

# Fairytales Inspired by Jeju Marine Litter

Creating a creative playground filled with artistic sentiments

Bada (sea)-sseu-gi (Writing)  
CEO Kim Ji-hwan



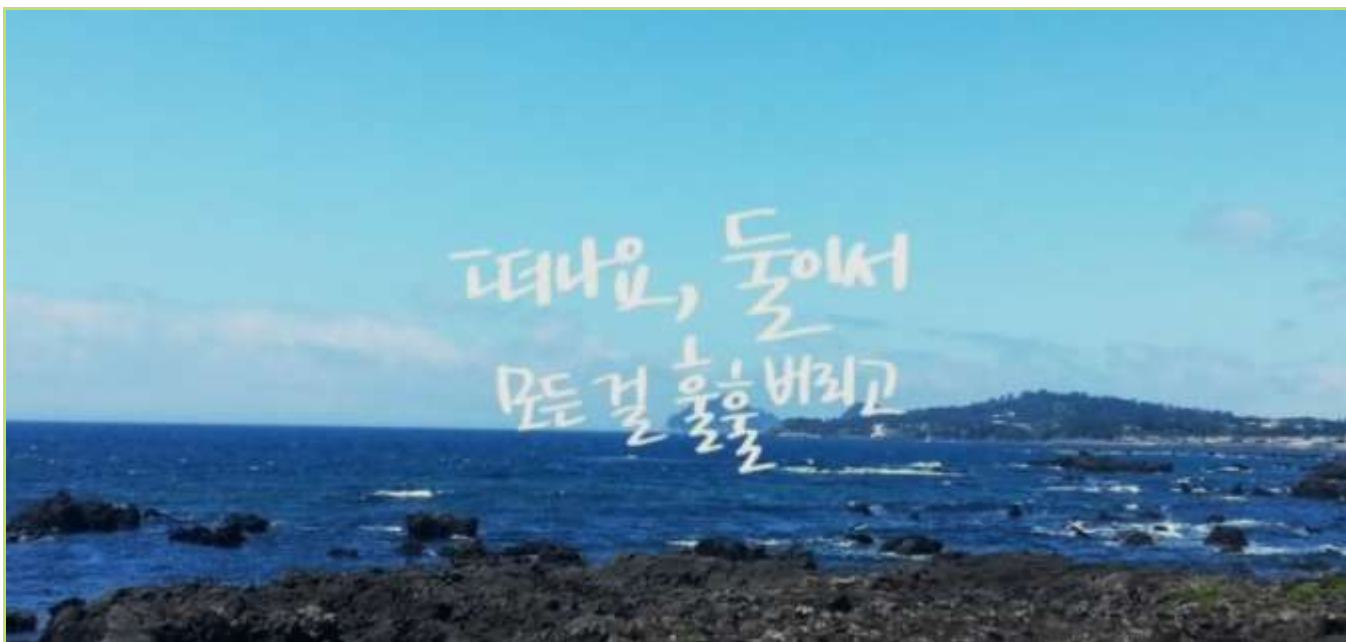


**A fine art student  
who once dreamed of becoming an artist**

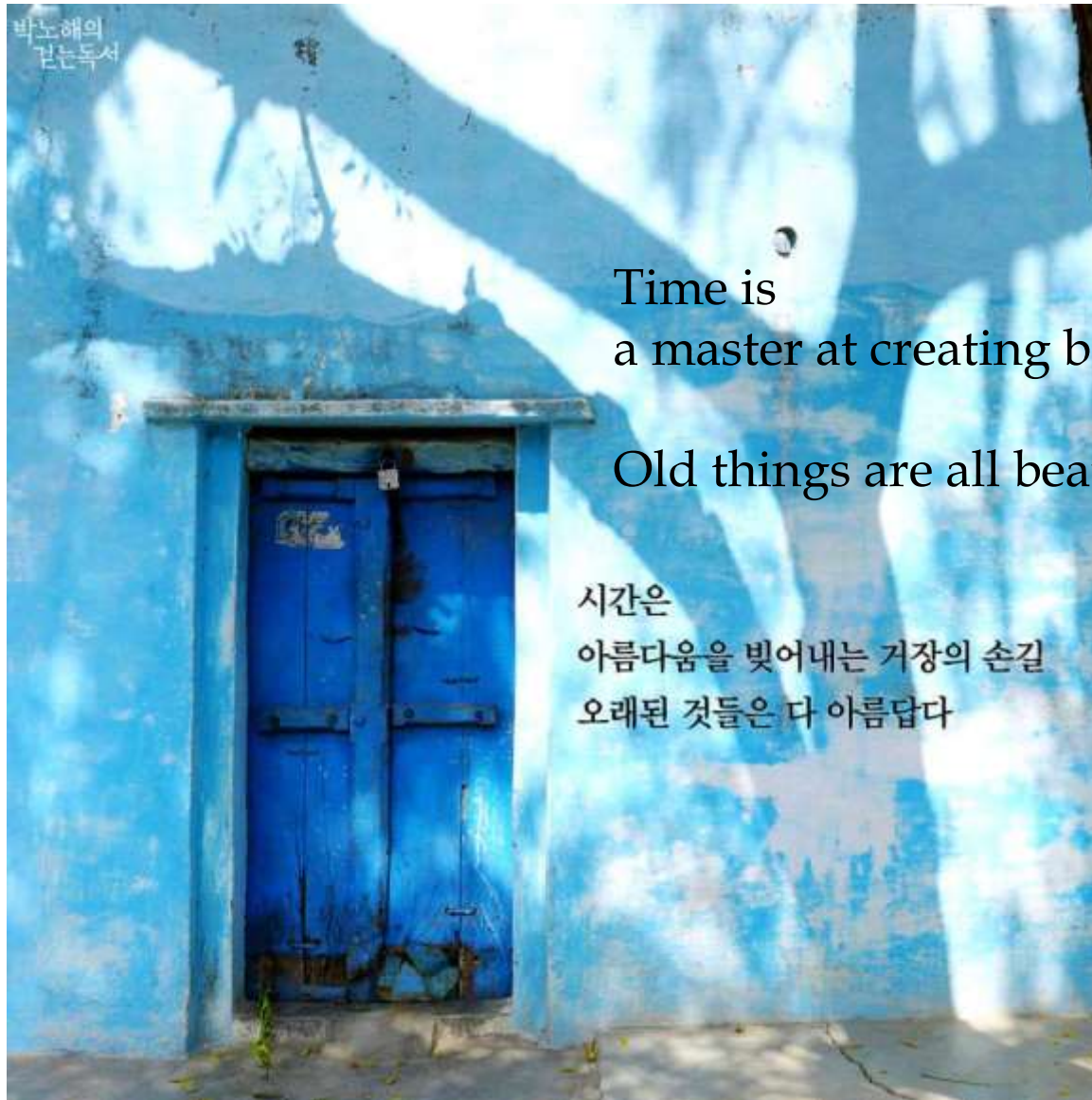


# Journalist

**I started out as a student journalist in college.**



**I left my dystopian life, and  
chose living in Jeju dreaming of a utopia.**



박노해의  
길은독서

Time is  
a master at creating beauty.

Old things are all beautiful.

시간은  
아름다움을 빚어내는 거장의 손길  
오래된 것들은 다 아름답다



**I have made a living as an after-school art instructor at an elementary school.**

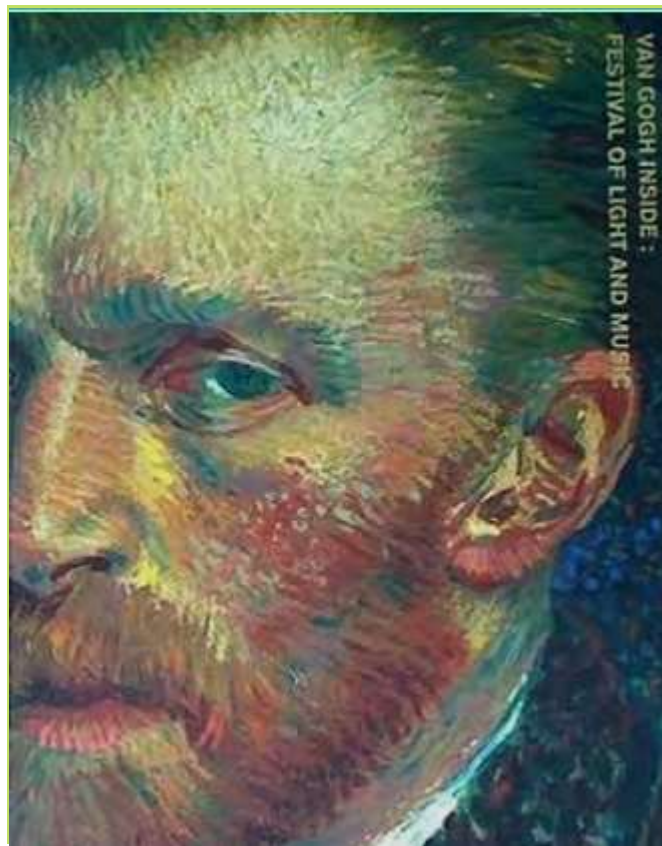


**The innocent world of children  
attracted me more and more.**



The Answer is : “Fun” activities

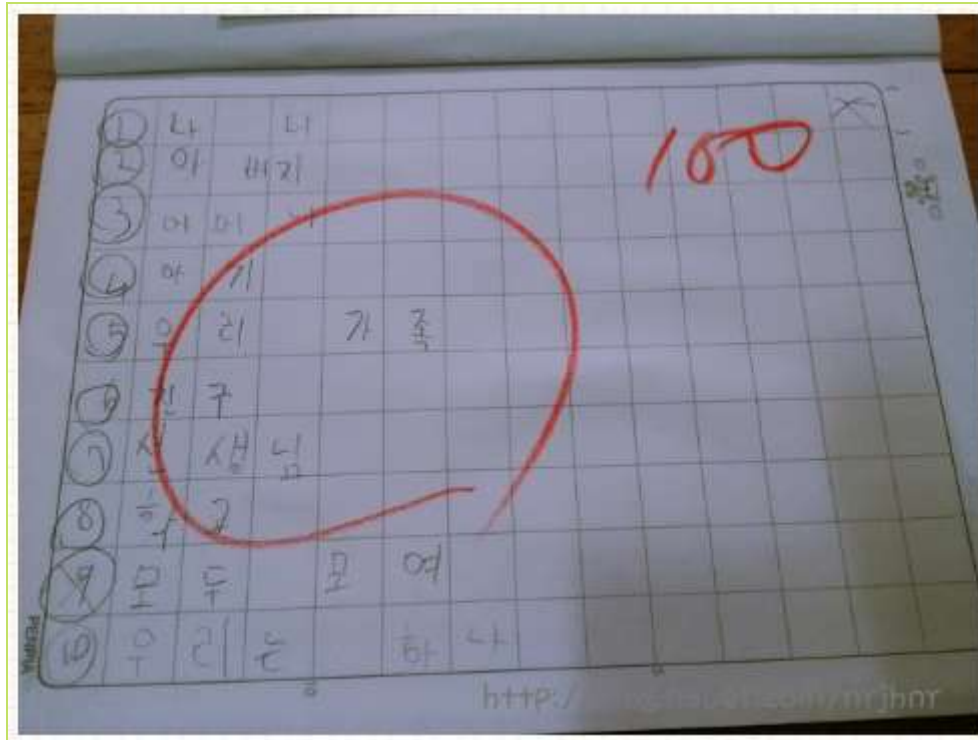




**Children's questions  
quenched my thirst for creativity**



**One day, Jeju marine waste was spread like  
paints in front of me.**



**The perfect dictation score  
from my 1st grade daughter**

# 바다쓰기

바다쓰레기-레(쓰레기)  
바다(sea)+쓰기(using)  
바다(sea)+쓰기(writing)  
받아(receive)+쓰기(using)  
받아(receive)+쓰기(writing)

inspired me to found a one-person company  
named Bada (Sea)-Sseugi (writing).



**I started to go around Jeju markets and interacted with the public.**



**Unexpected exhibitions/interview requests continued.**



**My work had been featured on mainstream TV shows and news.**



**What started out as fun activities  
soon became formal classes.**





## A street artist who pursued happiness



**gradually expanded his career  
as an environmental artist.**



**The direction coincided with the current climate crisis issues.**



## Synergy effects of environment, art and education



**Children can understand environment issues more easily through fun activities.**



**They can also experience the positive influence of activities for the environment and planet.**



**The process of picking up trash  
can be fun and exciting for children.**

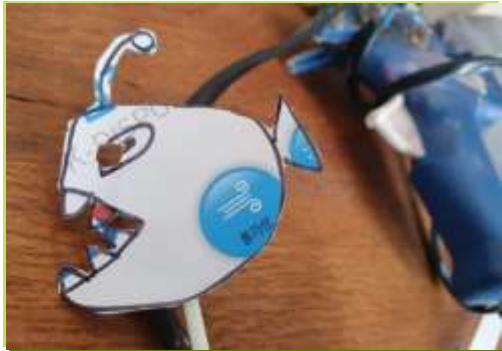


**The new attempt of incorporating  
"environment + art + humanities"**





**Resource recycling moved from the public domain to individuals' daily routines.**



**Waste can be transformed into creative tools.**



**When you add your imagination to materials,**



**you can create new values.**



**The imagination of Bada-Sseugi  
continues.**



**We conduct environment education on islands,**



**We monitor marine waste for the national monitoring program.**




**ASEAN KO-mmuniti CONVENTION**  
 24 TO 27 AUGUST 2020

 <p><b>SATIT RAKSASRI</b></p>	 <p><b>JI-HWAN KIM (BADASSEUGI)</b> 김지환 (바다쓰기)</p>
 <p><b>FRANCIS SOLLANO</b></p>	 <p><b>PLASTICITY THEATRE TROUP</b></p>

**ASEAN KO-MMUNITI CONVENTION**  
**GROUP 2: ART & OUR ENVIRONMENT**  
**25 AUGUST 2020 3:00PM-5:00PM (SGT)**  
 FIND US AT [HTTPS://BIT.LY/ASEANKOMMUNITICONVENTION](https://bit.ly/aseankommuniticonvention)  
 OR [HTTP://FACEBOOK.COM/ARTSOLUTE.ASIA](http://facebook.com/artsolute.asia) FOR MORE INFO!  
 #KOMMARTSEAN #CONNECTASEAN #ORASEANART







**ASEAN KO-mmuniti CONVENTION**  
 24 TO 27 AUGUST 2020

*TUESDAY 25 AUGUST*



**JI-HWAN KIM 김지환**  
 Up-cycling Art Artist, 바다쓰기 Badasseugi  
 REPUBLIC OF KOREA

*ART & OUR ENVIRONMENT*




**We also interact and communicate with environmental artists around the world.**





토요일 아침이에요. 늦잠을 잔 은찬이가 물을 마시려고 주방에 왔어요.  
 그런데 주방이 평소랑은 좀 달랐어요.  
 '어? 여기에 뭔가가 있었는데.'  
 은찬이가 고개를 기울였어요.  
 '엄청 큰 거였는데, 뭐였더라?'  
 그 순간 어떤 생각 하나가 은찬이의 머리를 스치고 지나갔어요.  
 '땡! 장! 고!'

**We made picture books from time to time.**



**With passion and enthusiasm!**



꿈나다 환경예술학교

**We dream of building a new school.**



**The spacious warehouse which used to be filled with tangerines and oranges**



**is transformed by Bada-Sseugi,**



**born fresh with new imagination**



## Discarded materials and waste



**combined with imagination**





**Now  
Born  
Again**



**A buoy has become a lampshade.**



**The place has been furnished  
with abandoned furniture and windows.**



**It has been transformed into a classroom!**



**The very gift that I want to give  
to my newborn baby**



**is the power of imagination!**



# Thank you