



UNESCO Creative City of Crafts and Folk Art
2014-2017 Monitoring report



- Contents -

1. Executive Summary	1
2. General Information	2
3. Contribution to the Network's Global Management	2
4. Major Initiative Implemented at the Local Level to Achieve the Objectives of the UCCN	3
5. Major Initiative Implemented through Inter-City Cooperation to Achieve the Objectives of the UCCN	8
6. Proposed Action Plan for the Forthcoming Mid-term Period of Four Years	11

1. Executive Summary

Icheon is the first city in the Republic of Korea to be designated as a member of the UNESCO Creative Cities of Crafts & Folk Arts in July 2010, from its potential to contribute to developing countries through creative cities' activities including the development and promotion of traditional crafts and the creation of modern crafts industries development based on Korean creativity.

Since its designation as a creative city, Icheon has been doing its share by cooperating with the leading culture cities around the world. Through active participation in UNESCO Creative Cities Network activities for the last seven years, Icheon has grown in stature, international exchange has been expanded, and the ceramics and crafts industry have accelerated.

The three major progress performances after Icheon's designation as a creative city can be summarized as follows:

- **Increase in global awareness**
 - Reinforcement of position within UCCN and implementation of expanded international exchanges
- **Expansion of cultural infrastructure, program development and execution**
 - Establishment of foundation for competitive craft culture
- **Opening of global market**
 - Revival and revitalization of craft industry

Icheon has promoted the Creative Cities project pursuing the city's unique culture in the midst of globalization. It is also our vision to realize 'Icheon in the world' by discovering scattered yet potential cultural assets unique to Icheon, and recreating them as valuable local assets.

Now Icheon wishes to ensure internal stability as a citizen-centered creative city. It is the citizens who play the leading role in creating a sustainable creative city, and only when citizens find happiness through this would it be possible to pursue common goodness contributing to the common prosperity of mankind, which is ultimately the goal of the Creative Cities project.

In order to realize our goal, we will increase citizens' understanding of Creative Cities, execute feasible creative policies reflecting the various thoughts and ideas by citizens, and create a citizen-centered creative city by discovering creative programs participated and developed by citizens themselves.

2. General Information

- 2.1. **City name** : Icheon City
- 2.2. **Country** : The Republic of Korea
- 2.3. **Area of designation** : Crafts and Folk Arts
- 2.4. **Date of designation** : July 20, 2010
- 2.5. **Submission date of the report** : December 8, 2017
- 2.6. **Person in charge of the report** : Cho Byung Don, Mayor of Icheon
- 2.7. **Previous reports submitted and the submission date**
 - 2010 - 2011 Activity report (March 2013)
 - 2012 - 2014 Activity report (March 2015)
- 2.8. **Person in charge** : Woo Da-kyung
Creative City & Exchange Team
Culture and Tourism Division
wdk718@korea.kr / ☎+82-31-645-3681

3. Contribution to the Global Management of the Network

- 3.1. **Number of participation in UCCN Annual Meeting in the last four years** : Four times
: 2014 Qingdao, China, 2015 Kanazawa, Japan, 2016 Ostersund, Sweden,
2017 Enghien les Bains, France
- 3.2. **Hosting of UCCN Annual Meeting and Date** : None
- 3.3. **Hosting more than one UCCN working group meeting or cooperative meeting for the representatives of UCCN creative area**
: Hosted the 2016 International Creative City Workshop (Crafts and Folk Arts)
- 3.4. **Hosting international conferences or meetings wherein important issues of Creative Cities were discussed and many members of the Network participated** : None
- 3.5. **Providing financial and/or in-kind support to UNESCO Secretariat to ensure the management, promotion, and visibility of UCCN (Type of contribution, estimated value, main purpose and date)**
: \$8,000 in cash (Scheduled to donate in December 2017)
- 3.6. **Participation in steering group and date** : Since 2016 (For two years)
- 3.7. **Participation in application evaluation (Number of applications evaluated per year)** : Two times
 - One city in 2015: Bamiyan, Afghanistan
 - Three cities in 2017 : Baguio City, the Philippines, Limoges, France, Ouagadougou, Burkina Faso

4. Major Initiative Implemented at the Local Level to Achieve the Objectives of the UCCN

● Icheon Ceramics Festival

- Period: August 29 - September 21, 2014 (for 24 days)
April 24 - May 17, 2015 (for 24 days)
April 29 - May 22, 2016 (for 24 days)
April 28 - May 14, 2017 (for 17 days)
- Location: The whole area of Seolbong Park, Icheon



Icheon Ceramics Festival, commemorating its 31st anniversary in 2017, is a representative local festival of Icheon held to promote Icheon ceramics.

Ceramic crafts, the representative field of crafts in Icheon, shows the most prominent activity. The distinct feature of Icheon ceramics is producing new creative works with a modern taste using the traditional techniques of Korea. Icheon Ceramics Festival, where all citizens can see and enjoy the outstanding Icheon ceramics, offers various attractions to citizens through different programs such as ceramic exhibitions and demonstrations, Icheon Ceramics Award, ceramics discount market, ceramics class, etc.



Performances



Making Pottery



Icheon Ceramic Award



Ceramist Exhibition



Folk Performance



Experiencing Pottery Wheel

Icheon Ceramics Festival is sponsored by the Korea Ceramic Foundation, Korea Institute of Ceramic Engineering and Technology, Korea Tourism Organization, and major companies in Icheon, which make it a festival of coexistence that can enhance the quality of the event as well as the global company brand. Additionally, the

Icheon Ceramics Festival is becoming a festival with internal stability that is not only splendid on the outside, but can also satisfy all visitors.

The 2018 Ceramics Festival will be held in Ye's Park, which is under construction for the succession and development of Icheon pottery culture and strengthening its competitiveness, and the construction is planned to be completed by the end of 2017. The completion of pottery arts village will allow us to hold more professional and varied events to introduce visitors from home and abroad to the history and superiority of Icheon pottery culture, and through this, Icheon is expected to take a step forward to become the mecca of crafts industry.

● Gyeonggi International Ceramic Biennale

- Period: April 24 - May 31, 2015 (for 38 days),
April 22 - May 28, 2017 (for 37 days)
- Location: Icheon Cerapia, Yeosu Dojasesang, Gwangju Gonjiam Ceramic Park



Gyeonggi International Ceramic Biennale, which celebrated its 9th anniversary in 2017, is the most renowned international ceramics festival held biennially.

This festival aims to discover the value of present ceramic art and suggest future-oriented direction from the artistic, academic, and public perspective of ceramics which is a culture common to mankind. Furthermore, it promotes the mutual understanding and development of mankind by exhibiting the industrial and cultural achievements of countries around the world and deepening their mutual understanding and exchange.

Gyeonggi International Ceramic Biennale is held at the same time as local festivals where local workshops from Yeosu and Gwangju participate. Therefore, it has offered a chance for local art works to improve to match the international level, and it has also contributed to the local culture and economy by popularizing pottery culture, expanding the market, etc.

Gyeonggi International Ceramic Biennale, officially sponsored by International Academy of Ceramics(IAC) and the National Council on Education for the Ceramic Arts(NCECA) has been aiming for a world-class event, and it has also established its identity as an international event held in Asia through close exchanges with the neighboring countries such as China, Japan, Taiwan, etc.

The international status of the event is maintained through regular international cooperation by Korea Ceramic Foundation, coming to a substantial fruition, and it is leading the trend of global ceramic arts centering the Republic of Korea.

○ International Ceramic Biennale 2017 Thematic Exhibition of Icheon - Record : Speaking of Life



※ Explanation: It is comprised of approximately 90 pieces of artwork by six foreign artists of the 20th century who have opened up the door to narrative ceramics with an innovative consciousness and behavior, and around twenty foreign and domestic artists who have worked actively in 2000s. The exhibits that reflect the life of contemporaries through colorful narrative expressions offered an opportunity to newly experience various stories of life as well as think about the life of modern people who are existential and social beings.

● Opening of I-CERA Fair

Icheon is hosting I-CERA Fair every year to reinforce I-CERA brand through new market opening for rising artists, promoting the development of new products and diversification of sales system which are part of the Icheon ceramic cluster project.

Even the I-CERA focuses on the ceramic sale, it attracts many visitors as it is hosted at the same time with Home Table Deco Fair, which includes interior design, kitchen furniture, artworks, etc.

- 2014

- Period : Oct. 16 - Oct. 19, 2014 (Daegu), Dec. 11 - Dec. 14 (Seoul)
- Venue : Daegu EXCO, Seoul COEX
- Number of visitors : Daegu 30,761 visitors, Seoul 82,677 visitors
- Sales : USD 85,000 (13 businesses) in Deagu, USD 252,000 (50 businesses) in Seoul

- 2015

- Period : June 4 - June 7, 2015(Busan), Oct. 15 - Oct. 18(Daegu),
Dec. 10 - Dec. 13(Seoul)
 - Venue : Busan BEXCO, Deagu EXCO, Seoul COEX
-

- Number of visitors : Busan 45,732 visitors, Daegu 34,185 visitors, Seoul 86,750 visitors
- Sales : USD 158,500(15businesses) in Busan, USD 77,400(12 businesses) in Daegu, USD 124,300 (28 businesses) in Seoul

- 2016

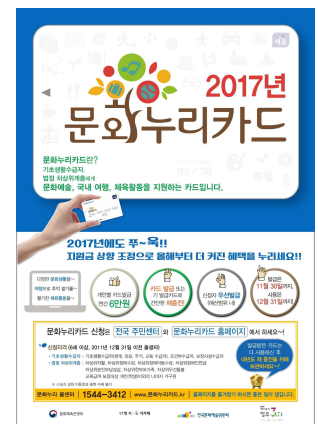
- Period : May 12 - May 15, 2016 (Busan), Oct. 13 - Oct. 16 (Daegu), Dec. 15 - Dec. 18 (Seoul)
- Venue : Busan BEXCO, Deagu EXCO, Seoul COEX
- Number of visitors : Busan 51,009 visitors, Daegu 37,532 visitors, Seoul 92,706 visitors
- Sales : USD 92,400(12 businesses) in Busan, USD 60,500(12 businesses) in Daegu, USD 142,000(24 businesses) in Seoul

- 2017

- Period : June 8 - June 11, 2017 (Seoul, Busan), Oct. 18 - Oct. 22 (Daegu), Dec. 14 - Dec. 17 (Seoul)
- Venue : Busan BEXCO, Daegu EXCO, Seoul COEX
- Sales : USD 127,600(25 businesses) in Busan, USD 109,700(21 businesses) in Daegu

● Culture Voucher (Munhwa Nuri Project)

- Objective : Enhance the quality of life and reduce the cultural gap of citizens by supporting the underprivileged to enjoy culture and arts, traveling, and sports
- Support contents : Providing Munhwa Nuri Card that can be used in various affiliated stores such as concerts, books, movies, records, theme parks, etc.
- Support amount : USD 55 annually per person in 2017 (USD 45 annually from 2014 to 2016)
- Budget : Governmental expenditure 69%, provincial expenditure 5%, city's expenditure 26%



● Icheon Ceramics Enters the World Stage : Maison & Object, Paris, France

Since 2014, we have tried to participate in Maison & Object, the world's largest home decorating and interior fair held in Paris, France following the demand of globalization of Icheon ceramics and entering the global market by rising crafts artists. We have secured an exhibit hall through thorough on-site visits and market survey, and have been participating in the event since 2015 having selected participating businesses through fair evaluation processes.

Participating in this fair not only reinforces the competitiveness of 'I-CERA' brand, but also offers a great opportunity to develop the global independence of the participating artists.

- Period: Sept. 4 - Sept. 8, 2015 (for 5 days), Sept. 1 - Sept. 6, 2016 (for 6 days), Sept. 7 - Sept. 12, 2017 (for 6 days)

- Booth name: I.CERA
- Participating businesses: Ceramic businesses within the jurisdiction of Icheon
- Characteristics of exhibits
 - Ceramics with modern design based on tradition
 - Artistic and practical, and at the same time ensuring competitive price
- Result - 2015 : Business negotiation 131 cases, field sales and contract USD 45,700
 - 2016 : Business negotiation 168 cases, field sales and contract USD 22,850
 - 2017 : Business negotiation 282 cases, field sales and contract USD 68,550



● Global Foreign Language Class

- Objective : Securing the global competitiveness of craft artists in Icheon, which has been designated as a Creative City, by operating practical language classes to develop language skills required for local craftsmen to perform in an environment that is becoming globalized.
- Targets : Craft artists within the jurisdiction
- Period : Since Feb. 2014 (A total of five classes, 47 artists completed the class)
- Content : Basic conversation in English, Japanese, and Chinese
- Characteristics : Production of course material and instructors →
Voluntary talent donation by public officials with foreign language proficiency



● Special Project for Installing Symbolic Sculptures in Icheon Subway Station Buildings

Dual-track Icheon Subway opened in September 2016. Each subway building was constructed to symbolize the area where it is located by installing a sculpture symbolizing Icheon through the implementation of Subway Station Special Project in three subway stations within the jurisdiction, and the areas where the buildings are located have been differentiated to help people have a better understanding of Icheon and its characteristics.

In 'Sindundoyechon Station' there is a sculpture titled "The Spirit of a Thousand Years" representing the image of a person making pottery by hand. The sculpture titled "Icheon of Hope" located in 'Icheon Station' represents the unified strength, and the image of

citizens unifying, and the sculpture title 'A Brilliant Leap' located in Bubal Station represents the development of technology-intensive high-tech industry symbolizing the semiconductor cube and circuit.



Sindundoyechon Station :
The Spirit of a Thousand Years



Icheon Station :
Icheon of Hope



Bubal Station :
A Brilliant Leap

5. Major Initiative Implemented through Inter-City Cooperation to Achieve the Objectives of the UCCN

● Hosting the first International Creative City Workshop

The International Creative City Workshop was the first craft and folk art workshop held during the 2016 Ceramics Festival. Eight creative cities from six countries participated in the event sharing creative assets of each city, and it paved the way for the practical culture exchange between creative cities of crafts.

- Theme: Creative Cities, the Opening of a New Age
- Period: May 16 - May 21, 2016 (for 6 days)
- Venue: Woljeon Museum of Art and event hall of the Ceramics Festival
- Number of participants: 31 participants from eight cities and six countries
 - Paduca, the United States, Alasha, Saudi Arabia, Fabriano, Italy, Jingdezhen, Suzhou and Hangzhou, China, Sasayama, Japan, Icheon, the Republic of Korea
- Major activities
 - Introduction of each city's creative assets
 - Demonstration for making craftwork
 - Exhibition of main craftworks
 - Visit to creative infrastructures (Ceramics Festival site, Institute of Ceramic Engineering and Technology, Hyundai Elevator Co., Ltd., Seoul DDP, etc.)



● Ceramics Apprenticeship Program

The Ceramics Apprenticeship Program, a program where craftsmasters from Icheon pass on the essence of Korean ceramics for the spread of the outstanding pottery

culture both home and abroad, provides anyone who is interested in Korean ceramics and wishes to acquire ceramic skills an opportunity to visit workshop of participating artists and learn the skills.

- Period of operation : August 2013 - Present (year-round)
- Participating artists : 14 ceramists from Icheon City
 - ※ Three ceramic masters of Korea, seven ceramic masters of Icheon, four local ceramists
- Training performance
 - 2014 : Three trainees from Malaysia, one trainee from Italy, one trainee from the United States, one trainee from Spain (total six trainees)
 - 2015 : One trainee from Canada
 - 2017 : One trainee from Japan



● **Participation in Santa Fe Folk Art Market**

- Period: July 11 - July 13, 2014 (for three days),
 July 8 - July 10, 2016 (for three days),
 July 4 - July 16, 2017 (for three days)

Icheon and the City of Santa Fe are the first UNESCO Creative Cities that have signed the sisterhood agreement (settled in 2013). Santa Fe, a famous city of crafts and arts, have in common the abundant arts and cultural competitiveness.

The annual International Folk Art Market held in Santa Fe is the world's largest market wherein folk artists from around the world exhibit and sell unique folk artworks, and the craftsmen from Icheon have participated in the event since 2012. We have recorded high sales following a positive local response, and it greatly contributes to securing international competitiveness of craftsmen from Icheon.

The City of Santa Fe and Icheon are planning to promote a sister cities tree planting project as we expand the areas of exchange beyond craftwork.



● **Exhibition of Korean-Chinese Crafts Masters (Jingdezhen, China)**

Commemorating the 20th anniversary of exchange between Jingdezhen, China, a member of UNESCO Creative Cities as well as Icheon's old sister city, paid mutual

visits and held master exhibitions wherein crafts masters participated. It was a special exhibition that not only gave citizens an opportunity to see and feel the outstanding artworks of crafts masters, but also experience the characteristics of ceramics that lead the ceramic culture of the world.

	Held by Icheon	Held by Jingdezhen
Period	April 28, 2017 - May 14, 2017 (for 17 days)	Oct. 19 - Nov. 18, 2017 (for 31 days)
Venue	Ceramics Festival site	Changnam Museum
Number of participants	China's ceramic arts ambassadors and craft arts ambassadors, six ceramic masters of Korea, 15 ceramic masters of Icheon	China's ceramic arts ambassadors and craft arts ambassadors, six ceramic masters of Korea, 15 ceramic masters of Icheon



● Production of Joint Pictorial Between Creative Cities of Crafts

We have produced a joint publication with creative cities of crafts based on the joint project proposed by the city of Fabriano, Italy, and promoted the publication of booklets introducing and publicizing the creative assets of each city.

The city of Farbriano edited and completed the design of the booklet by collecting materials from Icheon, and allowed each city to print and use the publication individually.



● Participation in SZ+DAY Held in Shenzhen, China

We submitted the works of three young artists from Icheon to SZ+DAY, the Shenzhen Design Award for Young Talents held in Shenzhen which is a UNESCO Creative City of Design (designated in 2010), and the artist Kim Kyung-soo made a splendid achievement of winning the honor awards.

- Contest overview
 - Contest name : 2015 Shenzhen Design Award for Young Talents
 - Hosted by : Shenzhen, China (UNESCO Creative City of Design, designated in 2010)

- Number of participants : Eight crafts artists and students (a maximum of three students)
- Candidates : Artists and students under age 35 who have lived in Icheon for more than two years and work in the field of crafts
- Award winner : Artist Kim Kyung-soo (Honor Awards)



Cylinder



High Heel Bowl



Pencil Vase

6. Proposed Action Plan for the Forthcoming Mid-term Period of Four Years

In an effort to use the culture and creativity of Icheon as the driving force for the sustainable development, we will raise the awareness of citizens regarding Creative Cities, discover and implement Creative Cities projects throughout the policies of Icheon initiated by public officials who play a pivotal role in executing the Creative Cities program. In addition, we will continue to make an effort to achieve the goal of international network through the implementation of various joint projects with UNESCO member cities.

6.1 Present a Maximum of Three Plans, Programs or Projects That Aim to Reach the Goal of Local Network.

● Promotion of Events Related to Crafts in Icheon

- Icheon Ceramics Festival
 - Period: April - May, 2018
 - Location: Ye's Park
 - Main contents : Ceramics market, exhibitions, experiencing ceramic culture, performance and other events
- I:CERA Fair
 - Period : Three times in 2018
 - Location : Exhibition halls in Seoul, Busan, and Daegu
 - Main contents : Icheon ceramics sales, exhibitions, performances and events
- Participation in international ceramics fairs
(Seto and Jingdezhen International Ceramics Fair, Maison & Object, Collect)
 - Period : In 2018
 - Location : Seto, Japan, Jingdezhen, China, London, England, Paris, France
 - Main contents : Operating I:CERA exhibition and sales hall, overseas promotion of Icheon ceramics

● Hosting Citizen-participatory Creative Cities forum

We plan to hold an annual Creative Cities forum for the operation of Creative Cities and the increase of citizen awareness.

The forum will involve proposing policies related to Creative Cities and having discussions about the proposed policies with the participation of citizens with various backgrounds including experts in the field of crafts. The final result will be reflected on the cultural policies of Icheon. The discussion will be in the form of direct debate for the increase of its effectiveness.

Through this forum, we expect to draw up measures for the development of Creative Cities by cooperating with the public and private sectors, as well as civil societies, which is one of the goals of Creative Cities.

< Event Overview >

- Objectives
 - Increasing the understanding of UNESCO Creative Cities, enhancing the awareness of citizens' awareness and drawing the role of citizens by providing citizens from various social classes an opportunity to participate in policy making
- Event schedule
 - Date : December 14 (Thu.), 2017 14:00 - 17:00
 - Location : Conference room, Icheon City Hall, 1st floor
 - Participants : Approximately a hundred participants including Icheon citizens, professionals in the field of culture and arts and crafts, experts in the field, person in charge of UNESCO Creative Cities in Korea, etc.
- Main contents
 - * (Understanding) Establishing the concept of UNESCO Creative Cities and understanding the significance of Icheon's designation as a member of UNESCO Creative Cities
 - * (Examination) UNESCO Creative City Icheon and the life of citizens
 - * (Discussion) - The correlation of UNESCO Creative Cities on the life of citizens of Icheon
 - The effects to be anticipated through the designation as a Creative City
 - Ways to make full use of the status of a Creative City
- **Discovering and Implementing One Project Related to Creative Cities by Each Divisions Within the City Hall**

As part of making an effort to discover development measures related to Creative Cities, we plan to reflect the image of Creative Cities in various administrative areas by having each division of City Hall discover various projects using the concept of Creative Cities, and ultimately use it as an opportunity to imprint the image on the mind of citizens.

For instance, the Horse Industry Team of Livestock Division suggested the measure of naming the newly purchased racehorse representing Icheon 'Creative City Icheon'. In case a racehorse enters the race, the name of the horse goes on the air

repeatedly, and therefore, we expect that it will be an opportunity to effectively promote the image of Icheon being a Creative City to visitors from all across the country.



Racehorse 'Icheon Rice'

※ **Performance of the racehorse 'Icheon Rice'**

: Participated in the race four times and won twice

- July 2017 : Won the first race of Shinma
- August 2017 : Won the Breeze-up Special Race
- September 2017 : Came in fifth at Gyeonggi Governor's Cup
- October 2017: Came in fourth at Gwacheon Mayor's Cup

Through the discovery of such projects, we can achieve the result of integrating culture and creativity into the strategy and planning for local development, which is one of the goals of Creative Cities.

6.2 Present Maximum of Three Plans, Programs or Projects that Aim to Reach the Goal of International Network. In Particular, It Is Advisable for Other Member Cities of the Network to Participate in the Event.

● **Hosting the Second International Creative Cities Workshop**

As a Vice-chairman City of crafts and folk arts, we plan to find measures for the development of cultural industry and the diversification of activities by reinforcing the solidarity between Creative Cities of Crafts through the hosting of the Second International Creative Cities Workshop, and also draw up measures to invigorate practical information and knowledge sharing of Creative Cities Network.

- Location : Cultural facilities and accommodations in Icheon
- Participants : Creative Cities of Crafts delegation of approximately a hundred participants in 37 fields
- Main activities
 - Introduction of the best cases by each Creative City
 - Introduction of creative assets by new member cities
 - Artist demonstration by each Creative City
 - Citizen forum of Creative Cities with the participation of citizens of Icheon, etc.
- Period : April to May, 2018 (During the Icheon Ceramics Festival)
- Expected effects : Seeking feasible measures for Network activation by sharing best cases and exchanging various information between Creative Cities of Crafts

● **Mutual Exchange Program for Craft Artists with the City of Paducah, the United States**

- Period: September 2018
- Contents
 - Selecting one of the masters of ceramics to participate in a craft course provided in Paducah and spread the ceramic culture of Icheon
 - Sending a quilt artist from Paducah to Icheon to teach the techniques of quilt making and its background information through a program offered in the Community Center

- Expected effect : Reinforcement of international cooperation between Creative Cities through the spread of craft culture, promotion of artist exchange, creating and mutual learning opportunities of craft culture

● **Exchange of Craft Artists with the City of Kanazawa, Japan**

- Period : all the year round in 2017
- Participants : Young artists working in both cities
- Contents
 - Selecting young ceramists from Icheon have an opportunity to learn the gold craft technique unique to Kanazawa by participating in a young artists residency program held in Kanazawa
 - Inviting an artist participating in the Creative Waltz Program of Kanazawa to participate in the ceramics apprenticeship program offered in Icheon, and learn the traditional ceramics technique of Icheon
- Expected effects : Opportunity to combine technologies of craft production of both cities and broaden mutual understanding

6.3 Estimated Annual Budget for the Implementation of Proposed Plans

(Unit: USD / Person)

Project name	Required budget	Support Personnel	Note
Total	1,481,910	88	
Implementing events related to crafts (Ceramics Festival, I-CERA Fair, International Ceramic Fair)	1,307,000	50	Provided by Icheon
Creative Cities Forum	14,650	5	
One project per one division (purchasing a racehorse)	91,530	3	
The Second International Creative Cities Workshop	55,000	20	
Mutual exchange program for crafts artists with the City of Paducah, the United States	9,150	5	
Running Young Artists Residency Program in Kanazawa, Japan	4,580	5	

6.4 Planning for Publicity and Improvement of Awareness

Icheon plans to make an effort for an active public relations activity as well as future improvement of awareness of citizens and administrative public officials. If citizens of Icheon have a true understanding of Creative Cities, they will be able to share the cultural assets of Creative Cities with the visitors and communicate with them, which is the way of reaching the goal pursued by the Creative Cities Network project.

● **Production of the Special Documentary "Icheon Ye's Park"**

- Overview : Effectively publicizing Icheon Ye's Park by producing a special high-quality documentary / Single episode (60 minutes)

- Contents
 - Presenting the need to create Ye's Park, the entire construction process and future vision
 - Comparing case analysis of the domestic and foreign art villages
- **Publicity through Visiting Schools**
 - Contents : Visiting elementary schools within the jurisdiction of Icheon to publicize the background for the designation of Creative Cities and performance during the class when students learn about their hometown, Icheon
 - Method : Training cultural heritage commentators in Icheon and assigning them to elementary schools
 - Expected effects : Contributing to the sustainable urban development by establishing the concept by hearing about UNESCO Creative Cities during class from an early age, and deepening their pride for the city
- **Managing the Homepage of UNESCO Creative Cities, Icheon**
 - Contents : Posting recent trends and activities related to UNESCO Creative Cities using the homepage for Creative Cities
 - Method : Regular update once a month, update information about major events and temporary notice frequently
 - Homepage address : <http://unesco.icheon.go.kr/site/newunesco/main.do>
- **Education for the Public Officials Within the City Hall**
 - Offer education through monthly morning meetings and publicize using the bulletin board in the office
 - Provide separate education on Creative Cities when training new public officials
- **Using Electronic Advertisement and Advertisement Board**
 - Produce a video clip publicizing UNESCO Creative Cities and show it on electronic advertisement and advertisement boards operated by Icheon (a total of 17 electronic advertisement boards operated by Icheon)
 - Post the video clip publicizing UNESCO Creative Cities on large electronic advertisement boards in large cities such as Seoul, Busan, etc, and publicize Creative Cities using advertising boards inside the subway