

# Seoul, UNESCO City of Design

**2013-2017 REPORT**

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# 1. EXECUTIVE SUMMARY

## Executive Summary

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UNESCO City of Design Seoul aims to enhance the capital's competitive edge through development of the design industry and related culture. Pursuing human-centric design that brings happiness to residents and enhances the city's dignity as its vision, the Seoul Metropolitan Government (SMG) is pushing ahead with a variety of projects geared toward:

- 1) making the Dongdaemun Design Plaza (DDP) a global landmark and vitalizing the local economy,
- 2) consolidating design-based urban services in daily life and
- 3) building a creative design industry ecosystem.

Seoul was designated a UNESCO Creative City for design in 2010. It held a network meeting in 2011 and has participated in the annual meetings since 2012. It actively communicates with other Creative Cities through at least two cooperative intercity projects every year.

The Seoul Upcycling Plaza(SUP), launched toward realization of a resource recycling city, is expected to help fulfill the UN's Sustainable Development Goals(SDGs). The DDP, with "An epicenter of creative knowledge" as its slogan, serves as a venue for a range of design-related events, including Seoul Design Week and Seoul Fashion Week, and runs educational programs, exhibitions, a marketplace, and a variety of events, serving as a cultural hub where creative people can learn from each other and residents can enjoy a variety of innovative programs and events. In addition, the SMG is continuing to provide comprehensive support for the design industry by helping participate in exhibitions, opening up new markets abroad, and seeking to use design to find solutions to social issues.

## 2. GENERAL INFORMATION

### General information

#### 1. Name of the city

Seoul

#### 2. Country

Republic of  
Korea

#### 3. Creative field of designation

Design

#### 4. Date of designation

20 July, 2010



#### 5. Date of submission of the current report

30 November,  
2017

#### 6. Entity responsible for the report

Seoul Design  
Foundation

#### 7. Previous reports submitted and dates

31 August, 2012

#### 8. Focal points of contact

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### 3. CONTRIBUTION TO NETWORK'S GLOBAL MANAGEMENT

#### Contribution to Network's Global Management

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Seoul has participated in all official annual network meetings since its designation as a Creative City. Of particular note is its contribution to laying the foundation for bringing vitality to networking and communication with other Creative Cities through an agreement to hold annual network meetings during the International Conference of the UNESCO Creative City Network. Seoul has endeavored to enhance network utilization by sharing information and ideas on various design projects it undertakes with experts in other Creative Cities and relevant institutions through international seminars.

**1. Number of UCCN annual meetings attended in the last four years : 4**

The SMG has participated in all official annual network meetings since the city was designated a Creative City in July 2010.

**2. Hosting of a UCCN annual meeting and dates : 1 meeting. 21-26 November, 2011**

**3. Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field of representatives : 1 meeting - 21 March, 2014**

Seoul invited in experts from its fellow creative cities for a Creative City Subcommittee meeting to coincide with the opening ceremony of the DDP. A total of 10 people from seven UNESCO Creative Cities (Seoul, Montréal, Saint-Étienne, Nagoya, Kobe, Shenzhen, and Ghent) attended to share the activities in their cities and discuss ways for cooperation with the DDP in the future.

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**4. Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network : 2 times**

Seoul held the Seoul, UNESCO City of Design International Design Seminar and invited experts from Creative Cities of design in different nations to speak about their activities and networking with local experts. In 2013, more than 250 people, including researchers from home and abroad, experts in related areas, students, and residents attended the meeting, which had “Urban Renewal - Vitalization of Urban Industries and Rediscovery of Alleys” as its theme. In 2016, with “Upcycling Design” as the theme, four design teams from Nagoya, Graz, Detroit and Seoul came together as speakers and a total of 151 people attended, including staffers with upcycle design businesses, designers, students, researchers, and related experts.

**5. Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives and dates) :**

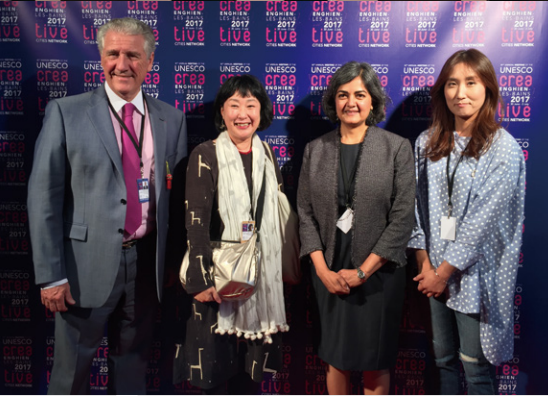
In order to maintain the UCCN Secretariat, City of Seoul allocated an annual contribution to the UNESCO Creative City Initiative budget of Seoul from 2012 to 2014, based on the agreement between creative cities. However, with financial support from China for UNESCO, UNESCO has secured the budget and has not actually enforced the budget.

**6. Membership of the Steering Group and period :**

**7. Participation in the evaluation of applications(number of applications evaluated per year) :  
6 Cities in 2015**

- Design : Bilbao, Helsinki, Turin, Curitiba, Dundee / Media Art : Linz









**4.  
MAIN LOCAL  
INITIATIVES**

**FASHION INDUSTRY**



# 1. Seoul Fashion Week

Seoul has run a variety of programs to support local fashion designers entering markets at home and abroad, helping Korea's designer brands gain a foothold in international markets, and ultimately securing the city a spot in the list of the world's top five fashion cities. Seoul Fashion Week is one of these programs consistently featured. Held twice a year with the aim of discovering talented young designers, Seoul Fashion Week has attracted many buyers through practical marketing strategies and through the establishment of a professional ordering system that meets global standards, garnering much attention from the world fashion community.

The Week is held for six days every March and October at the Dongdaemun Design Plaza (DDP) and consists of a wide array of events, including fashion shows, related promotional activities for the general public, and sideline events for professionals in the industry.

Fashion shows include Seoul Collection (SC), a runway show featuring works by aspiring and seasoned designers, Generation Next (GN), a trade show for small and medium-sized fashion brands, and Fashion Company Show (FCS), which showcases local companies. Fashion-related cultural events include a fashion jewelry sale, an honorary designer show that showcases achievements made by Korea's first-generation designers, and mentoring seminars for international businesses and PR experts. In addition, Seoul began providing live streaming services that broadcast the shows for citizens unable to participate starting the Spring & Summer 2017 season. Also, the city has hosted Young Passion Week Concert, Fashion Film Festival, and Young Passion Week, which presents a variety of events to enjoy, including a K-Designer Sample Market and Flea Market where items that were donated by professional models can be purchased.

Seoul Fashion Week has been a consistent visitor attraction and, as a result, has made positive economic contribution and gained the city wide international recognition. For instance, Seoul Fashion Week Spring/Summer 2016 saw USD 6.55 million signed in business deals, which was followed by USD 6.73 million in deals at the Fall/Winter show 2016, USD 6.4 million at the S/S show 2017, and USD 4.68 in the F/W show 2017.

Hundreds of reporters from around the world come to Seoul to cover Seoul Fashion Week in prestigious fashion magazines and newspapers.

## Seoul Fashion Week at a Glance

- 2014**
  - Business deals worth USD 5.7 million (year round)
  - Attended by 408 buyers from abroad (including 134 buyers by invitation), 231 local buyers
  - Visited by 413 reporters from abroad (43 by invitation) and 1,586 local reporters
- 2015**
  - Business deals worth USD 4.73 million (year round)
  - Attended by 494 buyers, including 316 from abroad, 139 by invitation, and 278 local buyers
  - Visited by 1,429 reporters including 270 from abroad (38 by invitation) and 1,159 local reporters
- 2016**
  - Business deals worth USD 7.118 million (year round)
  - Attended by 635 buyers including 427 from abroad (299 by invitation) and 208 local buyers
  - 1,565 reporters including 125 from abroad (37 by invitation) and 1,440 local reporters
- 2017**
  - Business deals worth USD 3.88 million (first half of the year)
  - Attended by 676 buyers from abroad and home (including 312 by invitation)
  - Visited by 1,601 reporters, including 179 from abroad (40 by invitation) and 1,180 local reporters

Classification	2014 FW	2015 SS	2015 FW	2016 SS	2016 FW	2017 SS
<b>No. of visitors</b>	50,217	55,558	39,559	33,800	334,956	381,907
<b>Brands participating</b>	2015	119	95	85	129	93
<b>No. of fashion shows</b>	77	82	67	68	69	66
	- SC: 60	- SC: 57	- SC: 40	- SC: 38	- SC: 41	- SC: 40
	- GN: 17	- GN: 25	- GN: 20	- GN: 27	- GN: 21	- GN: 20
			- FCS: 7	- FCS: 3	- FCS: 7	- FCS: 6

## **2. Seoul`s 10 Soul**

“Seoul’s 10 Soul” is a global fashion brand development project designed to support local small and medium-sized fashion companies in their overseas marketing activities. Seoul selects ten designer brands with global capacity and provides them with support for undertaking pop-up projects in department stores or fashion boutiques and promotional activities at home and abroad.

Until 2015, the city selected 10 brands for Seoul’s 10 Soul from among independent brands five years or older after screening by committees at home and abroad. Beginning in 2016, however, company age-related criteria have been scrapped, and, instead, the top ten brands have been based on votes received from buyers overseas who attend Seoul Fashion Week.

In 2016, Seoul also began assessing twice a year the global competitiveness of these brands through their promotional and sales activities at popular department stores and boutique shops, and then began supporting them in launching promotional activities at famous department stores and boutique shops in Paris, France, and other cities around the world.

As a result, in 2016, the 10 Soul designers’ overseas PR activities increased by 87 percent and their local PR activities by 37 percent over 2015. Also, young brands, such as BLINDNESS, MÜNN, TIIKI, and VLADES have been able to sell their products at boutiques in large cities around the world, such as Robins in Paris, Politix in the US, and Traffic Multi Lab in Italy. Well-established brands such as HSH and D.GNAK also expanded their business areas by entering Bauhaus in Hong Kong, H. Lorenzo in the US, and other famous boutiques outside Korea.

## **3. Seoul Fashion Creative Studio**

Seoul Fashion Creative Studio is an incubating project that aims to lay the foundation for promising young fashion designers wanting to start a business on their own in a stable environment. Seoul not only offers them necessary space for creative activities but also helps them stand on their own feet through diverse services such as PR, marketing, and consulting programs.

Launched eight years ago in December 2009, Seoul Fashion Creative Studio is open to young designers who have engaged in creative activities in areas related to fashion design in Seoul and who registered their businesses less than five years ago. Successful candidates can use the studio for up to 24 months if they pass the general assessment and contest twice a year. There are 15 designers selected for the studio on average, but this has varied between 2015 to 2017, depending upon the performance evaluation and selection of new candidates. As of 2017, Seoul Fashion Creative Studio houses 30 designers, including those who have succeeded in extending their contracts through performance assessments.

Seoul Fashion Creative Studio runs a variety of customized support programs for budding designers. Above all, it offers a private space to each designer and houses a photo studio for product photo shoots, a shared sewing room for sample making, and seminar rooms and show rooms for small business meetings with colleagues and buyers. It also provides residential designers with financial aid, which varies based on the yearly performance assessment and semi-annual contests. In 2016, Seoul opened pop-up stores in large retail channels to open new markets, promote marketing, and increase brand awareness at home and abroad. It also undertook promotional events to increase awareness of brands in residence with the help of celebrities and on- and offline media.

In addition, the studio conducted overseas brand analysis and offered diverse business training programs to build global capacity of the brands in residence, along with programs involving designer mentoring, general colors, materials, and training on lifestyle trends, as well as consulting services on domestic and international copyright.

## DESIGN INDUSTRY

The Seoul Design Foundation holds periodic events and runs a variety of programs to discover promising designers and design firms with outstanding ideas and products and make it possible for them to attend international fairs and develop their ideas into new products.

### 1. Seoul Design Week

Since 2014, Seoul has hosted Seoul Design Week, a festival designed to encourage people from all walks of life, whether individuals or persons representing businesses, schools, and other organizations, or experts in design, to communicate with each other through design. During the festival, events are held in Seoul, with sponsorship from private businesses, the Seoul Metropolitan Government (SMG), and the Seoul Design Foundation.

#### Seoul Design Week : An Overview

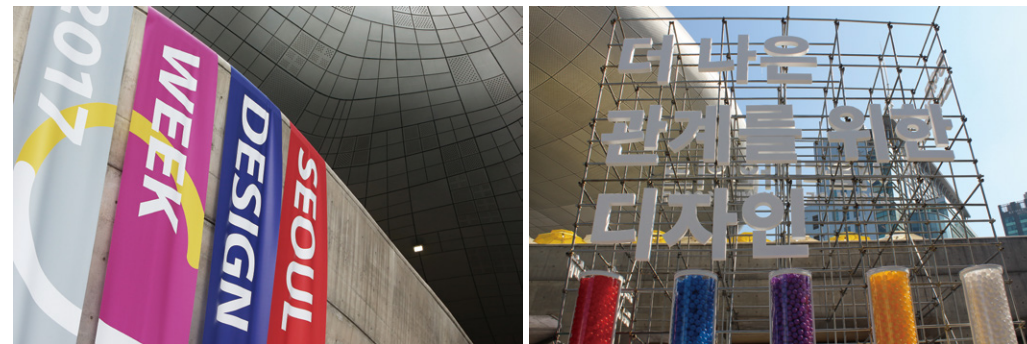
	2014	2015	2016	2017
<b>Date</b>	Nov. 26 – 30, 2014	Dec. 2 – 6, 2015	Sept. 22 – Oct. 2, 2016	Sept. 21 – 27, 2017
<b>Location</b>	Dongdaemun Design Plaza, Seoul City			
<b>Theme</b>	-	Seoul's Design Wizard	Smart Design, Smart Life, Smart City	Design for Better Relationship
<b>Under the sponsorship of</b>	Public-private partnership			
<b>Held / organized by</b>	Seoul Design Foundation			
<b>Budget(KRW)</b>	500 million	500 million	1.2 million	1.6 million

Seoul Design Week has had a specific theme since 2015. That year, the theme for the five-day event was “Seoul’s Design Wizard” In 2016, also a five-day event, the theme was “Smart Design, Smart Life, Smart City.” In 2017, the event lasted for seven days and the theme was “Design for Better Relationship”. That year, the Week included a theme-related events. conference, exhibition, and young designer audition, as well as 21 sideline programs, such as a global conference for international experts in a variety of fields, the Seoul Biennale of Architecture and Urbanism, the Universal Design Fair, workshops for children, and a design craft flea market.

### Seoul Design Week at a Glance

	2015	2016	2017
<b>No. of visitors</b>	280,000	300,000	310,000
<b>No. of participants</b>	455	962	1,121
<b>No. of sponsors</b>	19	39	68
<b>No. of programs</b>	30	56	58

As the table above shows, numbers of visitors to Seoul Design Week increased from 280,000 in 2015 to 300,000 in 2016 to 310,000 in 2017. The number of participating businesses also grew from 455 in 2015 to 962 in 2016, and then to 1,121 in 2017.



## 2. Seoul Design Consultant for Solutions to Local Dong-District Problems

Seoul has a four-year plan dubbed “Seoul, Together We Stand (Safe City, Friendly City, City of Hope, and Green City)”, which is introduced upon Park Won-soon becoming the mayor in 2014, highlights the growing importance of design in creating an urban environment that better considers the safety and convenience of Seoul citizens regardless of sex, age, and physical disability. It is also a response to the need to preemptively address social and demographic changes brought on by population ageing, the increase of single-person households, and the growth in the number of international visitors and residents through design-based welfare and that takes into consideration a paradigm shift from large-scale, unilateral design to user-centric interactive design.

The Seoul Design Consultant for Solutions to Local Dong-District Problems project is designed to identify problems with local industries, the living environment, and for the underprivileged first and then help local residents team up with design experts to seek solutions that can be implemented by local residents themselves. It is a practical communications consulting service that uses design to contribute to vitalizing local business, improve the quality of life for residents, and create jobs.

Under the scheme, Seoul selected 1 project for each of 15 dong in the city, matching a design consultant with each dong to solve problems together over a period of five months. The SMG then linked the project with its job policy and the New Deal Job Project and chose young designers interested in local issues to run the Seoul Design Consultant Supporters program together. In 2016, 15 design consultants and 20 young designers participated in these 15 projects for 15 dong in 11 gu-districts and 15 dong in 12 gu-districts in 2017. These localized projects have contributed to creating employment for young people and resolving diverse social problems to maximize the benefit received by area residents.

**2016** 15 projects, including a retaining wall repair project for Sangil Media High School, making Doksan 4-dong more livable, and creating a “Culture Street” near Seodae College in Pil-dong, Jung-gu.

**2017** 15 projects, including environmental design to reduce crime in Seongnae-dong, creation of a multi-purpose cultural space at the Community Center in Boramae-dong, and turning Eulji-ro into Street Gallery Ya(夜).



### 3. Eulji-ro Lightway

Seoul has also launched design projects related to urban regeneration in partnership with various regions. Business vitalization in Dongdaemun, in partnership with the DDP, is one of the most outstanding models of shared growth since opening of the DDP in March 2014.

The “Eulji-ro Lightway” project aimed to promote the lighting industry in the Eulji-ro area and vitalize the local economy. Covering an area of 578,871 square meters, this project covers an area that stretches from Eulji-ro 3-ga to Eulji-ro 5-ga, which is densely lined with 214 lighting stores. According to a Survey of Specialized Businesses in Eulji-ro, conducted by the Jung-gu Office, the majority of respondents, lighting store owners on Eulji-ro, called for solutions to parking and traffic-related problems, followed by vitalization of advertising and marketing.

Roughly 90 percent of the lighting stores on Eulji-ro rely on sales of low-priced products imported from China, meaning that Korea’s own brands do not sell well. In order to resolve this situation, the SMG decided to develop lighting equipment made in Eulji-ro through collaboration between designers and lighting store owners and held a festival with lighting as the theme. The 1st Eulji-ro Lightway was held during the Seoul Lantern Festival (Nov. 6-22, 2015), featuring lighting works around the Cheongyecheon area and a main lighting structure (“Running Together!”) on the roadside on Eulji-ro. Over 100 people participated in the “Eulji-ro Moonlight” tour which involved visiting the open studios of artists based on Eulji-ro. The experimental lighting structures created by 39 teams of students from seven different universities drew public attention to the lighting industry in the area. The bright structures by lighting designers also gave vitality to an area that had been quite dark due to the little light that was used at night.

Thanks to the success of the 1st Euljiro Lightway, the Jung-gu Office continued to provide financial support to hold the event at the DDP in partnership with the Lighting Urban Community of International (LUCI). The theme display, based on the concept of transformation through light and made of 90 baskets and recycled materials, received positive responses.

The 3rd Euljiro Lightway was held Nov. 1-5, 2017, at the DDP and the Euljiro area. It showcased eight light installations created by designers and lighting stores in the area. Seoul plans to mass produce these installations for sale after the festival. A book was also published on the lighting businesses on Eulji-ro, entitled Sparkling Euljiro.

Euljiro Lightway has established itself as a major project with the help of the Jung-gu Office and the Seoul Design foundation. It aims to discover promising young designers of lighting and invite people to see the Euljiro lighting industry from a fresh, new perspective.

	2015	2016	2017
<b>Budget</b>	KRW 400 million	KRW 170 million	KRW 300 million
<b>Creators</b>	7 teams of designers and businesses 39 teams of college students 1 team of Lighting Store Association members	20 teams of professional designers 20 teams of college students 20 booths by LUCI, 20 booths from Lighting Store Association members	40 teams for thematic exhibition 8 teams for collaboration 9 businesses for Design Fair
<b>Date</b>	Nov. 13-21, 2015	Nov. 2-4, 2016	Nov.1-5, 2017

## DESIGN INFRASTRUCTURE

### 1. Dongdaemun Design Plaza

-  
an Epicenter of  
Design and  
Creative Business

Opening in 2014, the Dongdaemun Design Plaza (DDP) is a cultural complex that consists of seven floors (including three basement levels) and houses five facilities: Art Hall, Museum, Design Lab, Design Market, and Dongdaemun History and Culture Park, on a 62,692-square meter lot with a gross floor area of 86,574 square meters. Designed by Zaha Hadid, the first female architect to win the Pritzker Architecture Prize, the world's largest three-dimensional amorphous architectural structure is Seoul's new landmark that has completely changed the cultural map of the Dongdaemun area. The DDP has served as a venue for over 150 large and small design-related cultural events, including exhibitions, fashion shows, conferences, and performances, with the aim of providing Seoulites with the opportunity to enjoy a wide range of cultural experiences. Fashion shows featuring the world's top luxury fashion brands, such as Chanel, Christian Dior, and Louis Vuitton, are held one after another right here, attracting fashion-conscious people during Seoul Fashion Week in March and October. Seoul Design Week, held in the fall, showcases works by master artists, such as Alessandro Mendini, Andy Warhol, Nam June Paik, Jean Paul Gaultier, and Piero Fornasetti, to name only a few. The Design Experience Zone attracts an average of 71,113 people annually, allowing budding designers to learn the importance of design and to sharpen their sensibility while interacting with others. The DDP also hosts the ICLEI World Congress, which serves as an arena for discussion on ways to address climate change, attracting experts from around the world.

Since opening, the DDP has seen business in the Dongdaemun area bounce back after a long slump and a consequent decrease in visitors. Old shopping malls underwent extensive renovation and new shopping malls have been launched one after another. With opening of the five-star JW Marriott Dongdaemun Square Seoul marking the beginning, some 20 other hotels of various sizes have also been constructed or renovated. According to Seoul Metro Corporation and Seoul Metropolitan Rapid Transit Corporation, the number of passengers using Dongdaemun History and Culture Park Station, where subway lines 2, 4, and 5 meet, had increased 16 percent by 2016 over 2013, the year before the DDP opened. The famous French designer, Jean Paul Gaultier, who held a fashion show and an exhibition here, praised the capital of Korea thus: "Seoul is full of energy and it's a wonderful city," adding that the DDP, in particular, was one place where he could feel Korea's vitality.

Facility	Description
<b>Art Hall(4,953.48 square meters)</b>	Art Hall 1, Art Hall 2, International Conference Hall
<b>Museum(7,928.49 square meters)</b>	Design Museum, Design Exhibition Hall, Design Pathway
<b>Design Lab(8,206.08 square meters)</b>	Design Lab 1, Design Lab 2, Green Showroom, Academy Hall
<b>Dongdaemun History &amp; Culture Park</b>	An eco-friendly design park (Design Gallery, Dongdaemun History Museum)
<b>Oullim Square</b>	A space open 24 hours a day for the convenience of DDP visitors and to vitalize the neighboring commercial district
<b>Design Market</b>	A multi-concept market consisting of stores offering cultural goods

## 2. A Sustainable Resource Recycling City

### - Opening of the Seoul Upcycling Plaza

On September 5, 2017, the Seoul Metropolitan Government (SMG) opened the Seoul Upcycling Plaza (SUP), in which the entire upcycling process, from collecting donated waste materials to processing, product manufacturing, and sales, takes place seamlessly at one venue.

Park Won-soon, mayor of Seoul, has stated that, with opening of the Seoul Upcycling Plaza as the beginning, the city would transform the Jangnpyeong area, home to the Seoul Sewerage Science Museum, and Jangnpyeong Used Car Market, into Korea's largest resource eco-friendly recycling and upcycling town, adding that the SMG would "do its best to make Seoul a Zero Waste City, a Resource Recycling City, and the World's Best Eco-friendly City" as it had pledged in "Seoul Vision 2030 for a Zero Waste City."

The SUP, which consists of seven floors including two basement levels (total floor area: 16,530 square meters), houses a "recycling workplace," where over 60,000 tons of waste, such as glass, scrap iron, and clothing thrown away by companies and individuals, are classified, cleaned, and processed, a "materials bank," where the raw materials are discovered, stored, and sold, and 32 upcycling-related businesses and pre-entrepreneurs with Freitag as a role model. The upcycling stores on the second floor display a variety of recycled goods created by the businesses in the SUP and others. Also, the "Dream Factory (Fab Lab)," a lab where pre-entrepreneurs can turn their invention ideas into prototypes, will open on the first floor in December. The SMG plans to equip the lab with at least 50 machines of 10 different types, such as cutters, grinders, 3D printers, and make them available to anyone to use for a fee.

In addition, the SUP houses an exhibition room, a materials library, and an education room that can be used for a variety of exhibitions and training programs to develop the upcycling industry and raise public awareness of the importance of design in environmental production and resource recycling.

Another important point to make is that the SUP is an eco-friendly facility. It is lighted with LEDs and consumes 35 percent less energy by using renewable energy such as natural sunlight, solar power, and geothermal heat. In recognition of this, the building has won a variety of certifications, including the highest "green building" certification and a 1+ energy efficiency certification.



## Seoul Design Week at a Glance

Facility	Description
<b>Recycling Workspace (1st basement)</b>	Used goods received from donors are classified and processed into new products
<b>Materials Bank (1st basement)</b>	Waste banners and fabric collected, processed (washed), and sold
<b>Upcycling studios (32 studios on 3rd and 4th floors)</b>	Products manufactured by upcycling businesses and artists in residence and training programs offered to students
<b>The Dream Factory : Fab lab (1st floor)</b>	Ideas are turned into prototypes and upcycled products are experimented with and produced in an open environment
<b>Exhibition Hall(1st floor)</b>	Upcycled works created by famous local and international artists on display
<b>Stores(2nd floor)</b>	Shops selling upcycled and eco-friendly products Space to collect and donate recyclables
<b>Classroom, etc.</b>	Upcycling and environment-related programs offered to the public









**5.  
MAIN  
INTER-CITY  
COOPERATIVE  
INITIATIVES :  
CREATIVE CITY  
COLLABORATION  
PROJECT**

**1.  
Creative City  
Collaboration  
Project**

**1. 2013 Biennale Internationale Design Saint-Étienne -  
UNESCO Cities of Design Special Exhibition**

- **Date** : March 2013
- **Organized by** : Saint-Étienne
- **Participants** : 11 Design Cities (Seoul, Buenos Aires, Berlin, Montréal, Nagoya, Kobe, Shenzhen, Shanghai, Saint-Étienne, Graz, and Beijing)
- **Description and Result** : Exhibited one design project and two design objects related to “sympathy”, the theme of the exhibition
  - **EmpathiCITY Project** : Project to resolve urban problems through design (Related to public places, health, and sustainable development)
  - **EmpathiCITY Objects** : “Emphathy”- Inspired Products, Furniture, Industries, Graphics, Interactive, Fashion Design Products
    - >> Products with eco-friendly concepts, such as upcycling products and displayed messages on protecting the environment

Classification	Exhibition / Product
EmpathiCITY Project	Seoul City Gallery Project, The First Village below the Sky : a space for better communication among residents
EmpathiCITY Object	Original Green Cup(Ecojun) : Eco-friendly cup made of biodegradable material (corn) that has no toxic residue to harm the environment
	Lucida Backpack(Touch4good) : Subway billboards, banners, Upcycled design items made from subway billboards, banners, and tires

## 2. 1st Shenzhen Design Award for Young Talents(SZDAY)

- **Date** : October 2013 – March 2014
- **Organized by** : Shenzhen
- **Participants** : 10 Creative Cities (Shenzhen, Shanghai, Saint-Étienne, Berlin, Seoul, Montréal, Kobe, Bogota, Bologna, Dublin)
- **Description and Result** : Merit Award won by one Seoul-based design team
  - **7 winners** : including individual designers, groups and three cities – were recognized at the award ceremony for the 2013 Shenzhen Design Award for Young Talents(SZDAY).

Award	Exhibition / Product
Merit Award	Original Green cup(Ecojun) : Eco-friendly cup made of biodegradable material(corn) with no toxic residue to harm the environment

## 3. 2015 Biennale Internationale Design Saint-Étienne - Guest City Seoul

- **Date** : March – April 2015
- **Organized by** : Saint-Étienne
- **Description and Achievement** :
  - Invitational exhibition “Vitality 2015 \_Beyond Crafts & Design” held by Seoul
  - An exhibition with more than 40 masters and designers of traditional Korean handicrafts
  - Establishing an identity for traditional Korean handicrafts through the discovery of traditional values and opening up new horizons for the future of design to meet social needs.

## 4. 2016 Beijing Design Week - Guest City Seoul

- **Date** : September – October 2016
- **Exchange City** : Beijing
- **Description and Achievement** : In 2016, Seoul became Asia’s first city to be named the guest city of Beijing Design Week. Under the theme of “Smart City, Smart Design, Smart Life”, the guest city program consists of three sections : Seoul Design Policy PR Hall, Small & Medium Design Business Hall, and Corporate Brand Hall.

In 2016, Seoul City was selected as the first guest city of Beijing Design Week in Asia. The guest city program consists of three sections under the theme of “Smart City, Smart Design, Smart Life”, Seoul Design Policy Promotion Hall, Small and Medium Design Enterprise Hall, and Large Enterprise Brand Hall.

### 2016 Beijing Design Week – Guest City Seoul program

Theme	Venue	Description
Smart City	L-Building(Seoul PR Hall)	Outstanding examples of Seoul’s design policy and introduction of the Seoul Design Foundation
Smart Design	FashionEcho (Small & Medium Design Business Hall)	<ul style="list-style-type: none"> <li>• <b>1st Fl.</b> : Seminars and promotion of designers</li> <li>• <b>2nd Fl.</b> : Product exhibition by participants (service design businesses)</li> <li>• <b>3rd Fl.</b> : Product exhibition by participants (small &amp; medium handicraft and design businesses)</li> </ul>
Smart Life	79Tank(Corporate Brand Hall)	Korea-based corporate brand goods and promotion
Others	751 Bridge(Seoul Design-ro)	Exhibition of “Seoul”-themed graphic artwork by 35 designers chosen by their peers in a successive manner, similar to a relay
Sideline Events	751 Bridge, Precious Moment A11, 79Tank	<ul style="list-style-type: none"> <li>• Seoul Design Spot VR, 35 designer city project “Seoul”</li> <li>• Meeting for participants</li> </ul>

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### 5. Enghien-les-Bains Creative City of Design Special Exhibition

- **Date** : June – July 2017 (tour exhibition: September 2017 ~ January 2018 in Saint-Étienne)
- **Organized by** : Enghien-les-Bains, Saint-Étienne
- **Partner Cities** : 11 Creative Cities of Design (Seoul, Beijing, Detroit, Dundee, Graz, Helsinki, Kobe, Montréal, Nagoya, Saint-Étienne, ShenZhen)
- **Description and Achievement**: In celebration of the UCCN Annual Meeting in 2017, teams and individual designers active in UNESCO Cities of Design joined the exhibition “Are you talking to me?”. A total of 24 items and prototypes were displayed on a variety of themes, such as urban centers, home, and health. Seoul showcased two design items.

### 6. Condé Nast Center of Fashion & Design X DDP Workshop

- **Date** : September 2017
- **Organized by** : Shanghai
- **Description and Achievement** : Running three courses, including branding, event management, and fashion media art direction in partnership with the Condé Nast Center of Fashion & Design in Shanghai, China. A total of 286 experts in fashion design and marketing participated.

## 2. Participation in Special Projects Held by Other Design Cities

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### 1. Beijing UNESCO Creative Cities Summit

- **Date** : October 2013
- **Organized by** : Beijing, China
- **Participants**
  - **UNESCO** : Irina Bokova, Director-General of UNESCO, Hans d’Orville, UNESCO’s Assistant Director-General for Strategic Planning
  - **Creative Cities** : 17 creative cities (Beijing, Bologna, Brazzaville, Dhaka, Dublin, Edinburgh, Iowa City, Kanazawa, Kobe, Lubumbashi, Norwich, Popayan, Reykjavik, Zahle, Seoul, Montréal, Icheon) - Description and Achievement
  - **Keynote Speech** : “The Role of Creative Cities in the International Development Agenda” by Hans d’Orville, UNESCO’s Assistant Director-General for Strategic Planning
  - At the summit, the Creative Cities gave presentations on their activities and adopted the Declaration of the Beijing UNESCO Creative Cities Summit.

### 2. 27TH ENTRETIENS JACQUES CARTIER - INTERNATIONAL COLLOQUIUM

- **Date** : October 2014
- **Organized by** : Montréal, Saint-Étienne
- **Description and Achievement** : In relation to the conference theme, “Unsightly! - Leveraging Design to Improve Urban Construction Sites”, Choi Jeong-hwa gave a presentation on a project to improve the environment around construction sites in downtown Seoul.



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### 3. International Design Forum “Our Mission as UNESCO City of Design, Nagoya”

- **Date** : May 2015
- **Organized by** : Nagoya
- **Cities Participating** : 9 design cities  
(Nagoya, Seoul, Graz, Saint-Étienne, Montréal, Helsinki, Kobe, Shanghai, and Shenzhen)
- **Attendants** : UNESCO Creative Cities of design delegates, experts in design, and more than 200 visitors
- **Description and Achievement** : A presentation given on  
“Improving Public Awareness of UNESCO Creative Cities of Design”

### 3. Projects organized by Seoul

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#### 1. UNESCO Design cities subnetwork meeting

- **Date** : March 2014
- **Participants** : 7 Creative Cities  
(Seoul, Montréal, Saint-Étienne, Nagoya, Kobe, Shenzhen, and Ghent)
- **Description and Achievement** : Advertised the opening of Dongdaemun Design Plaza(DDP), shared activities, and discussed ways for collaboration

#### 2. UNESCO City of Design, Seoul International Seminar

##### 1. November 2013

- **Participating cities** : 2 Design Cities(Montréal and Beijing)
- **Topic** : Urban renewal through design - Vitalization of urban industries and rediscovery of alleys
- **Participants** : 250 people, including researchers from home and abroad and experts in relevant areas, students, and residents
- **Description and Achievement** : Shared examples of various efforts for urban vitalization through the rediscovery of alleys and rundown urban industries, shared and discussed ways for future development

##### 2. November 2016

- **Participating cities**: 3 Design Cities(Nagoya, Graz, and Detroit)
- **Topic** : Upcycling Design
- **Participants** : 151 people, including owners and employees of upcycling design businesses, designers, students, researchers, and experts in related areas
- **Description and Achievement** : Presentations on examples of upcycling design given by experts and four design teams from three Creative Cities of design, presentation on plans for operation of “Seoul Upcycling Plaza” (SUP), launched as part of Seoul City Vision 2030 and with the aim of raising public awareness of the UN Sustainable Development Goals (SDGs).

## 4. Other Exchange and Collaboration

### 1. The Phyllis Lambert Design Montréal Grant

- **Date** : 2013 - 2014
- **Exchange City**: Montréal
- **Description and Achievement** : Support for the winner of the Phyllis Lambert Design Montréal Grant for training in Seoul
  1. 2013 : Support for DIKINI's survey of examples of the melding of Seoul's public facilities (bus stops, benches, etc.) and IT
  2. 2014 : Support for a program that compares the sound environment of major urban underground spaces in Korea, China, and Japan by sound designer Audiotopie (support for a sound recording project in underground spaces in Seoul urban centers)

### 2. Kobe City Design Periodical "DOCK"

- **Date** : July 2014
- **Exchange City** : Kobe
- **Description and Achievement** : Seoul City's accessible pedestrian signals and images introduced in the feature story, "Traffic Signals in Creative Cities," in the August issue of DOCK, a design journal published by Kobe, Japan.

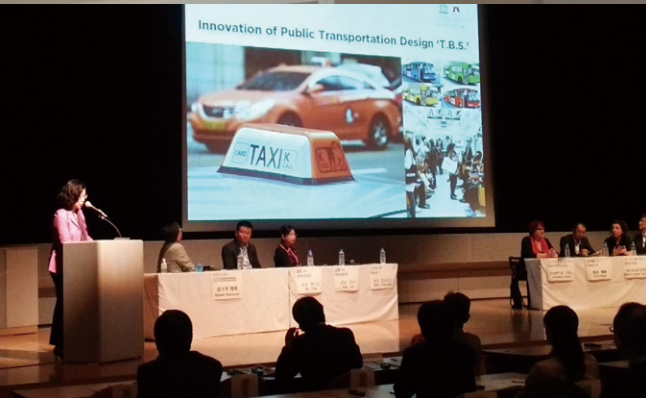
### 3. Korea's Creative City Icheon Forum

- **Date** : December 2014
- **Exchange City** : Icheon
- **Description and Achievement** : Gave presentations on examples related to research on the commercialization of handicraft artwork designed by senior artists and participated in discussions on the topic "Creativity, Crossing the Border – Rediscovery of the Handicraft Market".

### 4. UNESCO Creative City Jeonju Forum

- **Date** : October 2016
- **Exchange City** : Creative Cities in Korea - Seoul, Icheon, Jeonju, Gwangju, Busan and Tongyeong
- **Description and Achievement** : Agreement on a partnership signed between the Korean National Commission for UNESCO and UNESCO Creative Cities in Korea on joint network activities at home and sustainable development of Creative Cities in Korea.







## 6. ACTION PLAN

### Action plan

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Seoul Metropolitan Government (SMG) will continue to run major design programs and do its utmost to increase communication with other Creative Cities. Seoul is also setting aside a fixed pool of money to facilitate exchanges with these UNESCO creative cities for cooperative projects and activities initiated outside Korea.

#### 1. Seoul Design Week

Since beginning in 2014, Seoul Design Week has been a great success. Seoul will continue to feature it as a major design festival in Asia, where individuals from all walks of life, businesses, organizations, schools, and design experts can use design to learn from each other, with the Dongdaemun Design Plaza (DDP) as the venue. Seoul Design Week includes a wide array of conferences, exhibitions, workshops, and markets, allowing for diverse opportunities for participation and cooperation between Creative Cities. Roughly USD 1.45 million is allotted for Seoul Design Week in 2018.

#### 2. Seoul Upcycling Plaza

Since its launch in September 2017, the Seoul Upcycling Plaza (SUP) has run a diverse set of programs to meet individual needs and ultimately contribute to creating a resource recycling ecosystem. Funds equivalent to USD 4.5 million will be set aside as a budget for on- and offline development of upcycling material platforms, exhibitions, educational programs, and operation of design creation spaces.

#### 3. Seoul Design Survey

The Seoul Design Survey is meant to predict the environment for design in Seoul and raise public awareness of design and forecast the public's needs in 2018. This will be accomplished through a survey of design-related enterprises in Seoul on design in daily life, and education and policy on design. Data will be studied to identify changing trends in industry, policy, culture, and education, a database built of policy proposals based on public awareness of design, and major (short- and long-term) issues recognized to formulate design strategies. A total of USD 500,000 is allocated for research projects on universal design and regional design for mutual growth.