SIDE GALLERY

GYUHAN LEE

Paper Bag Lighting 9-4
From McDonald's Paper Bag Series
Manufactured by Gyuhan Lee
Korea, 2025
Recycled paper bag layered with Hanji, Steel, Electrical parts

Measurements
30 x 30 x 71h cm
11,8 x 11,8 x 28h in

Details
Custom-Designed work by Gyuhan Lee, created exclusively for Side Gallery

Concept
"McDonald's paper bag lamp" a work of recycling paper bag into lighting sclupture. In this process of transforming "waste" into "sculpture", Gyuhan Lee questions the logo, colour and surface. The process of working with the logo aims to move away from it to become patterns, in which its meaning is rethought, stripping the symbol of its roots linked to consumerism. This can be seen in the use of "Hanji", a traditional Korean paper, propitiating a new texture to the product that is generated from the design, away from the mass production of the usual object in which we can find the symbol. Questioning in this way the role of the designer, the craftsman and the consumer.

Biography
Gyuhan Lee (1996, Seoul) began his formation at Kaywon University of Art and Design, where he specialised in Living Design, questioning the role of the waste that everyday actions carry with them, a question that will give rise to interesting design proposals, where he has forged a personal line.
His first series "On My Seat" transformed Nike boxes into pieces of furniture, intermingling mass production, the waste of the product of which he was a consumer, in pieces close to craftsmanship, where accumulation gave rise to new forms of furniture, putting comfort, utility and consumism in the spotlight. The design of the new pieces was also questioned from an aesthetic point of view, rethinking dynamism through the use of the symbol, as a pattern that would end up setting a rhythm, both chromatically and formally, when intertwined in the final design.
This can be seen again in the design of lamps, which were recognised with the 2015 Red Dot Design Award. His work has been featured in relevant design media such as Wallpaper Magazine and Design Milk.
In the series <McDonald's paper bag lamp>; his purpose was to create light sculptures through a recycling process, in which Hanji paper, would create different surfaces in which the dynamism of the icon and its use, would be detached from the unique meaning implicit in the logo, creating patterns of new meanings.