



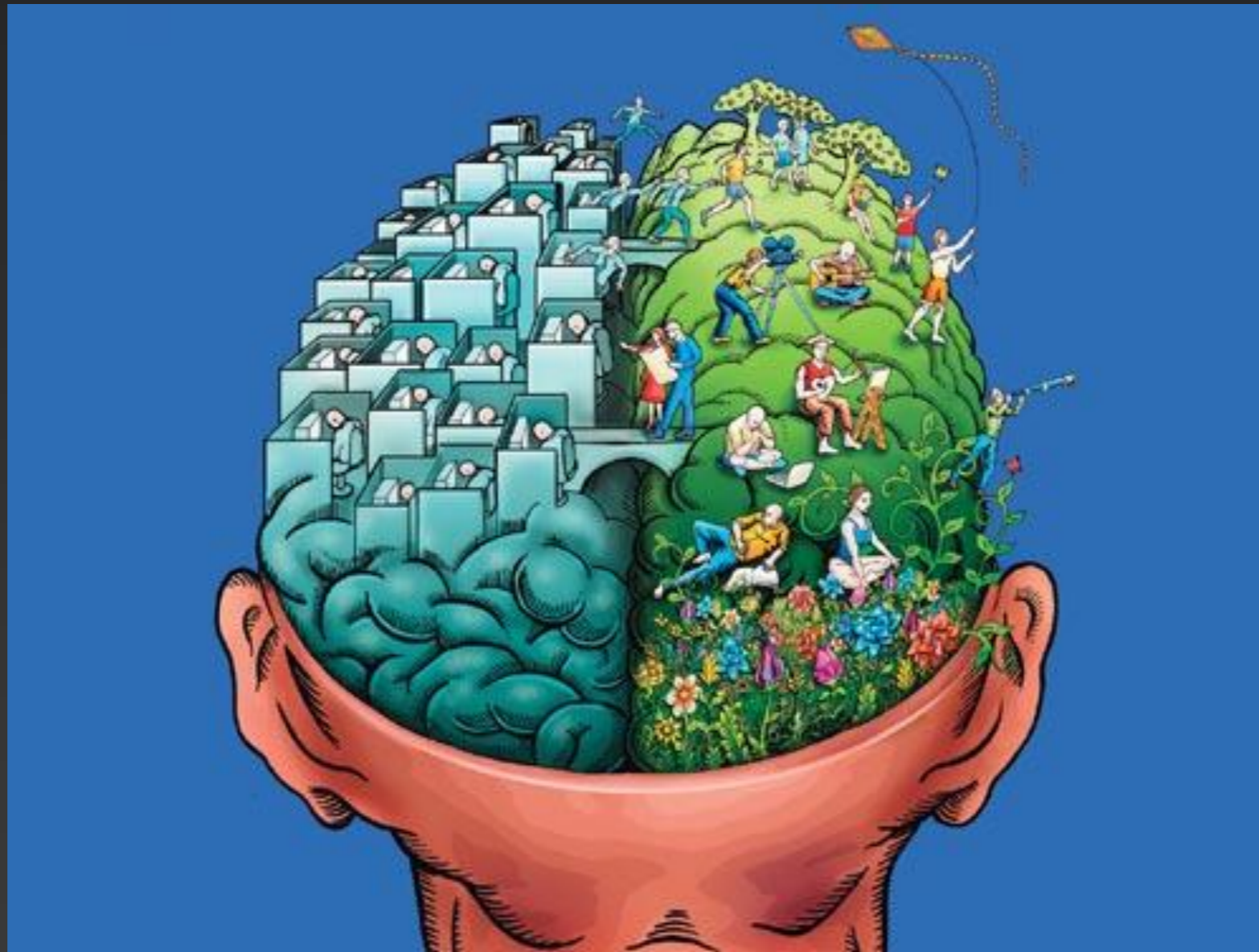
Value Creation via *Design*

2010. 05. 26 Youngse Kim

Through the Information Age,
Now comes the *Emotional Age!*

感性時代

What is the *Emotional Age*?



The **Right Brain** leads the human world

The world is dominated by **Creator** rather than **Fighter**

What do we have to prepare for the *Emotional Age*?

DESIGN AGE

DE (Destruct)

+

SIGN(Signature)



DESIGN

Design it like you are giving a gift to your loved one.



Love 6.7 Billions of Different “Me” in the World!



DESIGN MATTERS

Because It's All about *ME*



IMAGINER

The creative person who is capable of turning future values into a successful reality using the power of imagination.

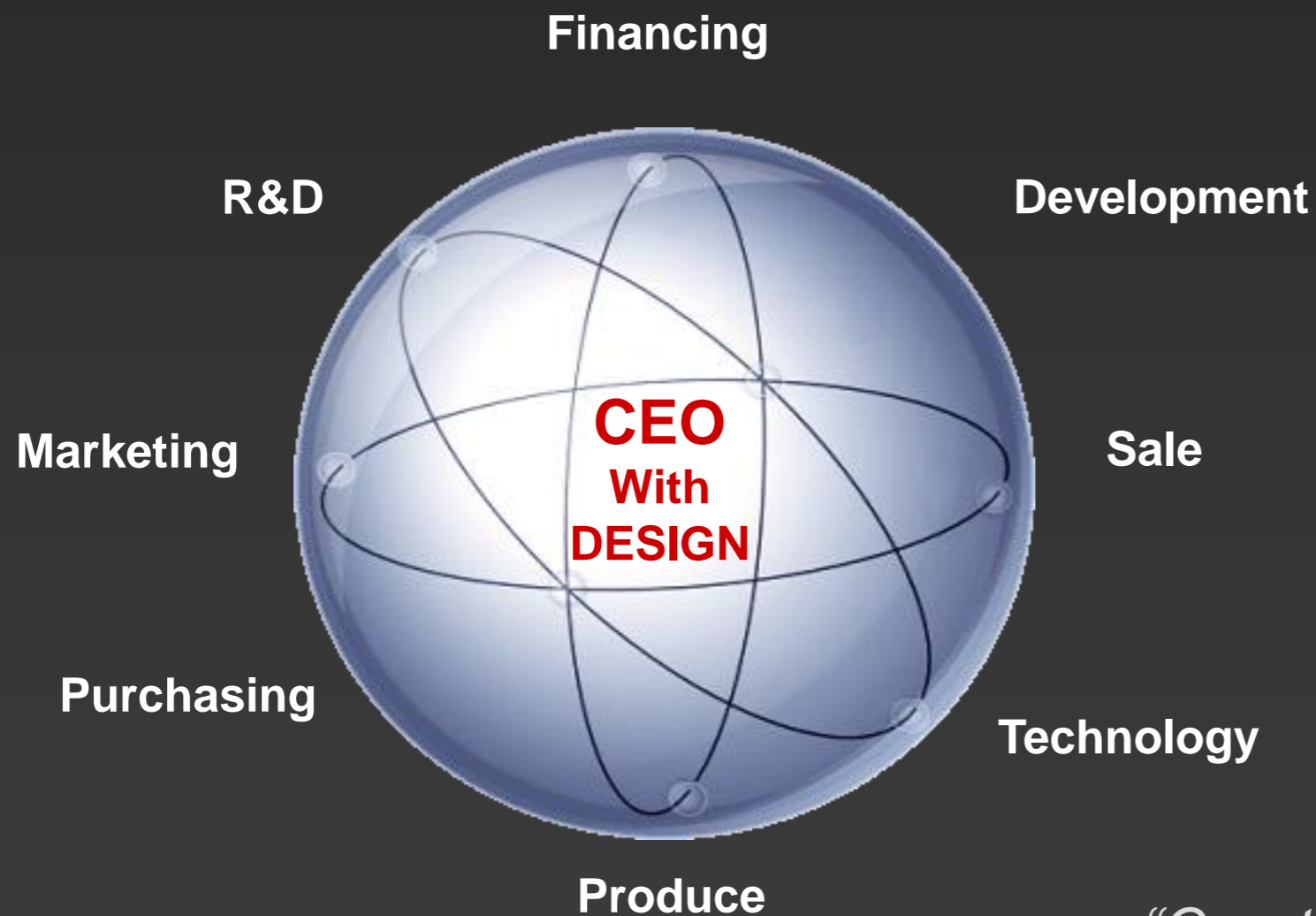
Strategic Imagination, **IMAGINING**



WHY? HOW? WHY NOT!



Design Centric Corporation



“Creativity and Imagination applied to business context is innovation”

—Jeff Immelt—

Design Based Partnership



Technology

Design

Marketing



Become a True *Imaginer!*

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Thank You