

NOROO

NOROO

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NEWS BRIEFING

SPECIAL THEME

[ART],
VALUE ENHANCED

Works of art make our emotions tremble, raise our spirits, and change the ways we see objects and the world. Therefore, some may think that art pieces possess such meaning and power on their own, but the process we encounter them also exerts its power when we appreciate the works of art. The viewers may consider an art piece differently depending on where it was placed. Exhibition environment, therefore, is about enhancing the values of art as well as how we appreciate them.

艺术作品触动我们的情感、提升精神境界, 改变着我们看待事物和世界的角度。通常人们只看到艺术作品本身的含义和其赋予的力量, 但其实我们与作品相遇的过程也会对鉴赏产生影响。根据作品放在哪里, 怎样摆放的, 观众看待作品的视线也会有所不同。所以, 帮助提升作品价值的因素不仅取决于艺术鉴赏, 展览环境也很重要。



Art and Exhibition Halls

艺术与展厅

Boundary Known as Exhibition Halls

In 1917, Marcel Duchamp released a work of art called the “Fountain” in the first exhibition of the Society of Independent Artists. This work of art, an ordinary male porcelain urinal, was purchased by the artist from a plumbing store and submitted to the exhibition with an alias and date written on it. This work of art, one of many mass-produced products, had gained artistic value over its functionality by being selected by the artist, and through this it accelerated discussions on the concept and meaning of ‘ready-made,’ the transformation of an ordinary product to art. Let’s think about it. What if the artist placed the work of art in a place other than an exhibition hall? What if it was placed in a park or a street? Would that have changed the shock factor and sustainability that it would exert onto the artistic world? It would have spread itself in a different aspect to how it did being placed in an exhibition hall.

Separate to the power of works of art, exhibition halls create art with the use of their own spatial powers. Félix González-Torres, a Cuban-born conceptual artist presented a work of art known as the “Untitled (Portrait of Ross in L.A.),” a pile of candies in a corner of an exhibition hall that viewers were allowed to take home. The candies were piled up to match the weight of his lover back when they were

展厅的边界

1917年, 马塞尔·杜尚在独立艺术家协会举办的首次展览中展出了名为《泉》的作品, 该作品是一个常见的陶器男性小便器, 他从管道专卖店购买后, 签上了假的名字和日期放在展览中展出。工厂批量生产的产品之一通过艺术家的选择, 其功能被艺术价值所取代, 从而引发了对将成品转变为艺术品的“现成艺术”概念和意义的讨论。我们也一起来想一下, 倘若艺术家将作品放在展厅以外的其他地方, 会怎么样呢? 倘若放在公园或街道上, 对美术界产生的影响和持续性会有何不同呢? 肯定会产生与放在展厅展览的不同效应。

除作品本身的影响力之外, 展厅还会利用空间力量使作品显得与众不同。古巴出生的概念美术家费利克斯·冈萨雷斯·托雷斯曾展览过一件名为《罗斯在洛杉矶的肖像》的作品。该作品是在展厅内放一堆糖果, 参观者可以随意拿走。随着糖果逐渐减少, 费利克斯会不断填充, 这堆糖果的重量始终保持着其爱人患病前健康时的体重。其实, 糖果是随处可见、举手可得的零食, 但将其堆积在展厅这一有限的空间内而创作的作品则拥有了更加鲜明的意义。



healthy, then left to dwindle, and once again slowly pile up. Candies are in fact ordinary and easily accessible snacks, but by piling it up in the space of an exhibition hall, it was given a clearer message.

Place to Realize Boundary Experiences

Exhibition halls refresh the viewer’s attitudes toward works of art with their boundaries. Finnish Swede author Göran Schildt claimed exhibitions were stages that pursued states of meditation, “aloof and time-transcending... liberates you from the confinement of ego in life and struggles.” Germain Bazin, a curator at the Louvre Museum, stated that the viewers “hope to discover momentary and cultural epiphanies that provide the illusion of recognizing their true nature and power intuitively” when they enter an art museum. Many others have also described art museums as a space where individuals can have boundary experiences, that is, a space where individuals can transcend mental boundaries imposed by secular life, finding novel and broader perspectives, claims art historian Carol Duncan, in her book “Civilizing Rituals: Inside Public Art Museums.” The space of an art museum enables viewers to focus with its unique characteristics of space-time. Therefore, spaces in an art museum are delicately divided and designed to facilitate special cultural focuses. The placement order of art pieces, the order of collection and dispersion, the path the viewers take, different lighting for paintings and sculptures, the colors of backgrounds and detailed decorations, etc. - all these factors contribute to creating completely different stages and scenarios for exhibition spaces.

Stage to Meet Works of Art

Such effects of exhibitions were intentionally created since the earliest establishment of art museums. In the history of art that was developed in close conjunction with religion, works of art are actively utilized as tools that visualize power, wealth, and holiness. Spearheaded by the Louvre Museum, opened immediately after the French Revolution, collections of art that were used to flaunt the power and bloodlines of the monarchs became public property of art museums through the currents of modernization. Until the mid-20th century, art museums were intentionally designed to mimic temples and palaces. Their intention was to add the halo of formality, balance, and dignity onto art. The purpose was to turn the power and wealth of the past into national heritages and cultural pride, however, it also ended up creating another boundary. While being announced as public spaces open to everyone, the towering facade of art museums worked as an unspoken device that barred those who did not possess a certain level of knowledge and prestige. The conditions set by the donors who would donate highly valued works of art also contributed to creating such an atmosphere. However, this device was slowly undone through raising awareness of donors and the efforts of curators, and in contemporary times, the focus has shifted to that of an exhibition environment that serves as the boundary which allows the viewers to focus on the works of art. Recent works of art are freed from the conditions of the donors and placed within an environment where they are allowed to wholly present their values and meanings. The buildings themselves are designed to provide comfort to the viewers while protecting the art pieces, and even the lighting and background colors are delicately adjusted. Works of art, too, are expanding upon the area of art itself with entirely different concepts and intentions than what was prevalent in the past. Special exhibitions for these works of art are created to maximize the focus on the appreciation and values of art pieces by the installation of false walls and creation

of new paths. All of these things are prepared away from the recognition of the viewers. After all, the leading roles of an art museums are the works of art themselves. With this, contemporary artists can present more innovative attempts and unique art pieces with the boundary referred to as exhibition halls. Opportunities of change for values can be found when we cross certain boundaries.

获得界限性经验的场所

展厅的界限性将唤起观众欣赏作品的态度。瑞典作家约兰·希尔特(Göran Schildt)曾指出, 美术馆是追求“超然的、不受时间约束的、崇高的”冥想状态的舞台, “让我们摆脱生活中的争斗与自我束缚, 获得解放。”卢浮宫博物馆馆长热耳曼·巴赞曾谈到, 参观者进入美术馆之时, “希望他们能找到刹那间的文化顿悟(epiphanies), 并为其提供直观地认知自身本质及力量的幻想”。此外, 美术家卡罗尔·邓肯在《文明仪式: 进入到公共美术馆》中表示, 还有许多人将美术馆描述为可以使个人获得“界限性”经验的场所, 即超越平凡生活赋予的精神制约, 获得全新广阔视角的场所。美术馆这一具有时空特殊性的场所, 能够使参观者全神贯注欣赏作品。因此, 要对美术馆内部空间进行详细设计并规划, 使人们能够集中于特殊的文化性当中。作品按何种顺序排列、聚集和分散, 参观者应以怎样的观赏路线移动, 绘画和雕塑的照明应有何区别, 应怎样选用背景颜色和细节装饰等, 展览空间按照上述要素提供与众不同的舞台和剧本。

与作品相遇的舞台

这种展览效果是从美术馆诞生时就约定俗成的。在与宗教息息相关且发达的美术历史中, 美术品不仅具有神圣性, 还作为将权力和财力视觉化的工具, 被积极使用。以法国大革命后开馆的卢浮宫美术馆为首, 直到近代化和20世纪中期, 曾作为炫耀君主力量和血统的藏品已逐渐转变为美术馆的公共财产, 但美术馆设计建造还在有意模仿象征皇权的神殿和宫殿。试图将这种形式、平衡和威严的光环融入至艺术之中。虽然这是为了将历史的权力和财力转化为国家遗产和文化自豪感, 但也制造了另一种界限。虽然对外公布, 任何人都可自由出入此空间, 但美术馆威严的外观无疑成为一种无言的装置, 给人一种这里只欢迎具备一定知识和地位的上流人士的感觉。捐赠人在捐赠价格不菲的美术品时提出的各种附加条件, 也为营造这种氛围起到了推波助澜的作用。后来, “无言的装置”随着捐赠人认识的变化和策展人的努力逐渐消除。进入现代后, 展览环境因成为关注作品的界限, 而备受重视。

近期的作品完全不受捐赠人捐赠条件的制约, 可被展览在能够完全体现自身价值和意义的环境中。建筑本身是为保护作品和提供更加舒适的观览环境而设计建造的, 照明及背景的颜色也做足了细致调整。美术作品同样诠释着与过去完全不同的概念和意图, 拓宽了艺术领域。为展览这些作品, 将对企划展的区域进行划分并重新规划展览路线, 让参观者能够全神贯注欣赏作品, 品味其价值。这一切的准备都在参观者认知之外。因为美术馆的主角毕竟还是作品。正因如此, 现代艺术家们可以利用展厅的界限, 大胆尝试创新, 创作出具有真正独创性的作品。因为跨越界限之时, 作品的价值必将得到升华。



Colors that Create an Exhibition

“Dance at Le moulin de la Galette,” a masterpiece by Renoir, added depth to its three-dimensionality with the re-opening of the Musée d’Orsay in 2011. This was all thanks to the change in wall color of the exhibition hall, from sand beige to bluish and darker gray. Akiya Takahashi, the founding curator of the Mitsubishi Ichigokan Museum in Japan, who also wrote the “Backside of Art Museums” mentioned this change as an example of showing the key roles of wall colors and texture in creating the sentiments of exhibition spaces. NOROO Paint & Coatings seeks to maximize the effects of exhibitions by collaborating with various exhibitions and curating their wall colors.

色彩成就展览

随着2011年奥赛美术馆的重新开放, 雷诺阿的名画《红磨坊的舞会》也渲染出更加生动的立体感。产生这种效果, 是因为展厅墙壁颜色从米沙色换成了深灰蓝。撰写《美术馆的奥秘》的东京三菱一号美术馆首任馆长高桥明也以其举例说明, 墙面颜色和质地是成就展厅空间效果的重要关键因素。纳路涂料通过多种展览和合作分享墙面色彩信息, 将展览效果最大化。



IDENTIFYING EMOTIONS WITH COLORS HAPPY INSIDE EXHIBITION

The Happy Inside exhibition (2019, War Memorial of Korea) was presented as a unique cultural space in a color collaboration with Highland, an exhibition entertainment enterprise, that offered a unique opportunity for the viewers to enjoy the changing sentiments in diverse colors. The viewers were invited to taste the sweetness with the color of candy pink, while also trying to find hidden words within the yellow that rained down like sunshine. Emotions such as happiness in the dark, unexpected happiness, exciting happiness, lovely happiness, etc. were presented clearly to the viewers in the exhibition hall through the changing colors and lights in orange and light purple. At the Happy Inside exhibition that expressed the 5 themes of daily life: chaos, escape, joy, pleasure, and joy in colors of PANTONE Paint, the viewers can expand their sentiments and minds.

通过色彩确认情感,《HAPPY INSIDE》展览

与展览企划公司Highland携手进行色彩合作, 举办展现特色文化空间的展览——《HAPPY INSIDE》。《HAPPY INSIDE》(2019, 龙山战争纪念馆)提供在展厅的多种颜色中享受情感变化的奇妙体验机会。参观者通过从糖果粉色中品尝到甜蜜、在阳光般倾泻而下的黄色中寻找宝藏语句等体验, 重温了日常生活中的小确幸。黑暗中的幸福、意外的幸福、激动人心的幸福、可爱的幸福, 这些情感在充满黑暗、明亮、橙色和浅紫色等照明和颜色变化的展厅内清晰传达给参观者。潘通涂料以丰富色彩, 展现日常、混乱、逃离、喜悦、欢喜这五大主题, 让参观者在《HAPPY INSIDE》展厅大开脑洞、敞开心扉。

COMPLETING A SPACE FOR A GENIUS MICHELANGELO EXHIBITION

For the Michelangelo Exhibition (2021, M Contemporary) that introduces the world of art by Michelangelo, the ingenious artist, sculptor, painter, and architect who lived in 16th century Renaissance Italy, in the form of media art, NOROO Paint & Coatings carefully picked and presented the colors. The space that exhibits the works of art, by the times and places where Michelangelo once stayed, were brought back to life with the rough texture of the Yegreena Vintage walls, while a bright blue color was painted onto the wall where “The Last Judgment” was presented. In particular, many viewers found the bright red colored space with “The Creation” their favorite, and the curator in charge explained the reason as the harmony of ‘a striking color and an equally striking masterpiece.’ Red, one of the earliest chromatic colors found by humankind in nature, emphasized “The Creation.”



THE COLORS OF CLOUDS, MAKING YOUR BODY FEATHER-LIGHT TO FLOAT SPRINGTIME DELIGHT

Teresa Freitas, a photographer from Portugal who expresses the flow of air, warmth of sunshine, and your beating hearts in travel destinations, presented a dreamlike journey with the colors of NOROO Paint & Coatings in her world-first photo exhibition Springtime Delight (2022, The Hyundai Seoul). The artist declaring that “colors are the key to my works,” picked the colors for the exhibition hall from the samples of NOROO and was immensely satisfied by the results. Much like how Teresa said, colors invoke emotions and allow us to experience images without any explanations. The colors by NOROO helped the viewers in skipping past the boundaries of reality and surrealism in appreciating her works.



为天才开辟的空间《米开朗基罗特别展示会》

《米开朗基罗特别展示会》(2021, M-contemporary)通过媒体再次将16世纪意大利文艺复兴时期的雕刻家、画家、建筑家兼诗人——天才艺术家米开朗基罗庞大的艺术世界展现在世人面前。纳路涂料则用颜色细腻诠释此次展示会, 为其“添光增彩”。根据米开朗基罗在不同时代停留过的场所, 展示作品的空间采用YEGREENA复古墙面涂料, 以粗糙的质感重现当时的感觉。并在展示《最后的审判》的空间内采用了连接天际的清澈蓝色。特别是悬挂《创造亚当》等作品的鲜红色空间受到众多参观者的青睐。其理由是策展人选择将“强烈的颜色和与之相匹配的作品”搭配在一起。也就是通过人类在大自然中发现的最初油彩色——红色来强调《创造亚当》。

飘飘然然, 让身体变轻盈的云之色感《Springtime Delight》

葡萄牙摄影师特雷莎·弗雷塔斯的世界首次单独摄影展《Springtime Delight》(2022, THE现代首尔)向参观者传达流动着的空气、温暖的阳光和心动旅行地这几大要素, 而纳路涂料则用色彩让这段梦幻之旅更加意义非凡。强调“色彩是作品核心”的摄影师亲自从纳路涂料的样品中挑选了展厅色彩, 并对结果赞不绝口。“色彩无庸赘述, 其本身就是可以供人体体验的独立形象, 能够唤起感性”。正如摄影师所称, 纳路涂料的色彩为欣赏超越现实和非现实边界作品的超现实性锦上添花。



Paint:Expanding the Space of Art

Artist Han Hae-dong

Artworks are not confined in museums and art galleries. Some works can be found in public places right next to us. Murals are one of them. We met artist Han Hae-dong who shows his artistry through murals and changes the perception of street and space.

用涂料拓展艺术空间

画家韩海东

美术不仅存在于美术馆。一些美术会大步流星地走向我们，并说道：“来，看看我”。壁画便是这种代表性的艺术作品。今天我们要介绍的是画家韩东海，他用蕴含自我风格的壁画传达艺术性、改变街道和空间给人的印象。

RAISING MY STYLE AND VALUE

Artist Han is a familiar face to NOROO Paint & Coatings. Having collaborated with the first Hongchul Bakery in Huam-dong by painting its mural, Han also worked with NOROO Paint & Coating's PANTONE Paint for the bakery's Gimhae branch. He has been painting murals for 13 years since he has started it as a part-time job

自我风格,提升价值

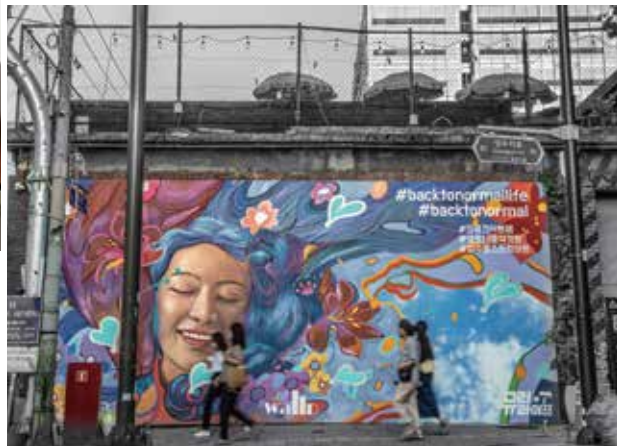
韩东海可谓是纳路涂料的“老画家”了。他在绘制厚岩洞“洪哲面包书屋”1号店的停车场壁画时就与纳路涂料结下不解之缘，在金海栗下店也使用了NOROO的潘通涂料绘制壁画。韩东海画家绘制壁画已有13年个年头，一开始是在就读弘益



while studying at the Department of Painting at Hongik University. Public offices, cafes, restaurants, etc. called him for work, and he painted murals for about 100 Starbucks stores across Korea. However, he felt that he was growing tired of the monotonous murals that only cared about the deadline rather than its design.

“Most public or commercial murals are time-sensitive. They didn't want me to do my best but just meet the set schedule. What they wanted was minimal effort and maximum speed.” Artist Han recalls his first work as a part-timer mural painter. “I had to paint a car on the wall of a burger shop. While I was painting the wheels, my senior came to me and told me that I was spending so much time on one small part and that to move on to the next one quickly. Though I'm a painter and it is my job to do my best, I was often told to not to. It was both disappointing and sad to hear that. After that, I wondered how I can paint 'well' to my heart's content, and how to express my unique style.”

Then, he met “wallD.” wallD is a mural share platform established to raise the value of street arts with artistic murals. Artist Han Hae-dong painted Back to Normal, a work that dreams of returning to the nor-



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大学绘画系时期，靠绘制壁画打工赚钱，后来便一直画到今天。委托韩东海画家绘制壁画的地方也不计其数，包括政府部门、咖啡厅、餐厅等。他还曾为全韩国100多家星巴克门店绘制壁画。但讲求速度的壁画千篇一律，韩东海画家时常感到这种创作模式无疑是一种自身消耗。

“大部分的公共壁画或商业壁画都要在规定日程内完成，所以根本不容许用心绘制。换句话说，就是要求自己以最小努力尽快结束工作。”韩海东画家回想起打工时绘制的第一幅作品。“那时候是要在汉堡店的墙上绘制汽车。我正认真地画着车轮，前辈却说干嘛画这么久啊，快画下一个位置吧。我是画画的人，画好画是我的工作，但却让我别认真，真的挺令人惋惜挺伤人的。从那之后，我开始思考怎样才能‘尽情地’好好画’，于是开始摸索如何才能融入自身风格。”

后来，便遇到了“wallD”。“wallD”是通过画家创作的壁画提升街头艺术价值的壁画分享平台。韩海东画家在“wallD”和壁画组“Mural Life”一起绘制希望新冠肺炎疫情早日结束，生活恢复正常的《Back to Normal》壁画，首次向世界展示出自己的风格。温柔的微笑、花朵和动物以曲线流动式的花纹和颜色让人们的心灵得到了自由解放。此后，韩海东画家为韩国文化遗产财团举办的“宣传非物质文化遗产”活动绘制壁画，广告公司也希望与其合作等等，这使得“韩海东”的独有创作风格为更多人所知。

“我想给大家看到更多饱含画家真心和个性的壁画。这样，壁画的价值就会上升，街道和村庄的价值也会有所提升。”韩海东画家对优秀作品的创作欲望，甚至改变了空间价值。





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mal life from COVID-19, with Mural Life, a mural painting team, and showed his style to the world. The patterns and colors of soft smiles, flowers, and animals that flow in curves set the minds of the viewers free. Since then, he painted Raising the Awareness of Intangible Cultural Assets campaign by the Korea Cultural Heritage Foundation and became successful in his career by getting many calls from the advertisement companies who wanted to work with him.

"I want to present murals that portray the passion and uniqueness of the artist. In that way, we can raise the value of murals, the streets, and towns." His hunger for good artwork is changing the value of space.

PAINT: RAISING THE VALUE OF STREET ARTS

Pictures hanging in exhibition halls and those painted on the streets are different. Exhibition halls create a perfect space for paintings by meticulously controlling its humidity, temperature, lighting, and colors, but the street arts do not have that luxury. Instead, street arts must be painted in consideration of the surface condition, humidity, temperature, and the changing daylight.

"There are many factors that you need to take into consideration when painting. The painting must endure weather and stains. I used to mix acrylic paints for the color development. I thought using acrylic paints would be better than the crude paints for painting works. But NOROO Paint & Coatings' PANTONE Paints changed my mind. They are extraordinarily vivid and the painting stays clear and sturdy. I am going to experiment how the strength of the paint work on a canvas."

Artist Han is to work on both murals and canvas works, aiming to hold a solo exhibition next year. "Exhibitions need visitors to come see the artworks, but murals stay closer to our daily life. It's also a chance encounter. I think of the ones close to me when I paint. I hope they feel good and smile brightly when they see my murals. I hope those who see

涂料, 提升街头艺术的价值

展厅内的画作和街头壁画是不一样的。展厅为了画作可以控制湿度、温度、照明、色彩等,但街头壁画则与之相反。街头壁画要按照墙壁状态、湿度、温度和日光的变化进行绘制。

“绘制壁画时需要考虑很多地方,绘制时也需要忍受天气和各种污染带来的影响。之前因为担心显色问题,所以在涂料中混入丙烯酸颜料使用。再怎么说是绘画作品,也会有先入为主的想法,认为丙烯酸颜料比涂料更适合绘画。但在遇见NOROO的潘通涂料后,我改变了想法。不仅显色效果十分鲜明,而且还能让画质更加牢固、得以长久保存。所以我想将这种涂料的优势用于画布,看看会呈现什么样的效果。”

韩海东画家计划同时进行壁画和画布创作,并于2023年举办个



The paintings of Han Hae-dong leave great impressions through the juxtaposition of sadness and happiness, softness and sharpness, grotesqueness and cuteness, and darkness and light.

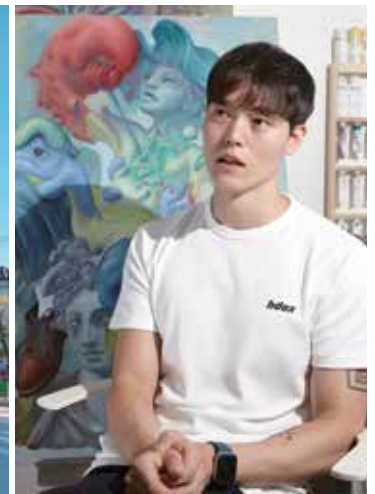


my murals feel the same way as I do."

NOROO Paint & Coatings will keep the vividness of the murals painted with the pure heart and passion of the artist for a long time with its long-lasting colors and durability. The good intention of artist Han Hae-dong remains in the colors of the paint that he used, making passersby smile when they encounter his works in the streets.



★



★



人展。“展厅需要有参观者前来参观,但壁画可以被更多人看到,所以被称之为‘近在咫尺的美术’。也是可以在转角偶遇的美术。我一边想着身边的人与物,一边画着画。以一种希望心情变好,笑逐颜开的心态画画。希望看到壁画的人也能感受到我的心意。”

NOROO涂料以鲜明色彩与坚固耐久性,将会一直守护蕴含画家真情实意和一片热诚的壁画价值。韩海东画家通过涂料向人们传递着自己的心意,希望不经意路过的人们看着街道上的新风景能够露出会心一笑。

*Photography by _ wallD

Setting the Standard for Coil Coating

NOROO Coil Coatings Technical Team 3

Since 1971 when NOROO Coil Coatings began to manufacture and distribute coil coating paints for the first time in Korea, the history of the company became the history of Korean coil coating industry, and its standard became the global standard for coil coatings. We met NOROO Coil Coatings Technical Team 3 to witness their prowess with our own eyes.

制定卷钢涂料的标准

纳路卷钢涂料技术3组

1971年, 纳路卷钢涂料首次在韩国生产并供应卷钢涂料, 由此开启了韩国卷钢涂料的历史, 纳路卷钢涂料的标准便成为世界卷钢的标准。与纳路卷钢涂料技术3组的会面, 让我们更加确信其品牌的潜力。



OUR TECHNOLOGY, THE GLOBAL STANDARD

There are four Technical Teams in NOROO Coil Coatings, from Technical Team 1 to 4. Among them, Technical Team 3 focuses on PCM paints and is in charge of pattern development, property improvements, B/S and A/S. PCM is a short of "Pre-Coated Metal," a steel sheet that has been pre-coated. Print steel sheet, in particular, is a metal sheet with geometric or natural patterns, textures, and three-dimensional effects which was first developed in Korea. In terms of the technological prowess and market share for the paint development, NOROO Coil Coatings has stood in the first place in the industry for a long time.

"We dominate the Korean market with more than 60% of market share. Our print paint has a long history of development and a high market share, which became not only the Korean standard but also the global standard. We make new products, and latecomers follow our path," said General Manager Kim Sang-yun. General Manager Kim has been working in NOROO Coil Coatings for 20 years and has been a part of the development of print paints.

"Before print steel sheets, there were only colored steel sheets painted in a single color. The domestic production of print metal sheet began about 20 to 25 years ago, and it took about a decade until it became a popular trend. We could enhance added values with print paints and achieve growth." However, like many things in life, it was not downhill all the way. "At the beginning, we lacked experience and the market was small. But we developed new technologies aggressively and built our own expertise. The market has broadened over the period of time. Now we get



我们的标准就是世界的标准

纳路卷钢涂料的技术部门由1至4组构成。其中, 技术3组主要研究PCM印花涂料, 负责图案开发、物性改良、B/S和A/S。PCM是"Pre-Coated Metal"的缩略语, 是指事先涂装的钢板。其中, 韩国在全世界范围内首次生产印花钢板, 即为钢板涂装几何花纹或自然花纹等图案、营造质感和立体感。因此, 在涂料开发技术力和市场占有率方面, 纳路卷钢涂料长期稳居首位。

"韩国市场占有率高达60%以上, 居首位。我们印花涂料的开发历史悠久, 市场占有率高, 因此不仅成为韩国标准, 现在也成为了全世界的标准。如果我们生产新产品, 后起之秀也会群起效仿。"金相润部长对此进行了简单介绍。他在纳路卷钢涂料工作20年之久, 是印花涂料发展过程的见证人。

"在生产印花钢板之前, 只有单色涂装钢板。韩国从20~25年前开始生产印花钢板, 经过10年左右的时间实现了普及。从色彩到印花涂料均提高了附加价值, 我们也一同得以成长。"但万事开头难。"虽然初期没有经验, 市场也小, 但我们仍积极开发新技术, 积累了不少经验, 也扩大了市场。如此一来, 现在很多地方都向我们咨询印花涂料的事宜。甚至还有人向我们咨询有关其他公司不良产品的解决方法。"在纳路卷钢涂料工作了15年的高成镐次长脸上洋溢着自豪的笑容回答道。一起接受采访的朴宰成科长也是在NOROO工作了15年的老员工。他们的诀窍不仅体现在技术领域, 在交流方面也是大放异彩。

精准制造美好产品

技术3组会以两种方式开发新产品: 一是自行向客户公司提议开发全新质感和图案, 二是与客户公司的设计组合作开发。"客户公司的设计组和我们使用的词汇不同, 刚开始确实困难重重。因为设计组会以'冰冷' '清澈'或'感觉有水声'等抽象、主观的词汇表达, 而我们主要将色彩数值化表达。但当我们把色卡和色彩开发品作为具体例子使用, 通过不断的交流, 彼此间增进了理解, 提高了共识度。即便面对抽象化的表达, 我们也

inquiries from many clients for print paints. Some even contact us for solutions for faulty products of our competitors.” Deputy General Manager Ko Sung-ho who has been working at NOROO Coil Coatings for 15 years replied with a smile. Manager Park Jae-sung who joined the interview is also a long-serving staff of the company of 15 years. Their know-how shine bright not only in the technical areas but also in communication skills.

CREATING BEAUTIFUL PRODUCTS WITH ACCURACY

Technical Team 3 develops new products in two ways: developing textures and patterns on their own and presenting it to clients, or collaborating with the design team of the client. “It wasn’t easy at the start because we use different terms from the design teams of our clients. The design team expresses their desired design in conceptual and subjective words like ‘cold,’ ‘clear,’ or ‘like the sound of flowing water’ while we talk in figures. However, we presented detailed examples such as color chips and color developments and continued our communications, and finally reached the common ground and enhanced the understanding of each other. We even materialize products described in abstract explanations.” Followed by Deputy General Manager Ko, General Manager Kim Sang-yun explained how they develop a unique new product. “We take into consideration the C.M.F., that is, the color, material, and finishing, and present paints that never existed before, thereby creating a new metal sheet products and creating a new trend in the market. Our goal is to produce paint products that only we can produce and keep the dominant position in the market.”

The fastest product development and accurate and stable workability are also some of the strengths



NOROO Coil Coatings has. Coil coating is generally conducted at a high speed where coating is applied and dried on 60 to 120-meter-long metal sheet per minute, so even the slightest fault cannot be afforded. Overseas manufacturers seek for NOROO Coil Coatings’ advice when they construct new lines for print metal sheets due to its expertise and technological prowess that raises the work stability of the high-speed lines.



OPENING NEW MARKET WITH HIGH VALUE-ADDED PAINTS

From colors to print, NOROO Coil Coatings that has been enhancing the added values of PCM paints is preparing to pioneer the next market — inkjet prints. Inkjet print means painting photos or pictures on metal sheets in high definition. Although it requires higher cost with lower productivity compared to the existing roll paints that uses colors and print paints, it is a high value-added product that can expand the market. NOROO Coil Coatings targeted this niche demand and is developing products with new experimental equipment and by matching colors and patterns. “We work to become the first mover to develop paints for the inkjet print market. Small quantity batch production is available for inkjet prints, so we will be able to angle toward the consumers who are constantly seeking better and new products,” Manager Park explained with firm determination to maintain the no. 1 place in the market. “As we became no. 1 from being no. 2, we could lose our position if we stop growing. NOROO Coil Coatings will continue to develop high value-added products and lead the market.” Technical Team 3’s determination shows how they became the pioneer and the leader in the market. It must be their strong will, constantly renewed goals, and endless efforts that made who they are today.

能精准具体地体现在产品上。”继高成镐次长后, 金相润部长也介绍了新产品自主开发的相关内容。“C.M.F, 即在Color、Material、Finishing方面率先推出前所未有的涂料, 打造全新钢板, 并在市场上推出新产品形成潮流。我们的目标是持续生产独家技术涂料, 守住市场第一的位置。”

纳路卷钢涂料的优势是在快速开发新产品的同时, 保证产品精准、稳定的作业性。卷钢涂料是每分钟在60~120米的钢板上涂装并固化的高速作业, 因此不能出现丝毫偏差。纳路卷钢涂料提高高速生产线作业稳定性的诀窍和技术力扎实过硬, 所以海外一些公司在增设新生产线生产印花钢板时, 都会向纳路卷钢涂料咨询。

以高附加值涂料开拓新市场

在从色彩到印花为PCM涂料提高附加值后, 纳路卷钢涂料正在准备开拓名为喷墨印花的下一个市场。喷墨印花是将照片或图片直接涂装至钢板, 支持高分辨率。与使用色彩和印花涂料的现有滚筒涂装相比, 虽然费用高、生产效率低, 但却是可以扩大市场的高附加值产品。纳路卷钢涂料以此为战略目标, 配备了全新实验设备、将颜色和图案相匹配, 正全力以赴推进开发。

“我们率先垂范, 为喷墨印花市场开发涂料。喷墨印花可以实现小批量、多品种生产, 因此可以满足消费者日益增长的眼光。”从朴宰成课长的眼神中可以看出其坚守市场第一的决心。

“就像我们从第二名变成第一那样, 如果不持续成长, 第一名的位置或将不保。我们将继续开发高附加值产品, 让纳路卷钢涂料引领市场。”从技术3组的决心中, 我们看到了带领纳路卷钢涂料走到今天的力量。这种力量便是在坚定意志下, 不断创新目标并为此付出的不懈努力。

Unique Space Created with Color

Hongchul Bakery Circus Branch

Hongchul Bakery, a bakery and a bookstore opened by entertainer Noh Hong-chul in April 12th in Gimhae, Gyeongsangnam-do Province attracted an enormous crowd on the day of its opening. This bakery and a cafe is the second branch, following the first located in Huam-dong, Seoul. The interior design and the surrounding areas are filled with vibrant energy like a circus show through the uniqueness of Noh's character expressed in murals and colors. It was none other than NOROO Paint & Coatings' color consulting and expertise that supported the creation of such a unique store.



用色彩展现独特空间

洪哲面包书屋马戏店

2022年4月12日, 主持人兼艺人卢洪哲的“洪哲面包书屋”在庆尚南道金海开业, 吸引众多消费者纷至沓来。这是继首尔厚岩洞后, 开设的第二家面包店兼咖啡厅。这里将卢洪哲的形象和魅力以壁画和色彩的形式展现得淋漓尽致。走进店内仿佛能感受到来到马戏团现场般的欢快活跃气氛, 这种氛围甚至融入到建筑周边的环境中。而全力以赴营造如此氛围感的, 正是纳路涂料的色彩咨询和技术力。

PANTONE PAINT, BECOMING THE FACE OF THE BAKERY

On the day that the Circus Branch opened, the excitement at the scene could be even felt at the social media. Noh appeared in a black top hat and red striped outfit from a mini car of the same pattern, and handed out sample bread pieces for fans awaiting him. The crowd cheered for him the moment he appeared, and the entire scene was like a cheerful circus that the photos of the day were posted in various social media channels. The biggest contributors to these vibrant photos were the giant mural and vivid colors in the backdrop.

The mural that shows the exaggerated facial expression, which is the trademark of Noh Hong-chul, overwhelms the visitors with its size as well as the spot-on expression, natural color, and the paint touches that show his true character. The artist that painted this mural is Han Hae-dong who painted the parody version of The Genesis Creation Narrative by Michelangelo, Birth of Adam, and the Last Supper by Leonardo da Vinci at the first Hongchul Bakery in Huam-dong. Artist Han used PANTONE Paint by NOROO Paint & Coatings for the murals of both Honchul Bakery in Huam-dong and Gimhae, and was amazed by its quality. Han praised the paint by saying, “I can create any color that I want with these

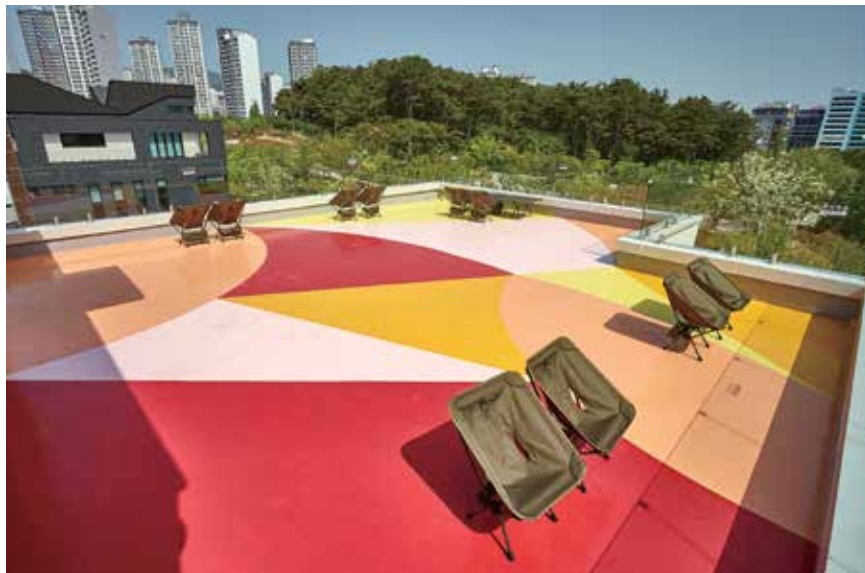
潘通涂料, 成为金字招牌

“洪哲面包书屋”马戏团店开业当天, 人山人海, 热情似火的现场景象在网络空间上被实时记录。卢洪哲头戴黑色绅士帽、身穿红条纹上衣, 乘坐红条纹迷你小轿车出现在开业现场, 亲自为粉丝分发试吃面包并与粉丝合照、签名等。人们排队欢呼的场面仿佛与欢快的马戏团现场别无二致, 大家纷纷拍下这些热闹瞬间并上传至各种网络空间。在这些照片中, 最华丽的背景当属巨大的壁画和传递快乐的色彩。

位于得来速入口的壁画是以卢洪哲标志性的夸张表情制作而成的, 虽然体积超大, 但其表现力、自然色感和能感受到画家手工艺的触感, 无不精准地捕捉到人物个性, 吸引着大众的视线。创作该壁画的正是韩海东画家。其在“洪哲面包书屋”1号店厚岩洞建筑中, 将米开朗基罗举世闻名的穹顶画《创世纪》中的《创造亚当》和莱昂纳多·达·芬奇的《最后的晚餐》混入卢洪哲形象, 恶搞名画绘制于店内。

绘制1号店壁画时使用NOROO潘通涂料的韩海东画家, 在此次“洪哲面包书屋”马戏团店标志性壁画上同样使用潘通涂料, 并对其赞不绝口。他表示:“不仅可以调出我想要的颜色, 而且显色度也非常棒。绘制的时候也特别方便, 没有味道。作为画家的我完全没有不便之处, 也没给周围的人添麻烦”。赢得韩海东画家如此大加称赞的正





paints, and the colors are highly pigmented as well. It was very easy to work with them. As it had no smell, I found it very pleasant to use, and it did not cause any unpleasantness to the surrounding area.” The paint that Han used was PANTONE Wood & Metal. The mural was painted with multi-purpose PANTONE Primer on the surface that was processed through the color and technical consulting of NOROO Paint & Coatings and finished with PANTONE Wood & Metal on top of it. The exterior of the bakery that was a bit bland instantly became vibrant with this mural.

A SPACE CREATED WITH COLOR AND EXPERTISE

Another point to note is the color of Hongchul Bakery's exterior design. The entrance to the store, parking space, waiting space, as well as the drive-thru corner are outlined in white and red road marks, giving a uniformity to the design and color. The technical prowess of NOROO Paint & Coatings plays the key role in this visual effect. There is no red paint in the existing road mark paints, and the road in front of the store was paved differently in concrete and asphalt concrete, which required different paints. In this difficult situation, the Technical Team and Coloring Team of NOROO Paint & Coatings created paints in the same texture as well as color through technical consultations and customization. Due to their effort, vivid red road mark that can't be found elsewhere greets customers and guides them to the store.

When visitors open the door, they will be greeted by a giant golden mask of Noh, red curtains, circus props in every nook and corner, and the tables and chairs in the same color screaming “Hong-chul vibe.” Moving to the rooftop through the second floor, you will be surprised by the myriad of colors once again. The rooftop waterproof paint is painted in five different colors in a geometric pattern, bringing the circusness of the store to the outdoor space. These colorful rooftop waterproof paints are also the work of customization of NOROO Paint & Coatings' Technical Team and Coloring Team, which completes the spatial design on its own without landscaping or other decorations. This colorfully painted rooftop area is another photo zone of Hongchul Bakery.

Hongchul Bakery has been attracting long-waiting lines of customers every day since its

soft opening. NOROO Paint & Coatings joined the project to express the vibrant and unique colors and successfully delivered the effects and power of paints. We expect the technical and color prowess of NOROO Paint & Coatings in Hongchul Bakery to work its magic in many other spaces.

是绘制壁画时使用的PANTONE WOOD&METAL。壁画通过纳路涂料的色彩及技术咨询，在分体式表面涂上万能PANTONE PREMIUM后，再用PANTONE WOOD&METAL上色收尾。这幅壁画让多少有些平淡无奇的“洪哲面包书屋”外观瞬间“活”了起来。

技术与色彩和谐融合的空间

色彩是“洪哲面包书屋”外观设计上的另一大亮点。不仅在得来速区域，店内入口处、停车处及等位空间都以红白两色的路标清晰



划分，使装修与色彩和谐统一。这一视觉效果同样蕴含着纳路涂料的技术力。现有路标涂料并没有红色，再加上店前铺设的是混凝土和沥青混凝土两种不同路面材料，在使用不同涂料的情况下，纳路涂料技术组和调色组通过技术咨询与定制，调和出了色彩与质地相同的涂料。得益于此，独一无二的鲜红路标给人留下清爽干净的第一印象，迎接着访客的到来，并指引移动路线。

开门即现的卢洪哲巨大黄金面孔、红色窗帘、四处可见的马戏团道具和色彩统一的桌椅，无不彰显着“卢洪哲风格”。经过2楼走到屋顶，惊人的色彩效果盛宴让人眼前一亮。由5种颜色构成的屋顶防水材料彩绘出几何花纹，将欢快的马戏场氛围原封不动延伸至室外。通过纳路涂料技术组和调色组定制而成的屋顶防水材料颜色，将人们熟知的绿色或灰色等屋顶脱胎换骨，让彩绘本身成为无需造景或单独装饰的优秀空间设计。该屋顶彩绘尽显华丽惊艳之感，成为“洪哲面包书屋”马戏团店的热门拍照区之一。

从开业至今，“洪哲面包书屋”人气火爆，店前排长龙的景象每日可见。纳路涂料在体现其独特色彩和彰显个性的同时，传达了彩绘的效果和力量。十分期待使用在“洪哲面包书屋”的纳路涂料的技术力和色彩，今后能在更加多样的空间内大显身手。



Abstract Language:Colour Pictures

NOROO Paint & Coatings X Colour Pictures — Miles Aldridge Photo Exhibition 2000–2022

NOROO Paint & Coatings joined its forces to present the first large-scale solo photo exhibition in Asia by Miles Aldridge, a British photographer, at the Hangaram Art Museum of Seoul Arts Center. Miles Aldridge, dubbed as the king of colors, is known for his detailed frame compositions and vibrant colors. In this exhibition Colour Pictures, the name given by the artist after his studio, presents powerfully vivid colors which are highlights by PANTONE Paints by NOROO Paint & Coatings.

抽象的语言, 色彩图像Colour Pictures

纳路涂料&色彩图像, 迈尔斯·奥尔德里奇摄影展2000-2022

在艺术殿堂韩珈蓝设计美术馆举办的英国摄影师迈尔斯·奥尔德里奇亚洲首次大规模个人摄影展上, 纳路涂料与之携手同行。被称为“色彩之王”的迈尔斯·奥尔德里奇, 以照片中包含的精巧表现形式和华丽色彩而广为人知。摄影师以自己工作室名称“色彩图像”为本次展览命名。在展览中, 人们能够感受到其强烈色彩带来的视觉盛宴, 而纳路涂料通过潘通涂料为“色彩图像”呈现更加鲜明的效果。



INSPIRATION OF COLORS FROM FILMS

Aldridge, known for his artistry, shot photos for renowned magazines such as W, GQ, and The New Yorker, worked as advertising photographer for Mercedes, MAC Cosmetics, etc., and collaborated with various fashion designers such as Giorgio Armani and Yves Saint Laurent. Having been in the photography scene since the mid-1990s, Aldridge is highly recognized for having his works in the permanent collections at the International Center of Photography Museum in New York and Victoria and Albert Museum in the U.K. This exhibition that NOROO Paint & Coatings joined is focused on the theme of film from his works that he published over the past 20 years. Having publicly announced that he wanted to be a film director originally, he claims that he gets inspired by the colors of films. Taking this into consideration, PANTONE Paint gave clear boundaries to each section of the exhibition that are divided into different film genres such as drama, thriller, and fantasy, and filled each section with unique vibes.

FROM DRAMA TO DOCUMENTARY

In the first section, DRAMA, PANTONE 18-1559 Red Alert unfolds before the visitor's eyes like a red carpet, thereby calling the attention of the visitors. Created to mimic the actual red carpet and

来自电影的色彩灵感

为《W》、《GQ》、《纽约客》等著名杂志拍摄画报, 曾担任MAC化妆品等广告摄影师, 并与乔治·阿玛尼、伊夫·圣·罗兰等时尚设计师合作的迈尔斯·奥尔德里奇, 以拍摄艺术性广告和画报照片成为广为人知的摄影师。迈尔斯·奥尔德里奇从20世纪90年代中期开始摄影活动, 并多次举办摄影展, 其作品被永久收藏于美国纽约国际摄影中心、英国维多利亚与艾尔伯特博物馆等, 艺术成就获得高度评价。本次展览与纳路涂料携手合作, 策划展出其近20多年发表作品中以“电影”为焦点的作品。迈尔斯·奥尔德里奇曾表示, 他原本想成为电影导演, 因此从电影中获得了诸多色彩灵感。潘通涂料以鲜明色彩将按戏剧、惊悚、幻想等电影体裁和素材划分的展厅再度明确划分开来, 让固有氛围渲染每一处空间。

从戏剧到纪录片

进入第一展区“戏剧”区, PANTONE 18-1559 Red Alert宛若徐徐展开的红地毯, 发挥着“警醒(ALERT)”功能, 唤起人们的关注。实际上, 在展现红地毯和电影院座位的这个空间内, 参观者可通过充满复古氛围感的照片, 踏上穿越时空的梦幻时间旅行。展厅内, 迈尔斯·奥尔德里奇的每张照片都诉说着一段故事, 给参观者留下深刻印象。带着第一印象步入第二展区“女英雄(Heroine)”区内, 参观者将面对作家对为人母的女性所持的敬畏和疑问。迈尔斯·奥尔德里奇的作品使



theater seats, this space invites the visitors to the gleaming past through the retro-style photos. Here, Aldridge tells compact stories through each photography, leaving striking impressions on the visitors. As the visitors leave the first section in awe, they will enter into the section HEROINE, facing the admiration and question toward women as mothers. His works that urge the viewers to rethink the idealized families and motherhood may look confusing and unfamiliar, as colorful photos are hung on the classic wainscoting walls and Stanley Kubrick-style white interior. PANTONE 11-4302 Cannoli Cream provides the whiteness to the space, helping the viewers to focus their eyes on the person in the photography. “I hope the viewers to feel beauty and anxiety from my photos,” the artist's intention will be realized in the space of white that exposes even the anxiety in the bright whiteness. This anxiety continues in the third section, THRILLER, with the same color base and different lightings. Although PANTONE 11-4302 Cannoli Cream is also used in this section, it creates a gloomy mood like the mise-en-scène of Hitchcock and David Lynch's films with dim lights and draped cloth. In the fourth section, G-RATED, the mood dramatically changes with the PANTONE 16-6340 Classic Green. Women playing the role of homemaker walk around daily spaces such as houses and supermarkets with bitter or emotionless expressions, creating an anxious mood. The vibrant color of PANTONE 16-6340 Classic Green maximizes their lethargy. Color also plays a great part in the next section, FANTASY. Photos that present tragic figures from classic novels or famous paintings glow dreamlike on the clear red color of PANTONE 18-1659 Goji Berry. In particular, the arch pillars that seem to be inspired by Giorgio de Chirico and the section that is painted in PANTONE 14-0760 Cyber Yellow and PANTONE 18-6026 Abundant Green create a mysterious mood of depression and mystery. The TEEN section that combines the 90s pop culture and psychedelic culture presents works on the background painted in PANTONE 13-1513 Gossamer Pink and PANTONE 19-3937 Ocean Cavern, creating each section like a teenage girl's room and a club. In the last section, DOCUMENTARY, Polaroid photos used for the pictures and works of models, architects, artists, etc. including the artist are placed on the background of PANTONE 11-0105 Antique White for the viewers to see the exhibition at a glance. A separate section created in an independent space, R-RATED, displays meticulously composed nude photos, showing the artist's view on social phenomenon. This corner is painted with PANTONE 19-3951 Clematis Blue, offering an almost cold-heartedly sophisticated mood, rounding the sharp prejudice against nude photography.

COLORS INSIDE AND OUTSIDE OF PHOTOS

Miles Aldridge always emphasized colors in his works. “Colors may have striking presence regardless of images.” “Colors are the abstract language spoken by the subconscious. I love expressing dark thoughts in happy colors.” the artist says that as an artist,



he employs colors to create images that are socially cathartic. This exhibition creating explosive effect of colors inside and outside of photos present every ounce of the power of Colour Pictures. The exhibition is available until August 28th.

人重新思考理想化的家人和母性, 将壁板上的彩色照片展现出的古典美与斯坦利·库布里克风格的白色室内装饰组合, 让人在瞬间产生迷惑感和陌生感。白色室内装饰主要由PANTONE 11-4302 Cannoli Cream体现, 使参观者的视线集中在照片人物上。摄影师表示: “希望在看到我的照片时, 参观者能产生一种美丽而焦虑的感觉”。而摄影师想进一步表达的是希望在这白色空间内照亮那些不幸。第三展区“惊悚”区采用同一色彩基底的不同照明效果, 使这种焦虑感延续并增加。PANTONE 11-4302 Cannoli Cream也用于该展区, 通过昏暗照明、下垂的布、好似希区柯克和大卫·林奇电影片段中的场面调度等作品, 营造出阴森氛围。第四展区“全体观众”区由PANTONE 16-6340 Classic Green负责带来戏剧性的话题转换。扮演主妇角色的女性面带苦涩或面无表情, 以家庭、超市等日常生活为背景营造出紧张情绪。生动感十足的PANTONE 16-6340 Classic Green色彩反而无限放大了他们的无力感。



在接下来的“幻想”展区中, 色彩同样发挥着力量。在小说或名画中可能出现的充满悲情色彩的人物照片, 在PANTONE 18-1659 Goji Berry的透明红色下, 闪耀着古典而梦幻的光芒。尤其是从形而上学画派画家乔治·德·基里科作品中借用的梁柱和PANTONE 14-0760 Cyber Yellow, PANTONE 18-6026 Abundant Green组成的展厅, 营造出忧郁而神秘的氛围。在反映20世纪90年代流行文化和迷幻文化照片的“青少年”展区内, PANTONE 13-1513 Gossamer Pink与PANTONE 19-3937 Ocean Cavern将这一大展区分别演绎为十几岁少女的房间和俱乐部。在最后一个展区“纪录片”区内, 通过PANTONE 11-0105 Antique White展览摄影家、模特、建筑师、艺术家等知名人士的照片和为展览而拍的拍立得照片, 让参观者一眼看尽所有照片。在独立空间单独设置的“青少年禁止参观”展区中, 精雕细刻的裸体照片表现出摄影师对社会现象的种种看法。该展区由PANTONE 19-3951 Clematis Blue打造出清冷而高尚的空间, 消除人们对裸体照片的偏见。

照片内外的色彩

迈尔斯·奥尔德里奇在拍摄作品时, 十分注重色彩这一元素。他曾表示: “色彩与形象无关, 可以具有惊人的存在感。色彩是在潜意识中起作用的抽象语言。我喜欢用幸福的色彩来表现黑暗的想法”。作为艺术家, 迈尔斯·奥尔德里奇积极使用色彩, 以创造一种能够感受社会净化的形象。照片中的色彩和照片外的色彩相遇, 让本次摄影展释放更大魅力。在展览中, 可以毫无保留地享受《色彩图像》的力量。展览将持续至2022年8月28日。

NEWS BRIEFING



NOROO Paint & Coatings Selected as the “Hard-Working Brand in the First Half of 2022” by the Gen MZ

NOROO PAINT & COATINGS

NOROO PAINT & COATINGS SELECTED AS THE “HARD-WORKING BRAND IN THE FIRST HALF OF 2022” BY THE GEN MZ

“Careet,” a trend analysis service, announced that NOROO Paint & Coatings has been selected as the Hard-Working Brand in the First Half of 2022 by the Gen MZ, a term referring to both millennials born between 1980 and 1995 and Gen Z's born between 1996 and 2010. Careet is a media that provides the Gen MZ trend analysis service while offering a “Hard-Worked Brand” that analyzes brands and public institutions of the talk of the town every week. NOROO Paint & Coatings was selected as a brand that earned an explosive response from consumers with its unique activities in the first half of the year.

NOROO Paint & Coatings received an A+ grade in the event section among the six areas of marketing reference thanks to its “NOROO Atelier” event where participants get to decorate a white container with their paintings and custom stickers. Careet explained that it is a case of smart marketing that targeted the latest “decorate everything” trend of the Gen Z and collaborated with THOR, a camping brand. In addition, NOROO Paint & Coatings is attracting the Gen MZ with trendy marketing activities such as “Poster Challenge” where mural paint is donated when every time an individual creates a poster on social medial channels with the design of the illustrator Kim Da-ye and shares this poster.

纳路涂料股份有限公司

入选MZ世代选出的“2022年度上半年实干品牌”

趋势分析服务媒体“CAREET”表示，纳路涂料入选“MZ世代选出的上半年实干品牌”。CAREET作为提供MZ世代趋势分析服务的媒体，运营“实干品牌”版块，分析每周热门话题品牌和公共机构。另外，在CAREET评选出的上半年通过差异化营销活动而取得火爆反响的品牌中，纳路涂料一举夺魁。



YTN Science Introduces NOROO Paint & Coatings in ESG Korea

在营销参考意见六大领域中，纳路涂料用专属彩绘和定制贴纸装饰白色集装箱的“NOROO ATELIER”活动获得活动领域A+成绩。CAREET方面解释称，该活动紧盯Z世代“装饰一切”的热潮，通过与露营品牌THOR合作推出周边产品等，无一不是反映最新趋势的智慧营销案例。

除此之外，纳路涂料还通过插画师金多艺的设计，在网络上直接制作海报，在分享海报时举办“海报挑战赛”并捐助壁画涂料以此提高参与度。这些时尚营销活动赢得了MZ世代的青睐。

YTN SCIENCE INTRODUCES NOROO PAINT & COATINGS IN ESG KOREA

NOROO Paint & Coatings was introduced in the program called The Keyword of Success: ESG Korea by YTN Science, aired on June 29th. YTN Science is the first science and technology-dedicated TV channel in Korea operated jointly by the Ministry of Science and ICT and YTN. The program focuses on highlighting the ESG projects of enterprises that lead the global ESG management trend and create a sustainable future. In the program, NOROO Paint & Coatings was introduced as a comprehensive precision chemical company and a representative color specialist in Korea with its 77 years of history, the only company that acquired grade A in the “ESG Management Assessment and Grade Announcement” in the industry, and a company that develops diverse eco-friendly paints to preserve the health of consumers and the environment. The reporter that visited NOROO Paint & Coatings filmed the company's promotion center that shows its history, as well as R&D center and the sites of the cool-roof campaign, showing its outstanding techniques and commitment to realizing carbon neutrality and energy-saving efforts. In the interview that followed, Managing Director Song Jun-seo of the R&D Center introduced the development process of a bio paint that acquired a USDA certificate last year. The program introduced the NOROO Paint & Coatings’ urban regeneration projects, social contribution activities through MOUs with other companies and institutions, and cooperative and mutual growth activities with the brand’s chain store owners in detail. It also introduced the ESG Management Implementation Office as the background that made its ESG management performance pos-

sible, presenting its works and future plans as well. Lastly, interview with CEO Cho Sung-kug of NOROO Paint & Coatings highlighted the management goals and efforts in the governance area, while Vice President Kim Yong-kee of NOROO Holdings explained the acceleration of the ESG management and introduced the mid- to long-term investment in the seed bio-agriculture projects, clarifying the management philosophy of NOROO which states that an enterprise must contribute to the society through its management.

Last year, NOROO Paint & Coatings received a comprehensive A grade in the ESG Assessment and Grade Announcement made by the Korea Corporate Governance Service and acquired a USDA certificate for its white bio paint, being in the limelight of the media for its leading ESG management activities. For instance, the Korea Economic Daily interviewed CEO Cho last spring, and as such, many media is highlighting NOROO Paint & Coatings’ ESG management. The Keyword of Success: ESG Korea is a program of about 23 minutes which can be found on the YTN Science YouTube channel.

YTN科学频道,《ESG韩国》栏目介绍纳路涂料

2022年6月29日播出的YTN科学频道《成功经营关键词ESG韩国》栏目对纳路涂料进行了介绍。YTN科学频道是科学技术信息通信部和YTN运营的韩国首个科学技术专业电视频道。该栏目着眼于在ESG经营全球趋势中遥遥领先、创造可持续未来的企业，聚焦这些企业的ESG项目。

在介绍纳路涂料的这期节目中，详细介绍了这家拥有77年历史的韩国代表性综合精密化学企业。同时作为一家色彩专营企业，不仅是行业内唯一一家取得“ESG经营评价及等级”A等级企业，而且纳路涂料致力于开发各种环保涂料，是守护消费者健康、保护环境的企业。来到纳路涂料取材的记者用相机记录了历史宣传馆、研究所和“凉爽屋顶活动”现场，介绍了在碳中和与节约能源方面领先的纳路涂料卓越的技术水平和意志。在接下来的采访中，研究所常务宋竣瑞还介绍了2021年获得USDA认证的生物涂料开发过程。节目中详细介绍了纳路涂料的各种城市再生项目、通过与企业和机构签订MOU开展社会贡献活动、与特约店代表的合作及共赢活动，并以ESG经营取得的成果为背景，新设ESG经营推广室，并介绍了该部门的业务及未来计划。节目最后，纳路涂料代表理事赵成国在采访中强调了企业在治理领域的经营目标和努力。纳路控股股份有限公司副会长金容基则介绍说目前正在加快ESG经营，作为ESG经营的一环正在推进对种子农业生命业务的中长期投资，并阐明纳路通过经营回馈社会的经营哲学。纳路涂料在2021年韩国治理结构院发表的《ESG评价及等级》结果中取得综合A级，其白色生物涂料也获得USDA认证。这些走在ESG经营前端的活动，让纳路涂料受到各大媒体高度关注。各大媒体争相报道纳路涂料的ESG经营步伐。今年春季，韩国经济新闻就曾采访过赵成国代表。本次时长略超过23分钟的《成功经营关键词ESG韩国》节目回放可以在YouTube的YTN科学频道收看。

SIGNED AN MOU WITH HALLYM UNIVERSITY SACRED HEART HOSPITAL FOR SOCIAL CONTRIBUTION ACTIVITY

On June 9th, NOROO Paint & Coatings held an MOU signing ceremony to commit to the practices of sharing with Hallym University Sacred Heart Hospital (“Hallym University Hospital”). At this event, Hallym



Signed an MOU with Hallym University Sacred Heart Hospital for Social Contribution Activity

University Hospital confirmed its commitment to provide medical volunteer activities to various social contribution sites including the cool-roof campaign by NOROO Paint & Coatings. In return, NOROO Paint & Coatings announced its plan to improve outdated buildings by providing paint to childcare facilities and facilities for persons with disabilities in Anyang that are connected with Hallym University Hospital. In addition, both companies will establish a support system for urgent disaster areas such as areas devastated by wildfires and floods with the Neurinso Community Services Team, a volunteer group within Hallym University Hospital, and run a company blood drive to resolve the decreasing number of blood donations due to the recent COVID-19 pandemic.

So far, NOROO Paint & Coatings has been carrying out tailored social contribution activities that can utilize its specialized color technology, and Hallym University Hospital conducted medical support activities for the disadvantaged groups within the local area as the only high-level general hospital in Anyang, Gunpo, Gwacheon, and Uiwang. Both companies explained that their MOU will create a synergy to provide hopes for neighbors and a positive case of settling the culture of social contribution.

与翰林大学圣心医院签订社会贡献MOU

2022年6月9日，纳路涂料与翰林大学圣心医院举行了承诺分享实践的社会贡献协议仪式。通过此次协议仪式，翰林大学圣心医院方面承诺将向纳路涂料的“凉爽屋顶活动”等多种社会贡献提供医疗援助。纳路涂料计划向与翰林大学圣心医院挂钩的安养市辖区内保育院、残疾人设施等提供涂料，用以改善陈旧的建筑环境。另外，两家企业计划以翰林大圣心医院的服务团——慢速小社会服务团为中心，构建志愿服务人力支援合作体制，为山火灾害、水灾等紧急灾难地区提供志愿服务。同时为解决近期受新冠肺炎疫情影响献血量骤减的社会问题，将策划企业内部献血运动。期间，纳路涂料开展了能够发挥专业色彩技术水平的目标性社会贡献活动，而翰林大圣心医院作为安养、军浦、果川、义王市唯一的上级综合医院，持续对地区内弱势群体提供医疗支援活动。两家企业表示，企业和医疗机构之间的社会贡献协议是为彼此的专业性增加协同效应，既为左邻右舍传递希望，也是落实社会贡献文化的积极事例。

NEWS BRIEFING



NOROO Paint & Coatings Develops Eco-Friendly Electronics Paint With NOROO Coil Coatings

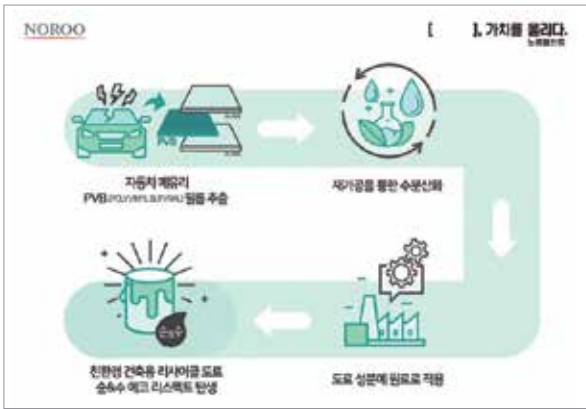
NOROO PAINT & COATINGS DEVELOPS ECO-FRIENDLY ELECTRONICS PAINT WITH NOROO COIL COATINGS

NOROO Paint & Coatings developed “BIO-HQ (Bio-High Quality),” the first eco-friendly paint for consumer electronics in Korea that contains bio ingredients in the coating, jointly with NOROO Coil Coatings. BIO-HQ is a bio paint that is made by applying natural ingredients extracted from sugar cane or corn to resin and solvents, essential factors of paint, through chemical reactions. The existing bio paints in the market are applied to solvents with high volatility. However, BIO-HQ developed by NOROO Paint & Coatings is differentiated from its competitors’ products for using bio ingredients in its resin ingredients for the first time in Korea. This bio paint contains more than 20% bio ingredients in the coat, offering excellent processability and scratch-resistance, as well as quality that meets the colors, processability, and strength that is required by electronic product manufacturers. NOROO Paint & Coatings expects that this product will meet the recent consumer needs for eco-friendliness in the electronics industry. BIO-HQ is an unparalleled eco-friendly product that can appeal to the greensumer — a newly coined term of green and consumer — movement that is spreading among the Gen MZ. It is also expected to secure competitiveness in the growing eco-friendly electronics paint market.

与纳路卷钢涂料携手开发环保家电产品专用涂料

纳路涂料与子公司纳路卷钢涂料有限公司共同开发出涂层内含生物原料的韩国首款环保家电产品专用涂料“BIO-HQ (Bio-High Quality)”。

BIO-HQ是从甘蔗或玉米等自然物质中提取出成分，通过化学反应后应用于涂料必备元素——树脂和溶剂的生物涂料。目前市场上已推出的生物涂料只适用于挥发性强的溶剂内，但纳路涂料开发的BIO-HQ在树脂原料中也使用了生物原料，创韩国首例，也是区别于其它品牌产品的技术。该生



Development of the First Glass Paint Recycled from Scrap Cars

物涂料涂层内的生物含量不仅高达20%以上，同时兼备优异的加工性能和耐刮擦性，具备满足电子产品制造商要求的色彩、加工性能、硬度等品质。

家电行业对环保材料要求越发严苛，纳路涂料期待该产品能够符合家电行业的品质化需求。BIO-HQ作为差异化环保产品，足够吸引最近以MZ世代为主力军扩散的“绿色消费 (Green+Consumer)”，确保了在逐渐壮大的环保家电涂料市场中的竞争力。

DEVELOPMENT OF THE FIRST GLASS PAINT RECYCLED FROM SCRAP CARS

NOROO Paint & Coatings became the first company in Korea to develop glass paint that is made with the recycled windshield of scrap cars. Using the technology that recycles the binder from the laminating film and applying acrylic emulsion, a paint product “Soon & Soo Eco Respect,” an eco-friendly recycled water paint for construction, was released in the market. Until now, the windshield laminating film of scrap cars was disposed of as waste material, but with NOROO Paint & Coatings’ new technology, it now can be recycled. Soon & Soo Eco Respect can recycle films from 1.27 cars for every 18L of paint, offering a 1.5–1.7 times better carbon reduction effect than the existing paints. This product can be applied on interior concrete, mortar, and chalkboards, and is perfect for wall surfaces for public buildings, child living facilities, etc. that require eco-friendly paints with its anti-contamination, anti-bacterial, and anti-fungal effects. NOROO Paint & Coatings collaborated with a sustainable development goal (SDG) partner company that is sponsored by the UN. This partner company is an eco-friendly company that contributes to reducing GHG emissions by providing long-term glass recycling solutions to diverse areas.

韩国首个开发报废汽车玻璃再生涂料

纳路涂料在韩国首次开发出回收利用报废汽车前挡风玻璃的再生涂料。纳路涂料从层压薄膜中回收黏合剂，将其用作涂料成分中的丙烯酸乳液，推出环保建筑用水性再生涂料“纯&秀ECO Respect”。此前，报废汽车的前挡风玻璃层压薄膜大部分被分类为废弃物，但随着纳路涂料的产品开发，为其打开了可回收利用的大门。每18升“纯&秀ECO Respect”涂料可以回收利用1.27辆报废汽车的薄膜，达到比现有涂料减少1.5~1.7倍碳排放的效果。

该产品可适用于室内混凝土、水泥、石膏板等，具备耐污染性、抗菌性和抗霉菌性等多种功能性，可用于政府部门、儿童居住设施等需要环保性涂料涂装的墙壁上。纳路涂料为了此次产品的开发，与联合国 (UN) 主管的可持续发展目标 (SDG) 合作伙伴公司进行了合作。该合作伙伴公司长期为多个领域提供玻璃回收利用解决方案，是为减少温室气体排放做出有力贡献的环保企业。

NOROO PAINT & COATINGS AND KITA HELD THE FINAL OPEN INNOVATION PRESENTATION

NOROO Paint & Coatings held the Final Open Innovation Presentation event at the Startup Branch at Seoul Coex jointly with the Korea International Trade Association (KITA) on April 28th. Since March, NOROO Paint & Coatings and KITA recruited startups with future innovative technology that is ESG-related such as biodegradable binder, biomass, recycling, and energy-saving paint, and color AI technology, in order to introduce innovative technologies in the rapidly changing market environment and contribute to the development of the industry. A total of 60 promising Korean startup companies sent in their application to join the project. Six companies were selected through document screening and online one-on-one meetings for the final presentation. The presenters of the six startup companies appealed to their unique core technologies and strategies to differentiate themselves from the existing techniques. After the presentation, they had a Q&A time at the discussion forum with each field-level officer of NOROO Paint & Coatings and talked about the cooperative methods that they will have in the future. NOROO Paint & Coatings will review future cooperative activities with these startup companies in technology transfer, joint development, sales, marketing, etc. In the presentation, CEO Cho Sung-kug of NOROO Paint & Coatings said, “I hope this Open Innovation Project can be an opportunity for startup companies to grow into an enterprise that can



NOROO Paint & Coatings and KITA Held the Final Open Innovation Presentation

broaden their horizon to more customers and wider markets, and provide NOROO Paint & Coatings with a chance to identify new business models.”

纳路涂料和韩国贸易协会举行开放创新最终发布会

4月28日，在首尔COEX“初创企业BRANCH”上，纳路涂料与韩国贸易协会共同举行了开放创新最终发布会。纳路涂料和韩国贸易协会自2022年3月开始招募在急剧变化的市场环境下采用创新技术，为产业发展做出贡献的具有生物降解黏合剂、生物能源、循环再生、节能涂料等与ESG相关的环保技术以及与色彩相关的人工智能技术等在未来创新技术领域具有优势的初创企业。项目共有60多家韩国潜力初创企业表达了合作意愿并进行了报名。之后通过材料审核和1:1线上会面选拔出6家企业，并举行最终发布会。6家初创企业的发言人阐述了核心技术和与现有技术的差异性等相关领域的事业战略，并在发布会结束后的讨论中，与纳路涂料的各实务负责人相互提问答疑，讨论了今后的合作方案。

纳路涂料计划与当天参会的初创企业一起讨论技术转让、共同开发、经营和营销合作等今后的一系列相关活动。出席当天发布会的纳路涂料代表理事赵成国表示：“希望此次开放创新项目不仅能够成为初创企业以广阔的顾客群体和市场为对象展开梦想翅膀并得以成长的契机，也希望能为纳路涂料能够发掘崭新商业模式的机会。”