

EVALUATION REPORT

ICHEON CITY



United Nations
Educational, Scientific and
Cultural Organization



City of Crafts and Folk Art

Member of the
UNESCO Creative Cities
Network since 2010

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on the Activities
of Icheon
for the UNESCO
Creative Cities Network



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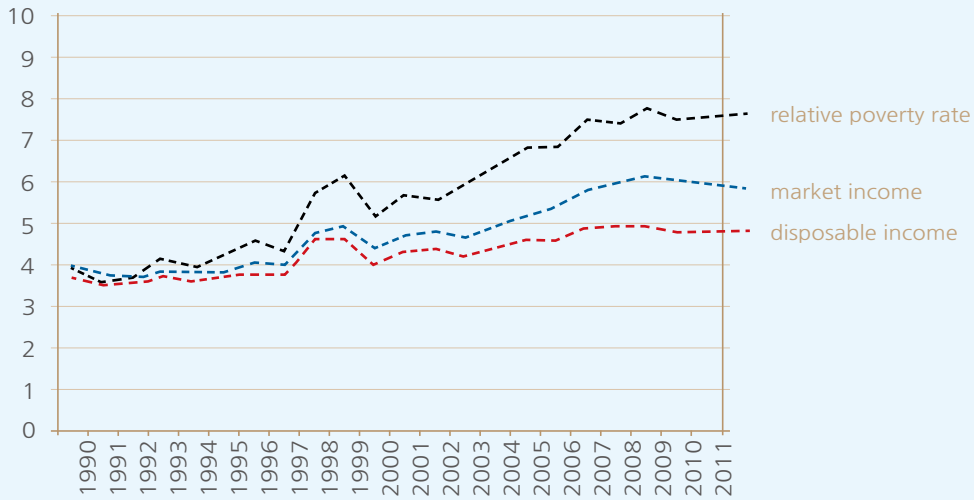
Preface



Today, in addition to information and knowledge, creativity is recognized as an important resource for enhancing the competitiveness of a country and as a major driving force behind its economic growth. Having contributed to creating jobs and increasing exports in Great Britain, Australia, Canada and other OECD countries, creative industries are now showing a five to twenty percent annual growth rate and are becoming next-generation engines for economic growth. On the other hand, however, the international financial crisis, which has spilled over around the world after originating in the U.S. in 2008, has dealt a big blow to the global financial market and economy to the effect that the ensuing investment reduction and mass unemployment have exacerbated the problem of poverty. Despite efforts by governments around the world to resolve these problems, it seems far from easy to solve them within a short period of time as they become increasingly entangled with the acceleration of the globalization and international

free trade. Furthermore, as economists expect that this situation will continue and even deepen in the future, the whole world seems to be filled with tension and anxiety amid a touch-and-go crisis.

Korea is not an exception to the global financial crisis and changes in the international environment. Especially given its export-dependent economic structure, Korea was hard-hit by the Asian currency crisis in 1997 and the global financial crisis in 2008. Consequently, for the past few decades, Korea's state affairs were focused on "overcoming the economic crisis," to which all other policies had to be adjusted. As a result of this effort, and especially owing to increasing exports in such areas of Korea's strength as IT technology, semiconductors, shipbuilding, automobiles, steel, energy, etc. Korea could be counted among OECD member states as a country which successfully overcame these economic crises. However, what lied behind this success was a heavy dependence on a



small number of big corporations for exports, which has deepened the social polarization caused by the extremely unbalanced redistribution of wealth. This is the inevitable result of the fact that after the currency crisis in 1997, the economic structure was reformed rapidly without establishing a corresponding social safety net, which has further polarized industries, corporations, income and employment. Besides this, the expected decrease of the working age population caused by a low birth rate and an aging society in recent years is threatening the future growth engines of Korea. Now, these problems remain the top-priority challenges that Korea must overcome to advance in the world. Looking back, modern humans have enjoyed excessive affluence unprecedented in the history of humankind due to the tremendous industrial development and economic prosperity achieved by the rapid progress of science and technology for the past few centuries. However, the adverse effects of this

achievement are also formidable: that is, climate change and land desertification resulting from the massive destruction of the natural environment and the ecological system continue to threaten the lives of humans; and the free market economic system which values only growth and effectiveness is engendering a self-contradiction that undermines human dignity by reducing humans to mere economic tools and means. In addition, the recent lengthy economic recession is threatening all the world's national economies. In short, by pursuing an unbalanced development strategy, modern humans are now facing a huge challenge that is fundamentally different from ones of the past.

Attempts have been made to overcome the social and economic problems with which we are confronted.

Among them, a recent trend in many cities around the world is receiving much attention: the adoption of the so-called "urban development strategy based on culture" under the idea of "creative industries." Turning away

Announcement Ceremony for “Icheon, a Cultural City in the World” held on March 2, 2009



from the one-sided growth-first developmentalism of the past, this effort is focused on raising the competitiveness of city on the basis of local cultural assets and competitive factors. With the intensification of global cooperation beyond national boundaries and the maximization of synergy, urban competitiveness has become as important a factor as national competitiveness in activating the local economy and enhancing the quality of life. Reflecting this new trend and the needs of the present time, UNESCO launched the UNESCO Creative Cities Network (UCCN) project in October 2004 with a view to help expand the creative, social, and economic capacities of cultural industries at the city level and to encourage cities joining the project to share their experiences with other member cities. As of December 2011, 31 cities in 19 countries from around the world, which were appointed by UNESCO as creative cities, were carrying out various network-related activities including international exchange and cooperation.

In line with this trend, Icheon City selected local cultural assets and creative capacities as the core agenda for its future urban development strategy and held a ceremony in March 2009 to announce “Icheon, a Cultural City in the World” as a new goal under the slogan of “Creative Change, Leaping Icheon.”

The background against which this project was launched is as follows. Historically speaking, Icheon has experienced few natural disasters such as severe drought or flooding. It is blessed with a location suitable for the cultivation of agricultural and livestock products and has thus far suffered no great difficulty in the face of the external environmental changes. However, as the situation of the world in the twenty-first century is rapidly changing and transforming the existing social and economic system and order thoroughly, Icheon can no longer be content with the status quo. In particular, the growth of the city, despite its favorable location, has been held

With the participation of 1,200 residents, Icheon City celebrated its designation in August 2010 as Korea's first UNESCO Creative City.



back for the past decades because it was caught up in a “double trouble” imposed by the central government’s logic of balanced national development and various policies of curbing overcrowding in the Seoul National Capital Area. In attempting to break through the impasse, local experts and citizens agreed to select “culture” as the keyword for the city’s development strategy, which eventually led to setting up a task force (the Vision Project Team) in charge of developing various policies under the Icheon City Government. One of the major projects carried out under this strategy was to join the UCCN. On 20 July 2010, one year and seven months after embarking on this project, Icheon City was designated as one of the UNESCO Creative Cities for the first time in Korea and twenty-third in the world. Considering Icheon’s vulnerable position even in

Korea under various institutional constraints, the designation signified its place as a “world-famous cultural city” which attracts not only domestic, but global attention as well. The UCCN project has thus instilled a sense of pride in the people of Icheon and those who are engaged in culture and arts in particular. This designation also delivered a message of hope that “we can do.” Furthermore, it has injected fresh vigor into various policies intended to establish Icheon as a small but strong world-class cultural city and especially accelerated “integration with creative attempts” in the areas of city infrastructure, architecture, culture, education, etc. Externally, the project has produced satisfactory results of publicizing the local cultural assets to the world through international exchange activities based on the UCCN.

Logo of Icheon City as a UNESCO Creative City



For the past two years since its appointment as a UNESCO Creative City, the city of Icheon has actively participated in and led various activities in the area of international exchange under the UCCN. At the UNESCO Creative Cities Network Conference held in Seoul on 16-17 November 2011, Icheon publicized its local cultural assets and creative capacities to the 45 participating cities from around the world including UCCN members and held discussions about practical exchange activities in the future at the sub-network meeting among the cities of crafts and folk art. At the Network's Annual Meeting following the conference, "sad news" was reported that due to sizeable UNESCO budget cuts, the UCCN Secretariat would not be able to receive direct financial support from UNESCO headquarters. This overwhelming news, which could threaten the survival of the UCCN itself, came as a shock to all the member cities and especially to those which had just joined. The member cities thereby

worked together and quickly embarked on preparing countermeasures so that the situation began to improve gradually. Icheon City also actively participated and expressed its opinions in the meetings. This can be considered the most meaningful of its network activities. As an underdeveloped country which only received aid from the international society in the past, Korea was indifferent to or extremely passive in contribution-making or role-sharing in the events of international crises. However, as Korea's international status has been improving, Icheon can also now stand tall with the more developed cities of the world to discuss opinions for the peace and co-prosperity of humanity and share in their roles and responsibilities. The significance of the UCCN project lies in the fact that it has provided an arena for Icheon, a small city located in the corner of Asia, to realize its dreams on the international stage, while marking a new milestone in the development of Icheon as a mature city.

I

Major Activities for the UCCN

UNESCO

Creative Cities Network

Conferences

The Network's Annual Meeting, which was attended by 27 members of the Creative Cities Network and presided over by the UNESCO Secretariat (Director Galia Saouma Forero), was held at Seaviewocean Hotel on 6 December 2010 to discuss how to invigorate the network.



01.

UNESCO Creative Cities Network 2010 Shenzhen International Conference

[Overview]

- **Date:** December 6-9, 2010
- **Participants:** UNESCO officials and over 500 participants from 23 cities in 17 countries
- **Theme:** “New Technology, New Media, and Creative City Synergy”
- **Major programs:**
 - Network’s Annual Meeting
 - International Conference: Keynote speeches, presentations, panel discussions and group workshops
 - Field trip to businesses in the creative industry sector in Shenzhen City

[Results]

Network's Annual Meeting:

- Shared the vision of internationalizing creative cities;
- Discussed ways to support underdeveloped cities in African, Arabian and Latin American regions for the extension of geographical representativeness of the UCCN: mentoring, associate membership, etc.;
- Decided to regularize the international conference and the annual meeting to strengthen network activities;
- Discussed strategies for strengthening and expanding the partnership among member cities: diversification of access to the network, special fundraising through donations, etc.;
- Discussed the establishment of an online system to enhance communication between member cities.

International Conference:

- Presentations by experts and scholars on contemporary trends and the development of creative industries based on the integration of digital technologies and new media

Sub-Network Meeting of the Creative Cities of Crafts and Folk Art:

- **Theme:** Discussion of exchange and cooperation in the sub-network of the creative cities of crafts and folk art
- **Participants:** Representatives from four member cities (Santa Fe, Aswan, Kanazawa, and Icheon)
- **Discussion results:**
 - To publish an annual newsletter of the creative cities of crafts and folk art and link it to the UNESCO website
 - To promote exchange through festivals, exhibitions, residency programs, etc.
 - To cooperate in mutual study visits among member cities and promote exchange of introductory materials for each city



Presentation of a paper “Icheon’s Traditional Crafts and its High-Tech Application and Transformation” by Shon Sang-hee



Participants of the sub-network meeting of the creative cities of crafts and folk art: [From the left] Ossama Abdel Meguid (Aswan), Rebecca Wurzbarger (Santa Fe), Masayuki Sasaki (Kanazawa), Lee Sun-kyung (Korean National Commission for UNESCO), Lee Jin-sup (Icheon City), and Shon Sang-hee (Icheon City).

After the Mayors' Roundtable Meeting on 17 November 2011, Assistant Director-General Francesco Bandarin and the representatives of 24 UNESCO Creative Cities in 17 countries pledged to strengthen cooperation in the UCCN.



02.

UNESCO Creative Cities Network 2011 Seoul International Conference

[Overview]

- **Date:** November 16-17, 2011
- **Participants:** About 1,000 participants from 41 cities in 28 countries (UNESCO officials, 24 UNESCO Creative Cities in 17 countries, relevant experts, etc.)
- **Theme:** “Sustainable Urban Development Based on Creativity”
- **Major programs:**
 - International Conference: Keynote speeches, special sessions, a roundtable meeting, etc.
 - Network’s Annual Meeting
 - Showcase exhibition and city tour

On 17 November 2011, the second day of Seoul International Conference, Mayor Cho Byung-don of Icheon City presented a paper “Exemplary Cases of Creative Administration in Icheon” at the Mayors’ Roundtable Meeting, which showcased Icheon’s cultural assets and creative capabilities.



[Results]

International Conference:

- In his keynote speech entitled “Seoul–City of Dreams,” Professor John Rajchman of Columbia University emphasized the importance of active participation in the global network by cities around the world in various areas such as culture and design for their development.
- Emphasizing culture as a key factor in determining the destiny of a city, Francesco Bandarin, UNESCO Assistant Director-General for Culture, presented strategies for the sustainable development of cities by fostering creative industries and pursuing cultural diversity on the basis of the Creative Cities Network.
- At the Mayors’ Roundtable Meeting, the Seoul Declaration was adopted to take action in enhancing cultural diversity and creativity for the promotion of sustainable urban development.
- Lee Soon-in, President of the International Council of Societies of Industrial Design (Icsid), suggested an educational program for open design-oriented thinking.
- At the sub-committee sessions by member cities and candidate cities respectively, some exemplary cases of creative cities and their strategies for success were shared.

On 18 November 2011, representatives of 25 creative cities discussed how to strengthen cooperation within the network and to operate its secretariat following UNESCO's financial crisis (Representatives of Icheon City: Ryu Bong-yol and Lee Jin-sup).



Network's Annual Meeting:

- Discussed ways to actively promote online meetings and develop various platforms;
- Discussed means to diversify support for cities in underdeveloped and Third World countries, including establishing friendship ties or providing technical mentoring;
- Discussed how to operate the Secretariat of the UCCN following UNESCO's financial crisis and how much of a contribution each member city can provide;
- Introduced Shenzhen City's program of awarding contributors to creative cities.

Other Events:

Showcase exhibitions for UNESCO Creative Cities were opened at 29 locations.



UNESCO Assistant Director-General and representatives of creative cities visited showcase exhibitions for creative cities. As for the crafts and folk art of Icheon City, porcelains (Kim Se-yong, Kwon Young-bae, Kim Jin-hyun, and Han Do-hyun), inkstones and brushes (Sin Geun-sik), and lacquerware (Yang Jeom-mo) were displayed.

Second Forum
on UNESCO
Creative Cities Network

Under the theme of “Cities, Creativity and Networks: Regenerating Cities through Culture,” representatives from cities at home and abroad held presentations and discussions on future development strategies for creative cities.



In celebration of its designation as a UNESCO Creative City, Icheon City hosted the Second Forum on UNESCO Creative Cities Network in 2010 in collaboration with the Korean National Commission for UNESCO and the Kyeonggi Cultural Foundation. This forum was intended to promote an understanding of the UCCN project and its role, to seek various ways for its utilization, and to share experiences of establishing networks among cities and undertaking international activities.

[Overview]

- **Date:** October 21, 2010
- **Theme:** “Cities, Creativity and Networks: Regenerating Cities through Culture”
- **Participants:** About 300 participants including experts in creative cities, culture and tourism and those from related institutions and organizations

[Major Programs]

- **Forum:** International experts in creative cities, culture and tourism and representatives of creative cities presented research papers on concrete cases and strategies designed to help creative cities establish development plans and discussed future development strategies.

Participants from abroad:

- **Gord Hume (Canada):** “Cultural Planning and Creative Cities”
- **Greg Richards (The Netherlands):** “Creative Tourism and Cultural Events”
- **Judith Staines (United Kingdom):** “City Networks for Culture: The Role and Functions of Networking”
- **Jeanette Pilak (United States):** “Iowa City: Creative Collaborations Among Civic, Academic and Community Partners”
- **Yingwen Song (China):** “From a Fishing Village to City of Design: Shenzhen, the Passion Continues”
- **Ossama A. W. Abdel Meguid (Egypt):** “Aswan and Its Significance as UNESCO Creative City of Folk Art”
- **Ruth Melville (United Kingdom):** “Liverpool and Glasgow: The UK European Capital of Culture Experience”

Domestic participants: presentations and discussions by eight experts in the areas of city and culture

- **Session I:** “Enhancing Creative Cities—Networking and Cultural Events”
- **Session II:** “Sharing Creative Cities—Cultural and Economic Development”

- **Publication of a collection of research papers:** The collection of research papers presented by domestic and international experts at the forum was published and distributed to cities which were interested in joining the UCCN.



Cities, Creativity and Networks: Regenerating Cities through Culture
창의성, 그리고 네트워크: 창의도시를 위한 문화적사제

2nd Forum on UNESCO Creative Cities Network
2010 유네스코창의도시네트워크국제포럼

2010년 10월 21일 이천아트홀
21 October 2010 / Icheon, Republic of Korea

주최: 이천시, 유네스코한국위원회
Organized by Icheon City, Korean National Commission for UNESCO

후원: 경기문화재단
Supported by GyeongGi Cultural Foundation



- Hands-on experiences of traditional Korean culture and a field trip to the cultural infrastructures of creative industries





International Exchange and Cooperation

01.

International Exchange between Icheon and Santa Fe

[Study Visit from Santa Fe to Icheon]

- **Date:** November 18-21, 2011
- **Visitors:** Three people including Mayor David Coss of Santa Fe, his wife, and City Councilor Rebecca Wurzbarger
- **Activities:**
 - Field trips to major cultural facilities of Icheon City: Gyeonggi International Ceramic Biennale, Korea Institute of Ceramic Engineering and Technology (KICET), Korea Ceramic Art High School, local ceramic studios, Sagimakgol Ceramic Village, etc.
 - Hands-on experiences of traditional Korean culture: removing ceramic wares from a firewood kiln, a Korean tea ceremony, etc.
- **Results:**

Icheon and Santa Fe agreed as follows:

 - To conclude a Memorandum of Agreement between the two cities for the promotion of exchange in culture and art in 2012
 - To carry out joint exhibitions, festivals, and residency programs for artists and experts
 - To launch a student exchange program



Santa Fe's study visit delegation remarked on the creative power and passion of Icheon City while experiencing its craft culture and looked forward to future exchange between the two cities.

The mayor of Santa Fe and city council members welcome the delegation from Icheon City.



[Study Visit from Icheon to Santa Fe]

- **Date:** July 5-13, 2011
- **Visitors:** Officials of Icheon City (Ryu Bong-yol, Lee Jin-sup, and Lee Yun-hwa) and local ceramic artist Han Do-hyun
- **Activities:**
 - Participation in the 2010 Santa Fe International Folk Art Market
 - Field trips to view the cultural assets of Santa Fe and briefings on its urban policies
- **Results:**

The study visit paved the way for exchange between these two UNESCO Creative Cities. By seeing and experiencing the traditional culture, various art activities, and related cultural infrastructures of Santa Fe, the delegation of Icheon City reaffirmed the conditions for exchange between the two creative cities of crafts and folk art as sufficient to produce synergy. It also concluded that this opportunity would serve as momentum in expanding exchange between not only local practitioners in culture and art but also experts and students to pursue “cultural diversity” and realize “co-prosperity of humanity” which UNESCO aims at.



Shim Ji Soo, Icheon's ceramic artist, participated in the Kanazawa Creative Waltz program in 2011.



02.

International Exchange between Icheon and Kanazawa

In order to foster human resources in the different areas of creativity, Kanazawa City in Japan is undertaking the Kanazawa Creative Waltz program in cooperation with the members of UNESCO Creative Cities Network, according to which craft artists of Kanazawa including students of Kanazawa College of Art are sent to member cities around the world. Icheon City has joined the program and provided strong support for the mutual exchange of ceramic artists in the two cities. It is expected that through continuing bilateral cooperation in this program, Icheon City will be able to promote cultural diversity and develop modern craft culture by gradually enhancing mutual cultural understanding.

Création de la route mondiale de la céramique Déclaration d'intention de Limoges

➤ Que la mise en relation de ces différentes expériences, de ces compétences éparses et de ces collections isolées permettra de constituer un patrimoine exceptionnel, non seulement pour les territoires concernés, mais bien au-delà, pour le monde entier.

Considérant enfin

➤ Que dans une économie mondialisée, il est nécessaire de construire un réseau d'échanges qui permette à nos pôles économiques de développer des relations fondées sur la coopération et le partage.

➤ Que selon la formule universelle « l'ensemble est plus grand que la somme de ses parties », cette mise en commun des savoirs et des ressources apportera à chacun de ses partenaires une visibilité accrue au niveau international, ainsi que des atouts touristiques et industriels indéniables.

En conséquence,

Les représentants des villes céramiques du monde entier réunies à Limoges, en ce 17 juin 2010, proclament solennellement la création de la Route Mondiale de la Céramique.

- Echanges universitaires & culturels

➤ Les langues de travail sont le Français, l'Allemand, l'Anglais, l'Espagnol, le Japonais, le Coréen et le Chinois.

➤ Le réseau se dotera d'un logo et proposera à ses membres des outils de travail et de communication en ligne.

LIMOGES, le 17 juin 2010

Alain Rodet Maire de Limoges	Antonio Soares Conseiller municipal d' Aveiro	Vicent Sales Conseiller municipal de Castellón	Lazio Attila Vice-Maire de Cluj Napoca	Milene Junius Vice-Maire de Delft	Giuliano Borghi Délégué de la ville de Faenza	Hwang Ju-Hong Maire de Gangjin	
							
Seung-Bong Jung Vice-Maire d'Icheon	Diyun Tong Vice-Maire de Jingdezhen	Marta Kanost Vice-Maire de Pécs	Ishran Komor Directeur de la Manufacture Zsolnay - Pécs	Wilhelm Siemen Directeur du musée Porzellankon- zult et Hohenberg a d'Eger	Kinya Matsuoka Maire de Seto	Alfredo Sánchez Monteseirin Maire de Séville	Muhammed Perez Conseiller municipal de Stolke on-Trent

03.

Urban Network for Innovation in Ceramics (UNIC) and the World Ceramic Road

Icheon City's title as a UNESCO Creative City and its efforts to pass down and develop its historical tradition in ceramics have recently become the focus of attention among many European cities. Icheon, together with Gangjin City in Korea, was thus invited as Asia's representative city and joined the Urban Network for Innovation in Ceramics (UNIC), a network of nine European ceramic cities in eight countries including France, Great Britain, Germany, Spain, Italy, Netherlands, Hungary, Rumania, and Portugal. Icheon City also contributed to establishing the World Ceramic Road on 18 June 2010 which extended membership to cities in China and Japan and to other related corporations. Exchanges among these cities, which share a common denominator of ceramics as a precious historical asset characterizing human history and progress, are expected to contribute to their economic and cultural development on a reciprocal basis.

The National Commissions for UNESCO from Japan, China, Thailand, Iran, and Zambia benchmarked Icheon as a UNESCO Creative City in September 2011.



04.

Sharing Icheon City's Culture-Specialized Strategy and Know-How for Becoming a UNESCO Creative City

The UCCN project, which began with the designation of Edinburgh in Great Britain as the first UNESCO Creative City in 2004, was introduced to Korea by the Ministry of Culture, Tourism and Sports and the Korean National Commission for UNESCO in 2007. At the time, many local governments in Korea were interested in joining the project, but were unable to postpone or hesitate because of their lack of administrative organizations and experts in the concerned area. However, after Icheon City, whose conditions were not better than those of other cities, was appointed in July 2010 as a UNESCO Creative City for the first time in Korea, the UCCN project became more widely known among local governments, encouraging them to participate as well. As such, Icheon's strategies and know-how for success were rapidly transmitted, first to such metropolitan cities as Busan, Daegu, Incheon and Daejeon, later to small and medium-sized cities including Jeju, Jeonju, Andong, Gangneung, etc., and even further to other ceramic cities abroad including Jingdezhen in China and Limoges in France. In particular, when a devastating earthquake hit Haiti—one of the poorest countries in the world—on 12 January 2010, Icheon City's culture-specialized strategy was delivered as a model case of regional regeneration to the Haitian government from the perspective of knowledge sharing and contribution.

Icheon's ceramic artist Han Do-hyun is demonstrating pottery-making.



In November 2009, Icheon City's delegation visited Limoges City in France and delivered its strategies for success in joining the UCCN.



Icheon City presented a paper on its cultural policy at the Forum on UNESCO Creative Cities and the Future Vision of the Region organized by Andong city in August 2011.

II

Major Activities for Creative Policy and Industries

Creative Policy

Establishment of the Icheon Creative City Master Plan to Create Together with Citizens

With the designation of Icheon as a UNESCO Creative City, Icheon has accelerated policy development and implementation in various public sectors in order to build a “world cultural city,” and has continued diverse creative attempts in areas including city, architecture, culture, and education. In particular, a basic strategy has been drawn for the so-called “Icheon Creative City Master Plan to Create Together with Citizens” to discover and foster the direction and detailed contents of a creative city in addition to the existing basic plan to establish a city of culture. A distinctive feature of this strategy is that it breaks from the existing one-way communication method led by the government when establishing the main plan for urban development. Instead, it attempts a two-way communication method in which the government and citizens work cooperatively by encouraging active participation of local experts in various fields and citizens from the onset of planning. The hope is for this method to help the citizens of Icheon build rapport and share a vision for a creative city which will, in turn, strengthen the effectiveness of the plan in the future.



[Overview]

- **Objective:** Establish the “2030 Icheon Creative City Master Plan”
- **Basic Direction:**
 - Integrate and mediate various disconnected policies (acting as a control tower)
 - Establish a sustainable urban development plan
 - Establish general consensus among citizens and stimulate communication among communities
- **Mission:**
 - To establish the basic scope and direction of a creative city
 - To devise a basic strategy for the globalization of local culture and Icheon as a brand
 - To establish the basic direction for a public space plan for regional specialization and increased vitality
 - To develop regional tourist resources and potential contents
 - To develop new sources of growth that will lead future cultural and economic growth

Creative Industries

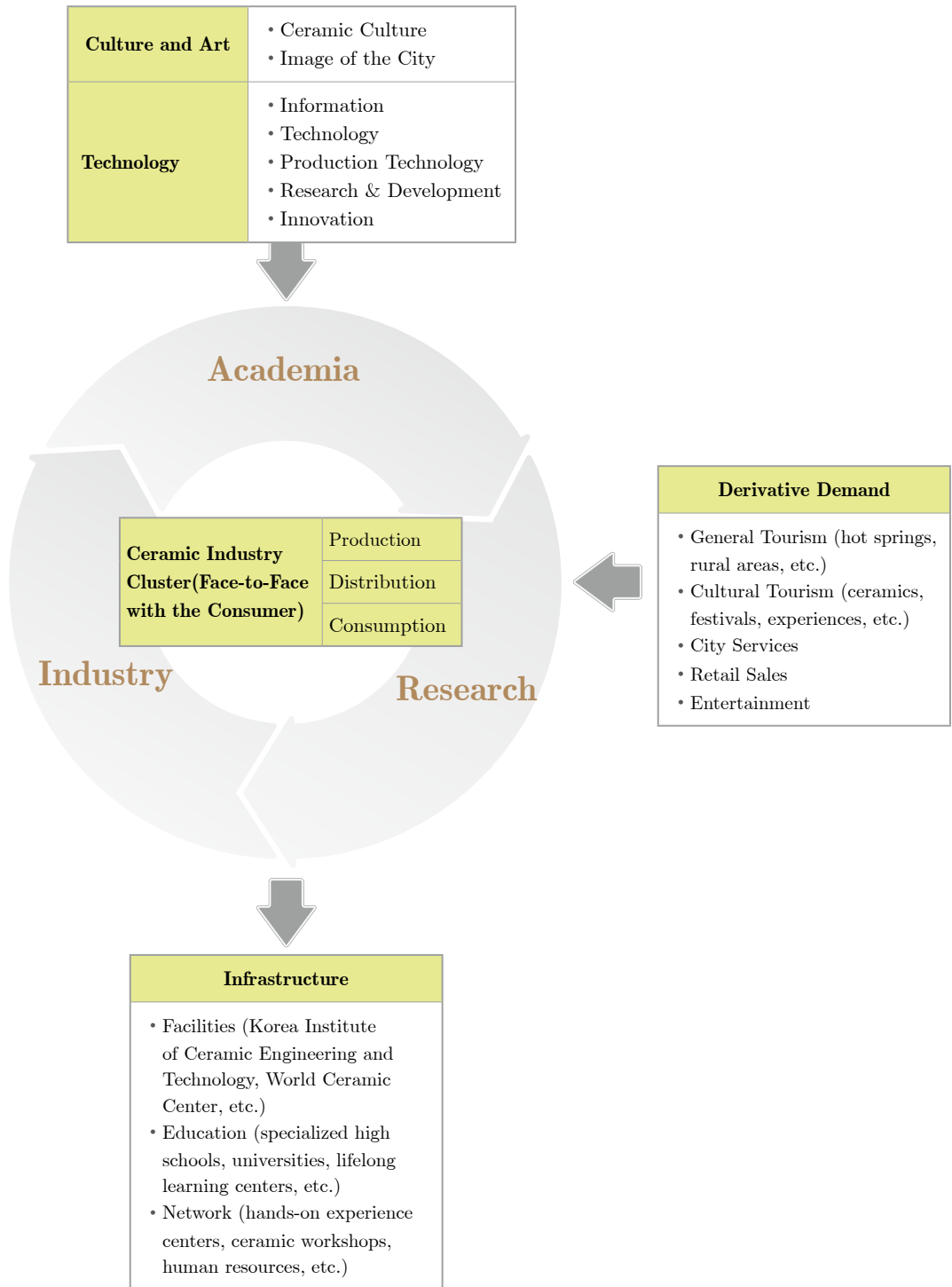
01.

Stimulation of Icheon's Ceramic Industry Cluster

As decline in both competitiveness in and demand for ceramic goods has continued in recent years, the domestic ceramic industry has been undergoing considerable hardships. At the same time, increased imports of low-cost ceramics from China and Southeast Asia and expensive big-name brand ceramics from Europe are exacerbating the domestic situation. In order to tackle such internal and external issues, Icheon has prepared a specific strategy to stimulate its ceramic industry cluster and developed detailed implementation programs based on the “Ceramics 2020: Vision and Strategy” (Gyeonggi Ceramic Industry Cluster Development Plan, August 2005) pursued by the Korea Ceramic Foundation, “Municipal Ordinance on Promotion of Gyeonggi-do Ceramic Culture Industry” (established in July 2006), and “Icheon Special Ceramic Industry Zone” (June 2005).

Icheon has based the identity of the Ceramic Industry Cluster as a multi-function complex centered on the customer rather than hardware, and mainly focuses on a strategy development and promotion scheme that will maximize the location value of the city by implementing projects such as “365 Days of Ceramic Experience Culture and Tourism” and World Attraction for Culture and Tourism. As part of the implementation program of this project, US\$295,650 was invested in 2011, and programs including priority management of particular ceramic products (tableware, goods for architecture, promotional gifts, glasses, and bowls with lids), development of a related market, strengthening of PR marketing support, and development of a sales profit generating model were implemented. In particular, this project is maximizing the effectiveness of its development by establishing and running a cooperative network between the private, governmental, industrial, academic, and research sectors.

Basic Framework of Icheon's Ceramic Industry Cluster



Development of ceramic classic gramophone








Development of storage vessels for food and cosmetics



New Technology Support and R&D Projects for Icheon Ceramics

In order to increase local ceramic workshops' competitiveness, Icheon City has applied advanced science technology and techniques to the traditional ceramic manufacturing method to differentiate products from the local ceramic workshops and develop high value-added products. In addition, technology development and support projects for local ceramic workshops have been implemented from 2009 in cooperation with the Korea Institute of Ceramic Engineering and Technology (Icheon Branch) in order to stabilize the manufacturing process through constant on-spot supervision. Sixteen local ceramic workshops have participated in this project and achieved successful technological results: 1) development of reinforced clay using hay; 2) development of ceramic classic gramophone; 3) development of high-performance ceramic storage vessels; and 4) development of technology that combines traditional pottery, titanium coating, and mother-of-pearl lacquerware.

Catalogues on the Five Areas of I-CheonDo

No	Catalogue Title	Catalogue Image	Remarks
1	Ceramics and Architecture (Architectural tiles and environmental ceramics)		I-CheonDo
2	Ceramic Gifts (Promotional products and gifts)		I-CheonDo
3	“Exceptional Beauty” Bowls (Tableware)		I-CheonDo
4	Carrying Cup (A cupful of stories)		I-CheonDo
5	Bowls with Lids (Tableware)		I-CheonDo

The “I” in I-CheonDo refers to the customer as the subject while Cheon-Do has a double meaning: a) to move the capital city and b) 1,000°C, the lowest temperature at which earthenware begins to bake. The term represents hopes to develop customer-oriented ceramic technology and products rather than relying solely on one’s own understanding.

Publication of Catalogues to Encourage Ceramic Sales

Detailed catalogues for each product have been published to increase profit from ceramic sales and to strengthen sales PR marketing. The catalogues are used in projects such as design and technology development, exhibition and museum display support, and business openings and sales.

Ceramic Design, Technology, Product Development, and Sales Promotion (2011)

- ❶ Development of Ceramic Architectural Product Design
 - Developer: Kangnam University Industry-Academia Cooperation Foundation
 - Contents: Development of architectural design products (mold manufacturing) and displays (20 products)
- ❷ Development and Launching of Ceramic Design Products
 - Developer: Dankook University Industry-Academia Cooperation Foundation
 - Contents: Development of 20 ceramic products (unit design), displays, and advertisements
- ❸ Development of Luxury Ceramic Product Design and Retail Products
 - Developer: Seoul National University of Science and Technology Industry-Academia Cooperation Foundation
 - Contents: Development of 10 pieces (5 types) of tableware
- ❹ Development of Molds for Ceramic Architectural Retail Products
 - Developer: Seungju Mold Manufactory
 - Contents: Ceramic product mold manufacturing
- ❺ Development of Products Utilizing Traditional Ceramic Technology
 - Developer: Hyeonheung Mold Manufactory
 - Contents: Ceramic product mold manufacturing
- ❻ Development of Ceramic Molds for Mass Production of Tableware
 - Developer: Daeryuk Mold Manufactory
 - Contents: Ceramic product mold manufacturing
- ❼ Establishment of Design Human Resources Networks
 - Developer: Sigongsa, Inc.
 - Contents: Organization and operation of 40 ceramic incubators
- ❽ Development and Management of Shops for Ceramics Display and Sales
 - Developer: H-Zone
 - Contents: Development and management of private brand shops (Location: department stores and galleries)



02.

Construction of the Icheon World Ceramic (Crafts) Art Village

As part of the strategy to stimulate the ceramic industry cluster, construction of a ceramic (crafts) village of international size and quality within the Icheon Special Ceramic Industry Zone in Gocheong-ri, Sindun-myeon has been in progress since 2008. Private sector and the government have invested a total of 86.4 billion won into the project. The basic concept of this village is to create an environmentally-friendly space where nature and humans co-exist. The village will include facilities such as local craft studios, world ceramic experience centers, exhibition halls and shops, various performance halls, and amenities. It is expected to play a big role in passing down and developing Korean traditional craft culture and strengthening exchange and cooperation with other well-known craft cities in the world. The village is scheduled for completion in 2015.

[Project Outline]

- **Duration:** 2008-2015
- **Total Budget:** 86.4 billion won (private investment: 44.3 billion won)
- **Location/Size:** 111-4 Gocheong-ri, Sindun-myeon, Icheon-si / 405,957m²
- **Facilities:** Craft studios, exhibition halls and shops, world crafts display and experience centers, performance halls, galleries, and other convenience facilities

View of Icheon Cerapia and activities by artists residing in CeraMIX
Creative Residency Studio



* Cerapia is a combination of “ceramics” and “utopia” and means “a utopia made of ceramics.”

03.

Construction of “Icheon Cerapia” to Support Artists’ Creative Activities

In 2010, the Korea Ceramic Foundation launched a construction project of the Cerapia, which involves renovating the main area of the Gyeonggi International Ceramic Biennale into a multi-functional space called the Ceramics Theme Park. The Cerapia has culture, entertainment, and convenience facilities so that visitors can see, enjoy, and learn ceramics as well as studios for local ceramic artists in order to support their creative activities. In particular, local artists’ long-term surplus stock, faulty products, and broken pieces were purchased (1.3 billion won) and used in construction. This purchase was carried out through so-called “Ceramics New Deal Project,” which was designed to create jobs for the local ceramic industry that had been in decline and to motivate local artists’ creative activities. The purchased items are widely used as sculptures, interior decorations and installations.

The “CeraMIX Creative Center,” which is currently under construction, is a core content for Icheon Cerapia: the CeraMIX Creative Residency Studio where both Korean and foreign artists can stay and concentrate on creative activities will be constructed along with other facilities such as exhibition halls, creative workshops, an information center, an art shopping mall, and other convenience facilities.

04.

Ceramic Craft and Design Business Incubator

To develop Icheon's existing traditional ceramic industry into a world-class ceramic industry cluster that is equipped with advanced technology, the Korea Institute of Ceramic Engineering and Technology (Icheon Branch) opened the Ceramic Craft and Design Business Incubator in February 2011. The incubator is 3,535m² in size and is run in collaboration with the Small and Medium Business Administration, Gyeonggi-do Provincial Government, and Icheon City. It is expected that the incubator will encourage activities among industry, academia, and research institutes by establishing a ceramic cluster in the Gyeonggi-do area, and increase sales and employment in business incubators by supporting equipments (using P/P line) and prototype production and promoting advertisement and marketing.



View of the Korea Institute of Ceramic Engineering and Technology's Business Incubator

General Outline

Designation Date	July 2009			Launch Date	February 2011		
Specialized Area	Crafts/Design			Focus Area	Ceramics/Pottery		
Incubation Rooms	23	No. of In-house Businesses	22	No. of Occupants	23	% of Operation	100%
Telephone No.	031-645-1407			FAX	031-645-1311		
No. of Venture Companies	1 venture company / 22 companies			Website	http://cbi.kicet.re.kr		
Address	Headquarters	Gasam-dong, 233-5, Geumcheon-gu, Seoul				www.kicet.re.kr	
	Icheon Branch	Gyeongchung-ro 30, Sindun-myeon, Icheon-si, Gyeonggi-do					

* Projects supporting in-house businesses: PR/marketing, public equipment installation, technology and management consulting, participation in various exhibitions and fairs, production of prototypes, etc. (financial support of 127 million won in 2011)

** Selected organizations for the Technology Start-up Entrepreneur Project in 2011 (Donong Ceramics and six others) and selected organizations for the Gyeonggi Technopark-Business Incubators Connection Motivation Project

05.

Development and Promotion of Advanced Ceramic Technology to Secure Future Competitiveness in the Ceramic Industry

The Korea Institute of Ceramic Engineering and Technology (Icheon Branch) is leading the succession of traditional ceramic technology to future generations, the development of high-quality ceramic products for everyday use and ceramic products for industrial use by integrating design and advanced technology, and the technology development of multifunctional, high-reliable ceramics and engineering ceramic materials. In order to carry out these tasks, the institute offers the support of ceramic and design technology to organizations and individuals throughout the country. It also focuses on the development of ceramic materials in collaboration with industry, academia, and research institute for the next-generation growth engine industry based on basic engineering ceramic materials and their manufacturing process technology.

R&D

- **Ceramic Wares:** Development of products using ceramic materials, research on traditional ceramics and life ceramics, establishment of ceramic technology database, organization and operation of research groups, etc.
 - Research on old, traditional, and life ceramics; functional ceramics for industrial use; far-infrared & antibiotic materials; etc.
 - Establishment of ceramic technology database; organization and operation of research groups; ceramic technology training; etc.
 - Compound and purification of raw materials; survey of ceramic raw materials and resources; research on resource recycling; etc.
 - Product test, analysis, and evaluation; qualification & certification and standardization of materials; etc.
 - R&D of porous materials, etc.
 - Support of government policies related to the ceramic industry, etc.

- **Ceramics Engineering:** Functional ceramic thin film coating process and materials, single crystal growth process for photoelectric devices and semiconductor and materials, etc.
 - Development of high advanced ceramic materials (ultra-light & wear-resistant materials, etc.); development of plasma resistant ceramic materials for semiconductor and display equipment; etc.
 - Planning and manufacturing technology of ceramic materials with optical, electrical, chemical, and thermal resistance and thick film ceramics; powder (metal and ceramic) design; optimization of dispersion; etc.
 - Development of amorphous devices for high advanced display, etc.
 - Development of solar energy/alternative energy materials and their process, etc.
 - Research on the development of MEMS (microelectromechanical) system and sensor, etc.
 - Support of government policies related to structural ceramics industry, etc.

Technological Support to Local Ceramic Companies

- New Ceramic Technology Support Project
 - **Content:** Provided support by applying advanced scientific techniques to product development in order to increase market competitiveness of local ceramic workshops



Development of ceramic classic gramophone



Development of reinforced clay using hay

○ Test Manufacturing of a Filtering Facility to Reduce Soot from Traditional Kilns

- **Content:** Established technology for manufacturing post-management equipment that can reduce soot occurring from firing traditional firewood kilns for environmentally-friendly pottery production

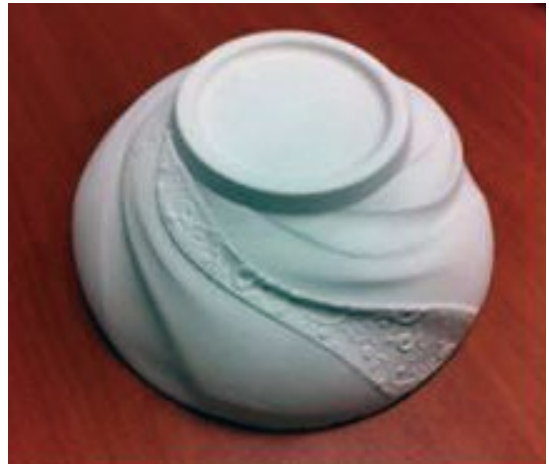
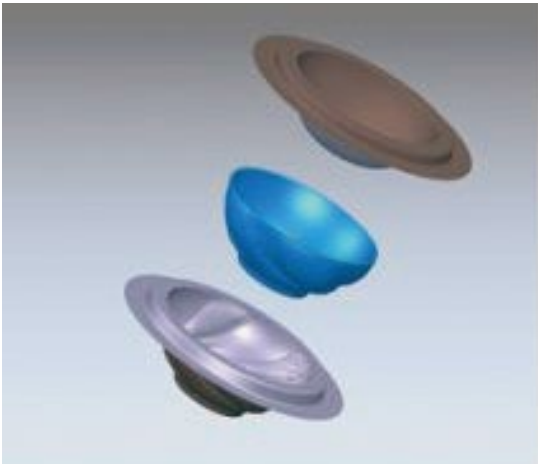


Soot occurring from firing a traditional firewood kiln

○ Project to Build the Basis for New-Value Ceramic Industry

- **Content:** Improved ceramic design technology through the combination of digital technology and ceramic technology and developed new products
 - a) Development of ceramic design technology using inkjet printers
 - Development of high-definition ceramic tile production technology
 - Basic research on the development of transfer papers for tableware for everyday use
 - b) Support for companies with CNC equipment
 - Support for the production of prototype molds and experimental product molds by ceramic manufacturing companies
 - c) Development of technical human resources
 - Operation of courses including chromatics, ceramic design, and glazing training and establishment of research societies such as Society for Sanitary Ware Development, Society for Tile Development, Research Society for Small Ceramic Workshops and Studios, etc.

Changes in chromaticity and resolution of tiles after improving the heat treatment process



Examples of support given to ceramic companies

Education and Training Programs

Icheon City has a well-developed system to support educational facilities commensurate to its reputation as Korea's best and largest ceramic and crafts city. The system is considered to be a key factor that equipped the city as Korea's best ceramic and crafts city. Icheon City's ceramic and crafts education may be largely categorized into two types: 1) formal educational institutions that teach professionals capable of working in the ceramic industry, such as the Chungkang College of Cultural Industries, Icheon Jeil High School, and Korea Ceramic Art High School; and 2) general educational courses that are offered at the Lifelong Learning Center, community learning centers, the Korea Ceramic Foundation, and the Icheon Ceramics Cooperative in order to enhance the public's quality of life by providing more opportunities to enjoy leisure and culture. Recently, both of these educational courses have been undergoing great changes. First, formal educational institutions have enhanced support for business start-ups or employment after graduation by building an industry-academia cooperative system. In addition, they are actively engaging in international exchange to foster individuals with global capabilities in this age of globalization. Second, as for educational programs for the general public, various experiential learning programs are developed and managed to promote mutual communication between teachers and students instead of passive and unilateral education. These programs enable students to solve problems on their own and are contributing to increased participation by family units. Both educational courses hold "creativity" as a keyword in their management, which reflects a will to actively respond to rapidly changing global and Korean trends.

“Icheon Ceramics Master” System to Transmit and Develop Local Traditional Culture

Since 2002, Icheon City has managed the “Icheon Ceramics Master” selection system to not only inspire and enhance the pride of local ceramic artisans who are developing and handing down local traditional culture and art but also to promote the excellence and development of Icheon’s ceramic technology. The fields are categorized into forming, sculpture, painting and calligraphy, design, ceramic production, etc. Masters are selected based strictly on comprehensive evaluations as follows: the contribution to the transmission and development of traditional ceramic culture; the contribution to the development of a ceramic industry including the development of a new technology related to ceramics; the contribution to the development of local society; and publicity of the excellence of ceramic culture. Selected masters are endowed a plaque of certification and provided support (KRW 300,000 each month for three years) for publicity and research.

Icheon Ceramics Masters

No	Year	Ceramic Workshop	Field	Name
1	2002	Haegang Ceramics Museum	Carving	Yoo Kwang-yul
2	2003	Hanchung Pottery	Forming	Kim Bok-han
3	2003	Songwol Ceramics	Carving	Kim Jong-ho
4	2003	Seongjeon Ceramics	Painting and calligraphy	Im Il-nam
5	2004	Mukjeon Ceramics	Forming	Kim Tae-han
6	2004	Yeocheon Ceramics	Carving	Lee Yeon-hyu
7	2005	Janghwi Ceramics	Carving	Choi In-kyu
8	2005	Namyang Ceramics	Forming	Lee Hyang-gu
9	2008	Myeongseung Ceramics	Forming	Lee Seung-jae
10	2008	Hasong Ceramics	Painting and calligraphy	Won Seung-sang
11	2009	Bogwang Ceramics	Carving	Jo Se-yeon
12	2010	Yesong Ceramics	Forming	Yu Kijeong

【Formal Educational Courses】

01.

“Chungkang College of Cultural Industries,” a College Specializing in Cultural Contents

Chungkang Creative Research Center

Based on the “Creativity Town,” a residency studio in the college with outstanding facilities, the Chungkang Creative Research Center is developing new content models and fostering the best human resources in animation, comics, and games. The college was selected as the recipient of “School-Based Enterprise” project supported by the Ministry of Education, Science and Technology for three consecutive years from 2009 to 2011. As such, its role as a school-based enterprise which creates and executes successful models of job education is being acknowledged. The four studios operated in the center (comics, animation, game, and PR design) are creating profit by producing commercialized contents such as animation, 3D videos, mobile games, tangible games, mobile comics, and PR videos through industry-ademia cooperation.

Chungkang College Business Incubate Center

Based on Paragraph 7 of Article 2 of the Support for Small and Medium Enterprise Establishment Act, the Chungkang College Business Incubate Center provides business starters with facilities and space and assists them in business management and technology in order to enhance the possibility of success of business start-ups. Starting with the signing of a cooperation agreement with Icheon City in 2006 and the project to support the expanded construction of business incubators in Gyeonggi-do Province in 2008, the center has operated a business incubator specializing in the cultural industry in line with the college’s characteristics. Based on the characteristics, the center has carried out various projects: a lab venture support project organized by the Korea Institute of Startup and Entrepreneurship Development and the Small and Medium Business Administration; a project to support technology-based business start-ups; a project to support the development of excellent start-up ideas by students; a project to support college students’ start-ups; a start-up training package project; the “One Company One Dream” support project; and a project to create a creative campus. As such, the center was selected by the Korean government as an institution to operate numerous support projects and is actively engaged in activities to support business start-ups.

International Cooperation Center

The International Cooperation Center (<http://global.ck.ac.kr>) operates various educational programs to help students quickly learn foreign languages and become literate in various cultures necessary for the development of their global capabilities. It provides practical global programs, such as internships abroad, English camps during winter and summer vacations, and the Global Elite Class to actively support students to expand globally in their major fields. In particular, from 2007 to 2011, the center has implemented an overseas internship program through cooperation with foreign universities and the continued discovery of foreign ceramic companies, and sent a total of 62 students to numerous countries, including the United States, Japan, China, and the Philippines. Therefore, forty percent of them succeeded in getting jobs abroad.



02.

“Korea Ceramic Art High School” to Cultivate Talented and Creative Ceramists

Management of Industry-Academia Lecturers

The Korea Ceramic Art High School efficiently operates a school curriculum linked with industries and universities to provide students opportunities to learn professional skills in the industrial field and maximize on-the-job education, thus increasing the employment rate of its graduates.

2011 Operational Results

Subject (Grade)	Number of Classes	Final Degree	Cooperating Company
Industrial Ceramics	6	High school	Daehan Mold Manufactory
Ceramic Design	6	M.A.	CEO of YU
Spinning Wheel Forming	13	M.A.	CEO of YU
Moulding (3)	5	M.A.	Personal studios
Moulding (2)	6	M.A.	Mugeuk Ceramics
Coloring	10	High school	Icheon ceramics masters
Employment and Industry-Academia Affairs		2 employed	



Management of Business Start-up Clubs

The Korean Small and Medium Business Administration selected the high school as a foothold for BizCool (a combination of “Business” and “School”) and gave students the task of managing business start-up clubs based on Internet shopping to provide them with the opportunity to publicize and sell their works. In addition, the clubs are linked to mentors in industry to cultivate practical skills that will enable students to grasp the principles of the market economy and the important factors involved in the production of works as well as the selection of good items.



Programs to Enhance Global Capability

To cultivate students with global capabilities, the high school is seeking and supporting various exchange programs with related foreign institutions by working together with ceramics-related local organizations.

Project	Content
International Student Exchange Program	Linked with the international student exchange program of the International Rotary Club
	2008 Ki Han-hui (United States) — Briana
	2009 An Do-hyeong (France) — Kerry
	2010 Yi Su-min (France) currently studying abroad — Aletz
Overseas Exchange Exhibitions of Student Works	2011 Roha (France) and Alex (United States) studying in the Korea Ceramic Art High School
	Joint exhibition of student works with the Arita Technical High School of Japan, a sister high school



03.

“Icheon Jeil High School” to Nurture Creative Ceramics Experts

Programs to Nurture Ceramics Experts with Creativity

The Icheon Jeil High School is running both ceramics-related special programs and various experiential learning programs with support from the Office of Education of Gyeonggi-do and Icheon City. The objective of the programs is to teach students practical skills, develop creative activities, and grow into ceramics experts. As such, the high school is discovering excellent talent, developing students' skills, and cultivating their self-motivated learning capabilities.

Exhibition Booths at Local Festivals

‘By having students directly install and manage the school’s PR booths at representative local festivals such as the “Gyeonggi International Ceramic Biennale” and the “Icheon Ceramic Festival,” the school is helping them grasp the latest ceramic trends, collect high-quality information, and explore their future career paths.



04.

“Lifelong Education Center” Working with the Local Society

The Chungkang College of Cultural Industries and the Korea Ceramic Art High School established the Lifelong Education Center through cooperation with Icheon City by making use of the school’s educational facilities and equipment. The center’s objective is to raise self-awareness among local residents and satiate their cultural interests as well as lead the development of local society. The center provides local residents with more opportunities to enjoy their leisure time and offers courses which can be directly helpful in real life such as courses for low-capital business start-ups, language courses, and courses for special certificates (children’s English instructor, barista, storytelling instructor, etc.).

【General Programs】



01.

“CeraMIX Creativity Residency Studio” to Discover and Foster New Artists

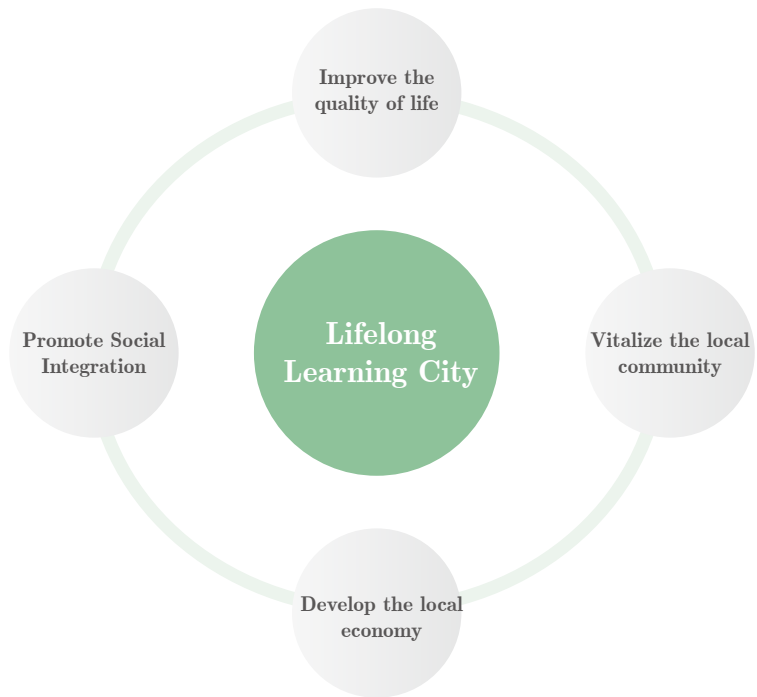
In July 2011, the Korea Ceramic Foundation created the “CeraMIX Creativity Residency Studio” within the CeraMix Creativity Center to discover and foster talented new artists and develop creative ceramic cultural contents in combination with various genres of art. Artists are selected to reside in the studio through a national contest. An open studio provides selected artists the opportunity to plan exhibitions, develop art products, and directly sell them to the public. In addition, they can participate in cooperative projects with foreign artists and the creation of the Icheon Cerapia Complex. As such, various support and opportunities are provided for their creative activities. Currently, two ceramic artists specializing in ceramic lighting and paper clay and two glass artists specializing in blowing and lamp working reside and carry out artistic activities in the studio.



02.

“Icheon Cultural School” to Increase Cultural Enjoyment in Local Society

The Icheon Cultural Center, established in 1998, has since managed the “Icheon Cultural School” to provide local residents with more opportunities to enjoy culture in their leisure time. The center’s motto is to recover morality based on traditional culture and to create a healthy culture through ethical practices. The center conducts a total of 23 courses targeting different age groups and classes in the areas of culture, art, hobbies, etc. In particular, it manages the “Weekend Bus School” to provide more opportunities for local children of marginalized social groups to learn and experience cultural activities. As of 2011, over 6,000 students completed courses at the center. As such, the center plays a key role in creating the foundations for lifelong learning in local society.



03.

“Lifelong Learning Center” to Lead Local Society’s Lifelong Learning

Icheon City, selected in 2004 as a “lifelong learning city” by the former Ministry of Education and Human Resources Development, has since created a lifelong learning community for “the construction of a future city with dreams through creative learning” and pursued various projects. The Lifelong Learning Center comprehensively supports and manages diverse projects through which any citizen can learn anytime anywhere as desired. The center has established a lifelong learning network by linking local community centers based on *eup*, *myeon*, and *dong* with schools, lifelong learning institutions and groups, and learning clubs. Through this network, it develops high-quality lifelong learning programs, supports and fosters learning clubs, and manages the Mobile Lifelong Learning Center to provide citizens more accessible lifelong learning services.

[Objectives]

- Increase the happiness index by improving the quality of life and self-realization of an individual
- Enhance local competitiveness by fostering and developing human resources
- Promote social integration by creating a sense of community
- Raise the local residents’ participation and sense of ownership through active participation



04.

“Icheon Global Peace Village” to Foster Global Leaders

The Icheon Global Peace Village(<http://gpv.unesco.or.kr>) in the UNESCO Peace Center (located in Hobeop-myeon, Icheon) provides differentiated English educational programs that integrate English language education and global values. The village intends to improve English language skills as well as cultivate positive values and leadership by providing themed classes based on key topics (culture, environment, and peace) and simulated classes (art craft, pottery making, field trip, cooking, recycling, etc).

Annual Budget for Operation

(Unit: US\$, 1 US\$=1,150 won)

Year	Total	Icheon City Government's Budget (Subsidies)			Revenue	
		Subtotal	Trust Money for Management	Support for Low-Income Class	Revenues from Participation Fees	Other
2008	252,890	227,220	227,220	-	25,040	620
2009	978,240	692,050	678,280	13,770	283,820	2,360
2010	1,010,080	700,170	686,010	14,160	306,430	3,470
2011	1,033,320	723,150	710,000	13,140	306,690	3,470

※ Total number of participants since the opening of the village: 10,812

Festivals and Tourism

Since the implementation of the local government system in the 1990s, the number of local festivals has dramatically increased to about 1,200 nationwide. This phenomenon is the result of efforts made by the central and local governments. Local festivals are the embodiment of the demand and supply of tourism such as the active development of tourism products to fulfill the people's cultural needs of high-quality leisure activities and the promotion of the improved image of a certain region. Furthermore, as recent local festivals are closely correlated to the development and revitalization of the local economy, their value as tools for local publicity and marketing is becoming more important.

Despite these advantages, excessive competition among local governments is fueling the overabundance of festivals that are separated from local residents and have lost their intrinsic nature. This is because festivals are held as one-time, government-led events or exhibitions without a socio-cultural basis on which a local culture can take root. On the contrary, the local festivals of Icheon City are based on a long Korean tradition of thousands of years and are well-developed, bringing together local characteristics. Icheon has also had to organize government-led events for many years because of the weak financial conditions and administrative organizations of the private sector. However, it has induced the active participation of the private sector and related organizations and made efforts to develop diverse programs in joint cooperation with them for its festivals and events. As a result, it succeeded in relatively well maintaining and developing the festivals. Thanks to these efforts, Icheon City's local festivals have continuously had over a million Korean and foreign visitors annually despite the recent economic difficulties, and have grown into exemplary local brands. The festivals create large ripple effects for revitalizing the local economy, inspiring local solidarity and patriotism, and developing the local tourism industry.

Number of Tourists by Year

Year	Number of Tourists	Koreans	Foreigners
2010	1,534,141	1,417,769	116,372
2011	1,307,925	1,279,734	28,191



01.

“2011 Gyeonggi International Ceramic Biennale,” a Venue for the Communication of International Cultures

The 2011 Gyeonggi International Ceramic Biennale brought together ceramics and crafts artists from around the world in an active exchange of technology, tradition, and genre under the theme of “Journey from Fire.” The objective of the sixth biennale in 2011 was to discover the new potential of ceramics by combining ceramics with other art genres such as crafts, painting, and multimedia to welcome the beginning of a new decade with new perspectives. The biennale was evaluated to have largely improved from the fifth biennale in 2009 by providing a forum for cultural exchange between Korean and foreign artists as well as exhibitions of new artists’ excellent works.

[Overview]

- **Date:** September 24–November 22, 2011
- **Venue:** Icheon (main event hall), Gwangju, and Yeosu
- **Theme:** “Journey from Fire”

[Major Programs]

- **Exhibitions:** International Competition; Contemporary French Ceramics; Glass Art Competition; Glass Art Exhibition of Toyama, Japan; Korea-China Ceramic Arts Exchange Exhibition; Ceramic Fashion; etc.
- **International artist exchange:** Japanese Glass Art Workshop; Ceramics Forum “Creation and Exchange”; International Committee Meeting for CeraMIX 2013; Experts Workshop; Korea-China Ceramic Artists Workshop; etc.
- **Educational programs:** Special lecture by CeraMIX Creation School: “Relay Imaginations”; Join in the Production of Cerapia Sculptures; “Joy of Clay” Class; Firing Wood-Fired Kiln Camp; “Experience Ceramics of the World” with UNESCO; etc.
- **Performances and events:** Performances by famous singers and independent bands; Korean Dishes Meet Ceramics; Collaboration of Ceramics and Illustrators; etc.
- **Side events:** PR Room for Local Ceramic Culture; “Korean Ceramic Livingware” Exhibition; etc.
- **Connection with local festivals:** Icheon Ceramic Festival; Gwangju Royal Ceramic Festival; Yeosu Ceramic Festival; etc.

Ripple Effects in the Local Economy

(Unit: million won)

Category	Total	Icheon	Yeosu	Gwangju
Sales (direct effect)	37,851	7,430	3,391	27,030
Production Inducement (total effect)	47,692	9,362	4,273	34,058
Income Inducement	12,869	2,526	1,153	9,190
Value Added Inducement	27,253	5,350	2,442	19,462
Job Creation Effect	4,020	1,919	1,190	911

※ Number of visitors: a total of 910,000 (Icheon: 510,000; Yeosu: 100,000; Gwangju: 190,000)

[Source: Research 21, *Evaluation Report on the Sixth Gyeonggi International Ceramic Biennale*]



02.

Icheon Ceramic Festival

Hosted by Icheon City and organized by the Icheon Ceramic Festival Steering Committee, the Icheon Ceramic Festival is a representative local cultural festival held annually through the joint participation and cooperation of the private sector, industries, academia, and research institutes. The festival displays Icheon’s excellent ceramics to the world, expands the base of traditional ceramics culture, and vitalizes the local economy. Its main events include hands-on experience programs in ceramic making, exhibitions and sales of ceramic ware, and various performances and events. Among the experience programs are the “Dolle Dolle Ceramic Clay Workshop,” where participants experience the mystery of clay with their bodies; “Private Ceramic Hall,” where participants can personally make their own ceramics; and the “Lighting a Kiln Fire” program. These events provide a live educational forum for the increasing number of family unit visitors on weekends.

[Major Programs]

- **Exhibitions and academic events:** Exhibition of Korean rice wine (*makkeolli*) cups by 100 ceramic artists; “For You Cera” exhibition; ceramic interior decorations hall; “I-CheonDo” Ceramic Festival; student work exhibition; ceramic workshops (ceramic technology and design marketing); and seminar (“Direction for Ceramic Festival Development in the Next Decade”).
- **Hands-on experiences:** Private ceramic hall; Dolle Dolle Ceramic Clay Workshop; spinning-wheel activities; experiencing seasonal customs; making cups and plates; experiencing ceramics and local private schools (*seodang*); experiencing ceramics and hot springs; experiencing ceramics and Kimchi; face painting; etc.
- **Other events:** Clay Olympics; good agricultural products sales exhibition; events for invited foreign families; etc.



[Outcomes]

○ Number of visitors

(Unit: No. of people)

Year	Total	Koreans (%)	Foreigners (%)
2011	1,109,754	1,010,268 (91%)	99,486 (9%)
2010	1,008,251	934,924 (92%)	73,327 (8%)

- **Participating organizations:** Ceramic companies (157), foreign exchange cities (Jingdezhen of China and Seto of Japan), related organizations and groups (seven including the Icheon Ceramics Cooperative, Icheon Cultural Center, Icheon branch of the Federation of Artistic and Cultural Organizations of Korea), seven schools (Sindun Elementary School, Seolbong Middle School, Korea Ceramic Art High School, Icheon Jeil High School, Chungkang College of Cultural Industries, Korea Tourism College, and Gangdong College), and four restaurants.

※ Volunteers: About 2,200 (PR helpers, interpretation and translation supporters, etc.)

- **Local publicity:** TV (75 times on news and advertisements), radio (850 times), newspapers (179 times), and the Internet, etc.

○ Current status of ceramic sales

(Unit: million won)

Category	2011	2010	2009
Total sales by ceramic workshops	3,700	3,200	5,300
Average sales per ceramic workshop	23.5	22	34

※ Source: Icheon Ceramics Cooperative



03.

“Icheon International Sculpture Symposium” to Promote Exchange of International Culture and Arts

The Icheon International Sculpture Symposium, organized by its Steering Committee and hosted by Icheon City, was first held in 1998 and has since been held annually. The symposium includes participation by famous Korean and foreign sculpture artists and diverse sculpture-related events such as workshops, academic seminars, invited exhibitions, sculpture performances, etc. In particular, the latest symposium events have moved away from the existing structure of simple viewing and enjoyment of sculptures. Instead, they are artistic events where people can personally experience sculpture as public art with greater emphasis on cultural communication with the public. As an international sculpture art event unprecedented among local governments in Korea, it has been evaluated as upgrading the quality of Icheon’s culture and art.

- **Participating countries:** a total of 146 countries (cumulative from 1998)
- **Participating artists:** a total of 188 artists (51 Koreans and 137 foreigners)

14th Icheon International Sculpture Symposium in 2011



The 14th Icheon International Sculpture Symposium, which was held at Icheon Hot Spring Park from 20 September to 10 October under the theme “Artist as Spectator & Spectator as Artist,” ended successfully, producing ten creative works.

Five Korean artists and five international artists from Germany, the United Kingdom, USA, China, and India were invited to attend the symposium. This year’s symposium was praised for producing the most outstanding artworks than before in terms of their scale and aesthetic beauty.



04.

“Icheon Lifelong Learning Festival”

As a local festival launched with the brand image of “Icheon, a City of Lifelong Learning,” the Icheon Lifelong Learning Festival composed of exhibitions, sales, performances, contests, and events for citizens to share what they learned through participation in lifelong learning programs. Starting with the Icheon City Citizen Self-Government Lifelong Learning Festival held in 2005, it has been held annually through cooperation with the private sector, the government, industries, and academia. In particular, the 10th National Lifelong Learning Festival was held on a national scale in 2011. A total of 336 organizations, groups, and multicultural families and 211 learning clubs nationwide participated in the festival and 263 programs were planned and exhibited using local characteristics and cultural resources. The festival is becoming one in which residents of Icheon of all generations can participate with a sense of shared ownership.



Overall Evaluation: Future Tasks

As noted previously, the 2008 international financial crisis shook the global market economy. The Republic of Korea, in particular, suffered massively from the shock of another national calamity following the 1997 financial crisis. As such, from the end of 1990, the Korean government undertook the task of reviving the “economy” as a priority in all its policies. However, the high-efficiency, low-income policy of Korean companies under a free trade market economy exacerbated economic polarization that developed into a serious social problem. Recently, economic polarization is rapidly advancing while Korean society is graying and suffering from a low birth rate, thus threatening the driving force of Korea’s potential future growth. Therefore, countermeasures are all the more necessary than ever. This polarization has proven that past policies biased toward the “economy” and “efficiency” based on numerous years of neoliberalism are no longer sufficient conditions for true human prosperity. We can find the solution to this problem in the “middle way” philosophy embodying the wisdom and insight of our ancient sages. That is, we need to pursue balanced development considering both human society and the natural environment in all fields including society, welfare, culture, education, and environment. This is in line with the responsibility for “human co-prosperity through the promotion of

cultural diversity” stipulated as a major objective of “UNESCO’s Creative Cities Network.”

Over the past few decades, Icheon City has been fundamentally blocked from the reckless urban expansion and economic growth caused by the central government’s policy of curbing concentration of the population in the Seoul metropolitan area. Fortunately, this has actually acted as a catalyst in providing the strategic framework for urban development by specializing in a cultural sector. In particular, the designation of Icheon City as a UNESCO Creative City served as a great opportunity for UNESCO Creative Cities Network project and its philosophy to rapidly spread to all the local governments of Korea. Furthermore, Icheon consolidated its leading position both in Korea and abroad in policies on urban specialization in culture. These efforts can be said to be its greatest achievement in the last two years. However, only when it assumes duties commensurate to its leading position in the future, will it rise as a true global cultural city. In addition, the task remains to widen the scope of cultural policies and detailed contents, which have thus far largely focused on Korea, and to supplement them with various global policies and strategies that can be commonly used and communicated in the international community.

