**NOROO presents Hong Chul Wonderland by Okuda San Miguel**

NOROO Group, a leading Korean industry in the Color sector, presents to Milan Design Week 2024 with the ‘Hong Chul Wonderland' project in Tortona District at via Tortona 31, Officina 31 of OPIFICIO 31.

NOROO shows its color trend in collaboration with the visionary Spanish artist OKUDA San Miguel.

‘Hong Chul Wonderland' is a space that emanates positive energy through colors inspired by Ro Hong Chul.

Ro Hong Chul is South Korean entertainer and entrepreneur.  He is famous for an actor by his optimistic, positive character and activities.

The façade of Officina 3, one of the most iconic buildings of the Fuorisalone, will be covered in the new colors selected by NOROO and used by Okuda San Miguel This exhibition is creating a unique work with a great visual impact that narrates the new visions and trends of NOROO, immersing visitors in a new dimension of color.

**Okuda San Miguel**

Okuda San Miguel (Santander, Spain. 1980) currently resides in Madrid, where he develops his artistic projects from his studio based in the heart of the Spanish Capital. His artistic value along with his active involvement in prominent social projects has made him one of the world’s most recognized and admired artists.

**NOROO Milan Design Studio**

NOROO Milan Design Studio nasce a Milano dal Gruppo NOROO, uno dei principali attori della storia dell’industria chimica della Corea del Sud, da 75 anni in vari settori di attività specializzati in colori, materiali e finiture. NMDS è Colorful Intelligence, un luogo pensato per generare networking e condividere visioni e idee attraverso il dialogo e le attività tra esperti e studiosi del settore. Composto da un gruppo internazionale di professionisti provenienti da diverse aree dall’architettura al design, dall’arte contemporanea alle installazioni site specific, dalla scenografia al lighting design, NMDS offre soluzioni di design totale fondate sull’intelligenza colorata.

[www.noroomilan.com](http://www.noroomilan.com)

<https://www.instagram.com/noroomilandesignstudio/>

**Contact info**

Ji Hye Choi (Minerva) [e-mail\_jihye@noroomilan.com](mailto:e-mail_jihye@noroomilan.com), Cell\_ +39 328 556 2321

Paolo Calafiore [e-mail\_paolo@noroomilan.com](mailto:e-mail_paolo@noroomilan.com), Cell\_ +39 328 127 7874