APPLICATION_Design Seoul Story

UNESCO CITY OF DESIGN SEOUL
DESIGN SEOUL STORY
The “시” of 서울 (Seoul) expresses the mountains that surround the city.

The “○” of 서울 stands for the sun as well as the people (the citizens of Seoul).

The “울” of 서울 is the calligraphy of Seoul that symbolizes the life-giving Hangang River.

(Youn-Bok Shin, calligrapher)
Seoul is a city with over 2,000 years of history. Seoul has been the capital city of Korea for more than 600 years. Seoul is a city vibrant with tradition and history coexisting with the dynamic, cutting-edge technology of the 21st century.

Seoul is a city that has overcome the sorrows of war and national division and has achieved the world-renowned “Miracle on the Hangang River.” Seoul is a city of festivals that hosted the 1988 Summer Olympics and the 2002 World Cup with millions of cheering Red Devils.

Today, Seoul seeks to transform itself yet again. The city that achieved such rapid growth over the past century is preparing to transform itself into a city that values design.

By joining the UNESCO Creative Cities Network, Seoul seeks to become a part of the global network of the creative cities in the world. The hope is to share experiences and to discover possibilities through deeper communication with other cities.
Seoul

600 Years of Design

Modern Seoul first began to take shape in AD 1394, when King Taejo, the founder of the Joseon Dynasty, designated Seoul as the nation’s new capital.

Each of the four gates positioned at the north, south, east, and west side of Seoul’s fortress walls was carefully named after the meanings of the four characters of benevolence (仁), righteousness (義), propriety (禮), and wisdom (智).

The fortress city of Seoul has flourished for over 600 years along with its people in the love of art and culture.

Throughout the years, the city’s design has always been unique and full of warmth, focusing on the people, meeting with the people, and loving the people.
The city’s framework developed 600 years ago, but the origin of city can be traced back over 2,000 years. Throughout more than 5,000 years of Korea’s history, Seoul has never lost its place as the heart of the nation. As the old Korean proverb states—“If a horse is born, send it to Jeju Island and if a person is born, send him/her to Seoul”—the city has always been the center for creative talent in Korea. The traditions these forefathers set in place form the genetic origin of the creativity of the city of Seoul today. The Korean alphabet, Hangeul, developed by King Sejong and the scholars of the era, has been acclaimed as a scientific achievement in and of itself. The idea of creating a writing system that allowed the people to express their thoughts correlates with the major concepts of Seoul today, making efforts to create diverse means of open communication such as the development of the world’s most advanced e-Government befitting Seoul’s reputation as a city on the cutting edge of information technology. Seoul’s diverse design assets are expressions of equally diverse minds and are an important basis for the city’s continuous efforts to become the creative capital of Korea.

More than anything else, Seoul is a city that is very much alive. The city has experienced numerous historical events during the 20th century and the population of Seoul has multiplied from 2 million to 10 million in just thirty short years. Seoul has become the city it is today by facing and overcoming such endless challenges. In the same way that all major cities have overcome their own trials, Seoul would not have advanced to its current state if the city had shied away from challenges. The city constantly faced and solved problems. This process of creating solutions reflects the motto of modern-day Seoul as a Design City: “Design is the process of creating solutions to problems.”

Seoul approaches all of its policies using the concept of “design.” Seoul’s diverse efforts to transform the city into a Design City are highlighted in three major areas. The first area is urban design. Through projects such as the Hangang Renaissance and the Street Renaissance, Seoul is striving to build a unique and creative urban landscape. The city is also making great ef-
forts to root design into the urban lifestyle and the commercial industries of the city through the Dongdaemun Design Plaza & Park construction project, the establishment of Seoul’s symbol system, and celebrations such as the Hi Seoul Festival.

The second area is service design. Seoul is the first city in the world to establish public design guidelines. Service design is directly related to the satisfaction and happiness of citizens. It is not only concerned with aesthetics but is also a cognitive process that considers and provides for the needs of the citizens. The third area is system design. A creative organization is necessary in order to fully explore individual creative capabilities. By transforming its organization and its system from a design perspective, Seoul is contributing to its citizens’ welfare and to the enhancement of the city’s competitiveness. Such efforts and strategies on the part of Seoul have become the city’s unique expertise in its pursuit of becoming one of the top ten advanced cities in the world. Furthermore, such knowledge will become of great value through exchange and cooperation with other cities of the world.

Seoul’s greatest strength is the city’s ability to accept diversity. Achieving such remarkable growth within such a short period of time was made possible by the citizens’ ability to embrace diverse values and to deal positively with the conflicts and compromises that emerge in such a process. Seoul is looking forward to new conflicts and compromises that will emerge in the interaction with the existing member cities through joining the UNESCO Creative Cities Network. Seoul is ready to learn from the strengths and weaknesses of other members. Seoul will also closely observe the creative energy generated through the process of exchange and cooperation with other member cities.

The 21st century is an era in which everything is design. Creative imagination will transform us, which will transform Seoul, and then the world. We believe that a creative city’s future and the future creative city are not simple ends, but a diverse process of thriving in a rapidly changing world.
Hangeul Pattern Fashion  
Color Wrapping Cloth  
N Seoul Tower  

2002 World Cup Seoul Plaza  
Jongmyo (Royal Shrine)
Six hundred years ago, the man given the task of locating the ideal land for the capital city settled on the site of Seoul only after he searched the entire nation and arrived at the flat land surrounded by mountains intersected by the Hangang River. It has been an age-old custom in Korea for a man to seek out his fortune in nature. Such custom is thought to have originated in the belief that things are not considered simply as single objects but as objects that exist in relationship with people. In the hearts of the ancient people of Seoul who knew the significance of objects, design had already begun.

**Folk Tales**

Stories cannot be created without peace of mind. The *jangseung* (guardian posts) standing at the entrance of the village and the *dokkaebi* (goblins) carved on the roof tiles were characters from old folk tales that were brought out into the real world. Wherever people gathered, such hideous creatures always appeared but there was no need to worry. These creatures never strayed from the clever storylines that people created. The secret to naturally forming a unified consciousness throughout the country was in the oral transmission of these folk tales.

**Arts and Entertainment**

The traditional people of Seoul were a vibrant people who composed poems when they were alone, sang songs when two came together, and danced when they gathered in a group. The unique dances and songs for expressing happiness, sadness and love became the tradition and style of the people of Seoul. Additionally, the people of Seoul enjoyed love stories like *Chunhyangjeon* (Story of Chunhyang) and shared their joys through the narration of *sorikkun*, or the singer of traditional narrative songs. They also enjoyed satirical plays about the mundane world and clapped with their neighbors while watching *madanggeuk* (outdoor plays).

**Harmony**

*Hanok*, Korea’s traditional homes, has a very attractive residential design in which the artificial and the natural are not separated but achieve harmony that brings the lives of its dwellers close to nature. The *madang* (courtyard) is the most important part of the house for understanding the lifestyle of Koreans. Generally, everyday activities take place in the *madang* but it is also used to hold special events such as weddings, funerals and community festivals. The people of Seoul have greatly valued coexistence not only with other members of the community but also with nature in their daily lives.
Refinement

Technological advancement did not make Koreans prideful. This is because instead of being excited over a single change, Koreans placed great importance on the traditions created and passed down by their ancestors. Additionally, while they are generous with others, they are very strict with themselves. Korean people understand dignity. Hanbok (Korean traditional dress) is not merely a garment for covering the body but is a dress that reflects the consciousness of the Koreans. Although propriety rises from one’s heart, a hanbok instills reverence in its wearers.

Communication

If stories orally transmitted from person to person were to end there, then it would be very difficult for a nation’s commonly held ideas and spirit to be passed down from generation to generation. Realizing that many people were unable to express themselves well because the spoken language was different from the written language, King Sejong created Hangeul (the Korean alphabet) with 28 consonants and vowels. This resulted in the unification of the written and spoken languages and allowed the Koreans to maintain their unique culture and easily acquire new technologies.

Originality

It is not surprising that the nation that created Hangeul also developed the world’s first rain gauge. From the creation of the stone floor heating system to the sundial, water clock, crane, and even the ironclad turtle-shaped warship, science and technology have always been a part of Koreans’ everyday lives as well as special circumstances. Koreans have also demonstrated originality in the fields of architecture and art. They have created works of outstanding value in the areas of traditional Korean painting and ceramics not to mention Jongmyo (Royal Ancestral Shrine) and the ritual music.

Intermingling

Like Bibimbap (rice mixed with various ingredients), which Koreans enjoy so much, Korean people fully understand that there are traditions that must be kept but there are also things that can be improved by mixing with others. Koreans remember the late nights when their mothers wove pieces of worn out clothing under flickering candle light one piece at a time to make a checkered wrapping cloth. A child lying next to his mother would fall asleep watching the useless pieces of clothes slowly form into a shape. Then dreams… of a world that is as beautiful as the colorful checkered wrapping cloth…
Seoul, a city giving off the creative energy of design, is now preparing to join the UNESCO Creative Cities Network to meet the creative cities worldwide."
In the special event held during the Seoul Design Olympiad 2008, the citizens of Seoul collected 1.7 million pieces of plastic waste to transform the Jamsil Stadium, the venue for the 1988 Seoul Olympics, into the world's largest installation art that was reminiscent of a flower.

The Seoul Design Olympiad was a public design festival allowing every participant to become a designer, where 2 million people all over Seoul visited, enjoying and experiencing the creativity, freedom, diversity and beauty of design. Seoul citizens see design as not only a tool for superficial beauty but a daily behavior to make unpleasant things pleasant, unsafe things safe, and uncomfortable things comfortable. They also believe design has potential to touch our emotion and enrich our lives.

Design is a philosophy of Seoul citizens, as well as a way of their lives.
The public servants of the Seoul Metropolitan Government and I, the mayor of Seoul, are working together on a wide variety of initiatives to turn Seoul from a Hard City depending on quantity-based growth into a Softy City where design leads to a value and a culture.

Seoul, an ecological city with beautiful natural landscape.
Seoul, a cultural city of prestige with a time-honored history.
Seoul, an advanced dynamic city with a robust IT infrastructure.
Seoul, a knowledge based global city.

These are the vision of the future Seoul.
I firmly believe that joining the UNESCO Creative Cities Network will provide extended opportunities for us to take shape of the vision of Seoul.

As mayor of Seoul, on behalf of the Seoul citizens, I hope to form an alliance and collaborate with UNESCO Creative cities worldwide. As well, I am looking forward to Seoul moving forward with its actions and vision concerning design by joining the network of UNESCO Creative Design Cities.

Sincerely,

Oh Se-hoon _Mayor of Seoul
Contents

Origin 16
Creative Cultural City
A City Founded On Design
A City Abundant with Creative Cultural Heritage
A City With Its History Formed by Creative Individuals
A City with Its Culture Led By Its People

Adversity 26
A City Once in Despair
A City Devastated by the Korean War
A City that Experienced the Negative Impact of Industrialization
A City that Is Dreaming Again
Origin

If the creative potential of Seoul can be expressed in one word, it is complexity. The creative tradition passed on through Jongmyo Shrine and Changdeokgung Palace, registered as UNESCO World Heritage sites, is well preserved within the modernized city systems. Situated at the center of the Korean Peninsula located between an immense continent and islands, Seoul plays an important role in harmonizing and linking the diverse cultures and exchanges that emerged between the continental and island nations. With the use of a traditional and scientific language, Korea is at the leading forefront of the 21st century’s information revolution. Today, the tradition that highly valued creative talent is expressed through the citizens’ passion for education. The formation of a cultural and educational environment for fostering creative talent has become the driving force behind creative innovation within industry today.
Creative Cultural City

A City Founded on Design
A City Abundant with Creative Cultural Heritage
A City with Its History Formed by Creative Individuals
A City with Its Culture Led by Its Citizens
A City Founded on Design

Built on the banks of a life-giving river flowing between many mountains, the capital city of Seoul is a city that was advanced in its environmental design from its founding. Seoul was designed with the economy in mind with the placement of the palace in the north with a vast field to the south, allowing the people to engage easily in agriculture and commerce. The vision of Seoul’s design began with the intention of coexisting with nature while providing a comfortable lifestyle for its people.

Seoul was founded as the capital city by the Great Monk Muhak, the royal preceptor of King Taejo, the founder of Joseon Dynasty. The area was selected based on the principles of pungsujiri, Korean traditional geomancy commonly known as fengshui. Seoul was an ideal city that possessed all the conditions of a propitious site befitting a capital city. Situated at the center of the Korean Peninsula, the location facilitated nationwide governance and the Hangang River flowing on the southern side of the capital city provided a convenient means of water transportation. Additionally, Seoul is also recognized for its beautiful environment surrounded by high mountains. Jeong Do-jeon, a subject of King Taejo, selected the sites for the royal palaces as well as the Royal Ancestral Shrine, and designed the urban structure of Seoul including assigning names to all the palaces.
Mt. Bukhansan (836 m): A national park located inside the capital city of Seoul

Bukhansan is a mountain that is often visited by the citizens of Seoul. The mountain’s 8 km hiking trail with the beautiful cherry blossoms in spring and numerous valleys provides a scenic and comfortable refuge for the people of Seoul. In particular, the rocky slopes and terrain of Bukhansan are especially loved by many mountain climbers. In the old days, Bukhansan used to be known as Samgaksan.

Geunjeongjeon of Gyeongbokgung Palace: Originally built in the 3rd year of King Taejo (AD 1395) and rebuilt in the 4th year of King Gojong (AD 1867)

Geunjeongjeon, the Imperial Throne Hall, of Gyeongbokgung Palace is designated as National Treasure No. 223. It is the largest wooden structure still in existence in Korea today. Geunjeongjeon has historical value for being the royal audience chamber of Gyeongbokgung, the royal palace during the Joseon Dynasty. Surrounded by the two mountains, Baegaksan and Inwangsan, and with a spacious courtyard, Geunjeongjeon displays a magnificent architectural design.

Hangang River (405 km): The very long and wide river running through Seoul

The Hangang River, covering the extensive regions of the central part of Korea, is the lifeblood of the nation that birthed the nation’s political, economic and cultural center after King Taejo, the founder of the Joseon Dynasty, designated the surrounding area as the nation’s capital. The river plays an important role as the major water supply, the source of hydro power, and the irrigation water supply for the citizens of Seoul. In recent days, the Hangang River has been revitalized through the Hangang Renaissance Project.
A City Abundant with Creative Cultural Heritage

Within the boundaries of Seoul, countless stories and immeasurable values have been passed down throughout its long history. Seoul is a dynamic city with over 600 years as the nation’s capital and with over 2,000 years of history and possesses both tangible and intangible design assets as vast as its rich history. From traditional Korean architectural structures including palaces, fortresses and residential dwellings, to Hangeul(Hunminjeongeum), which is the creative and scientific writing system, innumerable design assets and cultural heritages are well preserved in harmonious accord.
Jongmyo (Royal Ancestral Shrine) and Jongmyo Jerye (Royal Ancestral Rites)

Jongmyo, the oldest and the most prestigious Confucian traditional ancestral shrine for honoring former kings and queens of the Joseon Dynasty, has a unique architectural structure built with only the minimal architectural elements of roofs and columns. Jongmyo Jerye, the Royal Ancestral Rites, is held each year at Jongmyo. The Jongmyo Jerye is a complex art form that includes a ritual ceremony performed by 500 officiants, a performance of Botaepyong and Jeongdaecop by the Royal Court Orchestra, and the Parilmu, a ritual dance composed of 64 dancers in eight rows. There are many shrines in the world but it is extremely rare for a ritual ceremony to be passed on and performed annually for over 600 years. UNESCO has appointed Jongmyo as Korea’s first UNESCO World Heritage, and the Jongmyo Jerye was designated as the first of Korea’s Masterpieces of the Oral and Intangible Heritage of Humanity by UNESCO.

– It is a unique burial place formed with perfect symmetry and movement and a design of the ritual ceremony system.
– It embodies the general architectural elements of urban city formation during the Joseon Dynasty
– It is an outstanding architectural structure that portrays the solemn atmosphere of the ritual place and restrained beauty composed within the confinement of minimal space.
– It is the expression of a unique and original architectural space found nowhere else in the world, allowing horizontal extension as the number of royal spirit tablets increased.
A City with Its History Formed by Creative Individuals

In all periods throughout history, great men and scientists have led the transformation of eras and made life more comfortable lives for the people. For over 600 years since Seoul became the capital city of Korea, the new ideas and tools created by the people of Seoul have contributed to changes in history and improvements in the quality of their lives. From the king who created a unique and scientific writing system and the inventor who developed the world’s first rain gauge to artists, calligraphers, and the architects who constructed the palaces and temples, the people of Seoul have continued to make creative history.

King Sejong the Great

The 4th king of the Joseon Dynasty (reign: 1418-1450). King Sejong appointed young scholars and practiced ideal politics based on Confucianism. Together with the scholars of Jiphyeon-jeon, an institute for fostering scholars and conducting academic research, he created the Hunminjeongeum. He is also credited with commissioning scientific research that resulted in many scientific inventions including the rain gauge. King Sejong expanded the territory by establishing the six garrison posts and made notable achievements in the areas of politics, economy and culture.
A new writing system introduced in 1446 (the 28th year of King Sejong) during the Joseon Dynasty. To help people communicate with each other, King Sejong ordered the scholars of the Jiphyeonjeon to create a phonetic writing system with distinct consonants and vowels. In contrast to other languages in use throughout the world, whose origins cannot be traced in terms of a specific creator or time, Hangeul (Hunminjeongeum) is recognized as the most unique writing system because there is a clear record of its creation.

- The basic principal behind the creation of Hangeul was “difference” (異), “compassion for common people” (儔), and “ease of use” (易). In other words, King Sejong, understanding the difficulties caused by the differences between the spoken and the written languages, felt compassion for the illiterate poor people of the nation and sought to create a writing system that was easy to learn and use.
- Hangeul is designed with scientific and systematic letters according to the principles of phonology in which the generation and structure of sounds are based on the theory of Yin-Yang and the Five Elements.
- In short, the shapes of the basic letters were derived from the shape of phonetic formation and the three elements of heaven, earth, and humans. Based on such basic letters, the remaining letters were created to enhance the organizational system.
- Hangeul is composed of 24 letters—14 consonants and 10 vowels. It is a unique system in which, unlike general phonetic systems such as the Roman alphabet, the consonant(s) and vowel(s) are combined, either next to or on top of each other, to create a single sound unit.
A City with Its Culture Led by Its People

The people who lived in Seoul were at the political, economic and social center of Korea. Their manner of speech became the nation’s standard dialect and their homes, eating habits and clothing became the models and trends for the rest of the country. The 24 seasonal terms in line with the agricultural culture and the coming-of-age, marriage, funeral, and ancestor worship ceremonies based on Confucianism became the foundation of Seoul’s culture. Additionally, the citizens enjoyed music varying from peasant music, court music, and ritual music depending on their social class and the event. They also enjoyed entertainment and performances such as sori (narrative songs) and madanggeuk (outdoor plays). To enhance their quality of life, the people of Seoul enjoyed the arts in their daily life and played a major role in creating a leisurely and abundant cultural lifestyle.
Namsadang Nori (Traveling Performance)
Namsadang is a traveling performance group composed of male members. Since the late Joseon Dynasty until the 1920s, these groups traveled from one farming village to another providing entertainment to commoners throughout Korea.

Marriage Ceremony
The traditional marriage was carried out in various stages. The first is the Euihon, the process of discussing marital intentions. It is followed by Napchae, which is the process of sending various information of the groom in a package called the Sasung. Then the third step is the Nappae, which is the process of sending wedding gifts by the groom’s family to the bride’s family. The last and the most ceremonial is the Chinyoung, which is the actual wedding ceremony itself.

Chajeon Nori
Also known as the Dongchae Ssawoom or Dongtae Ssawoom, the Chajeon Nori is one of the major festival games played during the Thanksgiving holiday. Winning is largely swayed by the participating players’ ferocious strengths. The fact that the game requires great physical strength is well expressed on the faces of the participants as well as the spectators.

Shinseonlo: The Royal Court Casserole
It is also called the Gujatang, Yeol Gujatang, or the Tangguja. Shinseonlo is a casserole dish in which various meats and vegetables are sliced and colorfully arranged in a circular burner pot. Broth is poured over and boiled and eaten while it’s hot.
Adversity

When discussing Korea and Seoul, there is a story that must be told. It is the true story of the nation being devastated by the Korean War, overcoming its adversities and successfully industrializing to become one of the top ten export nations in the world. But in the past fifty years, Seoul has also experienced environmental destruction, urban desolation and disorderliness following industrialization. However, even the stories of such a painful period have been transformed into assets and the city is now preparing to advance as the Seoul of the 21st century with new dreams, new images, and new ideas. Seoul is a city that possesses wisdom and experience acquired through overcoming adversity.
A City Once in Despair

A City Devastated by the Korean War
A City that Experienced the Negative Impact of Industrialization
A City that Is Dreaming Again
A City Devastated by the Korean War

The joy of liberation brought by the end of World War II was short-lived. Soon after, the capital city of Seoul was under the barrage of artillery shells of another war. The onset of the Korean War in 1950 nearly devastated Seoul’s industrial and urban infrastructure. Through the participation of 16 nations including the U.S. in the Allied Forces under the UN flag, the period of devastating war came to a cease-fire after three years of intense fighting, but not soon enough to protect Seoul from being reduced to a city of ruins.
The Korean War brought about a period of unprecedented destruction and suffering to the people of Korea. By the time of the cease-fire, the war had brought over half a million casualties to the Korean and UN forces and over 1.5 million casualties to the enemy forces. In addition, the Korean War created over 10 million dispersed families and paralyzed the entire nation.
A City that Experienced the Negative Impact of Industrialization

After the war, the rebuilding of the nation through industrialization and the New Community Movement (Saemaeul Undong) was continuously implemented as a part of the nation’s Five-Year Economic Development Plan. With the governmental policy focused on fostering chemical and manufacturing industries, numerous factories and plants were constructed in Seoul, causing the city to become covered with pollution and concrete structures. The nation’s rapid economic growth, together with the “Miracle on the Hangang River,” was a truly remarkable accomplishment. However, as the population grew to ten million, Seoul began to feel the negative impact of developing into a mega-city in areas including the environment, traffic, and housing.
Industrialization and development took place in such a disorderly manner that it destroyed the quality of life. The lessons learned through Seoul's period of industrialization will become a great resource for developing cities in the third world.
A City that Is Dreaming Again

While the West developed into an industrial society over a span of two hundred years, Seoul became industrialized through condensed growth during the past fifty years. Seoul has now transformed into an international city. Seoul successfully hosted the Olympic Games in 1988 and also received global recognition as the joint host of the World Cup with Japan in 2002. Today, Seoul and its citizens have begun to reflect on the rapidly growing city’s identity, quality of life and the environment. They have started dreaming a new dream to build Seoul into a city with its own unique identity.
The weariness with industrialization became an opportunity to consider what made a city an inhabitable city for people. Today, policymakers in Seoul and all Seoul citizens alike are dreaming of a city in which all its citizens can live healthy lives and harmoniously coexist.
Vision

The objective of the creative government policy of Seoul is to raise the happiness index of the people of Seoul.
To achieve global competitiveness, Seoul must develop an urban infrastructure well supported by advanced software.
The creative government policy of Seoul is to promote the city, improve Seoul’s brand image, revitalize the economy and enhance the quality of life. It is a strategy for developing culture-nomics with design at its center.
In addition, Seoul has a vision to become a healthy eco-city maximizing its natural beauty, an elegant cultural city vibrant with history and traditional culture, a dynamic and high-tech city fully utilizing one of the world’s most advanced IT infrastructures, and a knowledge-based global city with ten million citizens with higher education.
A City that Restores Humanity

Creative Government Policy
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Everything Is Design in Seoul Today
Creative Government Policy

Seoul’s objective is to become a “bright and attractive global city.” With the belief that design and culture will provide a new competitive edge for the city, Seoul established the Creative Culture City as its government policy. All the policies of Seoul are developed with a culturenomics strategy, which combines design with culture to create economic value. The creative government policy of Seoul is to put into practice small, yet valuable ideas for the sake of the happiness of the citizens. The city and its ten million citizens are creating a new Seoul through design, based on the firm belief that creative imagination will change people, who in turn will transform Seoul. Seoul’s initiative is to provide for the happiness and comfort of its citizens through new government policies formed on the basis of creativity, imagination, design, and culture.
Culturenomics, which creates economic values through the development of culture, is Seoul’s new growth strategy. All of the policies of Seoul can be collectively expressed in a single key word: design. Urban design is the work of beautifying the cold urban exterior that projects no individuality, the streets disordered with mismatched signs and facilities, and rectangular, matchbox like buildings.

During the past two years, the city of Seoul has employed vast city resources to develop the foundation for the world’s design center city. Such efforts were highlighted with the designation of Seoul as the 2010 World Design Capital. In March 2008, the official inaugural ceremony of the World Design Capital (WDC) was held and Seoul proclaimed its historical beginning as the 2010 World Design Capital. Based on such recognition, Seoul has developed diverse initiatives to maximize the ripple effects of being designated the 2010 World Design Capital, utilizing the WDC brand value until 2010.

On the grounds where Dongdaemun Stadium once stood, Dongdaemun Design Plaza & Park, Seoul’s new design Mecca, will be constructed. It will be a magnificent landmark befitting the title of the 2010 World Design Capital. With the completion of the project, Seoul will possess a city landmark that can stand shoulder to shoulder with Sydney’s Opera House or the Guggenheim Museum of Bilbao. Seoul has also launched the Seoul Design Olympiad, which is a global design festival for informing the world of Design Seoul’s capabilities and vision. Seoul is a creating synergy effect as the design center city through the annual event.

In addition, 2009 will be the year for innovation in public design. Seoul recently designated Haechi, a legendary and propitious animal, as the symbol of Seoul and announced the city’s colors. The streets of Seoul are being beautified. Every corner of Seoul is being transformed to match the beauty found in the cities of advanced nations through the Street Renaissance Project. When the exterior of Seoul becomes dressed in design, the daily lives of the people of Seoul will be rich with culture. Under the master plan for creating a Creative Culture City, Seoul will be transformed so that culture will be ubiquitous throughout the city. To achieve the objectives of the master plan, various cultural industries will be supported, the Hi Seoul Festival will be upgraded to a year long festival, and diverse cultural programs will be provided to the people of Seoul at minimal or no cost.
The city of Seoul has launched a large-scale innovation project to improve civil service with focus on increasing customer satisfaction and enhancing the happiness of citizens. This is the initiative of Service Design. When there are products with similar qualities and functions, the choice is then based on the beauty of the product’s design as well as friendly and thorough service from the actual purchase to post sale warranty service. Service design falls under the latter. The common complaints of citizens about unfriendly government workers and bureaucratic government institutions are now a thing of the past. Since the beginning of the fourth democratically elected local government, the city of Seoul has emphasized the necessity of creative government policies. Creative government policy is a way of thinking from the citizens’ perspective. Two major programs that were developed by considering what was most urgently needed from the citizens’ point of view are the Shift Program, a long-term, home leasing program that allows people to live in a rental home for twenty years as if it were their own home, and the 120 Dasan Call Center, a one-stop civil service center. Because these projects developed from considering the citizens’ immediate needs, the policy received favorable responses with an increased satisfaction rate.

The 120 Dasan Call Center, which is a one-stop civil service center that resolves citizens complaints or responds to their inquiries, is an exemplary model of Seoul’s Service Design initiative. In the past, when citizens called City Hall, they faced many inconveniences, such as being transferred from person to person, or even recordings, until they finally reached the person in charge. Because at the Dasan 120 Call Center, the phone is answered by a real service representative within 12 seconds, and in most cases, the problem can be resolved immediately over the phone, it has left a favorable impression of the city’s administrative services. Since its official launch in September 2008, more than 2 million people have used the service and the center currently receives an average of over 10,000 inquiries a day.

The Shift Program, which provides a long-term housing lease at up to 80% below the market price for 20 years, is another favored policy developed by the fourth democratically elected government. There was such a positive response to the program that it received the 2007 Creative Seoul Award. The Shift Program is the result of focusing on the idea that the biggest concern of citizens who do not own their own homes is to find a place to live. Shift has transformed the concept of a home from a “place to buy” to a “place to live.” In other words, it has shifted the paradigm from “ownership” to “residence.” The city of Seoul is planning to continuously increase the supply of homes for the Shift Program to a total of 60,000 homes.
System Design: Increasing the Competitiveness of Seoul Government Employees

System Design is the initiative that transformed the organization and system of the Seoul Metropolitan Government. The Government offers special incentives and benefits to hardworking employees while providing opportunities for training and self-examination to those that fall behind. Such an innovative personnel management system also had a large influence on the society.

To implement city policies for enhancing the city’s competitiveness and to improve the quality of life for all citizens, increasing the competitive edge of the public service organization was most critical. Seoul has achieved powerful human resources management innovation that included a new personnel management system based on creative government policy infrastructure in order to shed away its bureaucratic image and to increase the competitiveness of government employees.

The organization was transformed from a system in which promotion was based on years of service to a system that rewarded hardworking individuals. Until now, it took an average of 29 years for the ninth grade government employees to be promoted to the fifth grade. But with the new system, it is now possible to achieve this within 17 to 18 years. In this era of endless competition, even public service organizations need to acquire a competitive edge. The system weeds out those who do not work with creativity and passion.

In addition, the dong (the lowest administrative unit) offices were either closed or merged as a part of the effort to streamline the administrative body. By the end of 2008, 100 of 518 dong offices were restructured and remodeled as public facilities, such as childcare centers, libraries or cultural centers. The civil service employees that used to work in closed dong offices were reassigned to social welfare and other areas that will contribute to the improvement of citizens’ lives. Such innovative ways of transforming organizations and systems was provided by the System Design of the Seoul Metropolitan Government.

Over the past two years, Seoul has established the foundation to become a bright and attractive global city. Now, as the city takes steps toward a new milestone, such innovative efforts will become manifest one by one. Seoul is changing. The future of Seoul, a Creative Culture City, is bright.
SOFT: SEOUL

In this era, in which a city’s competitiveness represents a nation’s competitiveness, Seoul is also seeking to achieve brand recognition for the city equaling that of cities of advanced nations. To achieve this, Seoul will enhance the city’s brand value through creative design. The basic strategy in urban design is to utilize the enhanced brand value of the city as a growth engine and to promote the economy of Seoul. New city policies based on design as the key word will be developed and implemented. Until now, Seoul has had the image of a Hard City with priority given to a development paradigm focused on construction and industrialization as well as functionality and efficiency. This will be shifted to a focus on culture and design to transform Seoul into a Soft City.
## Vision of DESIGN SEOUL

### HARD CITY
- Functionality and efficiency oriented city
- Construction and industrialization oriented city
- Vehicle oriented city
- Speed addicted city
- City cut-off from history and tradition
- Exhibition and speculation oriented city
- Precision oriented city
- Energy over-consuming city
- Structure oriented hardware city
- Fixed solidified city
- Central oriented city

### SOFT CITY
- People first city
- Culture and arts oriented city
- Pedestrian oriented city
- City appreciating the speed of a bicycle
- City with its vein networked with history and culture
- Participation and experience oriented city
- Fun and entertaining creative city
- High energy efficiency city
- Contents oriented software city
- Moving, amoeba like city
- Distributed balanced city

### VISION
- Heavenly bestowed natural beauty
- Nature and environment
- Healthy ecological city
- Perpetual history and traditional culture
- History and culture
- Elegant cultural city
- Cutting-edge IT infrastructure
- Technology and industry
- Dynamic high-tech city
- Ten million citizens with a high level of education
- Human and health
- Knowledge based global city
Seoul: A Healthy Eco-City Maximizing Its Natural Environment

From its inception, Seoul has had the characteristics of an eco-city. Seoul’s geographic position is formed in a way that allows the harmonious coexistence of humans and nature. Within the heart of the city flows the Hangang River, a major source of the life of Seoul. The city is surrounded on all sides by the natural forestry of Mt. Bukhansan, Mt. Gwanaksan, Mt. Namsan, and Mt. Ansan. However, as a result of the industrialization efforts that have continued for over fifty years since the Korean War, only business establishments and skyscrapers remain in the urban space.

A natural consequence of introspection on such a result is the dream of an eco-city. Seoul has commenced planning for a sustainable city in which humans and nature live in harmony as in the past. Seoul is now seeking to become an eco-city with this clear and specific objective.

Seoul: A Refined Cultural City Vibrant with Tradition

As the nation’s capital city for over 600 years, Seoul has been the site of the development of historical culture that has shared both the joys and the sorrows of the Korean people. It is also the city in which energy from all areas including politics, economy, and society is concentrated.

Today, Seoul is making vast efforts to increase its brand recognition. The city’s competitiveness is believed to be equally important to, if not more important than, the national competitiveness in today’s globalized society.

Seoul is also making diverse efforts to increase the city’s competitiveness. There are plans to construct new global landmarks through architectural structures, but above all else, Seoul desires to become a global city with attractive cultural assets by focusing on the preservation of its cultural heritage and tradition.
Seoul: A Dynamic, High-Tech City Fully Utilizing Its IT Infrastructure

Seoul is a city in which technology, industry, and knowledge-based industries are clustered. Seoul is endeavoring to become the hub for providing new cultural content by combining its world leading IT infrastructure with its rich culture. In addition, Seoul is an ideal model city for building an infrastructure for IT converged service and now the city will advance as a world-class ubiquitous service region. In line with such a system and work environment, Seoul seeks to pioneer city transformation using advanced design.

The industrial city of Seoul, with design products from mobile phones and LCD televisions to automobiles used by people throughout the world, is once again pursuing its dreams as a high-tech city through design.

Seoul: A Knowledge-Based Global City with Highly Educated Citizens

Seoul is also Korea’s design capital with over 70% of the nation’s design industry clustered in the city. The city will significantly expand its efforts in design in the public sector through communication and cooperation with the citizens of Seoul who have a high level of design education. Furthermore, Seoul will also concentrate its creative design efforts on citizen-led design projects and areas of design that will improve the health and quality of life of citizens.

As the city grows, the service structure is changing and within such an environment, the only industry that can guarantee sustainable growth is the creative industry. Seoul is the link that connects the creative industries together. Seoul is a city abundant with design assets and is using such assets to become the hub of the design industry and ultimately, a global city through design.
Design Seoul_4 Major Strategies towards Soft Seoul (AICS Strategy)

Airy Design Seoul

- Comfortable and generous public space
- Less crowded and highly efficient public facility design

Integrated Design Seoul

- Multi-functional and multi-purpose public design
- Integrated urban design implementation system

Collaborative Design Seoul

- Formation of partnerships among citizens, experts and the administration
- Pursue participation and experience oriented design projects

Sustainable Design Seoul

- Nature and people friendly design
- Safety first design
- Continuous post implementation assessment and feedback system
Everything Is Design in Seoul Today

Until few years ago, the awareness of design for an average Seoul citizen was limited to fashion. Today, their knowledge of design has advanced to the point of freely conversing about the diverse fields of design including service design and system design, which are the software sides of design. The city of Seoul began to view all governmental affairs from a design perspective and to initiate government projects with design. Today, design has become so central to the administration that all 25 autonomous gu districts have established a separate design organization.

“The 21st century is the age of design. From this moment, we are all designers who will create ‘the One and Only Seoul’ and the ‘World’s Best Seoul.’ Creative imagination will change us and that in turn will change Seoul.”

(Excerpt from the July 2006 inauguration address by Mayor Oh Se-hoon)
Implementation

Seoul is a city with a clear objective. The concepts of “Design Seoul” or the “Soft City” did not emerge simply because it is the 21st century or to fit in with a global trend but as concrete responses to reflection on the trials Seoul has undergone as the capital city of Korea and to the demands of the people of Seoul. The city’s design system and infrastructure to achieve Design Seoul is as strong as, if not stronger than, any other city in the world.

The design organization of the Seoul Metropolitan Government is composed of various design departments and institutes, all under the management of the Seoul Design Headquarters which is under the direct control of the mayor. In addition to the government institutes, there is a strong design infrastructure including design industries, design educational institutes and students majoring in design. Based on the city’s powerful design organizations and infrastructures, Seoul is currently undergoing transformation through design.

In addition, the design partnerships being formed among numerous design organizations and private companies are also developing into a new design power for the city. Seoul will now maximize its design organizations and infrastructure and focus its efforts to develop as a city centered on design. Furthermore, the city’s design partnership with diverse organizations will become a model for the cities of the world to follow.
A Prepared Design City

Design Organizations: Public and Private
Design Infrastructures: Industry, Culture and Education
Design Organizations

The city of Seoul’s determination to place design culture at the center of everything is strongly supported by its design system. Under the direct control of the mayor is the Seoul Design Headquarters, which was established as a separate design organization responsible for creating a global city brand for Seoul by implementing new policies for industrial and public design. Within the Seoul Design Headquarters are the vice mayor-level Chief Design Officer, Director of the Design Seoul Planning Department, and five divisions—Design Planning Division, Urban Landscape Division, Public Design Division, World Design Capital Division, and the Seoul Design Olympiad Division. The Seoul Design Headquarters also manages various subsidiary organizations including the Seoul Design Foundation and the Seoul Design Center. In addition, each of the 25 autonomous gu districts also has a separate design organization that supports the implementation of the city’s Design Seoul initiative.
Seoul Design Headquarters
Established as the exclusive administrative organization in charge of Seoul’s design to lead a drastic paradigm transformation of city and overall urban design enhancement projects and create a global city brand (Division Director - Vice Mayor Level).

– Seoul Design Commission
A body of experts for reviewing and advising public facilities and public space design for developing city’s environment that will elevate Seoul’s urban brand value

– Public Arts Commission
Advisory and reviewing body for the Urban Gallery Project that fabricates and installs art works in various public spaces.

– Art Accessory Commission
A body of experts for reviewing the artistic values and public appropriateness of the art accessories being installed on a large scale buildings

– Design Seoul Forum
Develop design policies, seek out ideas and provide advisories on design related policies of Seoul.

Seoul Design Foundation
It is a specialized organization for providing comprehensive and systematic support that will realistically contribute towards fostering the competitiveness in Seoul’s design industry. (Seoul Design Foundation is in charge of the 2010 World Design Capital Project, the Seoul Design Olympiad and the Dongdaemun Design Plaza and Park Project)

Seoul Design Center
It is a design promotion agency established to develop a support system for the design related infrastructures of Seoul, acquire a sustainable design promotion system, strengthen product competitiveness of SME’s products, and contribute towards creation of high value in design sectors.

In addition to the public organizations, there are 136 design related private associations and academic organizations in support of Design Seoul. These organizations are very active in Seoul and the number of organizations per design field are as follows:

– Design related private organizations(136)
  Product Design(18)
  Visual Design(65)
  Fashion & Textile(15)
  Crafts(21)
  Multimedia Design(29)
  Web Design(9)
  Environment Design & Architectural Design(14)

In addition, the Design Innovation Center as well as number of design specializing support centers are in operation to provide practical support for creating designs that will enhance the future values in the new generation. Also, design research activities are actively being undertaken at over 30 specialized design research centers in over 10 universities.

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Design Infrastructures: Industry, Culture and Education

Befitting its status as the capital city of Korea, Seoul also plays a central role in Korea’s design industry in terms of scale as well as competitiveness. Furthermore, design related content is provided to the public through many museums, art centers as well as diverse forms of media. The number of students majoring in design in institutions of higher education in Seoul is over 24,000 (20% of the nation’s total) and over 65% of Seoul citizens are well aware of the city’s various design related projects.
Seoul possesses a strategic infrastructure for fostering an advanced design industry in the long term. Through active cooperation with the design sector and the establishment of policy measures by the metropolitan government, the city will acquire the industry’s competitiveness and specialization in creating high value design products.

Investment in and utilization of design by the major corporations in Seoul equals that of advanced nations of the world. In addition, approximately 60% of companies have their own design divisions or utilize design in their business, and the trend of such design application by general businesses is on a steady increase. Among the design fields, the field of visual design has the largest number of companies and employees and the field of environmental design has a high budget and vast capital.

- The average annual budget for investment in design by the companies in Seoul utilizing design amounted to 1,587.33 million KRW (approx. 1.3 million USD: 1 USD = 1,220 KRW), which is 2.2 times the nation’s average. In major corporations with a separate design division, the average annual design budget amounted to 2,654 million KRW (approx. 2.175 million USD). The majority of companies using design depend on outsourcing for large volume design projects.

- The total number of employees in companies specializing in design located in Seoul was 9,015 (71% of the nation’s total) and the education level of a majority of the designers was bachelor’s degree. In addition, 96.6% of design field employees in the companies utilizing design and 91.6% of the design field employees in the companies specializing in design had permanent employment status. The total number of design patents registered by companies in Seoul numbered 14,502, which amounts to 38.5% of the nation’s design related patents. The companies in Seoul have acquired 421 Good Design (GD) Marks, which amounts to 64.35% of GD Marks awarded nationwide.

- To determine the design capacity of Seoul, the number of internationally acclaimed design awards received by companies and individuals in Seoul was tallied. In 2008, 208 out of 2,553 awards of iF (International Forum Design), red dot and IDEA (Industrial Design Excellence Awards) were received by Korean companies and individuals. Those companies that implemented design management years in advance have seen the fruit of their investments since 2005 in terms of professional designers and outstanding design products. Of the 108 iF awards in 2008, 76 were received by Korean manufacturing companies. Among them, Samsung Electronics (38), LG Electronics (14) and Woongin Coway (8) accounted for 60, or 79% of the iF awards received by Korean companies and individuals. In addition, 22 of the 101 2008 iF concept awards were given to students in Korea, and 14 red dot design awards were given to the Samsung Design Institute (SADI).
Design Culture

Seoul is striving to provide opportunities for its citizens to experience design as well as increase their awareness of design. At the same time, the city is promoting designers to raise the public awareness of design. In Seoul, there are 19 museums, 13 art centers or galleries, and 16 libraries or data centers related to design. Diverse forms of media including broadcasting, publishing and the Internet are available for delivering design related content and the city holds numerous competitions and events for the general public throughout the year.

Design Broadcasting Content

A total of 16 programs related to design aired in 2008. In addition to these programs, the morning cultural programs targeting housewives showcase interior design, fashion design, and other daily life design information. In addition, with the advancement of information technology, the new form of mobile television known as the Digital Media Broadcasting (DMB) also provides various design related media content.

Design Competitions

Seoul categorized design competitions into three areas: design contests held by public organizations, design contests held by private organizations or companies, and design awards for companies or already commercialized products (or services). In 2008, a total of 367 design competitions were held in Seoul.

<table>
<thead>
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<th>Number of ‘Design Competition’ per Category</th>
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<tr>
<td>Category</td>
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<tr>
<td>Design Competitions</td>
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<td>Total</td>
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</table>

Design Events

Design events held in Seoul can be categorized into three major categories: academic events (including seminars, workshops, conferences, and forums), in which primarily design industry specialists or related professionals discuss the academic and technical perspectives of design; festival events, in which design is the theme of the event or the event includes design related programs in which everyone is invited to participate; and finally exhibition events, the majority of design events, which are open to the general public as well as industry professionals and present the commercial and artistic sides of design.

<table>
<thead>
<tr>
<th>Number of ‘Design Events’ per Category</th>
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<tbody>
<tr>
<td>Category</td>
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<tr>
<td>----------</td>
</tr>
<tr>
<td>Design Events</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Design education in Seoul is systematically implemented throughout the years of elementary and secondary education. Art and design are part of the general curriculum and there is an effort to cultivate professionals who will lead the changing industry environment. In addition, the city is implementing design education policies that integrate design education with related academic subjects in a direction that will have maximum social and economic effects.

– Among 411 institutions of higher education in Seoul, 87 (21%) offer design field majors. There are 388 professors (18% of the nation’s total) in design field majors, of whom 149 are at two-year colleges (student to professor ratio 51:1) and 239 are at four-year universities (student to professor ratio 45:1). In addition, there are 24,884 (20% of the nation’s total) students majoring in design in Seoul in two-year colleges, four-year universities, graduate schools, and online universities.

– In terms of research produced, 718 articles in the field of design have been published in domestic journals by institutions of higher education in Seoul, which is 27% of the publications in the 34 academic journals in Korea. In terms of fostering industry professionals, 5,652 degrees in design were granted by universities in Seoul, which made up 20.5% of the bachelor degrees, 70.8% of the master degrees, and 89.9% of the doctorate degrees in design in the nation.

### Graduate schools in Seoul, number of students in the design field of majors per major and degree

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<tr>
<th></th>
<th>Master</th>
<th>Doctorate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design General</td>
<td>649</td>
<td>170</td>
<td>819</td>
</tr>
<tr>
<td>Industrial</td>
<td>227</td>
<td>9</td>
<td>236</td>
</tr>
<tr>
<td>Visual</td>
<td>274</td>
<td>5</td>
<td>279</td>
</tr>
<tr>
<td>Fashion</td>
<td>249</td>
<td>7</td>
<td>256</td>
</tr>
<tr>
<td>Others</td>
<td>1,938</td>
<td>298</td>
<td>2,236</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,337</td>
<td>489</td>
<td>3,826</td>
</tr>
</tbody>
</table>

Number of schools with design field of majors among the higher education institutes in Seoul, Community Colleges (2 yr.) in Seoul, Universities (4 yr.) in Seoul, Graduate Schools, Distant Learning Institutes

Number of students per design field of majors in universities (4 yr.) in Seoul
A City Transformed through Design

Seoul Design Asset Project
Urban Design Fundamentals
Public Design Improvement
Seoul Renaissance
Sustainable Design
Expansion of Design Culture
Seoul Design Asset Project

Numerous stories and values have been passed down in Seoul throughout its long history. Seoul is a dynamic city with more than 2,000 years of history, 600 years as the capital of Korea, and a vital urban space. The Seoul Design Assets is a project to rediscover and reinterpret from a design perspective the outstanding cultural, historical, and urban works that are worthy of passing on to future generations as present and future values. The project will present the design vision of Seoul that can compete with other cities of the world through rediscovering Seoul’s 600-year history of design and exploring the factors that differentiate it from other cities.
With over 600 years of history as the capital city, Seoul has countless and diverse design assets. What images that include the present and the future must Seoul present? How must Seoul position itself in order to distinguish itself from other cities? The process of analyzing and identifying the essence of Seoul is the process of identifying Seoul’s design assets.

For the selection of Seoul’s design assets, diverse candidates including Gyeongbokgung Palace and four other major palaces, the four major gates of Seoul, Namsan Seoul Tower, Hangang River, Hangeul, and Cheonggyecheon Stream will be reviewed in terms of their representativeness of Seoul’s image, design elements, creativity, innovative effects on recreation, artistic value, cultural tourism value, and connection with cultural tourism attraction or products. An overall assessment using the aforementioned criteria will be made by the selection committee and the assets will be selected. These assets will then be presented in exhibitions in both Korea and in other countries to display the essence of Seoul to foreign visitors in Seoul as well as to the world.

Diverse and unique elements of Seoul
The Seoul design framework will be established by rediscovering and reinterpreting the city’s tangible and intangible cultural as well as natural assets from the design perspective and such assets will be organized as the city’s unique assets to newly discover the Uniquely Seoul.

Utilization of design assets and proliferation of Seoul’s identity
The Seoul Design Asset Exhibition Center will be constructed and the selected design assets will be exhibited to the public. Various projects will be developed to apply the design assets as core elements for city marketing and city branding. Furthermore, the selected design assets will actively be utilized as core items to enhance the images of Seoul.

The utilization of Seoul design assets represents the city’s efforts in assisting the citizens of Seoul to identify something about Seoul they have never realized and to create more abundant and valuable living environment. It’s the city government’s initiative in finding the True Seoul.

Sharing design assets
Seoul design assets possess Seoul’s values as the capital city of Korea for over 600 years amidst the harmonious coexistence of people, space and objects. These invaluable assets will be further enhanced by combining design and technology and elevate to worldly future assets. Seoul will share these assets with other cities throughout the world.
Whowon (Biwon): landscape design
- A unique and one of its kind garden design found nowhere else in the world
- Unlike the gardens in Japan or China, Biwon does not possess artificial characteristics. In addition, there is no preset boundary between the garden and the nature. This smooth blending of architectural design, which makes it difficult for viewers to determine where the garden ends and the nature begins, is the design secret of Biwon.

Seoul Fortress: archetype urban design
- Archetype urban design symbolizing Seoul
- Achievement of space design construction using the elements of nature
- Well displays the harmony between the modernized urban city and the ancient fortress constructed with superb granite sculpturing techniques and architectural technology.

Gyeomjae Eui’s View of Hanyang (former name of Seoul): graphic design contents
- During the period when Joseon Neo-Confucianism was popular in the kingdom, there existed pride amongst Koreans that Korean culture was the most advanced in the world. Accordingly, the scenic views of Hanyang Seoul were also confidently believed to be the best and therefore mountains and river scenic drawings became a popular trend.
- Gyeomjae was Korea’s first artist to capture the nation’s natural sceneries.

Haechi: the representative icon of Seoul
- Selected as the symbol of Seoul and is positioned in the center of the symbolization system
- It holds strong and yet soft and friendly image as the guardian creature
Maedeup (knot)  
**multipurpose accessory design**  
- It’s the representative multipurpose accessory design displaying Korea’s noble culture  
- The knot captures the wisdom and acutely artistic qualities of Korean women. It is women’s life design that sheds glimpse on high quality lives of ancient Koreans.

Official Uniform Breast Patch  
**system and accessory design**  
- Although it’s the icon of a political position and system, it also has the characteristics of accessory and inherent symbolism.  
- The formation of the breast patch can itself be called a graphical work of art and it well expresses nobility and power through the precision techniques and elaborate combination of colors.

Donggualdo (Map of East Palace)  
**design of space perception**  
- National Treasure #249. This is the map that showed detailed structural positioning of Donggual (Changdeok Palace and Gyeongbuk Palace) hand drawn by the official artists of the late Joseon Dynasty.  
- The uniqueness of the Donggualdo is the realistic and detailed expression of space that coincides with the landscape and the structures of the palaces.

Bojagi (Wrapping Cloth)  
**application and accessory design**  
- Unlike the Western bags, the wrapping cloth conforms to the shape of its contents, allowing high flexibility for excellent usage as a secondary wrapping tool  
- Korean characteristics are well expressed through its shape and colors and the unique feature is that no two are exactly alike.
Urban Design Fundamentals

The public design initiative by the city of Seoul starts from the perspective of the ecological network cycle of humans and the Earth and aims to create a place where people can breathe and enjoy themselves by adding fresh individuality and order to the city. Accordingly, strict guidelines for the public sector have been established and Seoul is striving to raise the city’s value as a city of the future by establishing the fundamentals of urban design.
As a part of Seoul’s initiative to revitalize the city, the Design Seoul Guidelines have been developed to establish a framework for public design standards. The objectives of the Design Seoul Guidelines are to create a "cool city," a "convenient city," a "friendly city," and a "healthy city," all based on the four major strategies of the Design Seoul initiative: airy, integrated, collaborative, and sustainable.

As a result of rapid economic growth, the building structures and facilities were constructed without any comprehensive urban planning. Through the process of constructing structures haphazardly without any consideration for the citizens’ well-being and the city’s identity, Seoul became an urban environment that had no identity.

In October 2007, the city of Seoul commenced to develop guidelines that would set the standards for urban design in response to such necessities. A public hearing with related experts and representatives was held in April 2008, and the Design Seoul Guidelines were established on May 28, 2008.

The Design Seoul Guidelines set the standards for structures, including public buildings, public facilities, public spaces, public visual media, and outdoor signs, which have a significant impact on urban design. The initiative will become a key milestone for the city's transition from a focus on quantitative values based on development and growth to qualitative values based on culture and quality of life.
Public Architectural Guideline
The goal of enhancing public architectural structures is to create public convenience and design enhancement on all public buildings and facilities for citizens including public administration buildings, concert halls, welfare centers, police stations, as well as post offices. Seoul has established the following fundamental guidelines to achieve such objectives.

- Shed away from uniformity, authoritative and exclusiveness images and express high level of elegance and friendliness through application of diverse designs
- Create comfortable and convenient space for users by applying user oriented open design
- The authoritative practice of high steps and oversized canopies of public buildings will be abandoned.

Applied structures and facilities: administrative and public buildings, welfare related buildings, education and R&D related buildings, cultural and community activity related buildings, environment and sanitation related buildings, medical related buildings, and other buildings

Public Facility Guideline
The goal of enhancing the public facilities is to create integrated Uniquely Seoul image and improve the public facilities’ design to be more user oriented by improving the public benches, public waste receptacles, street vendor structures, streetlights, subway station shelters, soundproof walls, as well as retaining walls. Seoul has established the following fundamental guidelines to achieve such objectives.

- Priority will be placed on the safety and materials shall be clear and in their original colors
- Acquire maximum pedestrian space by minimizing facilities’ space occupation
- Priority will be placed on functionality. Accessorial shapes that have no relations to functionality shall be limited.

Applied structures and facilities: rest area facilities, sanitation facilities, service facilities, commercial sales facilities, pedestrian facilities, green land facilities, protective facilities, management facilities, lighting facilities, and other facilities

Public Visual Media Guideline
The goal of enhancing the public visual media is to provide improved readability, usability, sustainability, and integration of information delivery and to create calm and orderly urban image design by improving the traffic safety signs, traffic signs, traffic lights, bus station signs, as well as subway station signs. Seoul has established the following fundamental guidelines to achieve such objectives.

- Set design as priority by placing highest importance on distinguishability and visibility
- Place consideration for the priorities of displayed information with strong coloration
- Minimize space occupation by integrating connecting information

Applied structures and facilities:
- Transportation related visual media
- Pedestrian related visual media
- Multimedia information visual media
Seoul has recognized the necessity of establishing the city's identity befitting its size and global reputation. In response to such a need, Seoul, with the participation of its citizens, developed a symbol that captures the essence of Seoul to improve the city's competitiveness and brand value.

**Seoul Symbol**

Seoul had no symbol to strengthen its brand like the Bear of Berlin, the Merlion of Singapore, and the Big Apple of New York. In response, the city conducted various research and analysis as well as public hearings with industry and academic experts and professionals to choose a character to symbolize Seoul. The Haechi, a legendary animal symbolizing righteousness and friendliness, was selected as a result. To strengthen the city’s brand and image, a Haechi Statue was erected in Gwanghwamun Plaza and a plan has been made to establish Haechi Street, which will stretch from Gwanghwamun to the Seoul Arts Center in Seocho-gu. Haechi has numerous expressions, postures, and image formation characteristics that make it versatile as a symbolic icon that is easy to remember. It is anticipated to leave a lasting friendly image not only to the people of Seoul but to the people of the world.

**Seoul Colors**

Seoul did not have an established coloration system and representations of Seoul have been made with no sense of order or specific guidelines, resulting in disorder and confusion in the city landscape. Reflecting the city’s inability to give sufficient consideration to the city’s color when designing the urban space in the 20th century, Seoul launched a project to identify the basic colors of the city. The selected colors are now applied in the basic plan for the urban landscape and through a review of the basic plan for the utilization of Seoul colors, priority will be given to the application of Seoul colors on major public facilities for street scenery and mass transit systems.

**Seoul Typefaces**

The Seoul Typeface Development Project, which was initiated as a part of identifying a different visual medium that captures the essence of Seoul was completed in 2008. Advanced cities in many countries are already using their unique typefaces to establish their city’s identity and to strengthen their city’s brand image. The Seoul Typeface found its motifs in traditional beauty such as “the integrity of seonbi (Confucian scholar) mentality and refined elegance” and “the openness of hanok (traditional Korean house) structure and the graceful lines of giwa (roof tiles)” and developed the Hangang and Namsan typefaces named after the Hangang River and Namsan Mountain, the representative assets of Seoul.
Seoul Symbol
Emphasize the non-symmetric curves of the ‘⺩’ character
Express identity with the usage of Korean style lines
Reduce the character width to form a beautifying image of generous space
Improve visibility by acquiring spacing between the characters
Improve readability of the writings by applying pretext-squared font shape
Remove accessorial expression for improved readability
Visualize openness to enhance the uniqueness of the font
Concise linking of vowels
Concise linking of consonants
Create openness of font space by eliminating protrusions
Shorten the projection length to express the modern simplicity
Concise linking of vowels
Concise linking of consonants
Improve the clarity of the font by balancing the width, length and thickness

Seoul Color
Seoul Lightgray  Seoul Green  Seoul Darkgray  Seoul Brown  Seoul Yellow
Seoul Beige  Seoul Blue  Seoul Red  Seoul Orange  Seoul White

SeoulTypefaces

Express identity with the usage of Korean style lines
Reduce the character width to form a beautifying image of generous space
Improve visibility by acquiring spacing between the characters
Improve readability of the writings by applying pretext-squared font shape

Create openness of font space by eliminating protrusions
Shorten the projection length to express the modern simplicity
Concise linking of vowels
Concise linking of consonants
Improve the clarity of the font by balancing the width, length and thickness
The Seoul Scenic Plan is a plan for establishing a major framework for developing the overshadowed sceneries of Seoul caused by the development and growth paradigm of the city that has proceeded hand in hand with the industrialization of the nation. The plan was established and declared on May of 2007 and implemented since the November of 2007. In pursuant to the Enactment Decrees of the Scenery Act, development efforts have been initiated since the August of 2008 by the Seoul Administrative Development Research Center (for basic and visual sceneries) and by the Industry and Academic Cooperative Institute of Konkuk University (for night sceneries).

On September 9, 2008, public hearing on the Seoul Scenic Plan was held at the conference hall of the Seoul Museum of History. The hearing included presentations on the general background, objective, basic concept, and implementation strategy. Through the results of discussions among professionals from diverse industries and fields and with the opinions of the participants, the scenic plan for 3 major areas (Basic, Urban and Night Scenery) was established. The finalized Seoul Scenic Plan is applied as the guideline of all scenery related projects and scenery related discussions initiated by the city and is contributing towards preservation of Seoul’s very own vast natural sceneries as well as the formation of natural landscape that enhances such invaluable assets.

The Seoul Scenic Plan is segmented as follows. First is the Basic Scenery Plan, which presents the objective of the scenic plan for the entire city of Seoul and scenic management units of administrative sector, pivot, and connecting points are established and provides general guidelines for maintenance, management and formation of the scenery. Second is the Urban Scenery Plan, which covers the guidelines for the general urban buildings and structures that are pretty much erected throughout Seoul. It presents strategic scenery enhancement plan and detailed application plan per each urban design theme. Finally, the third part of the Seoul Scenic Plan is the Night Scenery Plan, which was developed to establish the lighting color, brightness, and installation standards to create more elegant and advanced night scenery of Seoul. It also includes a fixed lighting plan to ensure safe living environment and plans to create Uniquely Seoul night scenery.

Basic Scenery Plan

The Basic Scenery Plan is the framework strategy for maintenance, management and formation of Seoul’s overall scenery. To highlight the uniqueness of the urban sceneries of Seoul, scenery management districts were established and accordingly, the Scenery Design Guideline that includes the standards for formation of the scenery for each managed district was developed. The primary objective of the Scenery Design Guideline is to ensure opportunity for the designer to reconsider the surrounding natural scenic resources from the initial designing stage. It incorporated the Scenery Self-Check List, which includes major items presented in the guideline and the designer must check whether such items in the guidelines have been complied to or not and submit the completed list together with the construction permit application. In addition, a scenic policy and management plan for each of 5 major residential districts was developed and support system was established to encourage and support local residents to be actively involved in the scenery formation projects and scenery formation discussions.
Urban Scenery Plan

Of the scenic plan categories of the natural green landscape, water sides, history and culture, and urban scenery, the Urban Scenery Plan focuses on the specialization of the urban scenery. It presents scenery management and improvement strategies for general urban sceneries including residential dwellings, commercial buildings and office buildings.

To create standards for 3~15 storied structure scenery formation, which had been neglected in previous scenery management efforts, the Urban Scenery Design Guideline has been established and like the Basic Scenery Plan, the Scenery Self-Check List system is implemented. In addition, strategic scenery enhancement targets for each of the urban formation type are selected and general guideline and models to ensure successful implementation of the plan was presented. Since the sceneries are exposed and appreciated by the citizens, it requires characteristics of public wellbeing that ensures easy access and provides joy to everyone. Accordingly, Seoul is making diverse efforts to shed away from the previous uniformity regulations and is directing resources to create beautiful and attractive city through the development of soft scenery management system that incorporates guidance and support.

Night Scenic Plan

The Metropolitan City of Seoul has continuously been implementing various night scenery related projects and with the development of the Night Scenery Basic Plan in 2000, more beautiful, comfortable, and lighted environment was created through continuous upgrading of the night scenery systems with implementation efforts including systemized planning for each district and planning of historical and cultural city night sceneries.

As the plans became connected with various other plans being pursued by the city, new and more enhanced Night Scenery Plan that will create internationally acclaimed night sceneries that placed importance on the environment and viewers' sentiments was established. To respond to the transforming trend of urban lighting in advanced cities throughout the world, efforts were placed to minimize light interference and pollution, utilization of energy conserving system and equipments as well as recyclable materials. Efforts were also made to build reputation of Seoul as the design and artistic city.

The objectives of Seoul night sceneries

– Identity
  Create Uniquely Seoul sceneries through night sceneries. A city is easily remembered and understood through its clear and unique identity.

– Beauty
  The lightings for the scenery must stimulate the mystic needs of the citizens and at the same time, contribute toward the formation of beautiful urban sceneries.

– Safety
  The urban scenery lightings must provide safe environment for pedestrians from dangerous elements and obstacles that reside in dimly lit areas.
Public Design Improvement

The Seoul Metropolitan City has been implementing citywide design enhancement project to breathe design into the public facilities and objects that were built when the idea of design did not exist to create a visually sophisticated and graceful city environment that also offers convenience to the people. To develop and widely distribute harmonious design corresponding to the unique characteristics of Seoul, design competitions for citizens and for professionals were held and the Public Facility Design Improvement Project was pursued through the cooperative efforts of the people of Seoul, industry experts, and the Seoul Metropolitan Government. The objectives of the Public Design Improvement Project are to create Seoul’s unique brand and to create a comfortable urban environment by developing and installing public facilities that are visually pleasant and easily accessible to the public. It is also making improvements to subway stations and bus stops to create comfortable public spaces that can be shared and enjoyed by all.
To create Clean and Attractive Global City, Seoul, and to achieve uniformly harmonious urban scenery throughout the city, Seoul has developed and distributed a design manual that incorporated the standards guideline established in 2007 for street vendor stands, benches, posts, waste receptacles, and other public facilities in March of 2009. Among the established standards, 4 different pilot models of street vendor stands were developed and installed near the City Hall in July of 2008. The name of these street vendor stands that will contribute to the formation of Seoul’s new image is called the S-Shop. The name signifies Seoul, Small, Soft, and Street Shop. During the test trial period of the S-Shop, problems and inconveniences will be identified and supplemented, and installation of the S-Shop will be expanded throughout the city. Seoul is planning to change all the street vendor stands to S-Shop by the end of 2009. Currently, the efforts are ongoing to develop design products for sidewalk fences, uniforms for the city’s sanitation employees, sanitation vehicles, as well as the pole sign posts for the village buses and taxi stands.
Outstanding Public Design Certification System

The Outstanding Public Design Certification System is Seoul’s new initiative that comprehensively reviews the important elements of urban design, including public facilities, public visual medium and public space, to verify whether the Design Seoul Guideline has been complied to, as well as to verify design’s functionality, cost effectiveness, and sustainability, and other factors. The system also issues certification or awards for selected outstanding designs.

The products that are certified as the Outstanding Public Design will be granted the right to use the symbol of Seoul, Haechi certification logo, for 2 years. In case of a winning design that are installed in public areas and such logo cannot be applied, a certificate of award shall be awarded. To promote efforts in public design and to expand such efforts, Seoul is selecting and awarding outstanding public design. Furthermore, the city is seeking to identify outstanding design that can be utilized in the city by stimulating the development of design and creation of ideas that are inline with the Design Seoul initiative. Additionally, Seoul will identify and support numerous outstanding designs that are achieved through enhanced competitiveness of public design related companies, and establish a solid foundation for the public design infrastructure in Korea.

Facility Information Signs

The Facility Information Signs, which had been installed throughout the city without any guidelines and caused significant disorderliness to the urban scenery, are being transformed to be uniformly in accordance with the manual of standards established by the city. Any new signs must be approved by the reviewing board of the each administrative district. In addition, the Facility Information Sign Standard Design Manual that includes various standards such as color, design and size, is being applied in all process of the signs from installation to maintenance and management throughout the city. Seoul is making efforts to create a city that is more convenient, safe, and comfortable for pedestrians.
Throughout the capital city of Korea with over 10 million residents, there is not one single street that symbolizes Seoul. To change this, Seoul is planning to create the area around the Gwanghwamun as the representative plaza that symbolizes the capital city and announce to the public in July of 2009. Within the Gwanghwamun Square, Woldae(island of stones), Yookjo(name of the street) Street, and Haechi Statue will be reconstructed to bring back the historical image of the area. In addition a massive pedestrian walkway that stretches from Gwanghwamun to Seoul Plaza, passing through Cheonggyecheon, will be opened to the public. Seoul perceives the Cheonggyecheon as the pivotal landmark between East and West and the city is pursuing the Urban Recreation Project that places 4 pivotal landmarks for the North and South with intention to vitalize the entire city. The walkway that leads from Gyeongbukgung to Saejongro(street) is the historical and cultural pivot and the first pivotal landmark between the North and South. Seoul is planning to transform and recreate the area as people oriented space, space for experiencing history and culture, natural landscape and scenic space, and pedestrian networking space. The Gwanghwamun Square will become not only the urban culture plaza in which the people of Seoul will gather but will also become a global landmark that incorporates the latest cutting-edge information technology.
The Seoul Design Map is a differentiated map that includes an identity exclusive to Seoul. The map introduces Seoul’s outstanding designs, architectures, and cultural arts. It reinterprets Seoul’s representative landmarks from a design perspective and will help users to not only “see” Seoul, but to “feel and experience” the city.

**The Seoul Information Pattern**

The Seoul Information Pattern utilizes the patterned graphic factors and systematically relays the basic, image, and content information of various locations in the city. The map analyzes both tangible and intangible aspects, such as the shape, history, characteristics, composing elements, and cultural values of the location, with visual elements to make the items into symbols, and reinterprets the location by reorganizing the attained symbols. The unique feature of the Seoul Information Pattern is that it provides immediate information including the atmosphere, value, and characteristics of the location simply by viewing the pattern. The reinterpretation of Seoul through a graphic element called “pattern” is in itself significant.
The Window of Seoul

The Window of Seoul utilizes a simple icon, developed to represent a location, to express information on the map. It also provides interactive elements that allow the user to complete and use the map, transforming the tourist's simple visit into an experience. The Window of Seoul is composed of individual cards that include basic transportation information and descriptions of locations. Visitors can experience creating a unique Seoul map by creating the user's own tour routes, marking the photographed locations with stickers, and sketching their very own map information on the memo section. What's more, the individual cards come in a paper frame format. Visitor can take photographs at key tour attractions or at important locations and put one in the frame to create a perfect memento of the experience. Visitor will be able to look at the picture and the information on the card, and to reflect on the experience again and again.
Seoul Renaissance

The city of Seoul is expressing itself in phrases such as “Design Seoul” and “Soft Seoul,” and is making efforts to achieve citywide innovation through design. The Hangang Renaissance is a project launched to restore the ecological system of the Hangang and to transform the river and its surroundings into a people friendly environment. The Hangang, with its vast width and depth, provides beautiful scenery found only along the magnificent rivers of the world. The Hangang Renaissance project will develop, restore and preserve such remarkable natural beauty to contribute toward the cultural, economic and ecological advancement of Seoul.

The Namsan Renaissance is a project that will establish a new relationship between Namsan, which is the mountain located at the heart of the city, and the urban center.

The Street Renaissance is a project launched to renovate the congested and disorderly streets of Seoul.
The Master Plan for the Hangang Renaissance Project was established in December of 2007. By 2010, the phase 1 of the project, which is composed of a total of 33 projects including the Park Specialization Project for 4 major Hangang parks, will be completed. By 2030, the natural beauty of the Hangang will be fully restored and the construction of waterfront town is scheduled to be completed. Hangang is the most optimized space that can create new image for Seoul from the perspective of urban scenery as well as urban functionality. However, it was the area which the city was not able to utilize efficiently and therefore, became one of the last unused spaces in Seoul. Before the 4th democratically elected government, Hangang's only role in the city was as a reservoir. Then the new plan was developed to utilize Hangang not only as a tourism resource but also to establish Hangang as the central pivot of Seoul and to develop the river areas as a district that can symbolize Seoul.

The planning efforts were initiated in September 2006 and by July of 2007 the initial master plan was developed. Then through international workshops and civic group meetings, various ideas and suggestions were gathered from Korean and international experts as well as from the citizens of Seoul. As a result, in December of 2007, the Hangang Renaissance Master Plan was finalized. The objective of the Hangang Renaissance Project is to rebuild Seoul’s urban development plan centered on Hangang and to recreate Seoul as a comfortable and attractive waterfront city. Under the basic theme of Restore and Create, the Hangang Renaissance Project will be implemented in phases from 2007 to 2030. The 8 major projects are the development of Waterfront Town, improvement on Hangang scenic landscape, construction of Eco-Network centered on Hangang, improve accessibility, enhance connection with historical heritages surrounding the Hangang, and build themed Hangang Parks.

The projects have been in full implementation since the April of 2008 with the cooperative agreement by the Ministry of Land, Transport and Maritime Affairs. Yeido and Yongsan, which are towns adjacent to the Hangang, will be expanded and developed closer to the waterfront to form international financial and international affairs district. The development of Magok and Jamsil will be made in conjunction with the Hangang Parks and the regional area development strategy, and will be fostered as the water transportation transition district.
Even though Namsan (Mt.) is the only place where one can enjoy nature and find tranquility in the heart of the city, it is difficult to approach and even upon arriving, there’s not much attraction besides the N Seoul Tower. The uphill roads were designed for automobiles and are difficult as well as dangerous for pedestrians. Namsan also lacked convenient facilities and rest areas. In response to such shortfalls, the Metropolitan City of Seoul launched the Namsan Renaissance Project to transform Namsan into a very special place within the heart of the city that is people-oriented with an overflow of tradition, culture, and art. The objective is to redesign Namsan to become the representative landmark of Seoul that is easy to approach, not difficult to climb, and projects not only the natural beauty but allows the visitors to feel the scent of tradition, culture, and art.

First, the night scenery of Namsan will be changed. The Museum of Light that showcases spectacular digital art will spotlight Namsan every night.

Second, new mass transit systems such as monorail, cable car, and elevators will be installed to improve access to Namsan. The pedestrian path will be upgraded and angled elevator from Namsan 3 Tunnel entrance to the Namsan Cable Car, which will be revamped, will be newly installed to facilitate accessibility. The “Sopa Street” for vehicles, stretching from the Sejong Hotel in Myeong-dong ~ Namsan Cable Car ~ Baekbeom Plaza ~ Hilton Hotel, will be shortened and transformed as a street with theme and the “Sowol Street” will be developed as an environmental friendly path for pedestrians to provide magnificent scenery of the Han River and the Yongsan Park.

Third, the tradition of Namsan will be recreated. The 4 sections of the Naman Bongsudae, which were all destroyed except for 1 section near the Pavilion during the Korean War, will be newly restored and the Bongsu event is also planned to be brought back into practice. In addition, the surrounding areas are also planned to be redeveloped. The Jangcheung district will be transformed to become the Gallery Park Zone; the Yaejang district will become the Media Art Zone; the Hwehyeon district will become the Concert Zone; the Hannam district will become the Ecological Zone; and the N Tower district will become the View Point Zone. These various district development projects will be pursued to ensure rebirth of Namsan as the Park in the heart of the city that incorporates the tradition, art and culture.
Street Renaissance

The streets of Seoul will be transformed to create a design applied beautified city. Until now, the streets have been constructed indiscriminately and independently without any connection to the surrounding environment, displaying disorderliness and confusion. Seoul is planning to integrate the street design related projects and create streets that people would want to walk on. As the first phase of the Seoul Street Renaissance Project, 50 streets with a length of 500 meters or less are selected and throughout the selected districts, the signs and street designs will be integrated. The project will be carried out in phases with priority given to the streets with high pedestrian traffic, such as streets near universities, and also to streets with historical, cultural, and tourism values. The initial phase of the project will be implemented to create a city with beautiful signs.

The project will be pursued with participation by local residents, store owners, and design research centers. Each year, the street with most beautiful signs will be selected and be recognized as the model for Design Seoul.
Sustainable Design

The city of Seoul is actively pursuing diverse measures to increase community awareness in a large city such as Seoul and to resolve environmental issues through open communication with citizens and the reduction of the environmental burden.

As a part of its initiative for creating a sustainable community and to establish the city’s identity, Seoul has successfully implemented advanced projects, including the Cheonggyecheon Restoration Project. The city will continue to launch various design-oriented projects that place importance on the life of community and environment by innovating environmentally friendly and sustainable measures that harmonize development and preservation.
As a part of the Urban Recreation Project, which will divide the central part of the city from North to South into 1-4 sectors and redevelop the city center under the themes of History & Culture and Tourism & Green Land, the Saewoon Market (Korea’s first residential & commercial complex built in 1967) will be demolished and removed. A large scale green plaza with the width of 90m and length of 1km will be developed over the vacant land. The 1st phase of the project, which vacated the Hyundai Market in Saewoon 1 district, was completed in May of 2009 and the 2nd phase of the project will connect green space all the way to the Cheonggyecheon Stream. Seoul is targeting to complete the compensation to the residents and owners for the 2nd phase by the end of 2009.

The Saewoon Market Green Landscape Pivot Plan was planned as a long-term project. Through early completion, the outdated and worn out central part of Seoul will be transformed and will vitalize downtown Seoul area. In addition, the linking of the Cheonggyecheon Stream and Namsan is anticipated to achieve synergy effect for the regional environment. Furthermore, Seoul is planning to extend the green landscape through connection to adjacent cultural assets such as the Jongmyo as well as the Cheonggyecheon Stream and is planning to developed the area that will not only be favored by the Seoul residents but will become the highlighted tour attraction for foreign visitors to Seoul.

Once the project is complete, a massive scale green landscape that connects from Bugaksan (Mt.) to Gwanaksan (Mt.) with the Cheonggyecheon Stream and the Namsan (Mt.) in between will be formed. Such vast green lands are expected to contribute towards cooling effect of the city as well as to the improvement of atmospheric pollution. Furthermore, the project is anticipated to have a significant economic effect throughout the central district, equaling the positive impact of the Cheonggyecheon Restoration Project.
The Dream Forest Project was initiated to develop a large scale park that can stand shoulder to shoulder with many renowned urban parks throughout the world. The park is being constructed over the outdated and unattended Dreamland amusement park and its adjacent undeveloped park lands. The Dream Forest is a symbolic project that was launched by the 4th democratically elected government as a part of the administration’s initiative on balanced development of Gangnam and Gangbuk and it is scheduled opened in October of 2009. At the center section of the park, a large grass plaza, about twice the size of the grass plaza in front of the City Hall, will be formed. Together with a Moonlight Fountain as high as 7 meters and a pond, the park will possess diverse themes for providing joy and beauty to all visitors during all 4 seasons.

**A Park that relates the sentiments of spring and autumn**

On the main road of the park, there will be a cherry blossom path and at the park’s northern section adjacent to the residential apartment district, autumn season’s crimson-tint forest will be formed. Once the park is complete, the residents of Gangbuk will not have to travel far but enjoy the most magnificent scenery during the spring and most beautiful sounds during the autumn.

**A park in which tradition lives on**

The Changnyeongwee Gungjaesa (traditional Hanok – Registered Cultural Asset # 40) situated at the Southeastern section of the park will be restored to its original architectural appearance and its surrounding grounds will be beautified with a pond and pavilion to relate Korea’s traditional landscape in its true form.

**A park with cultural events**

The area around the Southwest entrance, which was once damaged area used as the snow sleigh slopes, will be developed into a cultural center that will include a multi-purpose hall, a scenic viewpoint and two concert halls that can accommodate 300 seats each.

**A park with beautiful sceneries of the great nature**

From the scenic view point (139 meters above sea level) situated next to the cultural center, the magnificent panoramic landscape of the Bukhansan (Mt.), Dobongsan (Mt.) and the Suraksan (Mt.) provides a spectacular view from the northern side of the park. To its southern side, the scenic viewpoint provides sceneries of Namsan (Mt.) and Hangang. The Dream Forest will, without a doubt, become the most sought after place to visit in the northern Seoul region. Furthermore, various supplementary cultural facilities including a visitor center and restaurants will also be developed simultaneously.
The World Cup Park is a great significance to Seoul’s urban management policy. The park is a transformation of the Nanjido waste landfill site, which was once the symbol of Korea’s ill-effects of industrialization and urbanization that resulted in environmental pollution and destruction of the nature, into ecologically healthy recreational facility for the people of Seoul. The park originally was 2 large heaps of garbage that the city of Seoul piled up for over 15 years from 1978 to 1993, and vast waste landfill. The 3,471,090m² area was restored as a large scale environmental friendly and ecological park by reclaiming the waste landfill lands and harmonizing the artificiality with nature to commemorate the 2002 World Cup and the new millennium.

The park development plan was conceived under the main theme of mutual respect and coexistence with nature. The plan reflected the trendy concept of the time, sustainable development, and pursued coexistence of natural and human culture, establishment of respective relationship within the process of environment preservation and utilization, and to achieve harmonization between natural environment and artificial structures.

The World Cup Park is composed of 5 theme parks of the Pyeonghwa(Peace) Park, the Haneul(Sky) Park, the Noeul(Sunset) Park, the Nanjicheon Park, and the Nanji Han River Park. Throughout the 5 parks, 92 different types of trees totaling 733,000 trees(18,000 of 53 type trees and 715 of 39 type shrubs) are planted and various facilities including the Seoul Design Gallery, a multi-purpose video center, a visitor information center, Nanji Pond (24,500m²), Nanji Stream (2.5m²), water fountains (3), open plazas (6), playgrounds (3), exercise facilities (5), parking lots (4), rest areas (3), shops (2), toilet facilities (20), and other convenient facilities are installed.

The most recent statistics show that over 7.1 million people visit the World Cup Park and on holidays or special event days like the Children’s Day or during the Pampas Festival, over 200,000 people visit the park.

The World Cup Park is continuously making efforts to be developed into a global environmental and ecological energy theme park that will be sought out not only be the people of Seoul but by foreign tourists as well.
Cheonggyecheon Stream

For twenty years, from 1958 to 1978, the land filling efforts on the Cheonggyecheon Stream completely filled the stream and a massive elevated roadway was constructed over it. This roadway became the symbol of growth and development as well as the hub of the urban industry. The Cheonggye Expressway was the main road running through the heart of the city.

Entering into the 21st century, greater value was placed on culture and environment than on development and growth. As a result, Cheonggyecheon was viewed as an obstacle that had a negative impact on Seoul’s beauty and the project to uncover the stream was launched in July 2003. After the transformation efforts, Cheonggyecheon was restored to reclaim its historical position for the first time in 47 years. Currently, more than 10 million citizens and tourists visit Cheonggyecheon and the stream is establishing itself as one of Seoul’s leading tourist attractions. The Cheonggyecheon Restoration Project did not simply end as an effort to restore historical and cultural heritage but it has created a source for a cool and clean urban center.

- Transformation into a sustainable urban paradigm
  The city of Seoul has been making cooperative efforts in spreading the new concept of "environmentally sound and sustainable development" through the harmonization of development and preservation. The Cheonggyecheon Restoration Project represents the transformation of Seoul from a city centered on development and cars to a city centered on people where nature and people can coexist. It has become a symbol of Seoul’s a new urban management paradigm for the 21st century.

- Restoration of historical and cultural space
  The Cheonggyecheon Restoration Project was launched to restore the Gwangtonggyo and the Supyogyo bridges, which are both representative cultural landmarks from the Joseon Dynasty, and to rediscover the pride of the nation.

- Restoration of the ecological environment
  The Cheonggyecheon Restoration Project brought clean and fresh water back to the stream. The project not only restored the ecosystem in Seoul but also transformed the city into an environmentally friendly city that harmoniously coexists with nature.
Birth of a New Korean Wave

Recognizing the achievements made through the Cheonggyecheon Restoration Project, the world is now attentive to Seoul’s major social reformation. Particularly, the neighboring nation Japan is acutely analyzing the project and some are suggesting that Seoul’s Cheonggyecheon Restoration Project should be seen as a case study to be actively applied as a key source of information that will breathe vitality into the political leadership and social reformation of the Japanese government, which has become inefficient as a result of ten years of a bubble economy.

The success of the Cheonggyecheon Restoration Project did not end in Korea but its impact is spreading to major cities throughout the world. Many experts and city council members from Tokyo have visited Cheonggyecheon in relation to their efforts to restore the Sibuya River. Civic groups, industry experts and government officials from Osaka are benchmarking the Cheonggyecheon Restoration Project for their “Aqua Metropolis Osaka” project, which will utilize streams, rivers and the sea to transform the city.

From the time the Cheonggyecheon Exhibition Hall opened in December 2002 to the end of 2004, the hall attracted visitors from 19 countries including Japan, China and the USA. In total, there were 120 visits from 2,500 foreign visitors. Divided according to region, 92 visits were made by visitors from 9 countries in Asia (88% of the countries represented by the visitors), 7 visits from the European Union (7%), and 5 visits from the USA (5%). The size and nature of the groups from Japan suggest that they came for the purpose of conducting a thorough analysis of the Cheonggyecheon Restoration Project as a successful model.
Expansion of Design Culture

Seoul is seeking to transform into a city of the people with a deep cultural and artistic understanding, for whom design has become a part of their daily lives. In response to the designation of Seoul as the 2010 World Design Capital, the city is hosting the Design Olympiad for designers as well as the general public. In addition, the city is constructing the Dongdaemun Design Plaza & Park as a Mecca of World Creative Design. Seoul is continuously making efforts to create design programs that invite the participation of its citizens and to spread design culture.
The Metropolitan City of Seoul was selected as the 2010 World Design Capital by the International Council of Societies of Industrial Design (Icsid). The World Design Capital was launched through the initiative efforts by Dr. Peter Zec, the former president of Icsid. Every 2 years, a city which has displayed a remarkable design achievement or a city that seeks to advance its development through design is selected. The WDC Project was launched with the objectives to newly emphasize the importance of design and to enhance the qualities of the lives of the people through the economic and cultural advancement of the city through utilization of design.

When compared with the other candidate cities running for the WDC title, including Singapore and Dubai, Seoul fell short in terms of design infrastructure. However, Seoul’s vision “To Create a Clean and Attractive Global City” and its political policies, as well as the city’s determination to create Seoul as the attractive global city through culture and design was highly evaluated during the selection process. In addition, the leading design capabilities displayed through products of Korean companies such as Samsung, LG and Hyundai as well as the city’s pursuit on constructing the Dongdaemun Design Plaza and Park had favorable impact during the review.

The WDC reviewing board awarded the highest score for Seoul government’s policies on design. Furthermore, the board also believed that the drastic and significant investments Seoul was planning would emphasize that design has the power to change the world and that Seoul will become a model city to the world. The other important factor was the unreserved will of the Mayor of Seoul towards the support for the design industries. Such combined factors impressed all 5 judges and Seoul, with the unanimous decision of all members of the WDC reviewing board, was appointed as the 2010 World Design Capital.

The designation of Seoul as the World Design Capital is anticipated to breathe new competitive strength not only into design related material and manufacturing industries but throughout all commercial industries in the city as well.

On May 17, 2008, Metropolitan City of Seoul and Icsid executed the 2010 World Design Capital Seoul Cooperative Agreement that includes details on the visions and objectives of WDC, obligations of both parties, intellectual property rights, and implementation and promotion of related projects. Based on the agreement, Seoul has planned and launched various projects including the Seoul Design Olympiad, construction of the Dongdaemun Design Plaza & Park, participation in the IDA World Design Report, and Youth Design Creativity Camp, to create Seoul as the Global Design City and to stimulate the design industry.

As the Proliferation Phase of the WDC Project in 2009, the Seoul Design Report will be published, the selected Seoul Design Assets will be announced, and groundbreaking ceremony for the construction of the Dongdaemun Design Plaza & Park will be held in order to establish the foundation for design. As a part of supplementary events for the WDC, various festivals and events including the Seoul Design Olympiad, Youth Design Creativity Camp, Young Design
Workshop, as well as exhibitions and contests for the general public will be held in 2009.

The WDC logo will be displayed at the City Hall Plaza as a part of the domestic and international promotional efforts and on-site promotional activities will be launched throughout the year by installing promotional booths in various subway stations in Seoul. The city will also launch efforts to promote World Design Capital to the people of Seoul by launching the WDC Supporters 2010 Project.

2010 is the year for displaying the Design Capital City Seoul to the world and Seoul will hold WDC Celebration and Festivals for its citizens for 2 weeks. Seoul’s landmarks, including Boshingak, will be brightly lit and Christmas Seasonal festivity atmosphere will be combined to hold various events including the Tree of Hope, Winter Light Festival and the Multimedia Show.

2010 is the year of proclamation to the world of the World Design Capital Seoul. Commencing with the WDC Year End Festival and the WDC launching ceremony, various events will be held throughout the year.

The WDC Year End Festival and the WDC launching ceremony will be held in conjunction with the traditional Ringing of the Boshingak (belfry) and Seoul’s diverse events for the Christmas season. Various events will include the creation of the Design Tree of Hope, the Winter Light Festival and multimedia shows.

The WDC Declaration, which is the main opening ceremony for the WDC, will include the proclamation of the Seoul Design Charter, presentation of the Seoul Design Award for recognizing those individuals who have greatly contributed to the advancement of world design, and the showcasing of the WDC Trophy, created to commemorate the world’s first World Design Capital City and to be passed on to the next WDC city.

The conference at the event will be composed of two major sessions of the World Design City Summit, in which the mayors of the successful design cities will be invited to share their invaluable experiences, and the World Design Economic Forum, in which the CEOs and designers of international design corporations will be invited.

The Exhibition will include the WDC Commemorative Exhibition, which will introduce Seoul Design, World Design Market for the exhibition and sale of the products by Korean as well as international young designers, and the exhibition of the Seoul Design Assets, which will showcase to the world the excellence of Seoul as the WDC City.

In addition, the Icsid Interdesign and the Seoul Design Fair will be held during the summer and autumn season to display to the world the design capacity of Seoul as the World Design Capital.
Following the designation of the 2010 World Design Capital, Seoul has held the Seoul Design Olympiad for 21 days from October 10~30, 2008. The Seoul Design Olympiad 2008 was a design and cultural festival held to solidify Seoul as the global design Mecca and to enhance its recognition as the cultural city.

The Seoul Design Olympiad was a design festivity that incorporated all genres of design including graphic design, space design and fashion design and most of all, it was a spectacular event in which everyone, both general public and designers alike came together and enjoyed the festivities.

Various events including the Seoul Design Conference, which is a forum for discussing the future blueprint of world design and Seoul’s strategies, the Seoul Design Exhibition, which included creative works by Korean and international artists, the Seoul Design Festival that included participation of the general public and designers, and the Design Contest were held in addition to the spectacular fireworks. The Seoul Design Olympiad was attended by internationally acclaimed designers including architects Zaha M Hadid, Patrick Schumacher and Roth Lovegrove.

Total of 24,758 participants from 92 corporations and organizations as well as 23 universities from 42 cities in 10 countries attended and participated in 86 programs in 7 fields of design. The events were supported by 12 institutes that included 5 government ministries (Foreign Affairs; Public Administration and Security; Culture and Tourism; Knowledge Economy; and Land, Transport and Maritime Affairs) and private design institutes. The event received sponsorship totaling 2.568 billion KRW from 17 corporations, which significantly contributed to the savings of public funds.

Above all, the most significant achievement was that total of 1.987 million (general public: 1.713 M, group attendees: 215 K, foreign visitors: 59 K) attended the Seoul Design Olympiad, which significantly contributed to the elevation of public awareness of design and the event established a cornerstone for the continuation of international cultural festival.

Adding to the success of the event itself, the Seoul Design Olympiad has achieved highly successful economic ripple effects such as creation of new jobs in both design and connected (exhibition and convention, lodging, service, etc.) industries. The event shed light to new opportunities to new industries and business models by developing design into a new cultural industry contents and promoting the advancement of industry structure. It is anticipated that the qualities of the citizens’ lives will significantly improve as a result of their bountiful cultural experience presented in a form of design.

Commencing with the 3rd Seoul Design Olympiad, the official title of the event will be changed to the Seoul Design Fair and starting on September 17 to October 7, 2010, the Seoul Design Fair will be held under the theme of Design for All.
The Dongdaemun Design Plaza was designed by the world renowned architect, Zaha M Hadid, with the inspiration of “manifestation of the scenery.” Total of 375.5 billion KRW will be invested in the construction project. The groundbreaking ceremony was held on April 28, 2009 and the construction is scheduled to be completed by December of 2011. The Plaza structure will have 3 below ground floors and 4 above ground floors with the floor area of 83,024m² and the park will be spread out over the area of 37,398m² laid out over the total land area of 65,232m².

The Dongdaemun Design Plaza, which will symbolize the 2010 WDC Seoul and the Design Seoul, will include multi-purpose exhibition/convention hall, specialized exhibition hall dedicated to design, information center, experience center, Design Street, administrative facilities and convenience facilities. It is anticipated to attract international design events, help establish domestic and international design related cooperative network, and become the global Design Creative Mecca through management of various support centers such as the Design Media Lab, the Digital Archive, and the Design Resource Center. In addition, the Dongdaemun Design Plaza will also establish and operate Fashion Map, and provide support for design, fashion, marketing, production, and education efforts to support the Dongdaemun’s fashion industry and become the comprehensive complex for supporting the design industry.

The land on which the Dongdaemun Stadium stood was where the Seoul Fortress Wall(Historical Landmark # 10), which was erected during the Joseon Dynasty, once stood. It was formerly the military and police training facility during the Joseon Dynasty. With the construction of the Dongdaemun Design Plaza, the former fortress walls, which were demolished during the Japanese occupation period, will be rebuilt and the cultural heritage will be reestablished by connecting the fortress walls from Naksan(Mt.) to Dongdaemun, and on to Namsan(Mt.). The rebuilding project will reconstruct the backbone of 600 years of Seoul History, creating a multi-purpose public park that will harmonize water, green lands, and history. It will become the citizen’s relaxation and resting park with cultural, exhibition and park events. Centering on the redevelopment of the Dongdaemun Stadium region, the urban redevelopment project will be conducted throughout Daehakro(street), Dongdaemun and Namsan districts. The massive project will include expansion of the Daehakro, development of a park on the land where the Ewha Womans’ University Dongdaemun Hospital is situated, construction of grass field plaza over the Heunginjimun region, construction of a parking lot over the land on which the Dongdaemun Market once stood, as well as formation of green way on the Jangcheungdangil(street), and removal of the Gwanghee Overpass. Upon completion of the project, the Dongdaemun district will be reborn as the space for ten million Seoulites that will provide the excitement of commercial industries (design and fashion), richness of history(Heunginjimun and Fortress Walls), and natural environment (green forestry from Nakas to Namsan).
The Urban Gallery Project is an effort to transform the streets and parks into a cultural exhibition. The project will also include installation of art works in public facilities to provide easy access to art works, which have been selected based on their consideration for Seoul’s historical, cultural, and characteristics of their locations, to the people of Seoul to bring culture and design into their daily lives. Thus far, various art works and sculptures were exhibited at parks and plazas and going forward, the Urban Gallery Project will link with the Urban Design Project and actively expand the project. The project is being implemented on a trial basis with advices by the Public Arts Commission of Seoul to enhance the dignity of the city through exhibitions of high quality artworks. The Urban Gallery Project will also be implemented in conjunction with the Seoul Design Olympiad and will also be expanded to include corporations and citizens’ participation.

Achievements of the Urban Gallery Project

In 2007, total of 30 projects including To Draw Short Characters in Insa-dong and Networking through Art in Mangwon-dong were completed. In 2008, 13 individual projects with 28 artworks were completed to provide joyful art exhibition experience to the public.
The Design Seoul Gallery is the promotional space to increase the citizens’ satisfaction rate on the city government’s policy implementation for Design Seoul as well as an experience space for communication to expand community awareness.

The exhibition space is designed in a storytelling formation to facilitate the attendees in understanding the Design Seoul’s visions and policies. It is an exhibition space designed not for the exhibiting artists but rather focused on the participants. It allows the viewers to experience the exhibited works of art and to feel them with their 5 senses.

Particularly in case of the Design Seoul Gallery, the viewers can experience the site activities that show the city’s transformation through design and also allows the viewers to understand the underlying vision. It clearly showcases how Design Seoul is enhancing the quality of life of Seoul citizens in an entertaining manner. Through the Design Seoul Gallery, Seoul anticipates that the citizens’ understanding of the government’s administrative handling of city affairs will be improved and by accepting citizens’ feedback, the city hopes to develop more thorough city management strategies. Seoul believes that the Design Seoul Gallery will significantly contribute towards achieving the great future anticipated by the people of Seoul. (Installed in 12 locations)
A City in which Design Partnership Is Alive and Active

Partnership for Fostering Design Professionals
Partnership for Strengthening Design Abilities
Partnership for Fostering Design Professionals and for Strengthening Design Abilities

In the area of design, Seoul is carrying out diverse and dynamic implementation programs that were developed with consideration of the social and economic impact as well as a strong design infrastructure. In addition, the city’s plans for the design future of Seoul include partnerships with design organizations and corporations. In particular, the convergence of Korea’s leading information technology and green technology will become the focus of Seoul’s future design.
Partnership for Fostering Design Professionals

The Seoul Design Foundation has recognized design as a new growth engine for the future and is fostering the future design generation and design industry professionals. As a part of such efforts, the foundation has entered into a Memorandum of Understanding (MOU) with the Kaywon School of Art and Design, an institute founded on the philosophy of job-oriented education, and will continue to cooperate on the development of mid- and long-term projects in the field of design.

Seoul has contributed to design education in partnership with private companies that value design and conducted research to identify measures to enhance corporate value through such activities. As a part of such an initiative, the city has entered into a MOU with Whistler Korea to support the "100,000 Design Dream Tree Fostering Program," a design education program for children, who will become the leaders of Design Seoul's future, and to closely cooperate until 2013 to transform Seoul into a World Design City.

Seoul has entered into a MOU with Autodesk Co., Ltd., for fostering creative design professionals. Under the agreement, the city and Autodesk will closely cooperate in various projects including creative design education projects, co-hosting of the Design Seoul Forum, and participation in the Seoul Design Olympiad. Notably, Autodesk will provide design education software valued at tens of billions of KRW to the city for fostering creative design professionals.
The city of Seoul hosted the 2009 Young Designers Workshop as one part of the World Design Capital Seoul 2010 project to strengthen new designers’ abilities as well as promote exchange in domestic design education. The 2009 Young Designers Workshop was co-hosted by the Seoul Design Foundation, the Seoul Design Center, and the Korean Society of Design Science, which is Korea’s representative design research organization. With the participation of design industry experts in Korea, it provided new learning opportunities that are unavailable in the general design curriculum in schools for young designers.

The Art Shelter (bus station) designed, built and donated by Hyundai Card Co., Ltd., and installed at the Seoul Station bus stop, fully expresses the design sense of the Hyundai Card Company. The Art Shelter displays media art and Seoul’s administrative news and in the future, the multimedia display of the Art Center will be linked with the Bus Information System (BIS) and deliver bus schedule information as well as the weather, news, and city information on an hourly basis.

Ecole nationale superieure des arts decoratifs (EN-SAD), one of the world’s leading design education institutes, implemented Seoul Design as a part of its curriculum during one semester and displayed the course projects. In addition, the Seoul Metropolitan Government has entered into a MOU with ENSAD, under which ENSAD will continuously conduct research on design in Seoul, and Seoul will provide material and support for such projects. Both the city and ENSAD have agreed to closely and actively cooperate on these joint projects.

Seoul Metropolitan City and Microsoft Korea Co., Ltd. have entered into a MOU to promote and utilize the Seoul typefaces and to cooperate in actively promoting the Design Seoul initiative. The MOU will provide an opportunity for the Seoul typefaces to be used more broadly.
The “Inclusive Design Challenge” is an international event co-hosted by the Seoul Metropolitan City and the British Council of Korea. It is a competition in which a mentor designer who graduated from the British Royal College of Arts (RCA) and young Korean designers team up to create a design solution that considers the elderly, disabled, and socially neglected class. The contest will contribute to the development of new business models and the establishment of a cooperative network with the world’s top design school, the Royal College of Arts.

The “Ten Million Imagination Oasis” project gathers citizens’ opinions through various new media sources over the Web and develops a model of citizen governance and ubiquitous democratic process where citizens directly influence the design of their city. The suggestions for the “Ten Million Imagination Oasis” can be submitted freely by anyone in Seoul and the acceptance and review process are all conducted online. Once the suggestion is submitted, citizens active participate through online discussions and comments. To the submitted ideas, the opinions of public officials and industry experts are added to find more realistic ways to implement the idea. In line with the new era of technology and open government, the project allows interactive communication for everyone. If a submitted idea is selected and implemented, the contributor of the idea will receive an award and his or her name will be recorded in the “Hall of Fame.”

The goal is to establish a basis for a civil government through the implementation of projects and policies launched by citizens. Thus far, over 30,000 ideas have been submitted by the people of Seoul, and among them many have been selected and implemented. The most representative example is the Marriage Proposal Wall installed near the Dumul Bridge over the Cheonggyecheon Stream, which provides a big screen that citizens can use to have their own video clip played as the backdrop to a marriage proposal. The opening ceremony of the digital public proposal spot of the Marriage Proposal Wall was held on Christmas Eve of 2008. The event was highly celebrated because it produced the first couple to become engaged at the site.
Contribution

Seoul is prepared to communicate with the creative cities of the world through participation in the UNESCO Creative Cities Network. The creativity of a city is based on the identity of the city, but it will only bear fruit and create higher value when organic exchange and cooperation through networking takes place. Through participation in the Creative Cities Network, Seoul seeks to present policies pertaining to industry, education and human resources to share Seoul’s experience and knowledge gained through its efforts to become a design city.

Seoul also seeks to contribute to the Creative Cities Network through four types of exchanges which promote the cities to develop into healthy and sustainable cities in today’s rapidly changing environment. They are: human exchange that passes on through generations; industrial exchange to cooperatively overcome the challenges of the information era; policy exchange of sharing the urban achievements of Seoul with the world; and education exchange for fostering individuals with creativity, who are the source of building a creative city.
A City Seeking to Share Experiences

Contribution to Communities Proposals
Contribution to Communities

Seoul Metropolitan City not only provides ‘Another Hope through Design’ and true value of ‘Design for All’ by sharing its vast experience and know-how as the design city but it also presents realistically social applicable model through design.
UNICEF Auction in Seoul, the World Design Auction

The World Design Auction, hosted by the Seoul Metropolitan City and curated by the designboom for the fundraising for UNICEF was held during the Seoul Design Olympiad 2009. The public auction included over 100 design art works by international designers and artists exhibited throughout the Seoul Design Olympiad and donated by the respective designers and companies. The proceeds from the World Design Auction were donated to the Korean Committee for UNICEF. Each year, more than 5,000 children die due to toxic drinking water and there are over 1 billion people facing the dangers of typhoid fever, typhus, plagues, and other infectious diseases because they have no safe drinking water. The fund will be used for the development of safe water system to assist these people in less fortunate regions.

Charity Bazaar

The Charity Bazaar, which was held as a part of the Sharing & Donating Campaign held during the Seoul Design Olympiad, is an event of uniting the warmth of sharing among the community charity organizations through collective donations of design products. Any visitor was allowed to participate in the bazaar event and purchase design products and the entire proceeds were donated to help the needed in the communities. Additionally, 50% of the profits was used for investments and distribution to improve welfare benefits for low income class and for creating new jobs.

Design Sharing Project

The Beautiful Foundation, together with the Korea Institute of Design Promotion has launched the ‘Design Sharing Project for Charity Organizations’. The project promotes the activities of various charity organizations with creative support from designers. The Design Sharing Project was first launched in 2007 and donates design services of professional designers to charity organizations. Since its launch, 54 designer group, professors, students, and 56 volunteers have provided design services to 57 charity organizations and if such service were commercially valued, it would amount to over 1.7 billion KRW(approximately $1.44 million US; $1 US = 1,180 KRW).

Hanoi “Red River Development Project”

The ‘Red River Development Project’ is the first ever project that a Korean government organization is providing cooperative support to a development project of a foreign nation at free of charge. Through the project, the Seoul Metropolitan City will share the valuable experience and information gained through Seoul’s Han River Renaissance and the Cheonggyecheon Restoration Project, both launched as a part of the city’s efforts in sustainable design projects. The support to Hanoi will also include the development of framework plan for Hanoi’s Red River Development Project. The cost associated with developing the framework plan is estimated to be around $500 million US, of which Seoul agreed to cover 90% and Hanoi covering remaining 10%. Through the Hanoi Red River Development Project, Seoul Metropolitan City seeks to provide the ‘Miracle of the Red River’ as successful as the ‘Miracle of the Han River’ and strengthen the relationship between the two cities.
Proposals

Seoul seeks to share the achievements of design among the creative cities and their design related organizations. Based on such an exchange, Seoul hopes to promote international cooperation and establish a forum for discussion. To realize such objectives, Seoul presents the following strategies.

Process

Phase 1: Preparation
- Create organization and individual lists for the formation of an international design cooperative body of the Creative Cities Network
- Establish common contact network
- Conduct research on international exchange and cooperative projects

Phase 2: Discussion
- Achieve a common understanding for international design cooperation
- Discuss implementation plan for joint projects and research activities
- Discuss possible ways to establish a sustainable network

Phase 3: Implementation
- Participate in cooperative exchange in all fields of design (policy, industry, education, human resources, etc.)
- Present and distribute achievements and outcomes
- Share success stories
Networking Analysis

- Design Seoul Story
- Networking Analysis
- Design Policy
- Design Education
- Design Industry

VISION
EXCHANGE & COOPERATION

- UNESCO City of Design Seoul

SOFT SEOUL: Design SEOUL

- A healthy Ecological City
- A dynamic High-tech City
- An elegant Cultural City
- A knowledge Based Global City
Design Policy

Creative City Design Forum for Strengthening the City’s Competitiveness

Diverse efforts including promotion of the design industry, cultural cooperation, and the establishment of a design policy exchange network will be pursued together with the UNESCO Creative Cities. Such efforts will also include design diplomatic activities, cooperative projects, and information exchanges.

- Operate a special exhibition hall and programs for UNESCO Creative Cities to be invited to the annual Seoul Design Olympiad
- Expand the Korea-German Design Forum, which has been held annually for the past three years with the support of the city of Seoul, and invite the participation of UNESCO Creative Cities

Creative City Design Report

Through this report, the design capabilities will be visualized by identifying the design status and characteristics of each city. Furthermore, the design sector information will be developed to facilitate the understanding of the unique cultural differences, scales, the effects and characteristics of the design economy by each region through comparison among cities.

- Share the design sector information of each research partner city to identify the strategic involvement and contribution of design to the design economy and to social, economic, and cultural development at both the city and the national government level.
Establishment of a Design Distribution Network through the World Design Market

The World Design Market is an online international design business market for Korean and international designers, companies and consumers. The market links Seoul’s design industry with international design industries and distributes information on Seoul’s outstanding design companies and designers. It also acts as an agent in promoting the entry of these companies and professionals into the global market by supporting design-related B2B and B2C transactions.

- Establish and operate the Business Support Center to promote substantial exchange and business transactions
- Develop an international network through agreement with international web media
- Provide a space for design businesses by organizing periodic off-line markets

Creative City Design Map

The Creative City Design Map is a map that will include each city’s identity in a differentiated pattern and icon format. The map will reinterpret the representative landmarks of the creative cities from a design perspective and will transform the concept of a map from merely “seeing” to “feeling and experiencing” the cities.

- Introduce outstanding designs, architectures, and cultural arts for each creative city
- Apply to diverse fields
- Use the UNESCO Cultural Heritage as motif in the future
Design Education

Children’s Design Camp for Design Education for Children

The camp provides an opportunity to understand and learn about design through design activities that include various hands-on experiences and games for children, who will play leading roles in the future society.

– Experience and understand various cultures through children’s design activities and games
– Enhance creative problem solving capabilities through real-life design activities

Development of a Creative City Design Education Evaluation Index

A design education evaluation index will be developed to promote common understanding among the design education sector of creative cities and to utilize the developed index as basic data for the advancement of a design education index for each city.

– Provide more rational assessment of design education with concrete data on the status of design education
– Provide opportunities to embrace diversity in design education
– Include input/process, computation, and environment sections
Young Designer Summer School for Fostering New Leading Designers

Seoul will launch a summer school that will conduct creative design programs that is unique to Seoul for university students in design majors as well as new designers to provide an opportunity for new upcoming designers to gain international experience and to enhance their problem solving capabilities.

- Conduct joint projects on future design through a summer school in which the design education institutions of the creative cities as well as those of Seoul will participate and display the results
- Experience the diverse cultures of creative cities through the common language of design and share progressive knowledge
- Acquire the design knowledge of the creative cities and enhance the design capabilities of young, leading designers
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<td>City's Subsidiary Organization</td>
<td>Young-gul Gwon</td>
<td>President, Seoul Design Foundation</td>
<td>DDP Operation, Preparation Committee</td>
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<td></td>
<td>Sung-geun Park</td>
<td>Director, Seoul Cultural Facility Project</td>
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<td></td>
<td>Hang-do Choi</td>
<td>Director, Seoul Competitiveness</td>
<td>Enhancement Division, -</td>
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<td></td>
<td>Cheol-woon Kang</td>
<td>Director, Seoul P/R Planning Division</td>
<td>Research Commissioner, City Government</td>
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<td></td>
<td>Byoung-soon Jung</td>
<td>Director, Policy Development Research Center</td>
<td>Seoul Design Olympiad, Organization Committee</td>
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<td></td>
<td>Eui-hyung Cheon</td>
<td>General Manager, Seoul Design Olympiad</td>
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<td></td>
<td>Jae-jin Shim</td>
<td>President, Seoul Design Foundation, Director, Icograda</td>
<td>WDC Seoul 2010, Organization Committee</td>
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<td>Culture</td>
<td>Bong-ho Son</td>
<td>President, Seoul Design Culture Forum</td>
<td>WDC Seoul 2010, Organization Committee</td>
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<tr>
<td></td>
<td>Nan-sae Geum</td>
<td>Arts Director, Gyeonggi Dorip Orchestra</td>
<td>-</td>
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</tbody>
</table>
This proposal utilized Seoul typefaces and Seoul colors for graphics, hanji (traditional Korean paper) and environmentally friendly Korean made paper (Hansol Encore 130g) were used for printing.
DESIGN SEOUL STORY