

Joohee Lee - associate director, forpeople

Joohee Lee joined forpeople in 2012 as associate director, responsible for studio creative output and key client relationships. His first project at the firm was the Keyn Chair Group for Herman Miller, launching in London in 2016.

Joohee comes from Seoul, South Korea where he graduated in Furniture Design at Hongik University before gaining an MA at Design Products in London at the Royal College of Art. He then joined Samsung Design Europe as a senior designer, part of a team establishing Samsung as a global leader in consumer electronics across mobile devices, digital camera, audio visual equipment and home appliances. His work won many awards including IF, Good Design, Red Dot and IDEA Gold.

As well as working with Samsung Joohee has completed a number of acclaimed self-initiated lighting and furniture projects that have featured in exhibitions around Europe. Wire Light was exhibited during Milan fair in 2004 and selected by Droog for their collection. A commission from Wallpaper magazine, Sketch Chair was displayed at Wallpaper Global Edit exhibition at Salone del Mobile, Milan.

After joining forpeople as associate director in 2012, Joohee took on responsibility for design excellence in furniture, consumer electronics and the music industry. He led the development of Yamaha's new electric guitar line up, Revstar, that launched in 2015. Joohee was responsible for strategy, design and marketing of the longest development in Yamaha's half century of electric music instrument history; and their first all-new design since the AES62 10 years before.