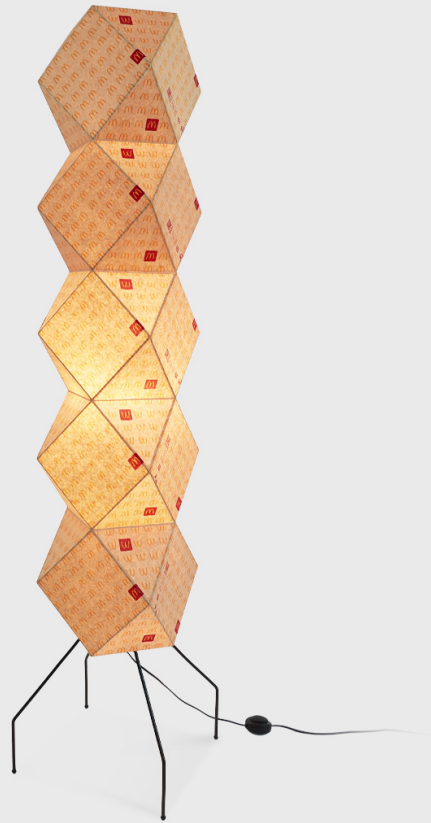


SIDE GALLERY

GYUHAN LEE



McDonald's Paper Bag Lighting 10-1

Designed by Gyuhan Lee
Korea, 2024

McDonald's paper bag with Hanji, steel, electrical
components

Measurements

43 x 43 x 185h cm
16,9 x 16,9 x 72,8h in

About

Pop Craft Structure

Gyuhan Lee's Pop Craft Structure series explores the intersection of consumer culture, material reuse, and traditional Korean craftsmanship. Working with discarded packaging from globally recognized brands such as McDonald's, Nike, and Hermès, Lee transforms mass-produced waste into carefully constructed furniture and lighting pieces.

Through a process that is both intuitive and methodical, Lee collects and reinterprets materials typically overlooked and destined for disposal. His practice is rooted in repetition and manual making, where the visual language of popular brands—logos, colors, and textures—is integrated into refined, balanced structures.

A key work within this series is a lamp created using Hermès blotting paper, inspired by the distinctive architectural panels of the Hermès building in Ginza, Tokyo. In this piece, Lee layers delicate, recycled paper to create soft, translucent surfaces that emit a subtle light, inviting viewers to reconsider the value of everyday materials.

By elevating disposable objects through meticulous craft, Lee invites a deeper reflection on consumer habits, sustainability, and the potential for beauty within the overlooked. His work opens a space where contemporary design, waste, and traditional techniques coexist, offering a thoughtful critique of material culture.

Biography

Gyuhan Lee (South Korea, 1986) is a Seoul-based designer who transforms everyday materials like cardboard, fabric scraps, and paper through geometric repetition and intuitive assembly. His work challenges ideas of value and craftsmanship, creating refined objects from humble sources. Known for his structural simplicity and tactile presence, Lee blurs the lines between art, design, and process-driven experimentation. Lee has exhibited internationally, including at Milan Design Week, and is recognized as part of a new generation of Korean designers blending minimal forms with subtle social commentary.