

NOROO



Spring. 2017

Color & Show

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NOROO

Young NOROO! Seize the Opportunity to become the Market Leader!

Dear NOROO family members,

I wish all of you and your family the best of luck in 2017.
Last year, we exerted ourselves to build a foundation for the pursuit of happiness and prosperity for the future by setting the management motto, 'Blazing a new trail into the future.' Meanwhile, we finished the year without any significant problems despite facing political, social, and economic issues at home and abroad deteriorating the overall management environment and shrinking sectors of major industries such as shipbuilding, automobiles, and architecture. I would like to express my gratitude to all executives and employees for your endless work and effort.

It is forecasted that this year will be more difficult to recover for the global economy as well as the Korean economy. In addition, it is expected that important indicators including exchange rates and oil prices will continuously rise and the overall investment and business-friendly environment will further shrink. As I stressed many times, we are in the moment of crisis. Now the issue of 'survival' is an imminent reality. Now is the time we need to display NOROO's potential we have built to transform this crisis into an opportunity.

I propose, "Young NOROO! Seize the opportunity to become the market leader!" as our management motto of 2017. The motto emphasizes our dynamism despite the worsening business environment and also means gaining a differentiated insight as the way to seize future competitive advantages under a basis of low growth.

To achieve this goal, Chemical Business should first, concentrate your resources and sales capacity to increase the size of the company and expand the market share. Second, focus on improving integrity and efficiency of the organization.

Agriculture Science Business should first, push forward with overseas businesses in earnest this year to stabilize overseas projects and discover new profit sources. Second, focus on reaching the break-even point quickly by immediately building agricultural facilities for the horticulture and seed business.

Meanwhile, NOROO group must also actively seek new business opportunities, discover new markets through M&A, improve synergy between NOROO families in the group, and thoroughly manage the crisis management system.

I would like to once again stress that 2017 is a "very important year for a fresh start and future of young NOROO."

I would like to thank all executives and employees who are doing their utmost to improve our competitiveness and sales capacity in every corner of the world. Lastly, I would like to sincerely thank the chairman of NOROO Paint & Coatings Co., Ltd. as well as the chairpersons and members of many affiliates for your earnest efforts into creating a labor and management culture taking a major step forward.

January 2, 2017
Chairman **Han Young-jae**

年轻的NOROO! 引领市场，把握机遇!

NOROO家族的各位成员！新年伊始，2017年(丁酉年)正生机勃勃地向我们走来。值此新春之际，祝海内外全体NOROO员工身体健康，阖家幸福！

2016年在“世上原本没有的路，由NOROO来开拓”的集团经营方针指引下，为成就幸福与繁荣，我们竭尽全力夯实基础；在国内外政治、社会、经济全面恶化，造船、汽车、建筑等产业严重萎缩的经营环境下，我们仍然圆满地完成了各项工作任务。在此，向过去一年来付出辛勤劳动和汗水的全体员工表示衷心的感谢！

各位同仁，2017年世界经济形势将会更加严峻，韩国经济也将严重萎靡，而我们最关心的汇率和原油价格却将呈持续上涨趋势，公司整体的投资规模和企业环境氛围都会受到严重影响。面对这样的危机，“求生存”成为我们的当务之急。这就需要我们充分发挥NOROO人的潜力，化危机为契机，变挑战为机遇！

我提议将2017年的经营方针定为“年轻的NOROO！引领市场，把握机遇！”其宗旨为在不利的市场环境下，充分发挥我们的活力，低增长时期只有通过差异化战略提升企业辨识度，才能为抢占市场竞争制高点奠定坚实的基础。

为此，化工业务部门首先要将所有的资源和精力都集中于销售方面，进一步扩大规模，提高市场占有

率；其次，确保公司健康稳定发展，强化组织效率。

农业生命科学业务部门要将2017年作为正式进军海外市场的元年，维持海外项目的稳定发展，同时不断开拓新市场；其次，迅速构筑设施农业和种业的基础，集中力量尽早实现收支平衡。

集团层面要继续积极探索新兴领域，主动发掘企业并购(M&A)等新的市场机会，强化集团下属公司之间的协同效应，进一步健全和完善危机管理机制。

2017年正是“年轻的NOROO在新的起点上扬帆远航、谱写华章的关键一年”。让我们携手共进，再创辉煌！

此时此刻，仍然有许多NOROO员工为了提高竞争力、开展销售奋战在世界的各个角落，在此向他们致以诚挚的谢意！同时向为构建和谐和谐的劳资关系辛勤付出的NOROO涂料工会主席、各下属公司工会主席以及全体工会成员表示衷心的感谢！

祝大家新春快乐！

2017年 1月2日
会长 **韩荣宰**

Color and Show



Beautiful art and culture are created and conveyed through minds that want to show. NOROO creates beautiful spaces that you would want to show using the most accurate colors and eco-friendly materials.

文化，通过展露内心的情怀得以诞生和传承。NOROO以其最精准的色彩体现与环保性，为您打造能够展露内心的美丽空间。

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Show Your Mind

From the paintings found at Altamira Cave, considered as the very first paintings drawn by humans, we see human minds that create art. Horses that freely run around, a stag with horns, and a wild ox that fell down when hunted by a human convey the awe, yearning, and fear people must have felt toward nature and hunting. Thanks to the drawings they created, we can see the natural environment and lifestyle of the time period. Culture is born and conveyed through minds that want to show and eyes that accept those minds.

展露内心情怀

被誉为“人类最原始绘画”的阿尔塔米拉洞窟壁画中，我们可以窥见人类创造艺术的初衷。奔放的马儿、长角的公鹿、被射杀的野牛，充分展现了古代人们对自然的敬畏、憧憬以及对狩猎的畏惧。通过这些壁画，我们可以充分了解当时的自然与生活景象。通过展露内心的情怀以及见证这样情怀的眼睛，文化得以诞生和传承。



A Beautiful Mind That Wants to Show

表达内心的美丽情怀

By_Moon Hee-ch

编撰_文熙彩

We see something as soon as we wake up in the morning and open our eyes. Sometimes we see beautiful things that touch our heart, and sometimes, we see ugly things that irritate us although our lives are short enough to only see the beautiful things that make us happy.

However, seeing something is not only the visual stimulation that happens through our eyes. “Wait and see,” and “Do you want to see what happens?” These are phrases we use when we argue with someone. If you add another verb in the sentence that uses ‘see,’ it means to test or experience something. In addition, it could also be used to express an intention of a certain behavior. “You see, I should just leave” would be an example. There are many other meanings to the word ‘see.’ In many cases, the word is used to emphasize the intention of the person who uses the word. You could say, “Let’s try and see” when you resolve to do something when using the word, ‘see.’

Seeing is a word referring to a sensory response that occurs when the brain perceives visual stimulation delivered by the optic nerve located in the back of the eye. However, why is the word used to emphasize the intention of the speaker? If you take a closer look, the behavior of ‘seeing’ involves more active behavior than we think. Sight is the only sense that we could block among the five senses. Eyes have eyelids that can block sight. Therefore, if you don’t want to see, you can just tightly shut your eyes.

If you change the subject when using the verb, ‘see,’ it becomes ‘to be seen.’ If the subject who ‘sees’ is a person who receives visual information, the subject who ‘is seen’ is a person who creates the visual information by revealing something. However, you can express your intentions more clearly if you use the word, ‘show,’ meaning ‘giving’ something for others to see. Then the person who ‘sees’ starts to wonder what it is that is about to ‘be shown.’

About a century ago, an art scholar, Erwin Panofsky, introduced the concept of ‘will of art’ as the latest theory that was noteworthy at the time. ‘Will of art’ was a theory developed by a scholar named, Alois Riegl. It meant that ‘the will to see’ beautiful shapes or colors that exist around us is one of the basic human desires. However, what would happen if someone doesn’t stop at just ‘seeing’ beautiful things but has the ‘will to show it’? Art is what is created by the will to share beauty. Wouldn’t it be more important

to have this ‘sharing mind’ than a special talent to become an artist?

During Riegl’s time, there was a French painter, Henri Rousseau. At the time, people believed that art was a beautiful thing and being beautiful meant ‘noble simplicity and quiet greatness.’ Although it just seems like fancy words, it was a rule that you had to follow at the time. Painters were supposed to work hard to learn the techniques to express and draw the beauty defined as above. However, Henri Rousseau was just a petty government employee who never received a professional art education and drew paintings that broke the rules of expressing beauty. Everyone in the art world laughed at Rousseau’s powerful paintings that used intense colors because the feast of bright colors you could only see in Rousseau’s paintings weren’t considered beautiful at the time. Nonetheless, Rousseau never gave up and continued to paint. What made Rousseau to endlessly create was ‘the mind that wanted to show’ the images in his head. Thanks to Rousseau’s willingness, we are able to learn the beauty of a canvas filled with splendid colors.

Now even a century later, modern art is difficult. If you think of the general meaning of ‘beautiful,’ modern art doesn’t seem to fit the definition. If it is not the beauty that is important, what would it be that modern art is trying to show us? Artists seem to have words that they use and understand only among themselves. Just like it is difficult to learn a foreign language, it is difficult to feel the beauty of modern art at a glance if it has unfamiliar grammar and since modern art is not something that shows off the techniques used to exactly copy what exists in nature, it shows thoughts, ideas, and emotions of the artist. However, artists don’t create art work just to enjoy them themselves. You need to see the language of art. Perhaps, sometimes the art might not look beautiful. However, the hidden minds of artists who are trying to share are beautiful. Reading the beautiful minds that are willing to share would be the way of appreciating modern art. The way Rousseau painted with bright colors was different from the grammar the art world used at the time. However, Rousseau’s mind that wanted to show was more beautiful than any grammar from past generations. The sharing mind doesn’t only stand out with art. What would you like to show with the beautiful colors of paints? Your heart that wants to fill the world with colors and share with others already makes the world beautiful.



The Sleeping Gypsy | Henri Rousseau, 1897

我们每天早上睁开眼睛，就会看见各种各样不同的事物。有的美到让人感动，也有的丑陋到令人发指。可是人生短暂，单只看那些令我们心情愉悦的美好事物，都是不够的。

但是，我们所谓的“看”并不单纯意味着视觉上的刺激。如“두고 보자（等着瞧）”、“해 보자는 건가?（要跟我较劲看看吗？）”等，这些词句常常用在吵架的时候。在韩语中，“보다（看、瞧、见）”置于动词后时，意味着试着做某事或经历某事，也指有意图做前面所指定的行为，例如“떠나 버릴까 보다（真想试着离开看看）”。除此之外，还有其他许多含义，大部分通常包含话者的意图，强调主动之意。如表示意志时会说“한 번 해 보자（试试看吧）”，其中也含有“보다”。所谓的“看”，是指通过视觉神经使大脑感应来自外部视觉刺激的感官反应，但为何会应用在强调话者的意图呢？其实仔细分析便可知，“看”这一行为是主动的。视觉是五感中唯一可以按照自身需求阻断的感官，只要闭上眼睛，就可以避免一些不想见到的事物。

如果将动词“보다”的主体变换，就会成为“보이다（被看到）”。如果说“보다”为主动接受视觉信息，那么“보이다”的主体是提供视觉信息的人，即为对方展现某物。在这个基础上，添加含有把自己拥有的某物传递给对方之意的“주다”“보여주다（给别人看）”时，则更强调了行为人的意图。如此一来，会让人更加好奇想要展现的人，到底要给对方传递哪些东西。

约100年前，艺术史家潘诺夫斯基（Erwin Panofsky）在当时发表了引起美术研究领域关注的最新理论《艺术意志的概念》。“艺术意志”是艺术史学家阿洛伊斯·李格尔（Alois Riegl）提出的理论，即艺术意志是人类拥有的基本欲望之一，也就是想欣赏周边美丽景象或颜色的“观看意志”。但若某些人不止步于“看”，而是想将其发展成为“想给别人看的意志”会怎么样呢？这种想要分享美丽的情怀，让“艺术”就此诞生。在艺术的范畴里，比起拥有特殊的天赋，想给别人看的“展露情怀”是否更重要些呢？

与李格尔同一时期，法国有一名叫亨利·卢梭（Henri Rousseau）的画家。当时的人们坚信艺术是美丽的，并且这美丽指的是“高贵的单纯和静穆的伟大”。这看起来似乎只是几个褒义词的堆叠，但这在当时却是应严格遵守的规定。画家必须认真学习能够体现美感的技术并将其完整体现。但当时作为基层公务员的亨利·卢梭因为没有受过专业美术教育，其绘画作品完全不符合当时体现美感的规则。他的画作色彩过艳，受到当时整个美术界的嘲笑，只因其使用的强烈色彩在当时看来并不符合审美标准。但卢梭没有放弃创作，这源于他对幻想世界的憧憬和表达内心世界的渴望，正因如此才为我们留下了一幅幅充满绚丽色调的伟大作品。

当然，历经百年的现代美术至今依旧令人难以理解。如果单纯以“美丽”的含义去衡量现代美术，它并不一定是美丽的。若美丽不是其中的关键，那么这些艺术家到底想要展露什么呢？艺术家们仿佛有着其他人无法理解的一套对话方式。正如我们学习外国语时也会感到困难一般，想要一眼领会美感并非易事，更何况是不熟悉、拥有“现代美术语法”的作品呢！现代美术不单要完整精准地描绘自然本身，还要融入艺术家的思想与感性。但艺术家们又不能为了满足自身需求而创作。艺术的语言需要通过眼睛欣赏，可以说艺术有时也并不一定会美丽，但蕴藏在其中的作家的意图是美丽的。读懂其想要展露的美丽情怀，应该就是欣赏不熟悉的现代美术的方式吧。

卢梭采用绚丽色彩绘画的方法与当时美术界的艺术风格迥然不同。但卢梭想要展现的情怀却极具魅力，远远超出了任何风格与时代。想要表达内心的情怀不单单只能借由艺术来呈现。通过多姿多彩的涂料，你想表达什么呢？想向众人展露用色彩填满的世界的这份情怀本身就已足够美丽。

A Culture that Becomes Enriched by Showing

The world cannot change without showing and revealing. The history of everything changes and develops as someone’s paintings, novels, plays, and inventions are presented, appreciated, criticized, and used. The human desire of showing and seeing could be considered as the first of the five senses that triggers culture. Here are stories about the power of ‘showing’ and part of the history that catches our eyes.

展现，愈发丰富的文化

如果不展现出来，世界就无法改变。绘画、小说、话剧、发明等都是通过向人们展示，并作为人们发表感想与批评、使用的对象，所有的历史才会不断变化与发展。想要展现和欣赏的人类的欲望和感知是推动文化发展的首要条件，今天来说说这种“展现”的力量和历史中吸引人们视线的事情！



SEE AND EMPATHIZE

Daniel Goleman who wrote <<Emotional Intelligence>> said that when people look at each other, they are connected through mirror neurons beyond physical and spatial limits. Mirror neurons were found when Giacomo Rizzolatti and his research team at the University of Parma in Italy discovered a new type of neuron from monkey brains in the early 1990s. They were researching how neurons work when a monkey grabbed a piece of fruit with its hands and surprisingly, they noticed how neurons of another monkey who was merely observing reacted in the same way. In other words, even if you are just observing the behavior, your brain reacts as though you yourself was doing the action. The neurons were named, mirror neuron, since what you see and what you do affect the nervous system the same way as if you were looking in a mirror.

This was a significant discovery for brain scientists and psychologists since the discovery could provide an essential answer to the question how humans became the most intellectual beings on earth. Monkey mirror neurons are usually found in the part of the brain that controls movement but human mirror neurons are scattered throughout the brain and work in various ways. This is the reason why humans can imitate many things and understand the behavior and emotions of other people as a social being that can analyze the intentions of others and empathize. It is a human virtue to emphasize with the suffering of others. The research team at the University of Parma was surprised when they realized how the saying, “I understand your pain” is accurate as they were reporting the results.

观察与共鸣

发表《情商》一书的作家丹尼尔·戈尔曼曾说道，人与人互相凝视对方时会通过镜像神经元超越人体、物理、空间局限而连接。镜像神经元是20世纪90年代初，由意大利帕尔马大学的贾科莫·里佐拉蒂（Giacomo Rizzolatti）与其研究团队在猴脑中发现的新型神经元，并将其命名为“镜像神经元”。他们在研究猴子用手拿水果时神经元的活动情况时发现，看到此景的其他猴子的神经元也做出了相同的反应。即，仅仅通过凝视，大脑也做出了相应的反应。像照镜子一样通过内部模仿而辨认出所观察对象的动作行为的潜在意义，并且做出相应的情感反应，这种现象被称作“大脑中的魔镜”，即镜像神经元。

这一发现引起了脑科学家与心理学家的巨大反响。因为这一发现，为存在于地球上的人类是如何成为拥有智慧的存在提供了根本性的解答。猴子的镜像神经元主要仅被发现于调节躯体运动的大脑部位中，但人类的镜像神经元却分布在大脑的各个部位积极活跃。这就是人类可以模仿各种信息的原因，也是能够迅速理解他人的意图、行为或情感的手段，推动形成一个可以产生共鸣的社会。如看到对方经受痛苦时，自身也会体验到这种感情，这不就是人类的美德吗？帕尔马大学的研究团队在发表此项成果时，对“我能了解你的痛”这句话的正确性感到无比惊奇。

SHOWS, THERE IS NO END.

We recognized the English word, ‘show’ as an attraction rather than the meaning of ‘to show something.’ A stage art that entertains audiences with a feast for the eyes on a specifically designed stage is called, ‘a show.’ It was born from Revue that was created in the early 20th Century in Europe. Revue combining dancing and singing, gained huge popularity among the public and was recognized as novel and groundbreaking entertainment. When it crossed the Atlantic and arrived in America, it developed into popular entertainment and show as it was coalesced with comedy and it spread worldwide through broadcasting stations as TVs became popular. The contents became diversified and now we can see a variety of reality shows under the name, ‘artistic talent show.’ Before revues were performed on a fixed stage as cities formed and populations increased, there were already ‘shows’ around the world. Madangpae of Korea traveled around to bring amusement to people by singing and dancing, a clown next to a king or dancers you see from the European movies, and even gladiators and Olympics that took place at the amphitheaters of Rome were also types of shows. Shows that entertained people were often used for political purposes and now are now very important economically. The shows will never end even in the future.

秀，远无止境

意为“展露”的英文“Show”，对于现代人更多意味着各种“秀”场。在特定舞台，通过各种有趣的演出为观众呈现精彩与乐趣的舞台艺术称为“秀”，而20世纪初在欧洲诞生的“歌舞秀（Revue）”即为“秀”的前身。“歌舞秀（Revue）”是结合了舞蹈与歌曲的演出形式，当时因崭新风格的娱乐形式颇受好评，之后传入美国发展成为融入喜剧与搞笑色彩的大众娱乐形式“秀”，并随着电视的普及传到世界各地。现在，“秀”的内容形式也变得多样，目前属于“综艺”范畴之下的各种真人秀节目就是最好的例子。随着城市的形成、人口聚集，打造特定舞台进行“歌舞秀（Revue）”前，“秀”其实已经存在于东西方社会。进行巡回演出的韩国杂耍艺人“社堂牌”、在西方电影中经常出现在君王身旁的小丑、舞姬以及古罗马时期圆形竞技场的斗兽与奥运会等都是“秀”的一种。常使人们沉醉于其中的“秀”，在政治目的上经常使用，时至今日，在经济发展中也具有举足轻重的地位。当然，未来的秀也将永无止境。





HAND GESTURES THAT SHOW SOUNDS, SIGN LANGUAGE

A sign language interpreter, Kang Hyo-gyeong who appeared in the comedy TV show, <Tasty Guys> last year, received attention for her graphic sign language interpretation. Hyo-gyeong showed her professionalism by making vivid facial expressions, acting, and gesturing as if she was really eating. Just like the sign language she showed, sign languages that show sounds is a type of conversation. There are two types of conversations. You hear or look at the lips of a person who is talking then make a gesture with sign language. Sign language that helps you to communicate with your gestures and facial expressions was naturally created for hearing-impaired persons so the language is different in each country and even has dialects just like spoken languages. Sign language is divided into a language that uses gestures and a language that uses finger spelling that embodies a written language. Finger spellings in Korea were invented by Yun Baek-won who was the first president of the Seoul National School for The Blind. Yun Baek-won spent his time with hearing-impaired persons to invent finger spellings to easily express consonants and vowels of the Korean language and disseminated his system on September 1st, 1946, after a year of studying. The National Assembly of Korea enacted and implemented the Fundamental Law of Korean Sign Language in 2016 and announced the legality that Korean sign language is also an official language of Korea

as a distinct language of the hearing-impaired persons. In accordance with the enactment, the National Institute of Korean Language also set up a website for a Korean sign language dictionary (<http://sldict.korean.go.kr>) to help people to easily find information on sign language.

声音的展现，手语

去年，在韩国电视综艺节目《好吃的家伙们》中，江孝琮手语翻译师生动的手语翻译成为热门话题。江孝琮手语翻译师通过娴熟的表情与演技、手势、动作，展露出热情的职业精神。通过手语传递声音，也是对话的一种。对话可以分为两种，听与说的口语以及看与展现的手语。通过手势与动作、表情传达自身情感的手语，是因听障人士的需求自然产生的。

因此，手语如同口语，在各个国家均有所不同，也有方言。手语分为使用手势表达的手势语与将文字形象化的手指语。韩国的手指语是由曾为国立首尔盲哑学校的第一任校长尹伯元首创。尹伯元为了使听障人士可以自由表达韩国语中的元音与辅音，同听障人士一起生活，经长达一年的研究后，于1946年9月1日完成整理出韩语手指语并将其普及化。在2016年，《韩国手语语言法》正式颁布执行，这象征着韩国手语语言成为与韩国语拥有同等价值语言，依法公布手语为聋哑人的专属语言。由此，国立国语院正式开设了韩国手语词典网页(<http://sldict.korean.go.kr>)，以便找到有关手语的信息。

A PLACE TO SHOW THE HISTORY, MUSEUM

When did museums and art galleries that collect, display, and show historical antiquities or artworks first appear? If you take a look at the origin of the English name, MUSEUM, it originates from ancient Egypt. They used to call the place where they kept sculptures and treasures presented to their god, MUSEION and this was also a place they used to conduct studies. Since then, from the Roman era to the Renaissance, the nobility created their family museums to display treasures and family souvenirs. Churches and monasteries also built religious museums but these weren't facilities that were open to the public. In the modern era, museums began to be revived when new cultures and tremendous numbers of inventions were introduced due to newly pioneered new seaways, land, and the industrial revolution. Various types of museums developed including art, history, natural history, and science museums. Exhibitions were also held for capital purposes. The World Expo known for its Crystal Palace was a huge exhibition held in London in 1851 to flaunt the status of the British Empire. How about Korea? There was a warehouse that stored treasures during the Goryeo and Joseon Dynasties but there is nothing left up to this day. The first official name of a museum was found in September 1908 at the Yi Royal Household Museum in Changgyeong-gung Palace. The place collected and exhibited the craftworks of the era of the Three States, Goryeo ceramics, paintings and ceramics of the Joseon Dynasty, and others. The National Museum of Korea opened in 1945 and was located at the office of the former Japanese Government-General of Korea after moving its location a few times. Then, when the building was torn down due to historical reasons, the building was built in a new location, which it the present location. Exhibitions of museums awaken the flow of history and show various aesthetic values. At the same time, the history of museums is also what shows where the values of each era were located.

展现历史的空间，博物馆

将历史文物或艺术品等征集、典藏、陈列并展示给众人的博物馆与美术馆是什么时候出现的呢？从英文“MUSEUM”的由来可以看出，其始于古埃及。当时，将保管祭神的贡品和宝物的场所称为“MUSEION”，人们也会在此研究学问。此后，从古罗马时期到文艺复兴时期，贵族们纷纷建造家庭博物馆以展示宝物与家族纪念品，而教堂与修道院则建造了宗教博物馆，但其目的并非自由展示。到近代，经历了新航线与新大陆的开辟和工业革命，新文物不断流入与爆炸性的发明层出不穷，近代博物馆开始兴盛。不仅在美术领域，从历史与自然史，再到科学领域，各种博物馆开始蓬勃发展，并举行以营利为目的的博览会。以水晶宫而闻名的1851年的伦敦万国博览会，就是一次展露大英帝国威势的大规模博览会。那么韩国呢？虽然早在高丽与朝鲜时期拥有保管宝物的仓库，但却均未能留存至今。

作为韩国首个以“博物馆”为正式命名的“李王家博物馆”，于1908年9月在昌庆宫首次被发现。在此处，曾征集、收藏并展示了三国时期的工艺品与高丽瓷器、朝鲜时期的绘画与陶瓷以及各种资料。现在的国立中央博物馆于1945年开馆，经多次搬迁后定址于（旧）朝鲜总督府中央厅，后因历史原因建筑被拆除并重建，才搬迁到现址。博物馆内的许多展品使人们唤醒历史，展露各种审美价值。同样，博物馆的历史仿佛也展现着各个时代的珍贵价值。

COLOR TO SHOW, PAINTING

Humans started painting to show something. You can find traces of sculptures and paintings created by humans from relics that were created about 35,000 years ago. They drew animals they hunted and what they did in their daily lives on cave walls with charcoals. To better preserve the paintings, they must have used charcoal mixed with plant resins and animal oil. They probably mixed the paints with water to paint fast and spread the paints on a wide area using straws. Later, it converted to paints and brushes and developed into what protected and beautifully decorated art works and buildings. In the era when you could only use colors and resin that could be gained from nature, protecting and decorating buildings or holding art works were a special privilege given only to a certain class. Ordinary farming families or people from the lower class did not even have furniture. However, the industrial revolution developed synthetic resins and paints. As paints could be produced at a cheap price, paints could be easily used in various areas. Types and designs of buildings and furniture also developed and created new trends of the era. Now, it is possible for customers to create the perfect color to express their individuality. How about finding the right color just for you to show yourself?





The Era of New Colors

2017 NOROO INTERNATIONAL COLOR TREND SHOW

Our surroundings are always filled with colors just as it is filled with air so we take its existence and power for granted. However, there is a chance when we get to once again realize the beauty of color and ruminate on its role and power at <NOROO INTERNATIONAL COLOR TREND SHOW> held each year. <2017 NOROO INTERNATIONAL COLOR TREND SHOW> held at Dongdaemun Design Plaza provided the time to take a look at the flow of colors along with the social change and the colors of 2017.

通过色彩展望的新时代

2017 NOROO INTERNATIONAL COLOR TREND SHOW

颜色如同空气，环绕在我们周边，久了我们可能会将其存在与力量视为理所当然。但有一场秀能够提醒我们去认真思考颜色之美、去感受其作用与力量，这就是每年举办的<NOROO INTERNATIONAL COLOR TREND SHOW>。今年在东大门设计广场举办的<2017 NOROO INTERNATIONAL COLOR TREND SHOW>跟随着社会变迁，一同回顾颜色的流行趋势，并展望2017年度流行色彩。

A VISUAL LANGUAGE, COLOR

<<2017 NOROO INTERNATIONAL COLOR TREND SHOW> held at DDP Art Hall on December 9th, 2016, provided the audience with videos and music seemingly leading them to an abyss. The space that created a sense of infinity with soft curves was prepared with the colors of 2017. The 6th NOROO INTERNATIONAL COLOR TREND SHOW this year opened the eyes of the audience with an introduction video that showed colors of paints that gathered, mixed, and spread. Then, the show began by talking about the values of colors.

The first speaker who appeared on the stage was Machida Hideyasu, a color producer creative director of a major design company of Japan, DIC Color Design. He introduced <2017-18 Asia Color Trend> DIC Color Design reports every year and divided the color trend of Asia into 6 themes.

The following speaker was Polish visual artist, Pawel Nolbert. Pawel Nolbert, who is widely known for the lecture he gave at 2016 TED Talks, received a great deal of attention during this event. What you can find from the art works of Pawel Nolbert, who has many titles including graphic designer, artist, art director, and illustrator, are the vast array of colorful colors. He emphasized, "Colors are a language. Just like other languages, colors can convey specific meanings and emotions in various cultures." He also explained how he could inadvertently create an outcome that is different from the outcome of digital works using paints, which are traditional dyes and introduced paints as an amazingly inspirational material.

视觉语言——颜色

2016年12月9日，在举办<2017 NOROO INTERNATIONAL COLOR TREND SHOW>的DDP 1馆，引人入胜的影像与音乐等待着观客的到访。以圆滑曲线打造的空间，令人仿佛置身于无限空间，这里即将被2017年度流行色填满。已连续举办了6届的流行色彩趋势发布会，这次采用形形色色的涂料不断结合、融入、分隔的开场影像吸引了观众的眼球，随着对颜色价值的说明，发布会正式拉开帷幕。

第一位上台发言的是日本极具代表性的设计公司DIC Color Design的企划制作本部长（Color Producer Creative Director）Machida Hideyasu，他为大家介绍DID Color Design公司每年发表的<2017-18亚洲流行色趋势>，并以6种主题展现了亚洲流行色趋势。

接着进行自我介绍的是波兰视觉艺术家帕维尔·诺伯特（Pawel Nolbert）。通过2016年TED演讲而备受瞩目的他，在此次活动中的话题影响力仅次于年度流行色。拥有平面设计师、艺术家、艺术指导、插画家等各种头衔的诺伯特，其作品总会给人一种缤纷亮丽的感觉。诺伯特介绍说“颜色是一种语言，所以颜色在各种文化中可以像语言一样传递特定意图与情感。”他还强调，“颜色十分重要”。通过使用传统染料——油漆才偶然得出完全不同于使用电脑效果做出的作品，并介绍油漆是一种令人产生惊人灵感的神奇材料。

HUMANITY & GREENERY

Although it was a long event that took place from 1 pm to 6 pm, the event never wavered. The third part of the event that was held after a coffee break was followed by NPCI's (NOROO-PANTONE Color Institute) report on <2017-18 Creative Trend & Color>. A chief researcher, Hyun Jung-o, introduced various social issues of 2016 along with relevant images and videos and stressed that, 'human story' i.e. humanity is currently the most important part of our lives. Then, a senior researcher, Kim Seung-hyun, predicted the trend of humanity and suggested a direction of colors. The colors NPCI suggested showed new aspects of colors including red that is full of cultural flavor, yellow that blends in with poetic emotions and depiction, green that can be reinterpreted as an experimental and shocking color, and blue that can express classical magnificence. You can see the latest color suggestions shown on the screen again from <COVER ALL> newly issued by NPCI with samples of various materials.

人类意识与草木绿

虽然活动从下午1点一直延续到了傍晚6点，但现场气氛持续火热。在短暂的休息后，第三部活动正式上演，即NPCI（NOROO-PANTONE Color Institute）发布的<2017-18 Creative Trend & Color>。首席研究员玄政珉将2016年的各种社会热点通过图片与视频的方式展现出来，他强调，我们最重要的就是“人类的故事”，即人类意识。接着责任研究员金升贤预测了流行趋势并提出了颜色的发展方向。有NPCI提出的充满了文艺气息的红色、视觉感与技术融合 的黄色、具备实验性与惊艳性而被重新诠释的绿色、展现出古典艺术气魄的蓝色等，均让我们发掘出颜色崭新的一面。显示在画面中的最新颜色组合搭配可通过NPCI新发行的《COVER ALL》配合各种材料样品详细了解。



**2017
NOROO INTERNATIONAL
COLOR TREND SHOW**



Lastly, when executive director Leatrice Eiseman of the Pantone Color Institute appeared on the stage to announce the 'Pantone's Color of the Year,' the sharp-sighted audience could predict the color from the green tone of Eiseman's clothing. You could see more and more greens even on the screen that introduced the striking colors and trend of 2016. The color of the year Pantone announced was 'Greenery (PANTONE 15-0343 TPX)'. Greenery shining as a healing and vitalizing color on an image of fresh green in the sun led to endless clicking and flashing in the audience. As Serenity and Rose Quartz announced last year gained worldwide popularity in 2016, the concentration and response level of the audience at <NOROO INTERNATIONAL COLOR TREND SHOW> this year noticeably heightened. As Pawel Nolbert said in his speech, the world needs more colors. The feast of colors DIC Color Design, Pawel Nolbert, NPCI, and Pantone created together show what colors there are around us and the colors we should expect to see. The colors introduced at <2017 NOROO INTERNATIONAL COLOR TREND SHOW> will once again create a colorful year in 2017.

活动最后一个环节就是公布“潘通的年度流行色”。潘通色彩研究所执行总监莉雅翠丝·艾斯曼（Leatrice Eiseman）一上台，悉心的观众就已经从她一身绿色的着装预想到今年的年度流行色了。在介绍2016年趋势与令人眼前一亮的颜色时，画面中的绿色系比重也愈发增多。潘通公布的年度流行色为“草木绿（PANTONE 15-0343 TPX Greenery）”，在受到阳光照射的青绿色画面中，草木绿散发着治愈与活力光彩，受到了在场观众们的关注。去年公布的年度流行色“宁静蓝（Serenity）”与“蔷薇粉（Rose Quartz）”在各个领域颇具人气，通过这次的<NOROO INTERNATIONAL COLOR TREND SHOW>，观众的集中度与响应更加热烈。正如诺伯特在演讲中所提及的，这个世界需要更多颜色。DIC Color Design、帕维尔·诺伯特、NPIC、潘通合作展现出的色彩盛宴，为我们展露了存在于身边周边的颜色，以及对颜色应抱有何种期待。在<2017 NOROO INTERNATIONAL COLOR TREND SHOW>中所介绍的颜色，应该会将2017年点缀得无比绚丽。



Fresh Start for 2017 with GREENERY

Pantone's Color of the Year was revealed for the first time in Asia at<2017 NOROO INTERNATIONAL COLOR SHOW>. The color that was selected following Serenity and Rose Quartz of 2016 was Greenery (PANTONE 15-0343 TPX). Greenery is a color that allows us realize the beauty of nature and embodies vitality and energy in the midst of our complex lives and social changes of the modern society. Greenery, a combination of the neutrality of green and the hope of yellow, will refreshingly brighten up 2017.

以“草木绿（GREENERY）”清新迈入2017

在<2017 NOROO INTERNATIONAL COLOR SHOW>中，由潘通公司发布的2017年度代表色在亚洲率先公开。继2016年度的流行色“宁静蓝（Serenity）”与“蔷薇粉（RoseQuartz）”之后，2017年获选为年度流行色的“草木绿”（PANTONE 15-0343 TPX Greenery），是一种为处于纷扰生活与社会变化中的人们，传递活力、生机与自然之美的颜色。中性色“绿”与希望色“黄”结合打造出的“草木绿”，将会把2017年点缀得无比清新。

HUMANS NEED NATURE

Almost all colors come from nature but we particularly consider green as the color that symbolizes nature. We can find abundant greens from nature abounding in forests, meadows, sprouts, and deep water. That is why green is often considered as a color of healing and a color that symbolizes health since nature signifies a stress-free resting place for people in modern societies who are overly stressed as they are surrounded by artificiality. The announcement on the color of the year 2017 made by Leatrice Eiseman, an executive director of the Pantone Color Institute, was also based on the universal symbolism of green and nature. Leatrice Eiseman said, “Greenery was selected to provide a sense of relief that people crave for in the unstable social environment,” and added, “We want people in the modern society to escape from tension and to heal by becoming regenerated. Greenery will rejuvenate and recharge us and embodies the connection between us and nature that will lead us toward a better future.” In addition, Eiseman explained that if you think of the basic property of green, a mixture of yellow and blue, Greenery is a color that is made with more yellow to bring about more hope since yellow symbolizes hopes and wishes in many countries.

A COLOR OF EMBRACE & ENERGY

Greenery also represents the neutrality of nature in addition to the image of resting and recharging. If Serenity and Rose Quartz in 2016 each represented a balance or equality of men and women, Greenery in 2017 goes one step further and suggests a peaceful neutral zone that is epicene and nonsexual without a distinction between genders. As you could see from the colors of clothing for babies such as pink for girls, blue for boys, and green for both girls and boys, green is more inclusive and has a wider range of variation. Leatrice Eiseman explained at <2017 NOROO INTERNATIONAL COLOR SHOW>, “This year's color is very symbolic. I hope the color triggers more conversation and more combinations of colors” and recommended to discover various colors based on Greenery and create new blends. Just like Serenity and Rose Quartz gave us stability and peace last year, it is expected that Greenery will instill new energy into us this year.

人，需要自然

几乎所有的颜色都源于自然，其中，我们更是以绿色象征着自然。在树林、草原、新芽及深海等大自然中，可以寻找到尤为丰富的绿色。因此，“绿色”象征着治愈，代表着健康。对于被人为因素环绕而倍感压力的现代人而言，“自然”意味着零压力的休憩地。潘通色彩研究所执行总监莉雅翠丝·艾斯曼（Leatrice Eiseman）表示，将“草木绿”选定为2017年度流行色的背景是绿色与自然的普遍象征性。她说道：“在纷扰的社会环境中，为满足人们渴望稳定的诉求，因而将‘草木绿’选定为年度流行色。现代人渴望摆脱紧张感、寻求治愈。‘草木绿’为我们的生活注入活力、带来希望，代表了寻求与自然共创美好未来、相互联结的热忱。”并且解释，从绿色是由黄色和蓝色调和而成的基本属性来看，草木绿是增添了更多的黄色色调的颜色，表示蕴含着更多希望之意。因为在许多国家，黄色代表着希望与期盼。

包容与力量之色

草木绿除了拥有休憩与再充电的印象之外，还蕴含着自然的中立性。如果说2016年度的流行色宁静蓝与蔷薇粉，分别象征着男性与女性的均衡与平等；2017年的草木绿则更进一步展示出了无关男女之分的中性或无性的和谐中立性。正如在婴儿服饰中，女婴会使用粉色、男婴会使用蓝色，但从融合了二者的绿色中，可以看出其展现出的广阔包容性与多变性。莉雅翠丝·艾斯曼在<2017 NOROO INTERNATIONAL COLOR SHOW>中说道：“今年的流行色象征意义重大，希望通过这些颜色可以实现更多的对话，创造出更多的颜色组合。”并且嘱咐道，希望能够以草木绿为基础，去发现更多颜色并使其和谐融合。如去年的宁静蓝与蔷薇粉带给我们的稳定与平和，期待今年的草木绿为我们的生活注入新活力。



Dreaming of Young and Dynamic Culture Created Together

Cultural Organizational Workshop, NOROO E-UM

‘NOROO E-UM’ that launched last May, about eight months ago, went to a workshop to set up plans for more meaningful activities as part of welcoming in the New Year. On a particular day in January when it snowed heavily, members of NOROO E-UM arrived one by one at a small resort pension in Pyeongchang, Gangwon-do Province. Although they arrived later than they expected because of slow traffic on snowy roads in cold weather, they had warm smiles on their faces while rushing themselves to prepare for the meeting. Let’s listen to the stories they shared as they reflected on the past and made plans for the New Year.

全体职员共同展望 梦想成就年轻活力的文化

组织文化机构NOROO E-UM研讨会

“NOROO E-UM” 成立于2016年5月。为迎接新年的到来，今年1月，所有NOROO E-UM的成员一起前往江原道平昌举办了研讨会，为今后策划更有意义的活动。当天气温骤降至零下，因道路积雪使到达时间比原定晚了许多，但这丝毫没有影响他们的心情，刚一到达就开始忙着准备研讨会的召开。一起听听他们对过去一年的总结和新一年的计划吧！

A START WITH PEOPLE WHO HOLD YOUR HAND WHEN YOU WAVER

2016 was literally a new challenge for the starting members of NOROO E-UM. The goal of ‘creating NOROO culture again that is united through young communication’ seemed like a far-reaching goal and difficult to achieve throughout the summer, fall, and even when the time reached winter. However, Assistant Manager Jung Young-hee of NOROO BEE Chemical said, “I met a lot of good people through NOROO E-UM and thought that we could really create a new culture if we all do it together.” Manager Lee Jai-ho of NOROO Automotive Coatings Co., Ltd. also explained what NOROO E-UM tried to do for the past eight months and said, “We could gain various experiences in addition to our specialized work related areas as we participated in a seminar held by an outside lecturer, salutation campaign, PR activities of SNS Yammer, poster making activities, and other meetings.” Manager Choi Byung-doo of NOROO Paint & Coatings Co., Ltd. also commented that the distinct ideas of each individual are hard to be implemented for a group and explained, “We will have to gain insight to distinguish between what we truly need to keep and let go by making observations more carefully.” During the workshop, the members shared their opinions freely and used the workshop as an opportunity to set up a detailed plan for activities that are necessary for everyone who will be in the organization for another year and to form a cultural organization that employees can support and encourage. When we can overcome the generation gap by communicating and gaining confidence from outside, the NOROO group will be able to continue to grow today and tomorrow with what they achieved yesterday.

彷徨时总有人鼓舞的全新开始

2016年对于NOROO E-UM第1期来说是个新的挑战。“通过年轻的沟通，再创团结的NOROO文化”的目标甚高，经过炎夏与秋冬，这个目标依旧尚未获得令人满意的结果。但NOROO碧化学有限公司研发1组郑映熹代理却说道：“通过NOROO E-UM，我遇到了许多不错的伙伴，我想如果与这些人一起努力，一定可以创造出崭新的文化”。NOROO汽车涂料有限公司涂料生产技术组李在浩科长也对过去8个月NOROO E-UM做出的各种尝试发表了自己的感想，“通过参与外部讲座、研讨会、人事活动、企业SNS Yammer宣传、海报制作及各种会议，体验到了业务范畴以外的各种经验”。NOROO涂料股份有限公司工业技术1组崔秉斗科长则评价，NOROO人各自的灵活变通思想，通常很难通过团体行为显现。这次研讨会，成员们纷纷发表了自己的看法，决定将NOROO E-UM第1期的活动延长一年。NOROO E-UM作为满载着职员们期望和支持的组织文化机构，是每个人都必须参与的活动，通过本次研讨会，NOROO E-UM今后的计划变得更加具体化了。通过沟通消除代沟，与组织外部构建互信关系，只有这样NOROO集团的发展才能得以延续并发扬光大。

A CULTURE FOR CONTINUOUS GROWTH

“Many companies try hard to create a horizontal culture but a vertical culture doesn’t necessary mean a bad thing. It could be the necessary part of the manufacturing business. However, you will have to adjust the ratio to create NOROO’s distinct culture that is flexible and practical” Assistant Manager Park Seong-geun of NOROO Coil Coating Co., Ltd. said. ‘A flexible but practical culture,’ is a difficult task. It must be a culture that can be created only when all generations accept each other’s ideas and join their hands together. Assistant Manager Lee Dong-jun of NOROO Loginet Co., Ltd. emphasized, “Since the purpose of NOROO E-UM is to create an organizational culture that is more future-oriented by promoting horizontal communication, the group must first help other employees to better understand the directions they set.” Just like what he said, the most important task of NOROO E-UM in 2017 is forming a consensus on their goals among many employees. Referring to the production site as the foundation of NOROO culture, Assistant Manager Oh Se-yoon of NOROO Paint & Coatings Co., Ltd. said, “Since the business places are dispersed around the factories, I will try to listen to the opinions of the production team as much as I can and attend meetings.” Assistant Manager Yang Hong-jun of NOROO Automotive Coatings Co., Ltd. expressed his aspiration and said, “We will do our utmost to closer reach NOROO employees to let them know how our projects can contribute to improving our organizational culture.”

A PROGRAM TO SETTLE THE CULTURE

A CEO of a global company once said, “Organizational culture is not just one of the winning factors. It is the game itself.” Could such an important organizational culture change with the ideals of young employees? Assistant Manager Kim Ji-su of NOROO Coil Coating Co., Ltd. shared an opinion and said, “Some employees have negative views on NOROO E-UM. Some try to read their intentions and some are not even interested in the group.” The honest opinion is what is agreed by everyone. However, Assistant Manager Park In in HR of NOROO Paint & Coatings Co., Ltd. turned the negative to a positive by saying, “I believe it is hopeful that we are trying to achieve a small but meaningful goal at the time when many of our employees long for a change. Now, implementing even just one plan toward the right direction is more important than setting up a lot of plans.” Ideas can become a culture when it is turned into a detailed program, implemented, and managed. Assistant Manager Park Oh-young of NOROO Holdings Co., Ltd. explained, “Let’s try to come up with a program that is not just for one person, one team, or one organization, but a program that everyone needs, makes us feel proud, and concentrate on our work, for enhanced work efficiency in 2017.” They had the discussion on the topic for another two hours. There will be high expectations on the program that NOROO employees will be willing to participate.

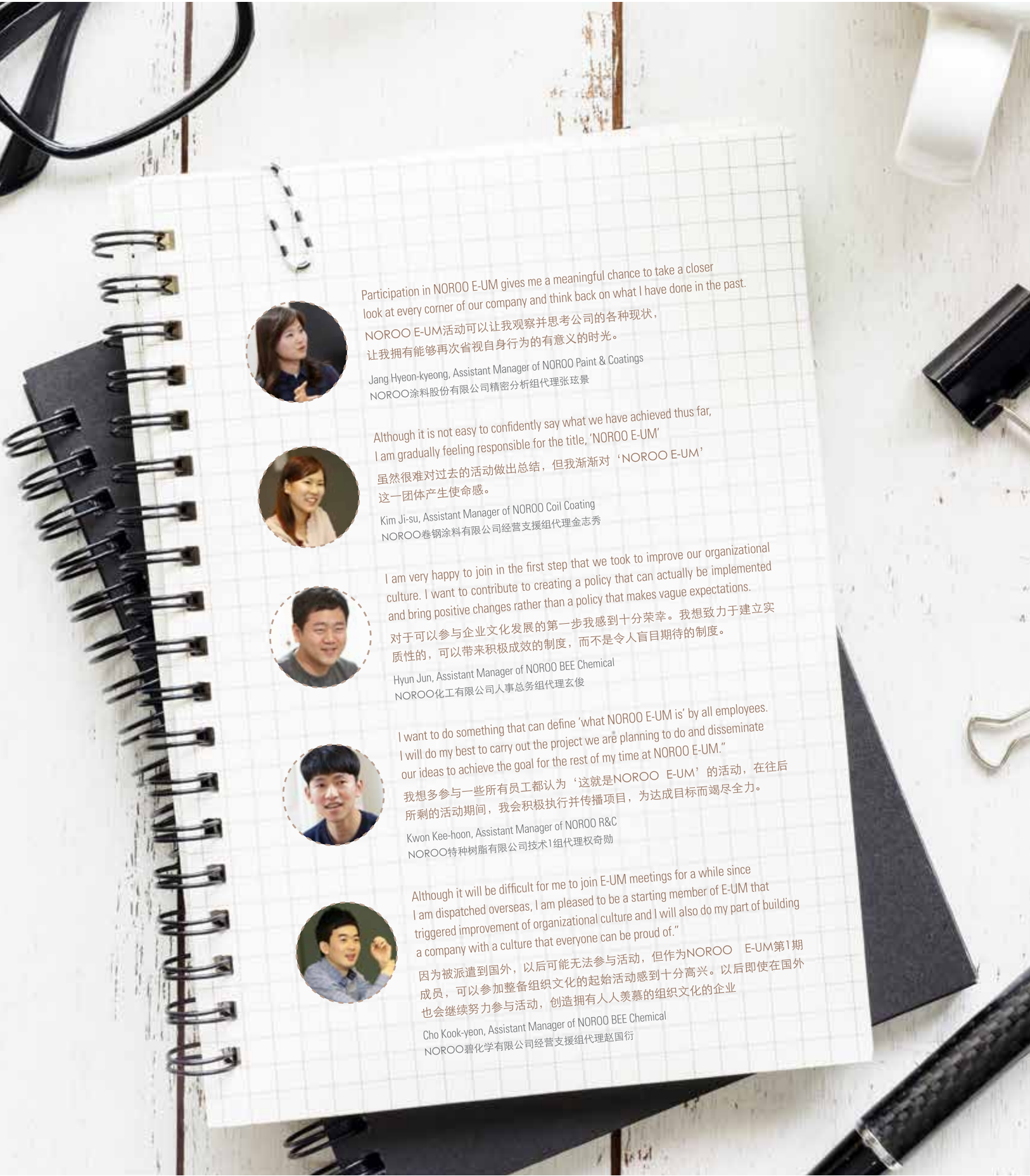


为可持续发展树立的文化

“很多企业正在致力于构建水平型组织结构文化，但并不表示垂直型组织结构一定是不好的。从制造业特点来看，应该是必需的部分，只要将其比例调整好，就能创造出灵活变通且高专注性的NOROO专属文化”，NOROO卷钢涂料有限公司经营生产组朴成根代理说道。“灵活变通且高专注性的文化”是否是一个较难的课题呢？老一辈与新一代互相接受、共同参与时才可创造出这种文化。NOROO物流公司贸易组李东俊代理强调 “组建NOROO E-UM的目的是为了通过激活水平型沟通，创造更具未来性的组织文化，让成员们对这个目标产生共鸣比任何东西都为重要”。正如其所述，2017年NOROO E-UM的最大课题，就是让更多的职员对其活动形成共鸣。NOROO涂料股份有限公司树脂生产技术组吴世允代理说道 “往后应聆听更多生产部门的建议并参与会议” 因为生产现场才是NOROO文化的基础。NOROO汽车涂料有限公司营业2组梁洪准代理表达了决心 “希望我们正在进行的项目，可以贡献于组织文化，并让更多的NOROO人感受到这一氛围，以后更加积极地参加活动。”

使文化根深蒂固的项目

一位跨国企业CEO曾说过，“组织文化并非经营企业的决胜因素之一，而是至关重要的决胜点。” 那么应该如何才能使如此重要的组织文化，通过年轻员工的创意而革新呢？NOROO卷钢涂料有限公司经营支援组金志秀代理透露出了共同的疑虑 “某些员工对NOROO E-UM抱有消极的态度，有些人会看脸色或根本没有兴趣。” 对此，NOROO涂料股份有限公司人事总务组朴仁代理指明了方向，“许多员工在公司处于变化的时期，会思考、渴望某些东西，即使这些让人不屑一顾，但这种行为却饱含希望。比起未来的各种规划，眼下把一件事情做好并实践更为重要。” 创意在通过具体项目实践管理时，才能够成为一种“文化”。NOROO控股股份有限公司伦理经营室朴梧映代理说道 “不单单是为个人、为部门、为组织，而是所有人都需要这样的文化。通过感受到这样的成就感，投入于工作中才能提高工作效率。2017年，我们一起来计划这种创意项目吧！” 此后的两个小时，他们不断交换意见。不知道新的一年哪些项目将会得到员工们的共鸣……



News Briefing



NOROO GROUP'S 2017 KICK-OFF MEETING



COMPLETION OF THE KIBAN ANSEONG R&D CENTER



AWARDED THE GRAND PRIZE AT THE 14TH KOREA ETHICAL MANAGEMENT AWARDS IN ENVIRONMENTAL MANAGEMENT



POSEUNG PLANT FOR NOROO PAINT & COATINGS CO., LTD. REACHES 7 FOLD NO DISASTER

NOROO Holdings Co., Ltd.

NOROO控股股份有限公司

NOROO GROUP'S 2017 KICK-OFF MEETING

The 2017 kick-off meeting for NOROO Group was held in NOROO's Welfare Center at the Anyang Plant on January 2. Chairman Han Young-jae of NOROO Group announced "Young NOROO! Opportunities through Market Leadership!" as the company's index for 2017. This was to focus on the dynamic nature of NOROO amid the worsening corporate environment. Chairman Han pointed out that in times of low growth, securing a differentiating edge by distinguishing the company from its competitors is the only way to build a foundation to accomplish future competitiveness. New executives were also appointed at the ceremony and presented with a certificate.

NOROO集团举行2017年始务式

2017年NOROO集团始务式于1月2日在安养工厂NOROO福利馆成功举办。NOROO集团韩荣宰会长在新年贺词中将2017年的集团目标定为“年轻的NOROO! 引领市场，把握机遇!”。该目标强调了在日益恶化的企业环境中NOROO所应拥有的活力。韩荣宰会长还强调，在经济低增长时期只有通过差别化战略提升企业辨识度，才能为抢占市场竞争制高点奠定坚实的基础。与此同时，当天还分别向资深高管员工致意并授予了任命书。

THE KIBAN Co., Ltd.

THE KIBAN Co., Ltd.

COMPLETION OF THE KIBAN ANSEONG R&D CENTER

The research building for THE KIBAN Anseong R&D Center was completed on February 20, 2017, after construction began on June 3, 2016. The new R&D Center consists of a research building, factory building, house and farmland. The three story research building has been completed first to host research on seed breeding, biotechnology and pathology. The factory building commenced construction last December and is scheduled for completion this May. Housing and construction work are also in progress. With the completion of the Anseong R&D Center, THE KIBAN will have enhanced its R&D capacity to provide high quality seeds to farmers and enter into overseas markets to build a new foundation for the Korean seed industry.

THE KIBAN CO., LTD.安城研究所竣工

去年6月3日开工的THE KIBAN CO., LTD.安城研究所研究楼已于2月20日完工。THE KIBAN CO., LTD.安城研究所由研究楼、工厂楼、温室和农田构成，其中3层结构的研究楼已率先竣工，未来将开展种子育种、生命工学、病理研究等工作。工厂楼已于去年12月开工，计划于今年5月完工。同时，研究所内温室建设和其他土木工程也陆续开展。随着安城研究所初具雏形，THE KIBAN CO., LTD.计划进一步提高R&D能力，向农民供应高品质种子，积极开拓海外市场，致力于奠定韩国种子产业的新基础。

NOROO Paint & Coatings Co., Ltd.

NOROO涂料股份有限公司

AWARDED THE GRAND PRIZE AT THE 14TH KOREA ETHICAL MANAGEMENT AWARDS IN ENVIRONMENTAL MANAGEMENT

NOROO Paint & Coatings Co., Ltd. won the Grand Prize in Environmental Management at the 14th Korea Ethical Management Awards hosted by the New Industry Management Academy and supervised by the Judging Committee of the Korea Ethical Management Awards on February 15, 2017. The Korea Ethical Management Awards, sponsored by the Ministry of Trade, Industry and Energy, Korea Economic Daily, and the Korea Chamber of Commerce and Industry, hands out prizes to domestic companies with outstanding ethical management. The award ceremony was held at The Plaza Hotel Seoul. Other winners include Hana Financial Group (Grand Prize in Best Ethical Company), Hanil Cement (Grand Prize in Mutual Growth Management), Korea South-East Power Co. (Grand Prize in Public Companies), Bear Better (in Community Service), Dongbu Cultural Foundation (in Talent Training), and Gloria Opera Company (in Culture Management).

荣获第14届韩国伦理经营大奖的环境经营类奖项

在2月15日由新产业经营院主办、韩国伦理经营大赛审查委员会承办的第14届韩国伦理经营大奖中，NOROO涂料股份有限公司获得了环境经营类大奖。韩国伦理经营大奖是一个致力于发掘韩国国内企业的优秀伦理经营案例并进行嘉奖的奖项，由产业通商资源部与韩国经济新闻、大韩商工会议所赞助。当天，在首尔广场酒店举行的颁奖仪式上，除获

得环境经营类大奖的NOROO涂料股份有限公司外，KEB韩亚金融集团获得了最高伦理企业大奖，韩一水泥获得了共生经营大奖，韩国南东发电获得了国营企业大奖，Bear Better获得了社会贡献大奖，东部文化财团获得了人才培养大奖，Gloria歌剧团获得了文化经营大奖。

POSEUNG PLANT FOR NOROO PAINT & COATINGS CO., LTD. REACHES 7 FOLD NO DISASTER

The Poseung Plant for NOROO Paint & Coatings Co., Ltd. won the 7 Fold No Disaster Certificate. The Poseung Plant has strived to build a no disaster business site that operates in a safe environment since its opening in 2008. As such, the Korea Occupational Safety & Health Agency awarded the plant with the 7 Fold No Disaster certification. The period of No Disaster is from May 21, 2008 to September 30, 2016 for 760 days and 316,000 hours. Employees at the Poseung Plant promised to comply with the company's safety regulations to make sure that the site continues to maintain a no disaster status and conduct regular safety inspections in the coming years.

NOROO涂料股份有限公司浦升工厂实现7倍无事故目标

NOROO涂料股份有限公司浦升工厂获得了7倍无事故认证牌。NOROO涂料股份有限公司浦升工厂自2008年竣工以来，为营造安全的工作环境、打造无事故营业场所，持续推进各项安全工作，最终获得了由韩国产业安全保健公团授予的7倍无事故认证。无事故期间为2008年5月21日到2016年9月30日，无事故时间（天数）长达760天+316,000小时。浦升工厂全体员工发表感言称，未来也将严格遵守集团的安全手册、遵守安全作业准则，坚持开展安全检查活动，为持续确保无事故而努力。

News Briefing



ESTABLISHMENT OF THE 'CLEAR SUMTEO' FOR THE ENVIRONMENT-VULNERABLE GROUPS IN PARTNERSHIP WITH THE GYEONGGI PROVINCIAL GOVERNMENT



COMPLETION CEREMONY FOR THE FIRST GRADUATES OF THE NPCI HOME DECORATOR PROGRAM



BRIQUETTE DELIVERY SERVICE BY NOROO PAINT & COATINGS



ESTABLISHMENT OF THE 'CLEAR SUMTEO' FOR THE ENVIRONMENT-VULNERABLE GROUPS IN PARTNERSHIP WITH THE GYEONGGI PROVINCIAL GOVERNMENT

The results sharing for the 'Gyeonggi-do Clear Sumteo Project' and New Year's greeting ceremony was held at Loving Home Organization Caring for Life (hereinafter referred to as 'Loving Home') in Anyang on January 18. The 'Gyeonggi-do Clear Sumteo Project' purifies the air inside facilities frequently used by socially vulnerable groups. 17 enterprises donated cash or eco-friendly construction materials such as environment-friendly paint and LED lighting while volunteers from Loving Home, a private volunteer group, donated their talents. The Gyeonggi Provincial Government and enterprises signed a 'Clear Sumteo' business agreement on September 6, 2016 and opened 10 'Clear Sumteo' sites by the end of the year by improving facilities with high rates of indoor air pollution among those for children, the disabled, and seniors.

The Gyeonggi Province News Portal reported that participants visited the Anyang Learning University, the fourth Sumteo location in the area. President Choi Eu-gyeong of Anyang Learning University expressed "gratitude for receiving such a great gift on the 20th anniversary of the institute" and said that "the seniors who are learning how to write have written a letter" to Director Kim to express their gratitude. Manager Ji Nam-cheol of NOROO Paint & Coatings Co., Ltd. said, "We signed an MOU with Gyeonggi Province three years ago and engaged in business in earnest since 2016. We were touched by the hard work of the volunteers from Loving Home and are greatly pleased to see the transformed space. We plan to continue to provide products as part of our social contribution activities along with the Gyeonggi Provincial Government."

与京畿道厅一起为环境弱势群体营造“清新呼吸空间”

“营造京畿道清新呼吸空间项目”的成果共享会与新年迎新会，于1月18日在位于安养的（社）爱之家修缮举行。“营造京畿道清新呼吸空间项目”是一个为弱势群体所使用设施室内空气的项目，由包括NOROO涂料股份有限公司在内的道内17家企业免费向其提供环保涂料、LED灯等环保建材产品或现金捐赠，由民间志愿服务团体——（社）爱之家修缮的志愿者们共同参与并完成。京畿道与相关企业于去年9月6日签订“清新呼吸空间”项目协议，此后仅3个月就以儿童、残疾人、老人等室内空气污染度较高的居住设施为对象，免费进行了设施改善项目，截止到去年年底，共开办10处“清新呼吸空间”，执行成果显著。

据京畿道新闻门户网站报道称，活动当天，参与者们访问了附近的4号清新呼吸空间安养市民大学，安养市民大学校长崔友敬表示，“在喜迎建校20周年之际，收到如此大礼，我们感到无比高兴”，“在这里学习的老人们还写了感谢信”，并称已将老人们写的感谢信转交给了金局长。捐赠涂料等相关资材的NOROO涂料股份有限公司科长池南哲表示，“3年前我们公司与京畿道签订MOU并于2016年起正式参与项目。看着爱之家修缮志愿者们的辛苦付出，我很受感动，看到房屋的面貌焕然一新，我由衷地感到开心，这事很有意义，所以我也很有成就感。将来我们也计划继续和京畿道厅一起，投身于各种社会贡献活动，积极提供物资支持”。

COMPLETION CEREMONY FOR THE FIRST GRADUATES OF THE NPCI HOME DECORATOR PROGRAM

The completion ceremony for the first graduates of the NPCI Color Academy's Home Decorator Program was held on January 31. NPCI, short for

'Noroo - Pantone Color Institute, is a color training institute formed through a partnership between NOROO Paint Color Institute and PANTONE Color Institute. NPCI operates the NPCI Color Academy for the general public and employees who require color training. Classes include theory and practice in order to develop an appreciation for colors. The Academy also utilizes the Pantone Color Book to provide high quality classes to a select number of students. Among them, the Home Decorator Training Program trains specialized professionals for 'Color Interior Painting Service Consulting' who receives systematic training in the color system and earn a certificate in color psychology counseling. Students train to match the perfect color for each space through this program. Nine people received the certificate of completion at the ceremony. This was followed by a lecture on 'consumer counseling skills' by Managing Director Chiemi Akiyama of Color Works in Japan based on her experience in interior color painting for over 20 years. In-depth color consultations continued after the ceremony wrapped up. Work in progress consultations were carried out at the NPCI Office in Euljiro while consultations on color counseling skills and tools was held at the Colormate Shop in Nonhyeon.

举办NPCI家居装饰（Home Decorator）第1期结业式

1月31日，NOROO涂料股份有限公司NPCI色彩学院举办了家居装饰培训课程第1期结业式。NOROO色彩研究所（NOROO Paint Color Institute）与美国潘通色彩研究所（PANTONE Color Institute）携手合作，运营以Noroo - Pantone Color Institute命名的NPCI色彩学院，主要开设专业色彩培训项目。NPCI面向需要色彩培训的普通人与相关实务人员提供多样化培训项目，通过理论与实践训练色彩感，使用潘通色卡，针对少数人员开展高品质的色彩课程。其中家居装饰培

训课程项目旨在培养取得专业、体系化色彩系统与颜色心理咨询专业资格证的“色彩装饰涂料服务咨询”专业人才。通过此课程，学员们可以获得准确搭配空间与人们所需色彩的能力。在本次家居装饰课程第1期结业式上，共有9名学员获得了结业证，此后由拥有20年色彩涂料装饰实务工作经验的日本色彩工厂专务理事千惠美女士，谈论并传授色彩秘诀的“客户咨询技能讲座”。与此同时，结业式后还在位于乙支路的NPCI办公室开展了推进工作咨询、在Color Mate论岬店开展了色彩咨询技能与用具咨询，做了充分的色彩咨询准备工作。

BRIQUETTE DELIVERY SERVICE BY NOROO PAINT & COATINGS

At the end of last year, employees at NOROO Paint & Coatings Co., Ltd. delivered briquettes to neighbors in need as part of the 'Sharing Love Briquette Delivery Service.' The Love Sharing Volunteers, consisting of 70 employees including President Kim Soo-kyoung of NOROO Paint & Coatings Co., Ltd., donated 5,000 briquettes and delivered them to lone seniors, children living with their grandparents, and other neglected people living in Hohyeon Village near the company's head office in Anyang. President Kim said, "I'd like to extend my sincerest gratitude to all NOROO employees who participated in the community service in the bitter cold. The briquette delivery event was an opportunity for us to be a part of the community and assist our neighbors in need."

In addition to donating and delivering briquettes, NOROO Paint & Coatings employees visit orphanages and other alienated facilities to re-paint various buildings including the inner and outer walls and conduct mural painting in partnership with other organizations each year.

News Briefing



COLOR OF THE YEAR APPLIED TO SEOUL NATIONAL UNIVERSITY



NOROO涂料股份有限公司，开展送煤炭志愿活动

NOROO涂料股份有限公司在去年年末开展了帮助有困难的人们“分享爱、送煤炭志愿活动”。由NOROO涂料股份有限公司金守经社长以及NOROO员工志愿者共70人组成的分享爱志愿团，捐赠5000块煤炭，为居住在安养总公司附近地区户县村的独居老人、祖孙家庭、弱势群体家庭送去了煤炭。金守经社长表示，“在此对周末冒着严寒参与志愿活动的NOROO员工表达最真挚的谢意，本次送煤炭志愿活动是向迫切需要帮助的人们传递NOROO家族爱心的活动，意义极为深远”。NOROO涂料股份有限公司员工除捐赠与配送煤炭外，每年还开展访问保育院等福利设施、重新涂装内外墙与各种设施的志愿活动，并从很早以前就开始坚持与对内外机构一同开展“绘制壁画”的社会贡献活动。

COLOR OF THE YEAR APPLIED TO SEOUL NATIONAL UNIVERSITY

NOROO Paint & Coatings Co., Ltd. applied Pantone's 2017 Color of the Year Greenery (15-0343) to the first floor front wall of the new engineering building at Seoul National University. This is the third time that Pantone's colors have been applied to the building. Previous colors featured Rose Quartz (13-1520) and Serenity (15-3919) in 2016 and Marsala (18-1438) in 2015. Signboards were installed in the space where the color had been applied containing information on NOROO Paint & Coatings Co., Ltd., Pantone, and the color itself. The new engineering building at Seoul National University will be painted with Pantone's Color of the Year each year to demonstrate the space-changing dynamic of color.

在首尔大学应用今年的色彩

NOROO涂料股份有限公司已在首尔大学新工学馆1楼正面使用潘通2017年的色彩草木绿Greenery (15-0343)。继2016年使用当年的流行色蔷薇粉Rose Quartz (13-1520) 与静谧蓝Serenity (15-3919) 两种颜色、2015年使用当年的流行色酒红色以来，这次将是第3次应用年度流行色。使用该颜色的空间内设有写着NOROO涂料股份有限公司与潘通简介以及颜色相关内容的标志牌，借此帮助行人理解。首尔大学新工学馆每年都会使用潘通年度流行色彩，展示改变空间氛围的色彩力量。



01.

This is a photo taken from the NOROO E-UM Workshop. Employees are discussing their plans for the future while summarizing the results of past projects that they had worked on. Like a growth ring on a wooden table, NOROO E-UM will continue to grow and expand in size and scope of its business endeavors.

照片中是NOROO E-UM研讨会的一个场景。感受到现场总结过去、规划未来的真挚讨论氛围了吗？期待NOROO E-UM能够如同桌上的木纹般逐渐积淀今天、积蓄未来地发展。



02.

The 2017 NOROO INTERNATIONAL COLOR TREND SHOW garnered a lot of attention from enterprises as well as from students and the general public. The Dongdaemun Design Plaza Art Hall was packed with passionate speakers and attentive listeners.

不仅有企业相关人士关注《2017 NOROO INTERNATIONAL COLOR TREND SHOW》，普通人以及学生们也表现出了极大兴趣。这些演讲者热情的发言和与会者的热烈关注，引爆了东大门设计广场艺术中心全场。

