

‘Many places in southern Seoul are pretentious and ridiculously expensive. I wanted Daily Projects to be a comfortable place where everybody would feel welcome.’



The newly opened Daily Projects complex in southern Seoul aims to feature a variety of cultural elements such as artist-designed T-shirts, mixed-media performances, modern art and iced latté. On the first floor the building will regularly play host to "Daily Monster," an exhibition event designed to support innovative local artists (above and right) and offer upscale fashion on the second floor (left).
By Inès Cho



Daily devotion to a new kind of chic



Lee Jung-hee of Daily Projects

By Inès Cho
Contributing Writer

Decades-old Korean fashion brand Lee Dong Soo F&G never looked as young and trendy as it did on the night its original headquarters reopened in Apgujeong-dong, southern Seoul.

Maintaining most of the original minimalist structure the apparel company's manufacturing operations once occupied, the seven-story building has been reborn as Daily Projects, a hip new addition to Seoul's scene.

Roaming around the new space sipping red wine were Seoul's 20-somethings, dressed in concert T-shirts and skinny jeans. This crowd is usually found on artsy Hongdae streets but they were drawn to sculptures by English artist Julian Opie, a rare performance by the local sound artist Vemo, a concert by jazz band Bopster Scat and a session by breakbeat disc jockey Kuma.

While planning to reopen the building to the public, Lee Jung-hee, the president of Daily Projects, wanted to create a conceptually new, inviting destination. Construction began in January. "Many new places, especially in southern Seoul, are very pretentious and ridiculously expensive for what they offer," said Lee, one of four daughters of the late Lee Dong-soo, the company's creator. "I wanted Daily Projects to be a comfortable place where old and young, Koreans or foreigners, could do ordinary things like eat, drink, read or relax."

With an intriguing façade and a rare construction style for the area at the time, the Lee Dong Soo Building stood out when it first opened in 1993. It was designed by a team of Korean and Japanese architects including Lee Du-yeol, Choi Jeong-hoon, Kim Chang-gyeong and Rikuo Nishimori. Each floor has a spacious 1,287 square meters, and the building's structure still looks surprisingly contemporary. A few visible updates include the interior floor plan,

which was redesigned to allow for a circular flow of human traffic. This innovation cost around 100 million won (about \$109,000), according to the publicist.

Pointing at her own black shirt, which was made by a Korean artist, Lee stressed that the most important part of the project is to support young experimental artists in Korea through various cultural events under the title "Daily Monster."

The opening event kicked off with an exhibition and sale of fashion pieces by six local artists. Fhifan, a Japanese-Korean model and disc jockey, for example, submitted his own designs for shirts and jackets. He was elected to be one of the judges at the T-shirt competition awards held last week.

Along with funky, locally-designed shirts, there are imported garments and accessories at the shop, which tend to be pricier. Proceeds from the sales are used to support future cultural events, Lee said. All five winners of the T-shirt competition received cash prizes. The first prize was 2 million won and the other four received 500,000 won each.

Daily Monster managers were excited by an unexpected outcome of the event: The participating artists were noticed by industry professionals who offered them jobs.

Lee's idea to rejuvenate her father's aging fashion company came after his sudden death from cancer in 2002. After launching the label "Tricia" in 1965, the late Lee's career, as with most of Korea's first-generation designers, peaked in the 1980s in a market that banned import of foreign products. While most designers were busy dressing affluent housewives, Lee wanted Korean golfers to tee off in style. To this day, Lee Dong-soo remains a household name for golfwear, and his company has supported a string of leading professional female golfers including Lee Mina, Hong Jin-ju and Kim Jin-ju. But now his fans are in

their 50s or older, and his widow and four grown-up daughters want the brand to capture a new generation of fashion followers. Having studied fashion at the Parsons School of Design in New York, the 33-year-old Lee has a grand plan to implement.

To meet the demands of a diverse clientele, Lee and her staff plan to offer different services on each floor. The select shop, the showcase space and a private beauty salon, which are on the second floor, are designed to cater to high-end customers who want imported fur coats, diamonds and bejeweled evening gowns. When the art gallery on the third floor opens next year, customers can decorate their homes with modern art. Plans also include a boutique hotel on the fifth and sixth floors, a spa and gym on the seventh floor and a function space on the rooftop.

The young and energetic chief executive now uses a small notepad, but as she travels more she might need a Blackberry as her notepad teems with things to do. The circled phrase "cold pasta" stands out on one page. It's an idea for the casual restaurant due to open in December. Lee envisions a center for the city's most creative minds perusing over 70 concept magazines in the lounge. Pointing to the phrase "flea market," she says a bimonthly open sales event held in the courtyard, will bring a real sense of community to Daily Projects. Imagining her two-week shopping spree in New York this week, Lee cannot help but smile at the thought of making Daily Projects a better place.
inescho@joongang.co.kr

Daily Projects is located at the Haddong junction in Sinsadong. The Daily Monster T-shirt exhibition runs until Thursday. The new show of works by local artists called "401b" starts on Aug. 13. For more information call Daily Projects at 02-3444-8132-3 or visit the Web site, www.dailymonster.co.kr.

HOROSCOPE

Certain circumstances could lead to a positive change in your career. Do not invest too much of yourself without receiving something in return. Losing your temper is not a good idea.

RAT

All small distractions may be draining your energy and vitality. Take a nap at lunch to rejuvenate yourself. Things that you start today will have far-reaching and interesting results in your future.

OX

There may be some cash flow constraints and money shortages. Taking out a loan could also be a real possibility. If you get too stressed out at work, resist the urge to go shopping and get a haircut instead.

TIGER

You will likely be lucky in games of chance, however, keep your stakes low for more enjoyment. In love what you think is purely an animal attraction may be much more romantic than you ever imagined.

RABBIT

You make great strides in the job arena. Your love life will be unpredictable. Take advice from others with a grain of salt. Trust in your intuition and your ability to make the right decision.

DRAGON

Snakes who have family should begin planning for the future. Start your children's college fund and update your will. You seem to have a spring in your step as you take in the beauty of life.

SNAKE

Share your problems with your friends. Their counsel will provide you with great insight into your problems. You may have difficulties with your parents or your children.

HORSE

Don't be afraid to stand up for yourself when others are attempting to take advantage of you. Work flows smoothly if you apply your unwavering commitment to getting things done.

GOAT

Over-confidence and unfounded optimism could hamper you at work today. Keep your ego in check. You may expand your social circle as a new set of friends frees you from the rut you are in.

MONKEY

Relations with your romantic partner are on a roll, however, this romantic relationship does not seem to be marriage material. Career-wise, you should be making some advances at work.

ROOSTER

Pay attention to your relationships with friends and family members as lack of communication can create misunderstandings. There may be moments of doubt and insecurity that creep into your mind.

DOG

A family issue could be causing you much anxiety. Take a step back to look at the bigger picture. Taking time out to detach from the problem gives you time to deal with issues with a fresh perspective.

PIG

astrology.com

TV GUIDE

Programs are subject to change.

Channel	Time	Program	
AFN Korea www.afnkorea.net	07:00	Good Morning America	
	08:00	Sesame Street	
	09:00	The View	
	10:00	Dr. Phil Show	
	11:00	Passions	
	12:00	Access Hollywood	
	12:30	Judge Judy	
	13:00	The Young the the Restless	
	14:00	General Hospital	
	15:00	Days of Our Lives	
	16:00	Oprah Winfrey Show	
	17:00	Wheel of Fortune	
	17:30	Jeopardy!	
	18:00	Headline News	
	18:30	ATS / Regional News	
	19:00	Jericho	
	20:00	The Family Guy	
	20:30	The Simpsons	
	21:00	Top Chef	
	22:30	Tonight Show with Jay Leno	
23:30	Late Show with David Letterman		
00:30	Late Late Show with Craig Ferguson		
01:30	Judge Judy		
02:00	CSI		
Star World www.starworld.com	07:30	World News	
	08:00	Starnews Asia	
	08:30	Seinfeld	
	09:00	Cheers	
	09:30	Friends	
	10:00	Ellen Degeneres Show	
	11:00	Desperate Housewives	
	12:00	That '70s Show	
	12:30	Yes Dear	
	13:00	Psych	
	14:00	Ellen Degeneres Show	
	15:00	Everybody Loves Raymond	
	15:30	Crumbs	
	16:00	The Bold and the Beautiful	
	16:30	General Hospital	
	17:30	Criminal Minds	
	18:30	Still Standing	
	19:00	The Simpsons	
	19:30	Friends	
	20:00	Starnews Asia	
20:30	Seinfeld		
21:00	Falcon Beach		
22:00	Prison Break		
23:00	Bones		
CNN International www.cnnasiapacific.com	08:00	CNN Today	
	11:00	Anderson Cooper 360	
	13:00	CNN Today Business	
	16:00	International Business	
	17:00	World News	
	17:30	World Sport	
	18:00	Larry King Live Business	
	19:00	International Business	
	19:30	World Sport	
	20:00	World News Asia	
	21:00	World News	
	OnStyle www.onstyletv.co.kr	10:00	Nanny 911 3
		11:00	Oprah Winfrey Show
		12:00	Hollywood E!News Weekend
		12:30	Love Ride
		13:00	America's Next Top Model 3
		14:00	Project Runway 2
		15:00	Breaking Up with Shannen Doherty
		15:30	Will & Grace 8
		16:00	Everybody Hates Chris 2
17:00		Nanny 911 3	
18:00	So You Think You Can Dance 2		
19:00	Ambush Makeover 4		
20:00	Gilmore Girls 7		
21:00	Hollywood E! News Daily 2007		
21:30	Love Ride		
22:00	Oprah Winfrey Show		
23:00	America's Next Top Model 3		
01:00	Hollywood E! News Daily 2007		
Star Sports www.espnstar.com	11:00	AFC Asian Cup 2007 <3rd/4th Playoff>	
	13:00	International Motorsport News 2007	
	16:30	WRC Highlights Show <Rally Argentina>	
	17:30	World Series of Carrom	
	21:00	AFC Asian Cup 2007 <3rd/4th Playoff>	
	23:00	FIA World Touring Cars Championships 2007	
	01:00	AFC Asian Cup 2007 <Final>	
	Arirang TV www.arirang.co.kr	10:00	Korea Now
		10:30	Hand in Hand
		11:00	Heart to Heart
11:30		Dr. Heo Jun	
12:00		Arirang News	
12:30		Pops in Seoul	
13:00		Showbiz Extra	
13:30		Documentary World	
14:00		Arirang News	
14:30		e-Sports	
15:00	Hand in Hand		
15:30	Dr. Heo Jun		
16:00	Arirang News		
16:30	ABC Bakery		
17:00	Showbiz Extra		
17:30	Pops in Seoul		
18:00	Curtain Call		
19:00	Arirang News		
19:30	Documentary World		
20:00	Korea Now		
20:30	Showbiz Extra		
21:00	Pops in Seoul		
21:30	Dr. Heo Jun		
22:00	Arirang News		
22:30	Heart to Heart		
23:00	Korea Now		
23:30	Wave Makers		
00:00	Arirang News		
00:30	e-Sports		
Discovery Channel discoverychannelasia.com	10:00	Zero Hour 3	
	11:00	Building the Future	
	12:00	Tribal Life: Meet the Namal : Wedding	
	13:00	Meerkats with Nigel Marven	
	14:00	New Detectives: Silent Killers	
	15:00	Man vs. Wild: Sierra Nevada	
	16:00	Zero Hour 3	
	17:00	Futureweapons	
	18:00	Supervolcano	
	19:00	Life or Death	
20:00	Anacondas with Nigel Marven		
21:00	Crossings: Stan Shih		
22:00	Building the Future		
23:00	Life or Death		
OCN www.onocn.com	10:00	House Season 3	
	11:00	Dance with Solitude (K)	
	13:00	The Bourne Supremacy	
	15:00	Harry Potter and the Prisoner of Azkaban	
	17:30	Tomb Raider	
	19:50	House Season 3	
	20:50	CSI Miami 5	
	10:00	Digging for the Truth	
	11:00	Barbarian Warrior Queen	
	12:00	Boudica	
13:00	Forgotten History		
14:00	Yellow River		
15:00	Documentary Special II		
17:00	Ancient History		
18:00	Mega Disasters		
20:00	Deep Sea Detectives		
22:00	History Mystery		
23:00	Warrior Queen Boudica		
History Channel www.historychannel.co.kr	10:00	Digging for the Truth	
	11:00	Barbarian Warrior Queen	
	12:00	Boudica	
	13:00	Forgotten History	
	14:00	Yellow River	
	15:00	Documentary Special II	
	17:00	Ancient History	
	18:00	Mega Disasters	
	20:00	Deep Sea Detectives	
	22:00	History Mystery	
23:00	Warrior Queen Boudica		
Super Action www.superaction.co.kr	08:40	Superman 3	
	11:00	Justice - Series 1	
	12:00	24: Season 6	
	13:00	Two Guys (K)	
	15:20	The Count of Monte Cristo	
	17:50	Agent Cody Banks	
	19:50	Along Came a Spider	
	22:00	The Hunted	
	00:00	Pride Showdown	
	Sports on TV	11:00	Xports - MLB 2007
13:00		SBS Sports - FIFA U20 World Cup Hot Goals	
16:50		SBS Sports - NPB 2007	
20:30		SBS Sports - KBO 2007	
21:00		Xports - WWE Bottomline	
Catch On www.catchon.co.kr		10:00	My Name Is Earl 2
		10:50	Heroes
		11:40	Pirates of the Caribbean 2: Dead Man's Chest
		14:05	The Da Vinci Code
		16:35	Behind Enemy Lines II: Axis of Evil
	18:15	Mr. Kim vs. Mr. Kim (K)	
	20:00	Slipstream	
	21:30	The Dive from Clausen's Pier	
	23:00	Miami Vice	
	01:15	Beyond the Sea	
Catch On Plus www.catchon.co.kr	08:50	Casanova	
	10:45	Firewall	
	12:35	Pride and Prejudice	
	14:50	Love Me Not (K)	
	16:55	The Chronicles of Narnia: the Lion, the Witch and the Wardrobe	
	19:10	Fly Daddy Fly (K)	
	21:20	Desperate Housewives 3	
	22:10	My Name Is Earl 2	