Published on *USC Center on Public Diplomacy* (https://uscpublicdiplomacy.org)

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Oct 23, 2017 by CPD Blog Manager

Sights From Milan Expo 2015: South Korea

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COREA
Republic of Korea

The South Korea Pavilion resembles a 'Moon Jar," a traditional Korean pottery vessel. Its architecture is designed to transmit harmony and simplicity.

Through technology and art, South Korea communicates the characteristics of *Hansik* (Korean food): healthy and harmonious.

South Korea highlights the benefits of fermentation for food flavor and storage.

This photo essay is a part of CPD's eight-week special series, "Branding Nations at the Milan Expo." For related coverage, see:

- Branding Nations at the Milan Expo (CPD Project)
- The South Korea Pavilion: Branding *Hansik* (CPD Video)
- South Korea Pavilion at Expo 2010 Shanghai (CPD Video)