We had regag me and my friends on that trip

So here are they



lovely!!!!

I'll definitely try it.

I have a question, do UAE people even eat ragag with rice?

Well not really

But sometimes the ragag can be broken on top of the rice

And get eaten with it



Like for example

In that meal

wow i got it

# Regag Paper

## 리각 종이

Regag Bread

Amwaj Pastry Bakery

My project starts with a strong interest in the tangible experience of holding the dough, rolling it, spreading it, leaving physical traces in the process of making *Regag*, an extremely thin paper-like type of Emirati bread. I recreate this process using a dough to make paper instead of food. Spreading the mixture to a very thin level, my hands leave traces as a fine sheet of *Regag Paper* is created.

The video captures the process of making the paper with a custom track that I created, inspired by Emirati music, in the background, creating a fully sensorial atmosphere as if I was in the UAE, in the same bakery my partner introduced me to.

리각 브레드를 만드는 과정에서 반죽을 손으로 쥐고 굴려 가며 흔적을 남기는 행위에 흥미를 느껴 시작하게 된 프로젝트로, 그 행위를 음식을 만드는 것이 아닌, 종이를 만드는 일에 적용해보는 프로젝트다. 종이 반죽을 리각 브레드의 반죽 삼아 손으로 얇게 굴리고 밀어가며 흔적을 남기고 말리면, 그 흔적은 얇은 한 장의 리각 종이가 될 것이다.

한 장의 리각 종이를 만들어내는 과정을 영상으로 담았고, 아랍풍의 음악을 더해 마치 실제로 아랍에 있는 것 같은 분위기를 형성했다. 당신은 아랍에미리트 길거리의 리각 브레드 가게의 분위기를 느낄 수 있을 것이다.



Han Yoon-ji

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Currently a student at Paju Typography Institute. Her work focuses on traditional cultures and visual communication, and gastronomy is a key component.













# Hayaah حياة

Dalgona

In front of School

*Hayaah*, the Arabic word for 'life', is a set of four trading cards featuring four *Dalgona* candies that hold supernatural powers. They are: Sahari (Earth), Sarab (Air), Loulia (Water), and Tara (Fire). The project was inspired by *Dalgona* candy, which is sold by vendors in South Korea, and the attachment of South Korean millennial and Gen-Z to it. The trading card format was another nod to 90's and early 2000's pop culture. The *Dalgona* characters follow the tale of a humble vendor, who used to draw a smile on children's faces with her sweet *Dalgona* candy before her secret broke to the world, that she is a wizard. The trading cards remain the only evidence of the tale.

مشروع حياة عبارة عن مجموعة من أربعة بطاقات تداول تتضمن أربع قطع من حلوى دالغونا (Dalgona) التي تتمتع بقوى خارقة للطبيعة. تشمل: صحاري (الأرض)، سراب (الهواء)، لوليا (الماء)، وتارا (النار). المشروع مستوحى من حلوى دالغونا، التي يبيعها بائعو كوريا الجنوبية، الذي يربط جيل الألفية الكوري الجنوبي والجيل زد به. تم تصميم شكل بطاقات التداول لمحاكاة الثقافة الشعبية في التسعينيات وأوائل عام 2000. تتبع شخصيات الدالغونا قصة بائعة متواضعة، إعتادت أن ترسم ابتسامة على وجوه الأطفال بحلوى دالغونا اللذيذة قبل أن يُكشَف سرها للعالم، بأنها ساحرة. تبقى هذه البطاقات هي الدليل الوحيد على الحكاية.



**Ammar Khaled**

[ammar.yasser@me.com](mailto:ammar.yasser@me.com)

An architect and a designer focused on developing work in various fields that range from buildings, spaces to products and branding. His goal is to work collaboratively with talented designers, develop a globally renowned design brand, and produce inspiring exhibitions and events.

## Sahari





Fractures its opponent. Controls every landform that exists on our planet. The ultimate power card.

 Telikinesis  Ultimate 

## Sarab






Deforms its opponent. Controls storms and thunder. Twists matters and reshape them.

 Apportation  Invisibility 

## Loulia



Engulfs its opponent. Controls oceans, rivers and causes tsunamis. Travels through mediums.

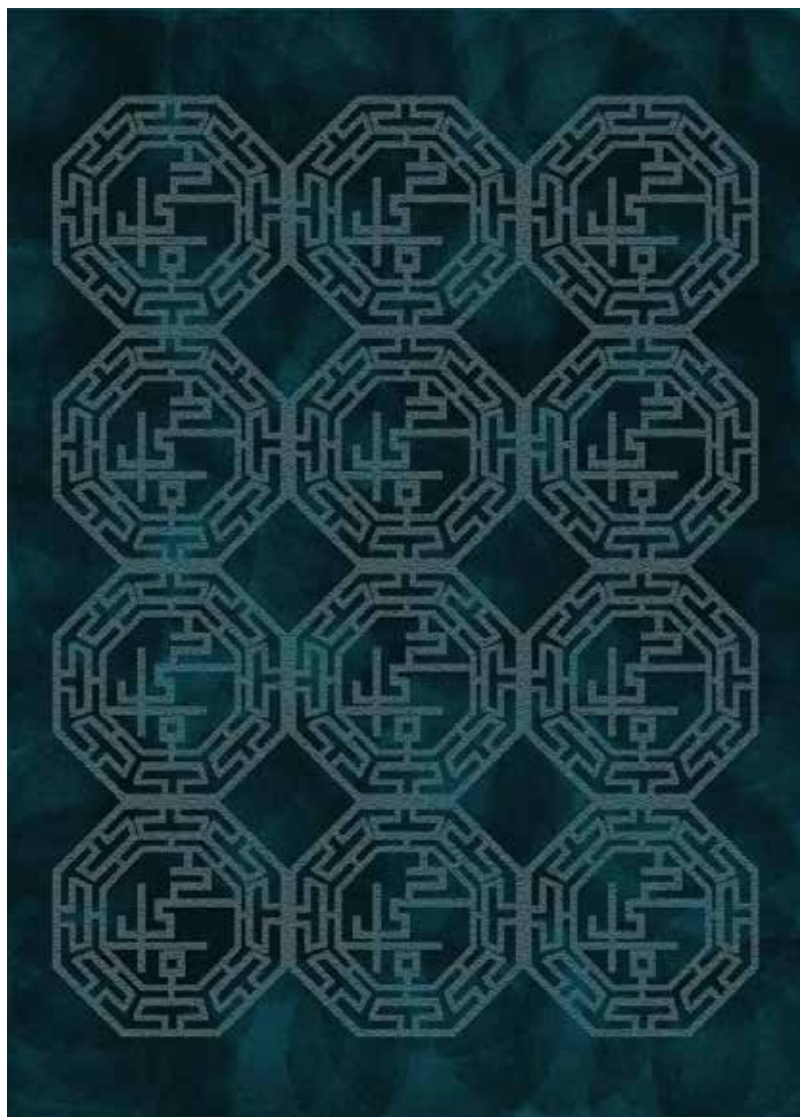
 Resurrection  Healing 

## Tara

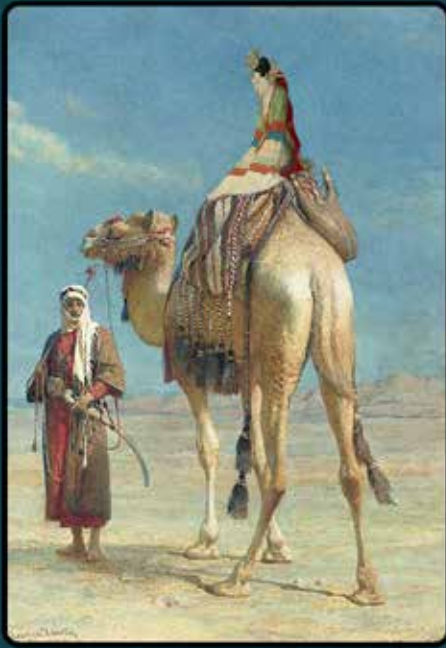


Burns and absorbs energy from its opponent. Controls the inner core of our planet and volcanoes eruptions.

 Energy Burst  Shield Barrier 







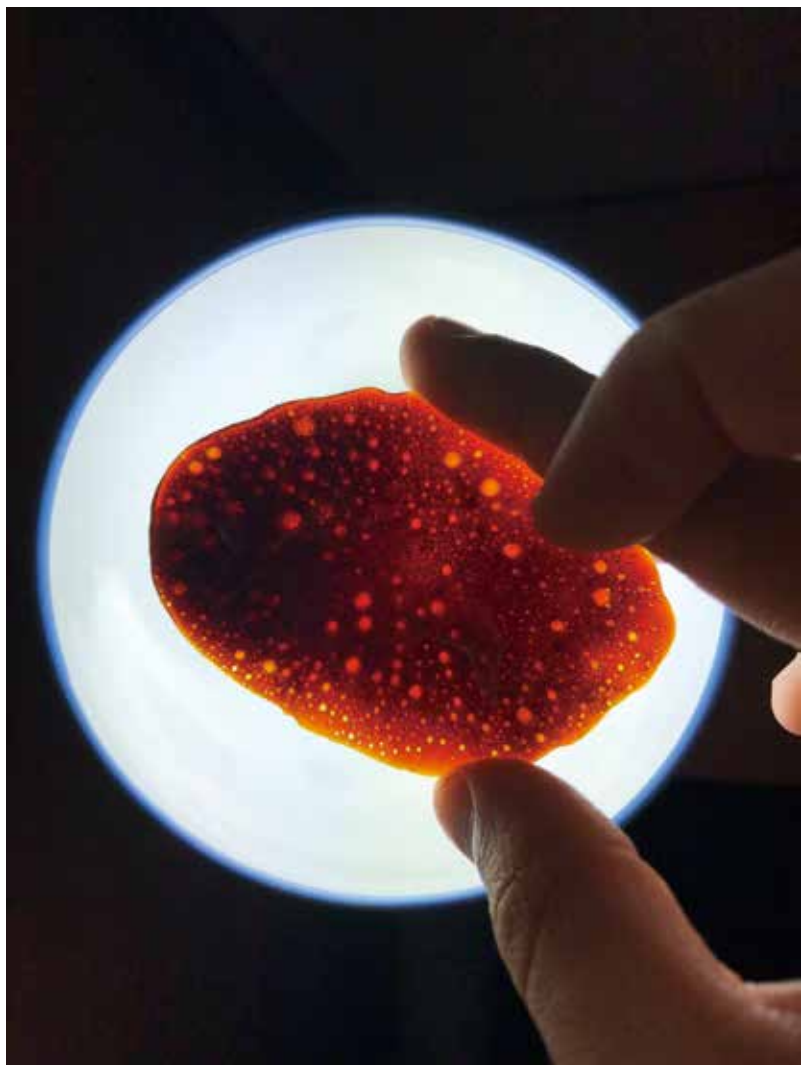
Once there was a humble vendor, who used to draw a smile on children's faces, with her sweet dalgona candy. The earth was green, rivers were calm, breeze boasted everyone's morning, and warmth was felt between people. Life was peaceful before it all went wrong, and the vendor's secret broke out into the world. She is a wizard! She was maintaining peace on our planet.

She fled from a country to another, away from the evil. She rested in the arabian peninsula. There, where she transferred all of her powers into four distinctive dalgona candies. She left four cards that describe them and mislead the evil. Years passed, the dalgona candies fell in the hands of evil from the east and the west, and the wizard was not to be found.

Peace can't be lived as long as the four dalgona candies are displaced from each other. Those trading cards remain the only evidence of the tale.

● Attack Mode ● Defense Mode ● Strength





Hind Rais




Al Qouz bakery is a bakery that takes me back to my childhood as it is located near my grandma's house. We would pass by it as we were driving back home often to have Wagafi bread for dinner. I wanted to share the process of baking the wagafi bread since it has always been fascinating to me. Cooked in a tandoor, it goes through a teamwork process that almost takes no time...and the final product tastes just like heaven.





Surrounded by this mellow scenery, Koreans can travel short distances and explore the most beautiful valleys. When summer approaches, it is popular to travel to such destinations and bring Baeksuk, a very popular dish in the Korean cuisine. I also wanted to introduce the concept of yiyeolchiyeol, the Korean practice of eating hot foods on hot days.





Today I went to valley and took some video and pictures. I just came back home and I'm editing short video now. After I finish editing I'll upload it! The pictures and video would contain information that you asked 😊

Made me want to visit Korea

You can be inspired by the tandoor for the wagafi bread

And I'll send you the scans of the plastic bag maybe you can use it a pattern or background

Let me know if you have further questions or if anything is unclear 😊

Thanks 😊👍

I just watched how to make Wagafi

We don't have tandoor in Korea, the way to bake Wagafi is new to me. It's so interesting!!

I'm doing Baeksuk today but I couldn't find ginseng or jujube so I did it with only chicken garlic and onion.

Wow! You mean you cook Baeksuk yourself?!?!?

Yess 😊



Omg!! You're genius of cooking!!! 🤗👏👏👍👍

I wish I could eat together!

I have another question~  
How often do you eat Wagafi bread?

For me personally, about once every two weeks, but some people usually buy it weekly or maybe every couple of days that would make the bread available at home everyday by that they can eat it for dinner with eggs or any other combination

At my house We usually have it stored in the freezer so we can eat it anytime we want to. We start by heating it

Thank you!!!

# Journey to Wagafi

## 와가피 여행

Wagafi Bread

Al Qouz Bakery

'If I could have *Wagafi* bread,  
I would have popped those  
bubbles...'

'실제로 와가피 브레드를 봤다면  
저 기포들을 눌러봤을 텐데...'

*Journey to Wagafi* started with a thought that came to mind while looking at the bubbles on the bread after baking in the tandoor. These days, people are unable to travel, and I was only able to experience *Wagafi* bread through videos and pictures. To reduce this unrealistic sensory gap, I recreated the experience of ordering and consuming *Wagafi* bread as an online game.

*Journey to Wagafi*는 탄두르 안에서 구워진 후 와가피 브레드 위에 생긴 기포를 보던 중 들었던 생각에서 출발했다. 여행을 갈 수 없는 상황에서 영상과 사진을 통해서만 볼 수 있는 두바이 로컬 베이커리의 와가피 브레드는 비현실적으로 느껴졌다. 이러한 간극을 줄이고자, 로컬 베이커리부터 빵이 만들어지고 먹게 되는 과정을 웹 페이지를 넘기면서 간접적으로 경험할 수 있게 만들었다.

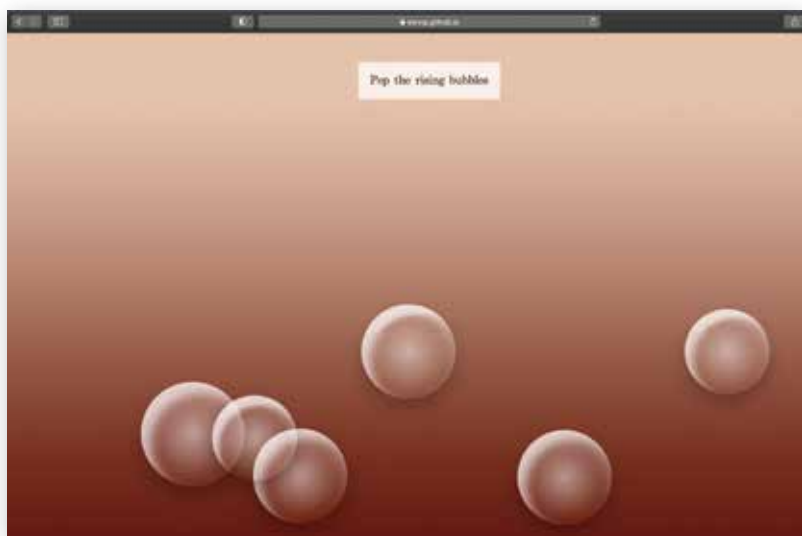


**Park Mirinae**

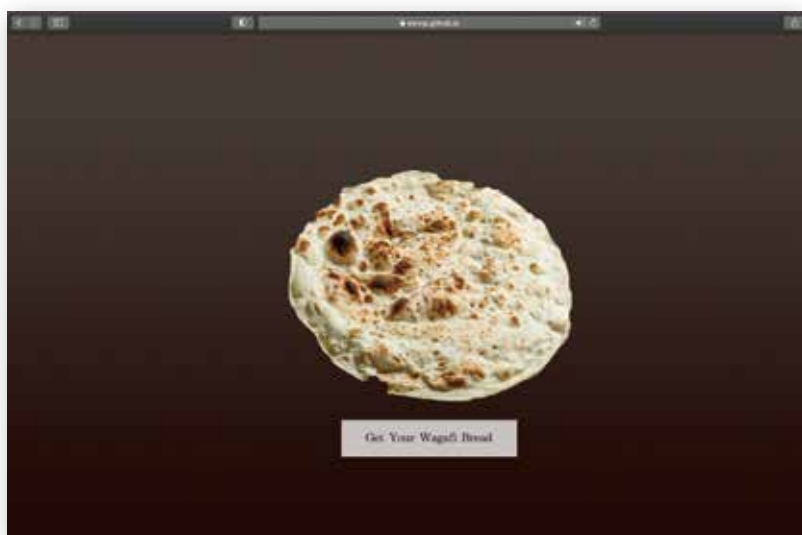
**parkmrrn21h@pati.kr**

Currently a student at Paju Typography Institute. She is inspired by cultural experiences and enjoys creating new combinations that have never existed before.









لقوز



مخبز القوز



مخبز القوز





مخبز

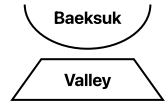
مخبز القوز

مخبز القوز

QO

# Baeksuk at Hwayang

## بايكسوك في هوايانغ



*Baeksuk at Hwayang* is a project that reflects the journey of how I viewed *Baeksuk* served at *Hwayang* through the lens of my Korean partner Mirinae. The journey reinterprets Mirinae's vlog through a triptych with three main elements of the vlog; the summer season, Korea, and the dish. The design style of the poster is inspired by old Korean paintings like «Spring Dawn at Mount Baekak (Summer)» by An Jung-Sik, 1915. It uses textured faded pastel colors for the landscape and saturated colors for the main elements. This color variance creates depth and layers, celebrating the beauty of the traditional Korean dish and highlighting its elements while also presenting the location. This journey provides some context of the dish and location for anyone that has not experienced them, like myself.

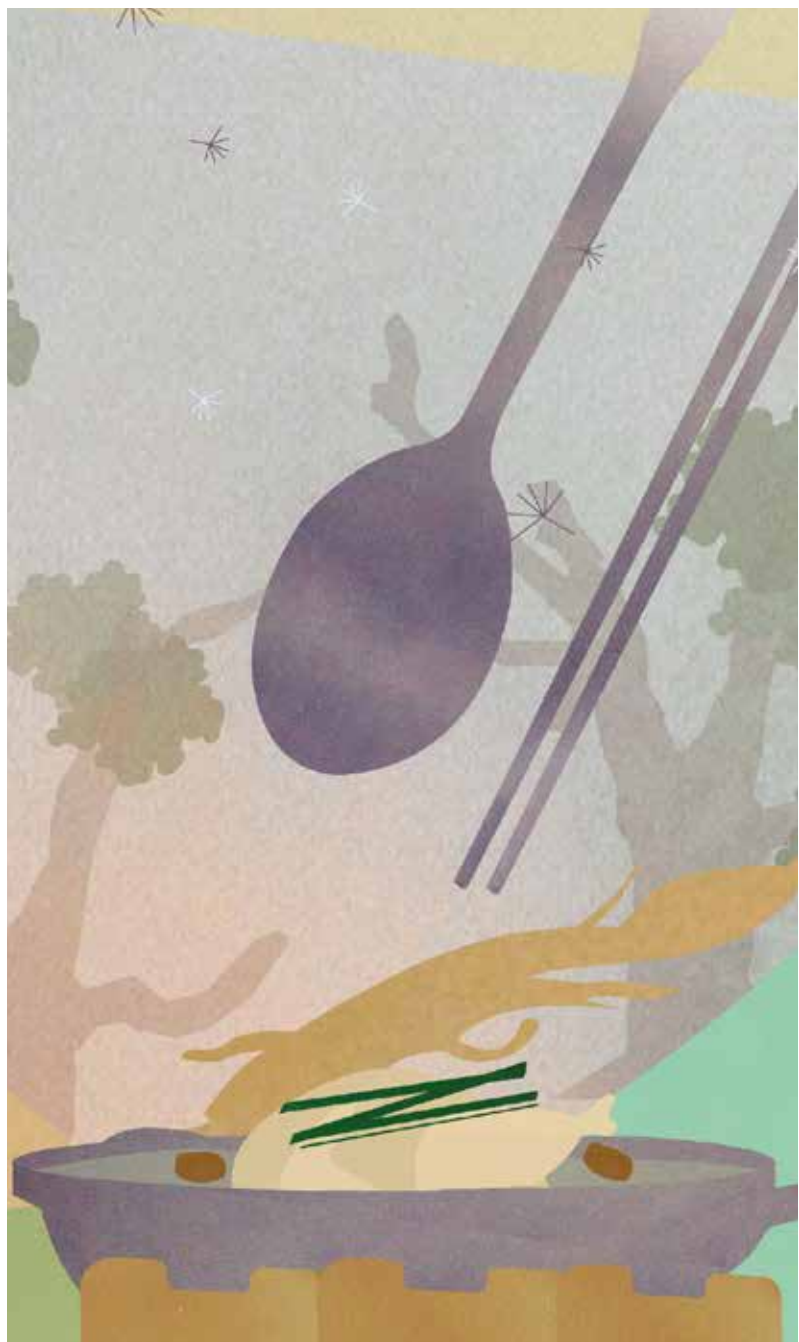
بايكسوك في هوايانغ هو مشروع يعكس رحلة وجهة نظري لطريقة تقديم بايكسوك في هوايانغ من خلال عدسة شريكتي الكورية ميرينا. الرحلة تعيد تفسير مدونة الفيديو الخاصة بميرينا من خلال لوحة ثلاثية مع ثلاثة عناصر رئيسية من مدونة الفيديو؛ فصل الصيف، وكوريا، والطبق. نمط تصميم الملصق مستوحى من اللوحات الكورية القديمة مثل «فجر الربيع في جبل بايكاك (الصيف)» للفنان آن جونج سيك، 1915. يستخدم الملصق ألوان الباستيل الباهتة المنسوجة للمناظر الطبيعية والألوان المشبعة للعناصر الرئيسية. يخلق هذا التباين اللوني طبقات عميقة، مما يحتفي بجمال الطبق الكوري التقليدي ويبرز عناصره مع تقديم الموقع. توفر هذه الرحلة بعض سياق للطبق والموقع لأي شخص لم تُتاح له الفرصة لتجربتها مثلي.



**Hind Rais**

[hindabdulhakimrais@gmail.com](mailto:hindabdulhakimrais@gmail.com)

A Graphic Design student at Zayed University. Influenced by raw aesthetics, inspired by creatives, and motivated by family and friends. If her design style was a season, it would probably be spring, but it can be as minimal as winter at times. Hind enjoys experimenting with textures and materials in her work.

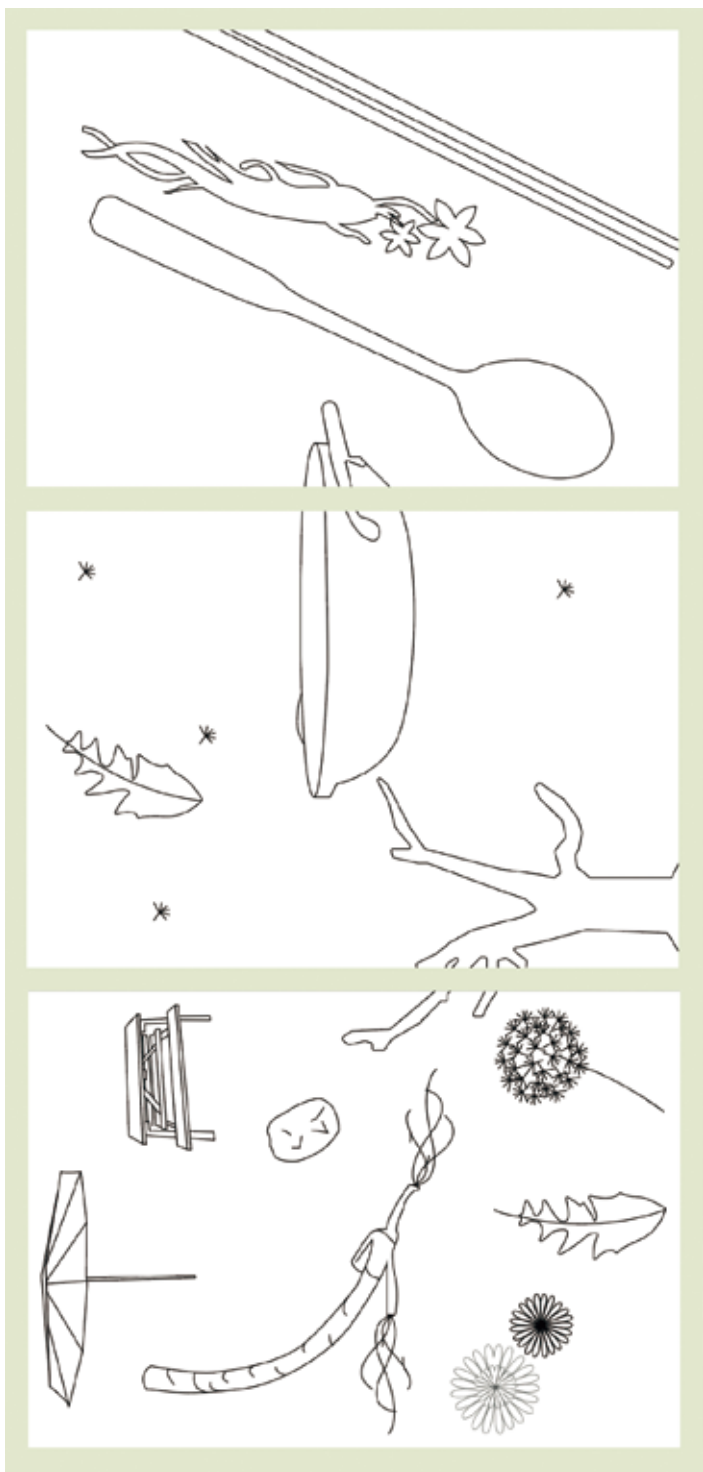








高如平作  
繪圖







Eating grilled fish at Jumerah Beach contains so many fond memories of my childhood and my family gatherings around a table enjoying such simple but delicious food. The reason behind my choice of Nessar fish is because of its taste and history within the locals of the UAE. Our country is divided into two: the desert and the seaside... and I used to live near the beach, Jumeirah Beach, where my family reunions took place and my grandmother was cooking the dish under our house's palm trees.





Songpyeon 송편

I remember making songpyeon with my family every Chuseok when I was young. Songpyeon, made with sweet red beans and sugar, is still a warm memory, although it was not pretty or delicious to my taste. I also wanted to share with my Arab friends memories of family members, who are usually hard to meet, gathering on Chuseok and making songpyeon.



Chuseok  
추석

Hello Moza! I am your partner Jeongweon.  
How are you?

I have question about food you chose. :)

1. Usually what kind of fish are you cook?
  2. Are you using any sause when you cook?
- If you also have any questions please let me know :) Thanks!

Hello, The type of fish "I used and still like" is called Nessar

1. I need to find its actual name. But it's a small fish that usually appears during the summer
2. As for the sause; there is no sauce only salt. But recently they been adding garlic and cumin

Thank you for your message:)  
I'll find out! :)

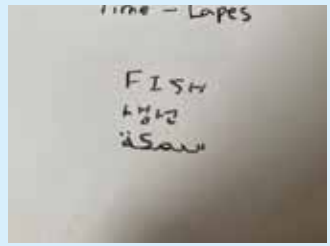


I will be posting a pdf file explaining the fish and how to cook it. Plus few more information

I uploaded a video too, but it's an arabic and the pdf translates the process

thank you very much Moza!!  
it was very helpful for me!!

Can you write fish in Arabic and send it to me?



Haha

Omg it looks so good 😊  
nice hand writing

did you post any photos? I need to  
have anykind of materials

I collected some korean fabric prints  
that could go with the package

Tbh I got and idea, can you write  
"gift" in korean using your hand  
writing, and the word "Chuseok"



Just in case you need the data right now :)

That's rice cake store! We can  
find variety of Rice cakes :)

# A Normal day

## 평범한 하루

Grilled Fish

Jumeirah Beach

Inspired by my partner's choice of food and location, various visual elements were extracted from the scene of the a fish being baked under the shade of a palm tree. Various parts of the palm leaves, charcoal, and the fish were divided into pieces and combined to create an animated digital collage; an interpretation of my imagined experience of the food and culture of the UAE.

야자수 나무 그늘 아래에서 구워지고 있는 생선의 모습에서 다양한 오브제들을 추출했다. 야자수 잎, 차콜, 생선의 다양한 부위들을 조각으로 나누었고, 오감을 활용해 이 음식과 문화를 느낄 수 없다는 단점을 줄이고자 오브제에 입체적인 요소를 결합하여, 상상 속 한 장면을 포스터로 제작하였다.



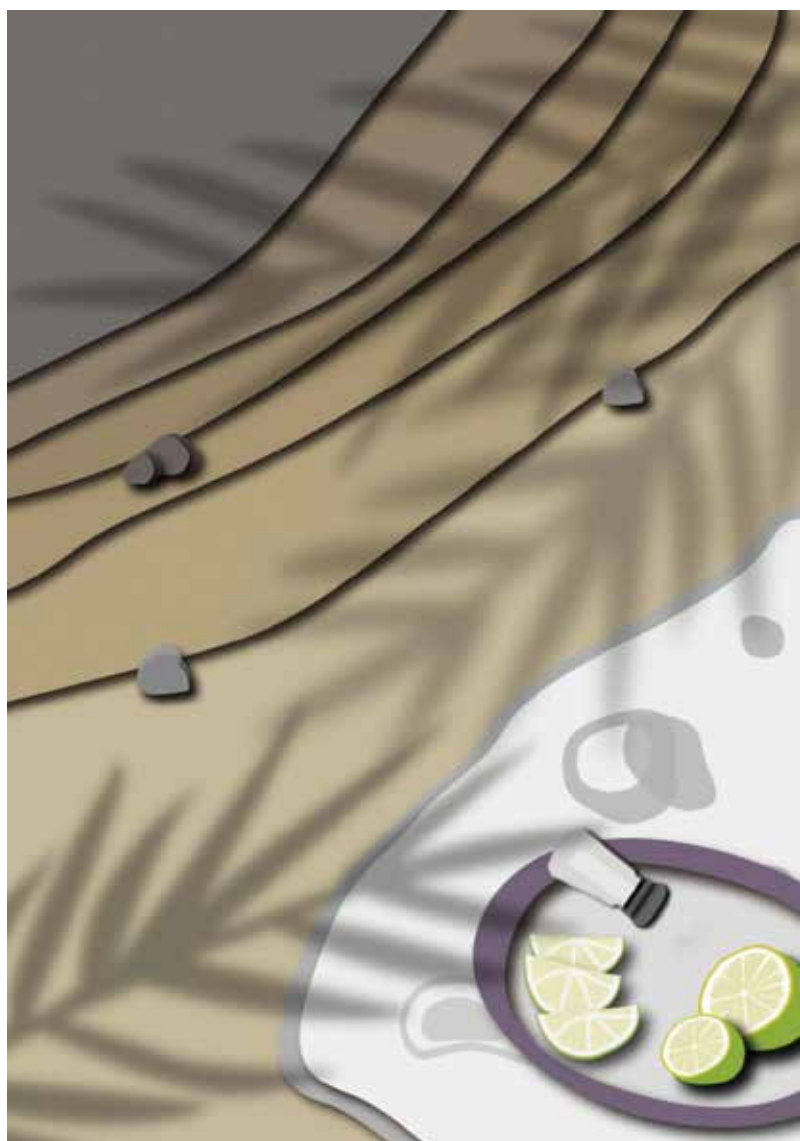
Yoon Jeongweon

yoonyjw21h@pati.kr

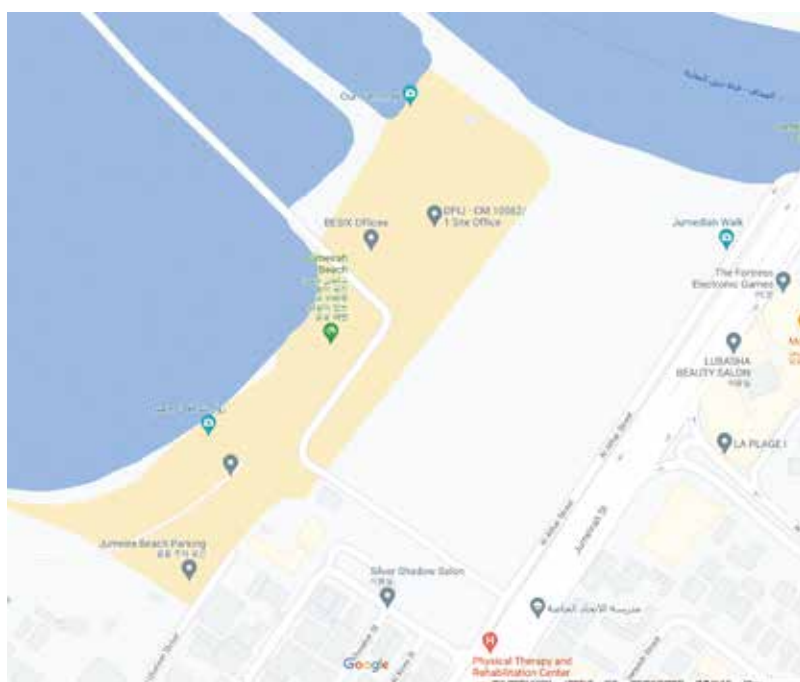
A sophomore at Paju Typography Institute. She is interested in communicating with others using visual elements.













# Songpyeon using Polymer Clay

## سونغبيون باستخدام طين بوليمر



*Songpyeon using Polymer Clay* is an installation project inspired by the culture of making *Songpyeon*; a type of Korean rice cake that is usually made during special occasions like *Chuseok*. The sculpture is a realistic recreation of the dessert made using polymer clay. It also includes a hand-stitched booklet with the recipe and instructions to make *Songpyeon*; both the dessert and the sculpture. The final dessert is wrapped with fabric using a Korean wrapping technique.

سونغبيون باستخدام طين بوليمر هو مشروع تركيبى مستوحى من ثقافة صنع سونغبيون (Songpyeon)؛ هو نوع من كعكة الأرز الكورية التي تتم صناعته عادة في المناسبات الخاصة مثل تشوسوك. المشروع عبارة عن إعادة إنشاء واقعية للحلوى مصنوعة من طين البوليمر. ويتضمن أيضاً كُتيباً مُخيطاً يدوياً مع الوصفة والتعليقات لإعداد سونغبيون؛ كل من الحلوى والمنحوتة. الحلوى النهائية ملفوفة بالقماش باستخدام تقنية التغليف الكورية.



**Moza Alfalasi**

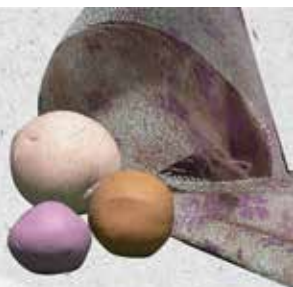
**mozabintsaif@gmail.com**

A multi-faceted designer with a strong passion for exploring different design styles without limiting my approach to one direction. The majority of my work is inspired by different cultures and urban design, as well experimenting with color and composition.



اصنعها بنفسك  
باستخدام طين البوليمير

DO IT YOURSELF  
USING POLYMER CLAY



سونغبیون  
SONGPYEON  
송편





# سونجبيون SONGPYEON



# REAL SONGPYEON INGREDIENTS

# مقادير تخضير السونجبيون الحقيقي



لكن لجعل من الأمر  
أكثر متعة بصنع السونجبون  
باستخدام طين البوليمير!

But, lets make it more  
fun and make the Songpyeon  
using polymer clay!

# الأدوات TOOLS

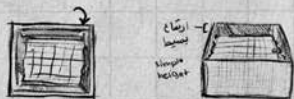


## الطريقة PROCESS

1 Prepare the box  
mine was deep so I  
added foil inside



2 Cut the mesh  
fabric and place  
it inside



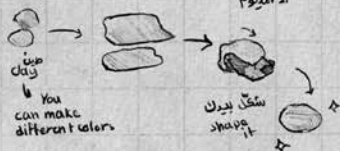
1 تم تجهيز الصندوق ،  
ورخه بالفضة و  
حان تعبئة

2 قمت بقطع الميسر  
وضعتها على الشبكة

3 Start shaping the  
foil like the rice cone  
to prevent clay waste  
+ cracking



4 Flatten the same  
amount of clay to  
cover the foil



5 Put on the oven  
pan and bake them  
for 15 mins



3 شكّل الأستوم على  
شكل السونطون  
والعاط على الطين  
وغير تلكه

4 هو طبق التوابل  
يقدم الكمية لتغطية  
الاستوم

3 معهم ووضعت  
الوزن وادخلتها لمدة  
15 دقيقة

7 Cool them and  
then you have the  
option to color them

8 Apply a good amount  
of mud water to give  
them a glossy finish



## التقديم PRESENTING



7 برد للتجفيف  
وبذلك العزيمة التوابل  
بالترتيب

8 صب كمية جيدة من  
الماء بوضع الطين  
لتسوية لونها





# Conversation

## Fikra in Conversation with PaTI

Q1. How would you describe your country in one word, one typeface, one image?

- Kelly** Fast, Noto Sans, ('one image' is difficult)  
**Chan Shin** Liquid, Wingdings, Onggi filled with something unrecognisable  
**Jenan** Khaleej Times building font

Q2. How would you describe the local cuisine to your partner who's never visited the UAE / Korea?

- Kelly** Spicy and salty  
**Maryam** Sweet and salty. Our main staples are fish, meat and grains/rice with a lot of spices; similar to that of neighbouring countries and also influenced by South Asian cuisine. It is usually made in large quantities to be shared.  
**Mariam** Hearty and warm, definitely a meal before a really good nap.  
**Chan Shin** Spicy for sure + Sweet and salty

Q3. Where would you like to take your partner for a typical 'food + location' experience that portrays your favourite outing as well as the essence of your country identity? and why?

- Kelly** I want to take my partner to Sindang-dong Tteokbokki town for Tteokbokki, stir-fried rice cakes. As I chose the word, 'fast' for question number two, Tteokbokki is Korean traditional 'fast' food. Sindang-dong Tteokbokki town opens 24 hours.  
**Salem** I would invite my partner to our house, sit on the floor, and eat proper Emirati food

with our hands, and have Emirati gahwa (coffee) and share Emirati incense.

**Chan Shin** I'd like to invite my partner to my parent's house on Kimjang day. It's a day preparing Kimchi for winter preservation usually happens in the winter. All family members will be there eating fresh Kimchi together. Could be a chance to observe the atmosphere of one Korean family.

Q4. Which is the most popular food + location admired by local designers?

**Kelly** Middle eastern food! Vegan and Halal food is in the spotlight.

**Maryam** Apparently various combinations of bread and cheese, according to our participants!

**Chan Shin** Vegan food I guess and discovering new vegan eateries is a sort of thing.

Q5. Out of the 12 experiences shared by the participants, which one would be top of your list if you could travel to your partner's country?

**Eleonora** Hodugwaja with a nice cup of coffee.

**Maryam** Maybe dalgona or baeksuk.

**Chan Shin** Grilling Nissar fish under a palm tree sounds amazing. Also I'd love to see Regag bread being cooked.

Q6. What was the most striking thing from this collaboration or program?

**Eleonora** How easy it is to speak, and share our own culture through food. Such a perfect gate to open one's heart and share the intrinsic values of a country and its identity. Food whether a meal or a process is pure

creativity across all cultures.

**Mariam** The freedom to experiment and play, everyone had such a refreshing take on their culture and food, and even more so with their partners’

**Jenan** I think it proved that food is the best way to bring people together!

**Chan Shin** Participants having actual 1:1 conversation. It was amazing to see how rich every team’s communication was. There was so much life in their conversation.

**Q7.** What similarity and difference have you perceived exists between the Arabic and Korean (language / design) systems?

**Maryam** I think we barely scratched the surface of this in these editions but it would be interesting to have an edition focused on just typography.

**Jenan** I think the contrast between the two systems of writing is interesting. In Korean/Hangul, each ‘unit’ is made up of a consonant-vowel combination, whereas with Arabic, it’s pretty much mostly consonants, and the vowel is added with diacritics. However, the characters used for vowels in Hangul are very reminiscent (visually) of Arabic diacritic marks, and are almost used in a similar way, always appearing under or next to the consonant character.

**Chan Shin** I remember in one of the early meetings, we’ve tried to exchange our writing system. Salem taught us to write “starters” in Arabic, and Kelly taught him to write “starters” in Korean. It was great



to observe and try to write a language that I've never tried before. It was a very short session though. I found both writing systems are very playful as typographic materials. Very different way of writing, tradition and rules!

Q8. Do you envisage a Starters 3.0?

- Kelly** Sure. Let's go for it! 3.0 can be even more upgraded.
- Eleonora** Yes! 3.0 will be even more delicious ;-)
- Maryam** Definitely, but only if we actually get to visit each other's countries.
- Mariam** A potluck at the end with everyone's different food combinations!
- Chan Shin** Yes for sure. Would be great if we can actually visit each other's countries!

#### **Fikra (UAE)**

**Salem Al Qassimi**  
Principal and Founder  
**Maryam Al Qassimi**  
Principal  
**Eleonora Cervellera**  
Head of Strategy and  
Cultural Programs  
**Jenan Ismail**  
Head of Design  
**Mariam AlZayani**  
Senior Graphic Designer

#### **PaTI (Korea)**

**Choi Kelly Moonkyung**  
Co-Director, PaTI Type  
Media Centre  
**Park Chan Shin**  
Co-Director, PaTI Type  
Media Centre



# Review

### **Jun Hakyung**

Through the workshop, I was able to experience every corner of the UAE that I only imagined. Rather, it was an online workshop, so I tried to communicate more freely and actively in order to share experiences and have a more realistic sense of the local culture. In learning about the UAE, I also gained a new and fresher perception of my own traditions and surroundings. I realised how I changed the way I relate to my usual environments while witnessing the internal process of reinterpreting the familiar sceneries of Korea. They have now absorbed a new and exotic tone. It was a great enjoyment to meet and collaborate during the pandemic. I hope I can meet my new friends soon either in the UAE or Korea!

### **Ayesha Bin Haider**

Exciting, outgoing, and meticulous... all of which I can describe the Starters 2.0 program. It was a pleasure to meet such wonderful individuals from the UAE and Korea. Initially, I thought it would be very stressful with my studies, but it was completely the opposite. It was an enjoyable experience to engage with my partner - Hakyung - and exchange cultural communications with everyone in the group sessions. It has been one of my favorite experiences to design an outcome through this cultural experience that was achieved greatly in a virtual platform.

### **Lee Hyewon**

I started working with a considerable amount of material from images, videos, and live experiences which were provided by my partner in the UAE, 6.863 kilometres away. Under this restrictive condition, I felt from the outset that this is a huge challenge to come up with an idea that culminates

in a physical product. But it turned out to be the beginning of a different outcome. I expressed the desire to try the food in the place my partner introduced me to. Through my investigation, I learned a lot about the local cuisine, the social interactions, the cultural heritage of the UAE. Longing for full sensorial experience, I keep on wondering how it will feel to eat Francisco Paratha in Dubai someday.

### **Afra Ashraf**

‘Starters 2.0: Travelling through food’ has been a delightful experience. To truly explore with no limitations was exhilarating. It was fun to see visual and conceptual connections we usually wouldn’t make on a daily basis. Making friends along the duration of the program was wonderful and made the virtual journey more real and valuable value.

### **Jung Yul**

Starters 2.0 was a great program and a good experience to learn about the UAE culture and the local cuisine using design and research. The beginning was challenging for me and I wish I could have dedicated more time to the experimentation part. However, I gained a lot of knowledge and it was interesting also to see how Korean culture and our gastronomic heritage was perceived in the eye of our new friends in the UAE. It gave us all new perspectives of our own cultures.

### **Noora Moosa**

Starters 2.0 has enabled me to explore cultural diversity through food and traditions. This cross-cultural virtual interactive workshop has enhanced my understanding of the Korean cuisine

and added value to my graphic design career. Introducing Emirati food to my Korean partner and seeing how that has been reflected and materialised in her final outcome was also great pleasure. As a visual thinker, it was a very fun and informative experience. I am truly glad that I met creative designers, and shared perspectives among other members through design critiques, group sessions, and having individual conversations with my Korean partner.

### **Han Yoon-ji**

I participated in both Starters 1.0 and Starters 2.0 and it has been a wonderfully meaningful experience for me to delve into the Emirati culture and make new friends in the UAE. I found the exchange very interesting since I have a passion for food, cultures, and design which eventually led me to produce a final product out of this experimentation. It was challenging at times, but I am grateful for the support from my friends, and happy with the final outcome - which received great recognition from my peers. I hope the pandemic will be ending soon so that I can actually travel to Dubai and meet my Emirati friends.

### **Ammar Khaled**

This workshop was the most exciting, delicious, and delightful design experience. I had the unique opportunity to exchange cultures and ideas from a design and making perspective. As an architect, it was a creatively challenging experience that led me to explore a new avenue of thinking and translating design concepts into physical forms. It was incredibly enjoyable exploring different design fields and new forms of innovation. A memorable part of this journey was for me to learn how to cook the Korean candy - Dalgona.

I will always remember and aim to cook it frequently. **WARNING:** This workshop will get you hungry and excited about cooking!

### **Park Mirinae**

I love food and traveling. It was the first time to experience the Emirati culture and their traditional cuisine. Although an indirect experience, I really enjoyed sharing the process and exploring each other's culture. It felt like traveling in a new way. Starters 2.0 allowed me to improve my design and research skills by participating in group sessions and design critics, where we were invited to share our opinion on each other's work.

### **Hind Rais**

Through this workshop, I had the opportunity to meet new, amazing people and know more about Korea and its beauty. I was able to explore a glimpse of Korea's wonderful nature through Mirinae's documentation of the Hwayang Valley. I never thought that I would ever cook a Korean dish which I ended it up doing during this cultural exchange. Food and culture are always fascinating and so is this workshop because as you communicate, you not only get to learn little details from each other's cultures, but also you start noticing different aspects of your own culture as well.

### **Yoon jeongweon**

'Starters 2.0: Traveling through food' was a good opportunity to explore the culture of the UAE. I like to discover local restaurants or explore local cuisines, but it's usually hard for travelers to find the information of where to go and what to eat. This workshop gave me access to a new culture that I might have not actually experienced on a trip.

## **Moza Alfalasi**

The workshop was a good exercise for us designers, who recently graduated and needed some motivation to work on new projects. It helped me refining my photography, hand-made and communication skills. Moreover, it was an interesting concept to include food in our designs as well as looking at design from a different perspective.



# Credits

## UAE - Korea Cultural Dialogue

The United Arab Emirates and the Republic of Korea announced the launch of the year-long series of the UAE-Korea Cultural Dialogue 2020. Under the theme Converging Cultures, the UAE-Korea Cultural Dialogue 2020 includes a roll out of events, workshops, and public talks that celebrate and recognize Korean and Emirati culture in both countries starting January 2020 to June 2021.



UNITED ARAB EMIRATES  
MINISTRY OF CULTURE & YOUTH

## Ministry of Culture and Youth UAE

The Ministry of Culture and Youth works to enrich the cultural ecosystem in the UAE. It aims to promote the cultural sector creatively and innovatively, enhancing the UAE's position on the global cultural map and preserving the Emirati identity.

@uaemcy  
mckd.gov.ae



Ministry of Culture, Sports  
and Tourism

## Ministry of Culture, Sports and Tourism, Korea

Ministry of Culture, Sports and Tourism develops and implements a wide range of policies to promote culture, arts, sports, tourism and religion so as to provide cultural opportunities to the public.

@mcstkorea

mcst.go.kr

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**KOFICE**

Korean Foundation for  
International Cultural Exchange

## KOFICE

The Korean Foundation for International Cultural Exchange (KOFICE) is an institution in charge of international cultural exchange designated by the Ministry of Culture, Sports and Tourism. In order to invigorate cultural exchange transcending national boundaries, KOFICE works towards the following activities: bilateral cultural exchange events, global networking, research and studies, and professional training programs for experts in related fields. With the vision of “A network hub connecting Korea and the World through culture,” KOFICE aims to serve as a foundation for “win-win cultural development” by connecting people and exchanging cultures around the world.

kofice.or.kr



## Fikra

Fikra is a design-led platform established in 2006 by Salem Al-Qassimi, Fikra's philosophy is rooted in exploring the relationship between design and culture.

At its origin, Fikra started as an experimental graphic design studio, specialized in bilingual — Arabic and English — graphic design and typography. It then evolved into a fully-fledged design research organization that explores cultural narratives through the lens of graphic design. Fikra runs a rich year-long program for the public that includes talks, workshops, film screenings, book clubs, and exhibitions. It has established itself as an international platform and a cultural pioneer for cutting-edge initiatives such as the Fikra Graphic Design Biennial and the Fikra Designer-in-Residence program.

Fikra comprises a co-working space, design studio, café, gallery, art and design library, and urban rooftop that are housed within Fikra Campus, located in Sharjah, UAE.

@fikradesigns  
fikra.gd



## Paju Typography Institute (PaTI)

PaTI is a creative design school. With creativity as their goal, PaTI's designers independently built a new design space in the publication city of Paju in 2013. It is based on the idea that "great teaching must be a creative design in itself." Various masters, with graphic designer, Nalgae Ahn Sang-soo, at the helm, gathered to pursue their unique and imaginative teaching method combined with collaboration from organizations within and outside of Korea.

PaTI aspires to design a solid creative environment. They follow the extraordinary spirit (design spirit) of the great designer Sejong Ido and use typography as the basis for our teaching and learning. They strive for autonomous coexistence by practicing learning through creativity and truth seeking while embracing character building, art, and hard work. PaTI is based on the profound wisdom and culture of East Asia and aims to establish an international education network working toward a new design culture. It is a place where people wanting to change the world for the better through design and education come together. The Educational Cooperative Party is aiming at democracy.

@paju.typography.institute  
pati.kr

مقبلات  
Starters  
2.0 ससस

مقبلات

Traveling through food

Workshop  
7th, 21th, 28th April  
19th, 26th May 2021

Exhibition Launch  
14th June 2021

Starters

Cultural Dialogue Korea - UAE  
Fikra x PaTI Workshop 2021

Starters 2.0

2.0 starters



한국-아랍  
문화교류재단  
Korea-UAE Cultural Exchange Foundation

This Program is organized on the occasion of Korea-UAE Cultural Dialogue.  
The Program is supported by Ministry of Culture and Tourism(MOCT), Ministry of Culture, Sports and Tourism(MOCS) in partnership with Korean Foundation for International Cultural Exchange(KOICE).



Starters  
2.0

*Traveling  
through  
food*