

## THE SILENCE PERFECTION

This pavilion shows how Korean capitalism works through a system where everything looks separate but is actually working toward the same goal. In this case, the goal is perfection the perfect image, the perfect lifestyle, the perfect version of success. Each platform in the pavilion represents a different part of Korean culture that has helped build that image, like K-pop, beauty, technology, tourism, and spectatorship. They don't physically connect to each other or trigger reactions, but they're all pushing in the same direction without making it obvious. That's the main idea I wanted to show: that everything is helping everything else quietly, and it all adds up to something bigger.

At the top of the pavilion is a big inflated circle. It's the highest point, and it represents that final ideal that everyone is working toward not just the industries, but also the people participating in them. The platforms below are all designed to show how these systems work. I used three layers for each platform: Resurface, which is what we see on the outside, like the branding or the look; Restructure, which is the system or structure behind it; and Rearrange, which is how people change themselves to fit into that system.

For example, in the beauty platform, I focus on things like plastic surgery, makeup, and digital filters ways people adjust their appearance to match a certain standard. The surface looks soft, almost like skin or silicone, but that's the point it's controlled, curated, and artificial. In the K-pop platform, visitors can practice choreography on a cylinder-shaped base, like trainee idols. The dome on top doesn't react to them, but it represents what they're trying to become: the polished, perfect version that's shown to the world. It's about the journey from practice to performance, even if they're never really connected.

The Jeju and tourism platform focuses on how nature and tradition are reshaped into products places like Jeju Island are sold as peaceful retreats, but they're carefully branded and curated to fit the image people expect. The tech platform plays with the idea of digital identity and how much of what we see today is filtered, edited, or AI-generated. Even the spectator zone shows how just watching and consuming plays a role in keeping the system going.

In the end, the pavilion doesn't force the idea of connection; it lets each platform stand on its own. But if you look closer, you start to see how everything is quietly helping each other, all aiming for the same image of success. That's what *Inflating the Ideal* means. It's soft, controlled, a little fake but also very real in the way people move through it without realizing they're part of the system.