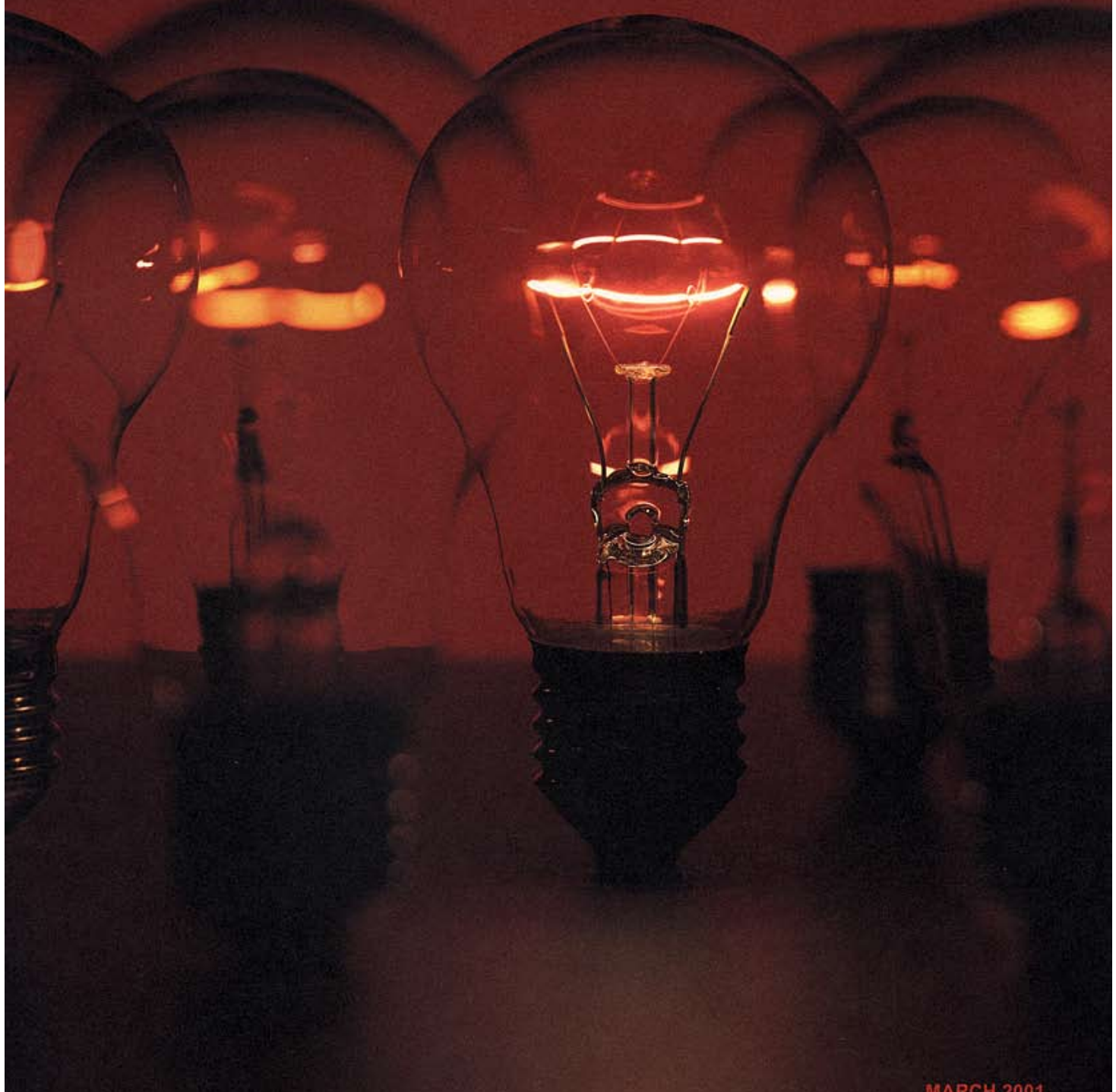


DESIGN WEEK

TWELFTH AWARDS



MARCH 2001



S

Boyoung Lee and Alex Suh's identity creation for Boon Spa reflects the concept of the spa as a hidden treasure, with the name 'Boon' meaning 'cosmetic powder' in Korean and its English connotation of 'surprise'. The circular patterns represent the idea of water bubbles

