

SE♥UL M♥ SOUL

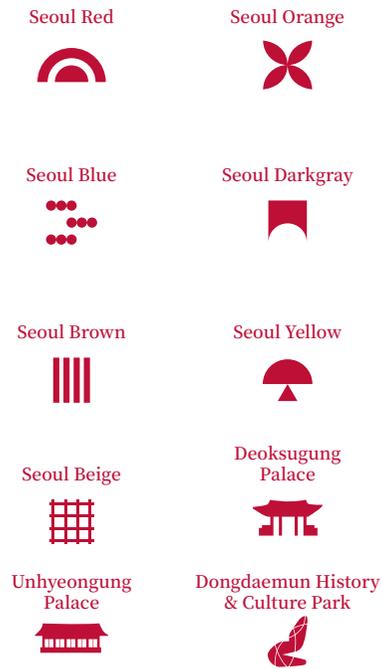
Seoul Design, Unlimited Challenge

# Seoul Design, Unlimited Challenge

서울디자인재단



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# Seoul Design, Unlimited Challenge

Ham (Korean Traditional Chest) had been used to contain valuable items such as jewelry or written oaths from ancient times.

In the Joseon Dynasty, the Ham containing the Royal seal, a treasure symbolizing the nation and royal authority, was called Borok. It was made of wood with leather and silk added and stored in Jongmyo or Oegyujanggak.

Also, when common people held a wedding, they presented letters and gifts in a Ham to the in-laws to express their courtesy, to prove the couple's fateful bond, and to pray for prosperity and wealth for the family.

The spirit of collecting and cherishing the most precious things is embedded in Ham.

The most valuable things for Seoul Metropolitan Government and Seoul Design Foundation are the policies and their changes that have been implemented to enrich the lives of Seoul citizens.

This book is a summary of the 「Seoul Design White Paper 2021-2022」 and contains the footsteps of the Seoul Metropolitan Government and the Seoul Design Foundation, which have created Seoul today, growing with its creativity, potential, and unique beauty. We present pieces of creative and innovative challenges in this small box.

Seoul's colorful changes are expressed in the ten colors that permeate every corner of the city.

In addition, by analyzing the form and characteristics of Seoul's major tourist attractions, we developed and used the "Seoul Window" as an icon, which gives symbolic meaning to each space by converting formative features such as the exterior or intangible implications into signs.

We hope that these pieces of light will serve as a foundation for disseminating Seoul's design excellence and awakening its infinite potential.

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## Can Design Make Better World?

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More than half of the world's population lives in cities. Cities, where the products of society, economy, history, and technology are integrated, continue to expand new people, relationships, and networks even today. When citizens live in safe and thoughtfully designed environments and can participate in the design process, their daily lives in the city become richer. However, resource depletion and pandemics, which have recently emerged as common problems in many cities around the world, are threatening their security and future. Amid this crisis, how can Seoul improve the lives of its citizens through design? Seoul Metropolitan Government (SMG) and Seoul Design Foundation (SDF) are contributing to improving the quality of life for citizens through cultural spaces such as Dongdaemun Design Plaza (DDP) and Seoul Upcycling Plaza, and expanding opportunities for citizens to enjoy design through public art projects in the city, while also leading design projects to solve social problems through universal design and crime prevention design. As a result, Seoul was selected as the world's first "World Design Capital (WDC)" and was designated as a "UNESCO Creative City of Design" in the same year.

This book contains the changes and expansion that SMG and SDF have achieved through design, and various design projects and their achievements they have conducted to solve Seoul's problems from 2021 to 2022. SDF hopes that our challenge will serve as an inspiration for various cities struggling with similar problems and a guide to creating a better world. Through this, our endeavors will hopefully lead to a happy life for citizens in a fair and safe society and to the future of a sustainable city.

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## Economy & Industry

Help Designers Grow, Design One-stop Service

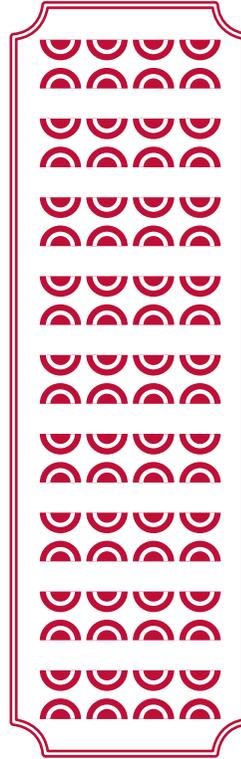
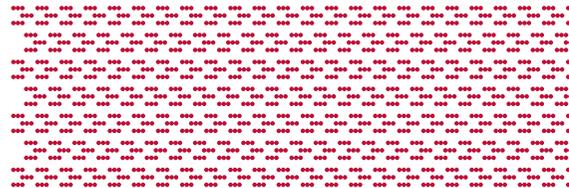
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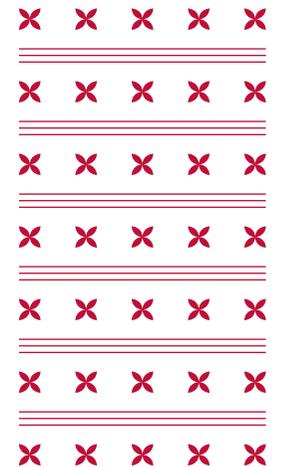
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# 01

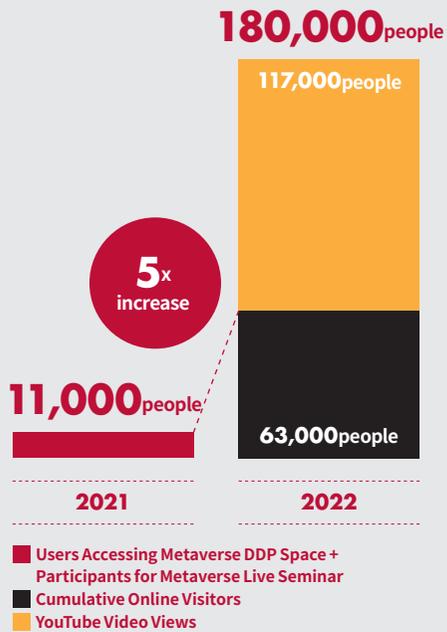
## From Pandemic Crisis to Everyday Life: 2021-2022

COVID-19 has posed a complex crisis throughout the world. In just a few months, almost every aspect of our daily lives has changed from what it used to be. The functions of densely populated cities should be limited and social distancing becomes inevitable for safety. The pandemic has exposed inadequate housing conditions, poor social safety nets, and socioeconomic inequalities hidden in the city. Seoul Metropolitan Government and Seoul Design Foundation reexamined and reconsidered every function of Seoul in response to the crisis of the pandemic. The most difficult part of the change wasn't coming up with something brand new, but getting out of the box we had been in so far. Therefore, we took even more initiative to solve problems and address challenges creatively. In the process, we discovered several opportunities. Seoul Metropolitan Government and Seoul Design Foundation are constantly challenging ourselves to make Seoul city and its residential spaces more inclusive, safe, resilient, and sustainable.

# Seoul Design

## Seoul Design 2021-2022

### Online Visitors



### Offline Visitors

1,100,000 people

### DDP Store

Participating Companies **59**  
 Stores **45**  
 Products **56**



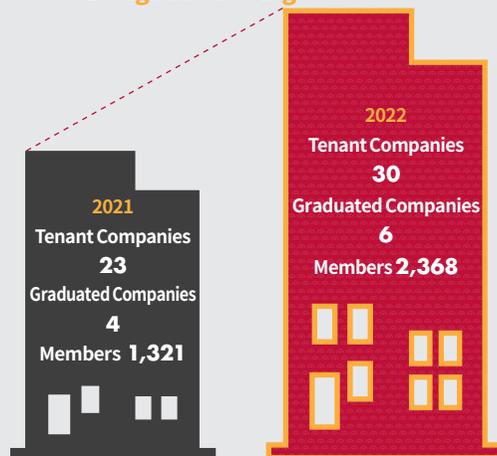
### Seoul Design Fair

**2021**  
 Collaborative Teams **226**

**2022**  
 Designers **737**  
 Participating Organizations and Companies **359**  
 Experts **56**



### Seoul Design Incubating Center



## Help Designers Grow, Design One-stop Service

Sustainable design requires a self-sustaining virtuous cycle ecosystem. To promote the design industry, Seoul Design Foundation plans appropriate support for each life cycle, from the birth of design to market development. We have focused on providing a variety of foundations for self-growth, from supporting designers' employment and business creation, to establishing a platform for exchange and communication, to operating design projects with domestic and foreign design institutions and companies. In addition, as a resource circulation development center that fosters and supports upcycling companies and industries, we also take the lead in building an upcycling industry ecosystem.



### Support for Tenant Company

Tenant Companies **59**

Companies Supporting Participation in Major External Corporate Events **45**

Sales of Tenant Companies **KRW 28,522million**

### Material Bank

Material Sales **862cases**

Material Brokerage **248cases**

Material Discovery **252cases**

Material Processing Support **987cases**

## Upcycling Industry



SUPer Market **14** Brands

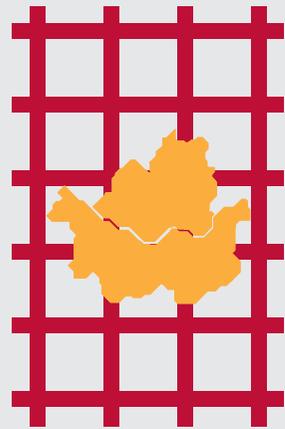
Participants in 2022 Seoul Upcycling Week

**4,500** people



# Social Problem-Solving Design

## Design that Protects Our Daily Lives

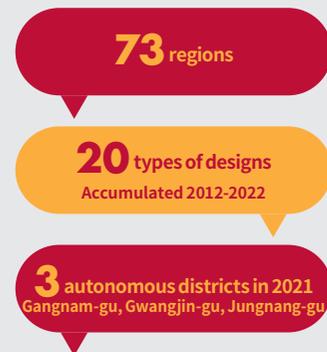


Beyond its role of improving the existing city to make it more convenient and beautiful, Seoul Design takes the lead in promoting social problem-solving design that solves social problems through design and universal design policies that allow everyone to participate equally in social life and receive necessary services. In addition to supporting Seoul's design capabilities to function properly, we are also implementing design policies that take care of everyday life by focusing on the lives of citizens, such as caring for the socially disadvantaged and preventing social problems.

### ❖ Seoul Design Consultant



### ❖ Life Safety (Crime Prevention) Design



### ❖ Stress-Free Design



### ● Awards

#### iF Design Award

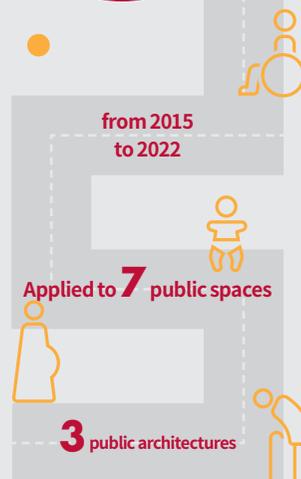
- 2018 Youth Problem Solving Design
- 2021 Infection Prevention Design
- 2020 Cognitive Health Design in the interior category

### ■ Publication

- 2012-2019 Life Safety (Crime Prevention) Design Guidelines
- 2012-2019 Seoul City Social Problem Solving Design White Paper
- 2015-2021 Seoul Design Governance White Paper
- 2020 Cognitive Health Design Comprehensive Guidelines

# Universal Design

## Public Space Universal Design



### Guideline Development

- Welfare Facility Universal Design Guidelines (From 2019 to 2021, 18 types revised)
- Universal Guidelines for Citizen Convenience Spaces (Developed for 3 locations in 2021)

### Seoul Universal Design Award (SUDA)



### Smart Seoul Map

- Accessibility Information Map for the Mobility Disadvantaged Persons



### Establish Universal Design Center

- Established in June 2020
- Building Representation, Consultation, Universal Design Award Winners, Operate UD Virtual Experience Hall, UDP



# Seoul, where I Become a Designer

Seoul's public design and public art seek to expand opportunities for the participation and experience of creators and citizens. Public design, which makes citizens' lives safer and happier and improves urban landscapes, involves experts, public institutions, and citizens working together from guideline formulation to implementation. Seoul Metropolitan Government is applying its public design policy to the private sector and is also carrying out projects to expand the base of the design industry. Public artworks are turning every corner of Seoul into an "open art museum." Artworks that permeate deep into village alleys give citizens more opportunities to enjoy culture and art in their daily lives, and citizen participatory art projects create urban spaces that everyone can enjoy together.

## Public Design



**GOOD PUBLIC DESIGN**  
우수공공디자인

- Lighting (street light)
- Sanitation (trash can)
- Relaxation (bench)
- Service (bicycle)
- Greenery (tree/seed)
- Protection (fence/signboard)
- Safety Management (CCTV/camera)
- Others (crosswalk)

**Seoul Good Public Design Certification**

Public Design Guidelines Total **4** categories | Total **97** items

## SAFE

**Safety Design**

- Seoul Infection Control Pictograms **15** types
- Public Visual Information Designs Total **6** types, applied to **763** locations
- Distribute Seoul Infection Control Design Manual **704** copies

## FUN

**FUN Design Project**

- 2021** Grand Prize in urban design category at Korea FM Awards
- 2022** Main Prize in architecture category at iF Design Award

## WE-UP

**WE UP Project**

- Support Project Cost for Each Company **KRW 20** million

## Public Art

**Public Art Citizens Excavation Team**

- Excavated Artworks over **30** pieces
- Citizen Excavation Team Members **44** people

**“Seoul is Museum” University Cooperative Public Art Project**

- 2021** 5 Universities, 6 Teams
- 2022** 4 Universities, 5 Teams

# DDP, where We Enjoy a Cultural Life with Borderless Design

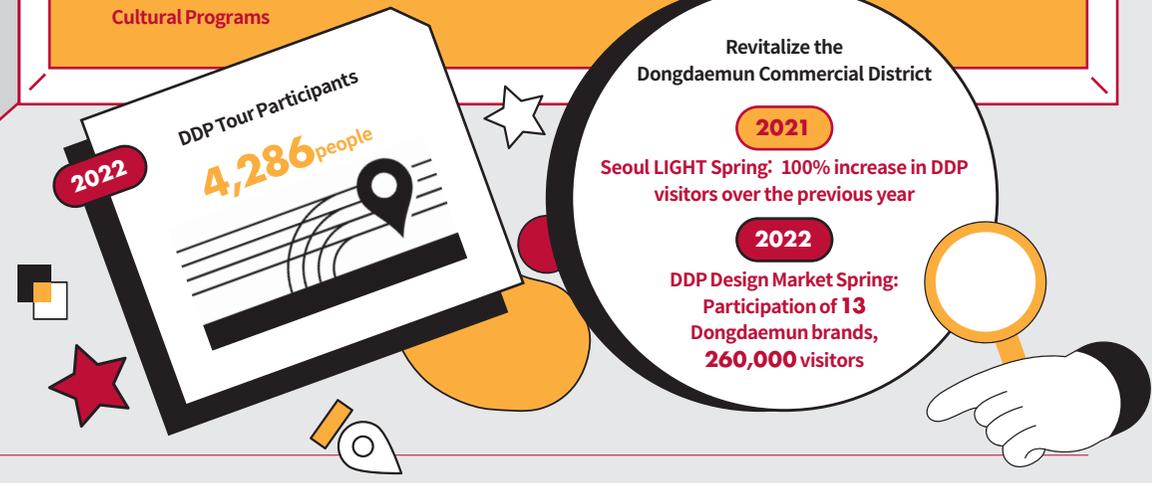
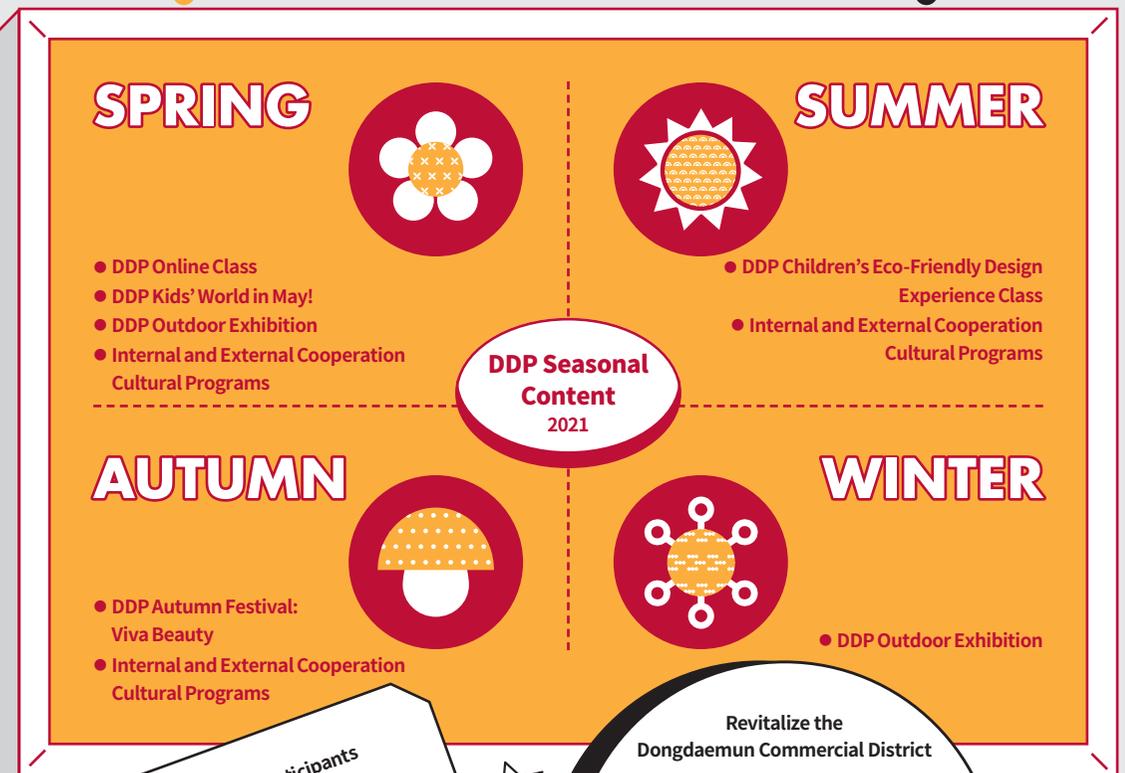
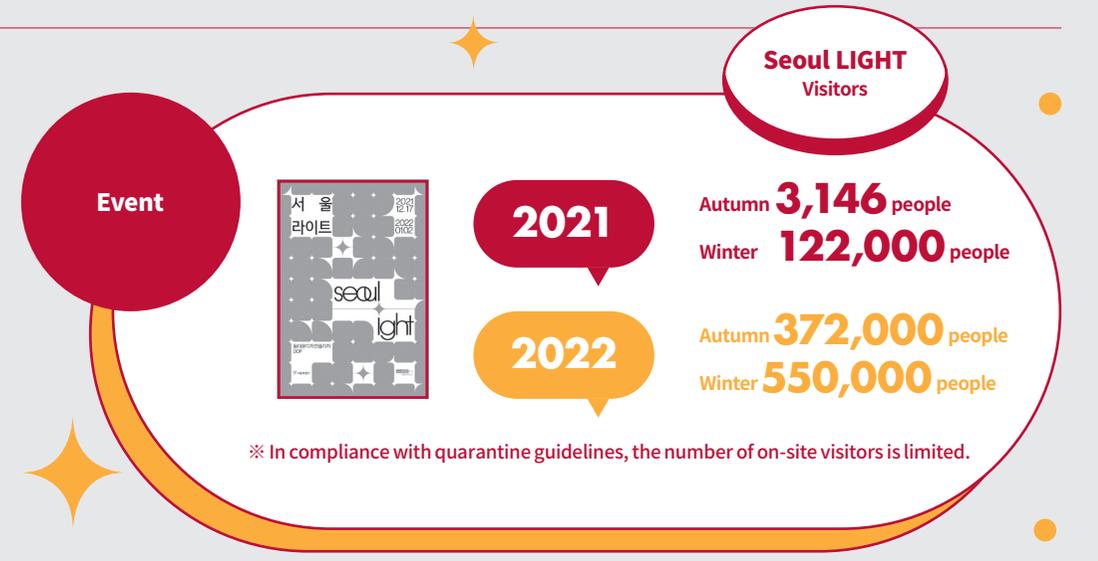
COVID-19 has brought a crisis to the world of culture and art. In 2020, Seoul Design Foundation selected DDP Museum as a first-class public art museum in Seoul for the first time in the design field, and then took on the new challenge of shifting to an online platform to expand its function as a public art museum. Through various experiments such as virtual reality, Web 3.0, and metaverse, we have pioneered a cultural and artistic space free from the constraints of distance or transportation. Moreover, DDP held a variety of representative cultural events to help people restore their anxious minds and weakened bodies due to COVID-19, solidifying its role as a core platform for Seoul as a digital emotional cultural city.

## Exhibition · Event

### Special Exhibition & Collaboration Exhibition



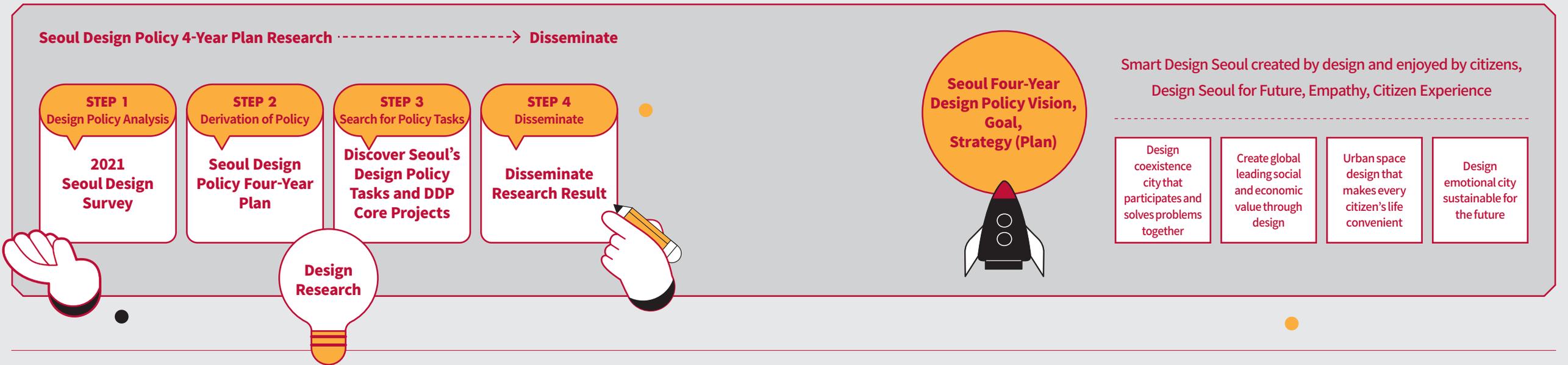
※ 11 collaboration exhibitions with design-related academic societies, associations and universities in 2022 not included



# Design Research

## To Learn about Seoul Design from A to Z

As citizen-centered design policies that can enhance Seoul's urban competitiveness become more urgent than ever, Seoul Design Foundation has reorganized the design research team within the Design R&D Center. In 2022, we have strengthened our research-based design R&D functions, such as design project research and development, design education for future generations, designer archiving, publishing, and so on. We are building networks with design cities around the world by participating in UNESCO Creative Cities Regular Meetings and Design Meetings held regularly every year, and are striving to develop and implement design education content for future generations focusing on children, youth, and families, including the operation of the Life Cycle Design Education TF and online education channels.



### Magazine Library

Collection **104** Types of Magazines

Average Monthly Visitors over **2,000** people



### 2022 Seoul Design Assets 40

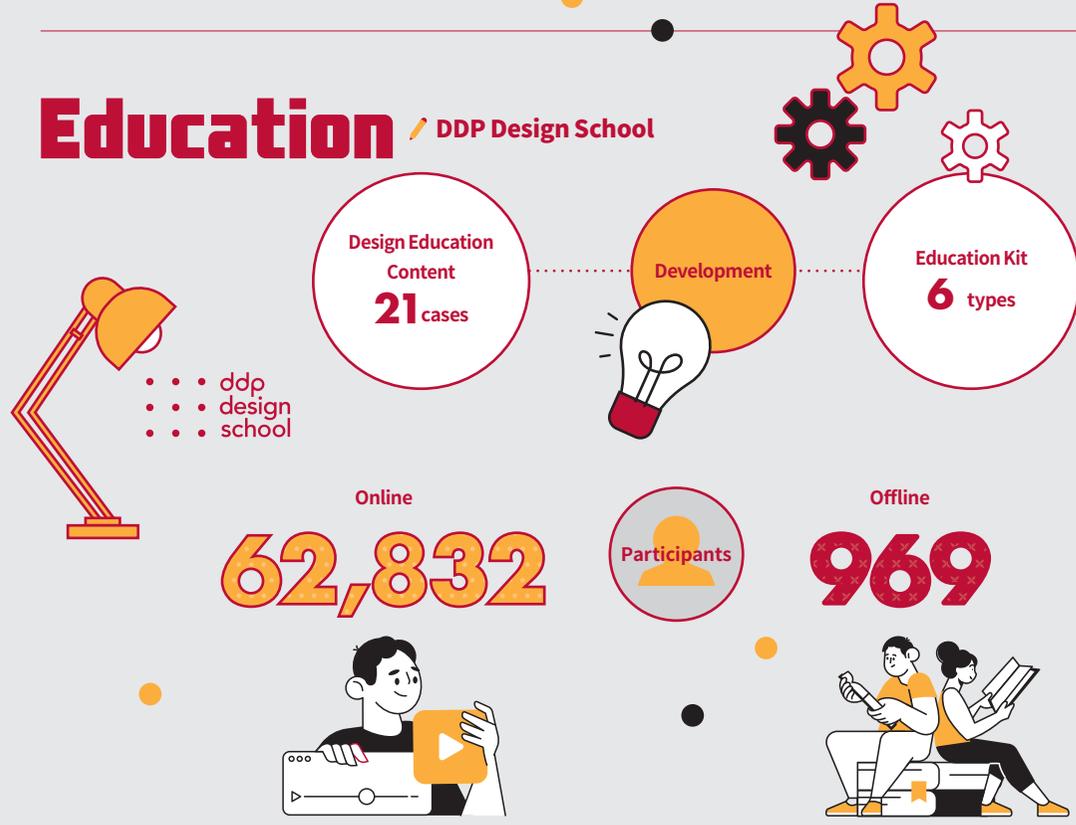


### Archived Designers by Field

Unit: People



# Education / DDP Design School



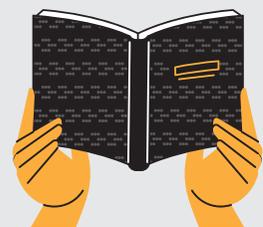
## Online Design Education Platform DDP Edu ON



## Design Education for Future Generation

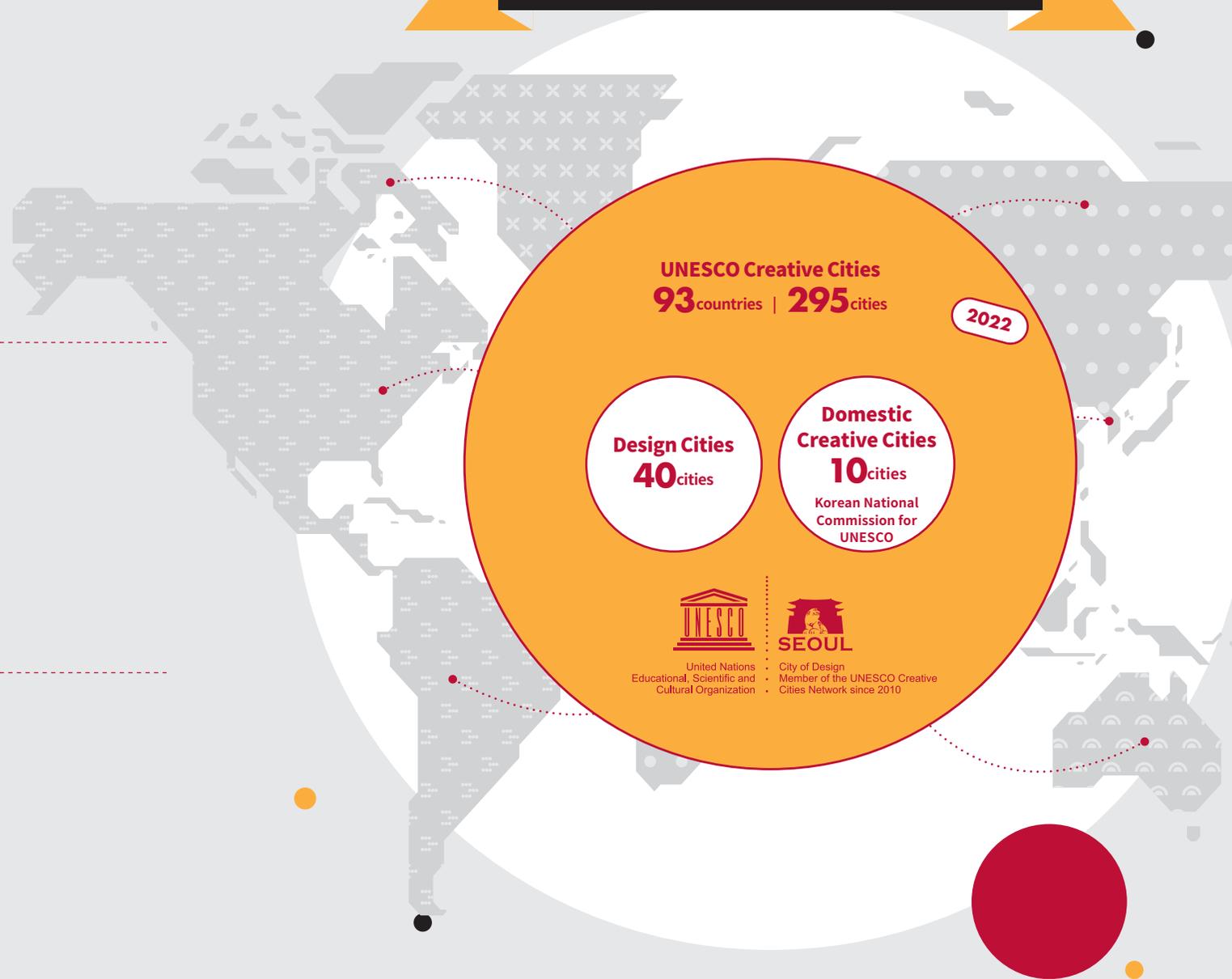


## Upcycling Education Participation



# Network

## Seoul Design Foundation & UNESCO Creative Cities Cooperation



# 02

## Seoul Design, Unlimited Challenge

Today's social problems in the city, such as climate change and pandemic crisis, are highly complex and intertwined. Seoul Metropolitan Government and Seoul Design Foundation have implemented various design projects to solve the problems facing Seoul, aiming for its change and progress through design.

The social problem-solving design that we pursue is a design that meets the needs of society, while also connecting people and creating new social relationships and cooperation. Seoul Metropolitan Government and Seoul Design Foundation are constantly challenging ourselves to make Seoul a better city and a city whose citizens are happier. And our efforts have achieved more than just change and growth of the city. We introduce the seeds of challenge that Seoul Metropolitan Government and Seoul Design Foundation have planted in Seoul, a vibrant city even at this moment.

2008

Established Seoul Design Foundation under Seoul Metropolitan Government and enacted its operation ordinance  
Development of Seoul Public Design Guidelines\*  
Won the first prize from the Lighting Urban Community International\*

2007

Selected as the world's first World Design Capital  
Development of Seoul-type standard design\*  
Seoul Urban Gallery Project (2007-2011)\*

# Retracing the Challenges of Seoul Design

2006

Enactment of Seoul Metropolitan Government Ordinance on Urban Design\*  
Establishment of Seoul Metropolitan Government Urban Design Basic Plan\*

2009

Legislation of Seoul Landscape Plan\*  
Establishment of Seoul Design Foundation, ushering in the era of Design Seoul

2010

Selected as a member of the UNESCO Creative Cities Network (UCCN)  
Enactment of Seoul Metropolitan Government Ordinance on the Prevention of Light Pollution and Management of Formation of Good Light\*

2011

Launch of Seoul Design Support Center  
Completed the Design Seoul 1.0 project Introduced Urban Design for the first time in Korea



# 2014

2016

Enactment of the Public Design Promotion Act (Ministry of Culture, Sports and Tourism)\*  
Enactment of Seoul Metropolitan Government Framework Ordinance on the Creation of Universal Design Cities\*  
Implemented "Seoul is Museum" project (2016-2022)\*

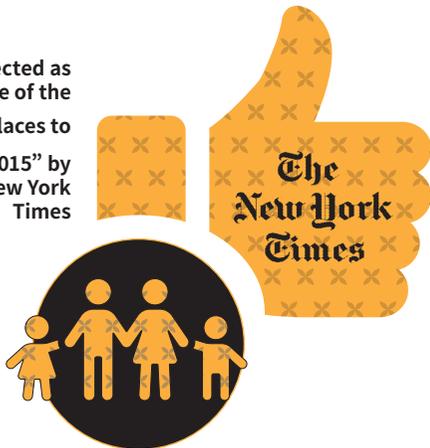
2015

Conducted "Seoul Design Week" with the theme of Seoul enriched by culture and art

# 2017

Projects of Seoul Metropolitan Government are marked with \*

Selected as one of the "52 Places to Go in 2015" by the New York Times



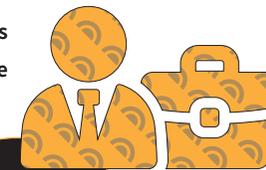
Over 1 million visitors within 3 weeks of DDP opening

Cumulative visitors 53.84 million people

## DDP Open, Citizen Design Created and Enjoyed Together with Citizens

Seoul Design Foundation has rebuilt the organization and laid the groundwork, including the launch of the Citizen Service Design Project, preparations for the opening of DDP, the integration of four major clusters around the Seoul Design Support Center, and the establishment of Seoul Citizen Design Research Lab, Citizen Service Design Center, Design Cultural Product Team, and Fashion Team. Under Seoul Metropolitan Government's design policy and its vision of "Citizen Design Created and Enjoyed Together with Citizens", the "Crime Prevention Design Project" was implemented for the first time, and in the economic field, local revitalization design projects such as the "Seongsu Handmade Shoes Street Revitalization Project" were proposed. In the environmental field, the "Landscape Improvement Project" and the "Seoul Alley Design Project" were implemented, mainly focusing on improving the urban environment.

Employments 219 people



Sales of Tenant Companies 52.5 billion



Upcycling Education Participants 49,990 people



## Design that Centers on People, Design that Makes Citizens Happy, Design that Enhances the Dignity of Seoul

Under the vision of "Design that Centers on People, Design that Makes Citizens Happy, Design that Enhances the Dignity of Seoul", Seoul Design Foundation established the strategic directions of "Making DDP a World-class Landmark and Revitalizing the Local Economy", "Strengthening the Basis for Urban Life-fitted Service Design", and "Creating a Design Creative Industry Ecosystem," and accordingly planned detailed strategic goals and implemented various projects. With the opening of DDP, we conducted the Seoul Fashion Week, which was transferred from Seoul Metropolitan Government, increasing the participation rate of domestic and foreign buyers and attracting a lot of interest from the fashion world. Especially, we focused on creating a fashion business ecosystem, including the implementation of "Seoul's 10 Soul", a global fashion brand development project. By planning a series of representative projects such as Open Curating and Young Designer Challenge centered on DDP, we provided young designers and planners with exhibition opportunities and laid the groundwork for them to launch their own projects. Moreover, we used DDP as a platform to strengthen the connection between the contents of Seoul Design Foundation, such as crafts and architecture, in addition to design. Seoul Design Week was launched in 2014, and Seoul Upcycling Plaza, Korea's largest upcycling cultural space, opened on September 5, 2017.

# 2019 HUMAN CITY DESIGN AWARD



## 2018

Establishment of 2018 Seoul Design Cloud (Seoul Design Week, Seoul Fashion Week, Seoul Upcycling Week)



## 2021

Launching of DDP metaverse (via Zepeto)

## 2020

Opening of Seoul Design Incubating Center



Projects of Seoul Metropolitan Government are marked with \*

Seoul LIGHT Cumulative Visitors  
877,000 people



Submitted projects from  
25 countries around the world

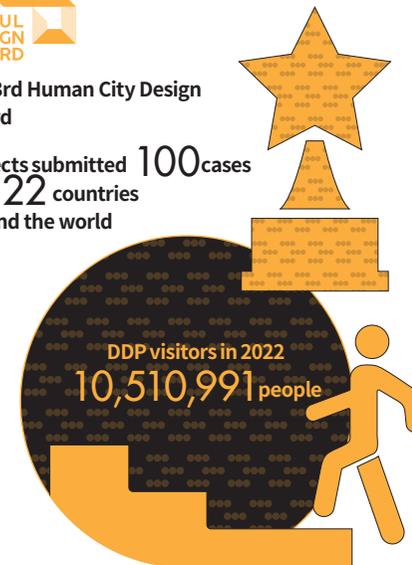
### The First Seoul LIGHT, enhancing Seoul's Design Competitiveness

Seoul LIGHT, a large-scale media facade festival on the outer wall of DDP, the world's largest asymmetrical building, debuted in December 2019. As the Seoul Metropolitan Government declared 2022 as the first year of the "Digital Emotional Culture City", Seoul Light, along with the Gwanghwamun Media Facade Festival, is becoming Seoul's representative night light festival where visitors can enjoy unique culture through light and media art. In 2021, in order to revitalize DDP, which had been depressed by COVID-19, and to attract pedestrian traffic to Dongdaemun commercial district, Seoul Light was planned to be held as the largest event of the year in connection with the Christmas season and the New Year's Eve countdown event. In addition, Human City Design Award was first introduced in 2019, an international design award given to designers or organizations that have made a positive impact on establishing harmonious and sustainable relationships with people, society, environment, and nature by solving complex everyday problems through creative design. It was renovated as the Seoul Design Award in 2022, spreading social awareness of the role of design.



The 3rd Human City Design Award

Projects submitted 100 cases from 22 countries around the world



### Seoul, where Culture Blooms All Year Round

With the end of COVID-19, Seoul Design Foundation introduced a variety of seasonal content both online and offline. We planned and conducted various citizen participation cultural events each season, to present a different lifestyle to citizens in response to the COVID-19 era and to provide opportunities to enjoy design culture. At the "DDP Spring Festival", exhibitions, DDP Market, cinema & concerts, and children's experience classes were held for DDP visitors, including children and families. At the "DDP Autumn Festival: Viva Beauty", various events were held throughout Seoul to provide citizens exhausted from COVID-19 with an opportunity to rest and enjoy design culture. Seoul Design Foundation regularly promotes self-planned citizen cultural events based on seasonal keywords to develop them into comprehensive events that organically connect the DDP space and the entire Seoul, and strengthens the brand of DDP's own events to activate DDP space and attract more visitors.

Art Hall 2,017,703 people  
Museum 1,583,460 people  
Design Lab 1,075,642 people  
DDP Market 3,222,593 people  
Park 2,611,513 people

DDP Content Operation  
44 cases in 2021 ▶ 80 cases in 2022

# Introducing Seoul Design Foundation

## Sustainable Seoul, Happy Life with Design

Seoul Design Foundation implements design-related projects to develop the design industry in Seoul and expand the design culture, with the Dongdaemun Design Plaza (DDP) at its core. In this manner, we strive to enrich citizens' lives and raise the competitiveness of Seoul Design to global standards.

Through the DDP operation and design projects, we aim to develop Seoul as a sustainable city, promote the design industry, and help citizens pursue happiness in their daily lives.

## Citizen's Better Life Led by Design Leaders

Seoul Design Foundation aims to be a design leader that leads citizens to a better life by achieving four strategic goals, including enhancing design publicness, spreading the culture of design, strengthening the competitiveness of design industry, and utilizing an innovative management system, through internal and external cooperation with Seoul Metropolitan Government, designers, and related organizations.

## Seoul Design Foundation Vision and Strategy



### Mission

Enhance Seoul's competitiveness by fostering design industries and spreading the culture of design



### Vision

A design center for the betterment of Seoul citizens' lives

### Core Values

Professional  
Expertise

Future  
-oriented

Citizen  
-centered

Advanced  
Management

### Strategic Goals

Strengthen  
the compet-  
itiveness of  
design  
industry

Spread the cul-  
ture of design

Enhance design  
publicness

Utilize an inno-  
vative manage-  
ment system

### The 3D Amorphous Structure, Leading Global Design Trends

# DDP

**Location**  
281, Eulji-ro, Jung-gu, Seoul

**Scale**  
86,574m<sup>2</sup> (3 stories underground,  
4 above ground)

DDP is a design mecca, sharing creative content globally for Seoul's future growth, and is visited by more than 10 million people annually. It is one of the world's largest three-dimensional amorphous building, the work of Zaha Hadid, the first female architect to win the Pritzker Prize. Since its foundation on March 21, 2014, DDP has staged more than 100 various cultural events every year, including various exhibitions, fashion shows, new product launches, forums, and conferences. DDP is where new design trends begin and cultures are exchanged. It is a venue that introduces new products and fashion trends, shares knowledge through exhibitions, and offers diverse contents to experience new designs. Through these activities, DDP will be "the hub of the design and fashion industry" that will expand to Asia and the world.

Visitors  
per Year

2021  
**7,392,372** people



2022  
**10,510,991** people



### Space

#### Art Hall

- Art Hall 1 Exhibition 1 Art Hall
- Art Hall 2 Conference Hall

#### Museum

- Exhibition Hall 1 Design Dulegil
- Exhibition Hall 2 Design Playground

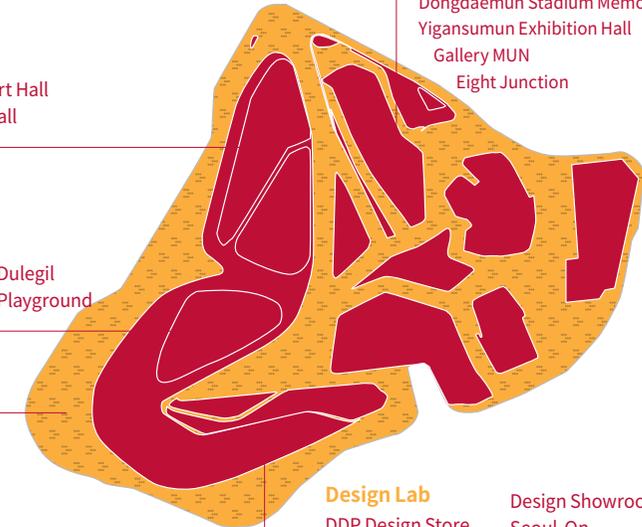
#### Oullim Square DDP Market

#### Dongdaemun History and Culture Park

- Dongdaemun History Museum
- Dongdaemun Stadium Memorial
- Yigansumun Exhibition Hall
- Gallery MUN
- Eight Junction

#### Design Lab

- DDP Design Store
- Media Art Gallery
- Magazine Library
- Design Showroom
- Seoul-On
- Design Hall
- D-Soop



Valuable Upcycling Practices in Everyday Life

# Seoul Upcycling Plaza

Visitors per Year

2021  
**71,922** people



2022  
**▶ 87,510** people



**Location**

49, Jadongchasijang-gil, Seongdong-gu, Seoul

**Scale**

16,540m<sup>2</sup>  
(2 stories underground, 5 above ground)

Seoul Upcycling Plaza is the world's largest upcycling complex cultural space where people can see, learn, and experience everything about upcycling. It is equipped with upcycling & sorting workshops, material banks (where materials can be procured), upcycling manufacturing companies, stores, exhibition halls, and training centers, so that citizens can experience the entire process of upcycling. As a space where a valuable and healthy cycle of production, distribution, and consumption is achieved through citizen participation, Seoul Upcycling Plaza conducts many educational events that require citizen participation, and various support programs for companies to foster the upcycling industry are available, in hopes to expand the upcycling culture. Through these various activities, we are creating an upcycling culture that saves the environment by experiencing the entire upcycling process in a fun and easy way and integrating it into daily life.

**Space**

**3-4F Support Infrastructure**

Tenant Companies 59  
Companies Supporting Participation in Major External Corporate Events 45  
Sales of Tenant Companies KRW 28,522 millions

**1-2, 5F Spread Citizen Awareness**

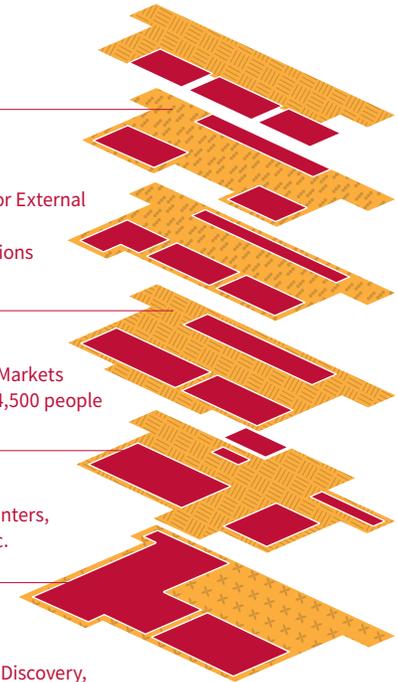
Exhibitions, Awareness, Education, Events, Markets  
Participants in 2022 Seoul Upcycling Week 4,500 people

**1F Support Infrastructure**

Dream Factory - Equipment including 3D printers, 3D scanners, vacuum forming machines, etc.

**B1F Material Bank**

Total 2,349 cases  
Material Sales, Material Brokerage, Material Discovery, Material Processing Support etc.



**SUP** 서울재활용플라자  
SEOUL UPCYCLING PLAZA

Space for Business, Collaboration, and Education for Young Entrepreneurs

# Seoul Design Incubating Center

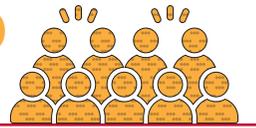
Number of Tenant Companies (as of 2022)

2022  
**30**



Cumulative Number of Membership Members

2022  
**2,370**  
people



### Location

19, Sinchon-ro 2-gil, Mapo-gu, Seoul

### Scale

2,987.32㎡ (4F, 5F, and part of 3F in Public Business Facility (a total of 5F))

Seoul Design Incubating Center is a design startup incubation platform created and operated by the Seoul Metropolitan Government and the Seoul Design Foundation to encourage active startups by young designers of the next generation. Aiming to promote rapid growth of startup companies and improvement of global competitiveness through a space specialized for design startups and unique programs, this design startup hub in Seoul is a space where startups can share the start and growth of their projects, while sharing and exchanging various information.

### Space

#### 5F Membership Space

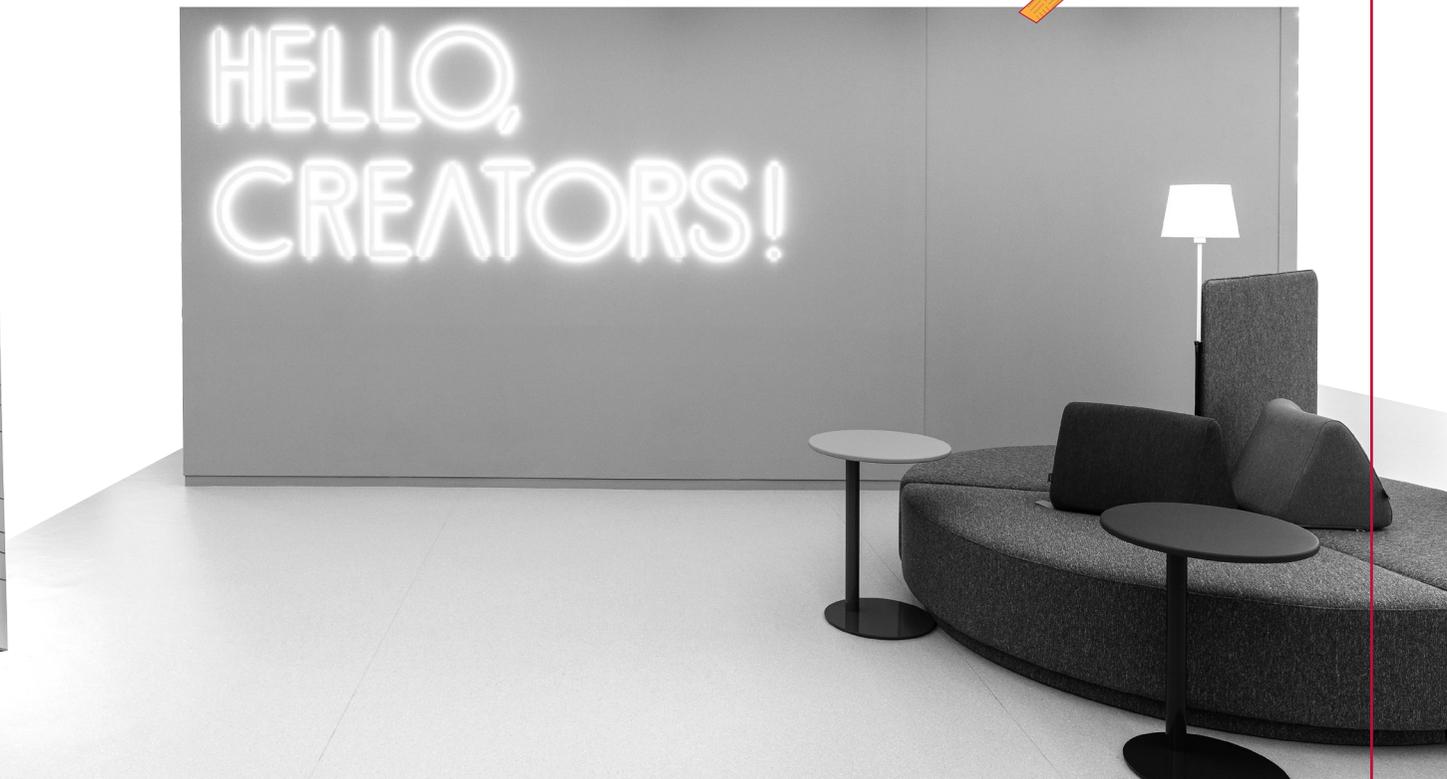
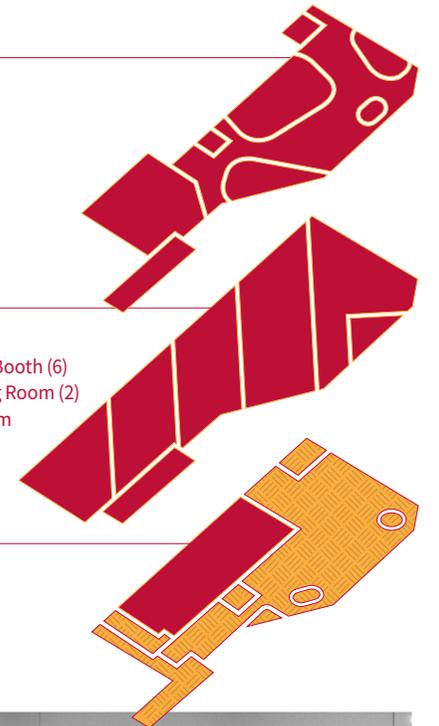
Design Gallery	Work Lounge
Meeting Room (3)	Phone Booth(5)
Open Kitchen	Resting Space
OA Room	Locker Room

#### 4F Work Space

Work Lounge	Locker Room	Phone Booth (6)
Studio	Resting Space	Meeting Room (2)
Makers' Space 1/2	Open Kitchen	OA Room
Bar		

#### 3F Management Office, Conference Hall

Management Office	Conference Hall
Locker Room	



# Economy & Industry

#SeoulDesign2022

#DesignFestival



#SeoulDesignWeek

#DDPDesignFair

#DDP

#LaunchingShow

#YoungDesigner

#Fostering  
DesignTalent

#BusinessOwner

#JobFair

#Exhibition



#Governance

#CulturalEvent

#Forum

#Metaverse

#GatherTown

#Zepeto



#Product Development

#PioneerSalesChannel

#One-Stop\_Support

#Design-  
Product

#Design-  
Brand

#Distribution

#Promotion

#Marketing

#Competition

#SeoulDesignIn-  
cubatingCenter



#Entrepreneurship

#VirtuousCycle

#StartUp

#StartUpIncubating

#StartUpSupport

#YoungDesigner

#DigitalDesign

#DigitalDesignIndustry

#NFT

#DDP-NFTGallery

#DDPCollecting

#SeoulUpcyclingPlaza

#UpcyclingIndustry

#UpcyclingCompany

ResourceCirculation



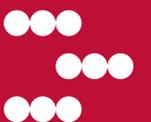
#Eco-fridently

#TenantCompany

#TenantedSpace

#Promotion

#Event



## Design Industry

In 2021 and 2022, Seoul Design Foundation (SDF) is being reborn as an organization leading the Seoul design trend. In response to various changes of the times, such as COVID-19, the shift to a digital technology society, and climate change, it revised the direction of projects to promote the design industry and held Seoul Design 2022 based on its experience and know-how. Especially, in line with the social trend of rapid digitalization, SDF introduced digital technology in event management and expanded the scope of support for the design industry to include the digital design field.

SDF planned to hold future-oriented events that combine design and media technology, such as implementing DDP's virtual space in the metaverse space and holding 2021 Design Week, Seoul Design 2022 pre-seminar, and DDP-NFT special exhibition. And it laid the groundwork for supporting the digital design industry, including opening DDP-NFT Gallery, a digital design platform, and holding the DDP-NFT Collecting Vol.1 competition to discover digital design artists.

### ✕ Korea's Representative Design Business Launching Show

#### ● Seoul Design ① DDP Design Fair

DDP Design Fair is “Korea's representative design business launching show” with unique characteristics that are different from other design fairs, and is operated in a one-stop support manner from product development to market development. The collaborative projects between small business owners and designers develop design products by combining the “product development know-how” of small business owners and the “idea” of designers, and the outcome is introduced at the design fair for the first time. This project provides opportunities for mass production and promotion for small business owners, and opportunities for new business methods and network building for new designers, supporting them to pioneer a path of coexistence. The 2021 DDP Design Fair was held simultaneously online and offline for the first time due to COVID-19.

In 2022, DDP Design Fair was integrated and operated as “Design Seoul 2022.” The Fair exhibition was held at DDP Art Hall 2 for 10 days from October 19 to 28 during the period of “Seoul Design 2022”, and was also held online simultaneously. A total of 12 curators were appointed for this design fair, including collaboration curators (5

- Seoul Metropolitan Government
- Seoul Design Foundation

⇄  
DDP Best Design Award Winners



people) and launching curators (7 people). 392 small business owners and designers applied for the collaboration team, and a total of 196 teams were successfully matched. Product development reviews, and mentoring on design, mass production, and exhibition composition were conducted at least three times for each team, and ultimately 166 teams completed their products. During the 2022 Design Fair, new products from the top 120 collaboration teams and launch products from 21 design studios were showcased to the public for the first time. These products were introduced to 222 buyers from 66 domestic and foreign distributors at the “Buyers’ Day”, resulting in on-site orders worth over KRW 5 billion.

In addition, SDF operates the “Young Designer Job Fair” during the DDP Design Fair event to provide support to young designers so that they can succeed in finding employment and starting their own businesses. Young designers, the mentees, are matched with senior designers, the mentors, at companies where they want to work, and the matched mentor reviews the young designer’s portfolio and provides mentoring. During the 2022 DDP Design Fair, about 90 young designers received mentoring, including personal statement and portfolio coaching, and interview simulations over 5 sessions, 16 of 64 participants succeeded in securing jobs.

✕ Design Festival Proposing Seoul-type Lifestyle

● Seoul Design ② Design Week

Seoul Design Week is a design festival that proposes a Seoul-type lifestyle and is a major event of DDP that has been held since 2014. As a venue for collaboration and communication between designers and citizens, businesses and agencies, universities and local communities, it has conducted various programs such as: collaboration exhibitions of designers and specialized companies, special exhibitions on interior design, promotion of design products that suggest Seoul’s life design solutions, trend forums and designer PT shows, and design college students’ employment fair.

2021 Seoul Design Week was held for 3 days from October 26 to 28 by inviting design, branding, and virtual reality experts to speak under the theme of “Design Reboot” at Dongdaemun Design Plaza (DDP), implemented in the metaverse platform “Gather Town”. Taking advantage of “Gather Town”, which specializes in video conferencing, it was held in a way that expert speakers and general participants such as citizens and students met as avatars and freely expressed opinions and communicated in the metaverse space, created similar to the main space of DDP, rather than in a way where the audience simply listened.



Seoul Design Week Reboot Poster



✕ Korea's Representative MICE Event Leading Design Industry Trend

● Seoul Design ③ Seoul Design 2022

Seoul Metropolitan Government (SMG) and SDF launched “Seoul Design 2022”, aiming to create a MICE event that introduces Korea’s representative design industry trend. “Seoul Design 2022” encompassed “Seoul Design Week”, a citizen design festival and “DDP Design Fair”, Asia’s representative design launch fair, and expanded cooperation with design-related academic societies and associations. It also extended the event period from 5 to 15 days and expanded the event space to the Seoul area including DDP, strengthening its scale and expertise.

This event introduced various K-design contents that reflected the theme, “Beautiful Life: A new future after Corona”, and operated 28 programs in 5 fields, including exhibitions/conventions, conferences, design markets, projects, and side events. Starting with the opening ceremony held at DDP Art Hall on October 20, it was held for two weeks from October 19 to November 2 in various parts of Seoul and metaverse.

“Seoul Design 2022” was recorded as the first single event to exceed 1 million visitors since the establishment of SDF, with approximately 1.1 million people participating both online and offline. It was the first MICE event which was turned into a profit-making business by SDF, generating in a profit of approximately KRW 330 million through exhibition ticket sales and market sales.



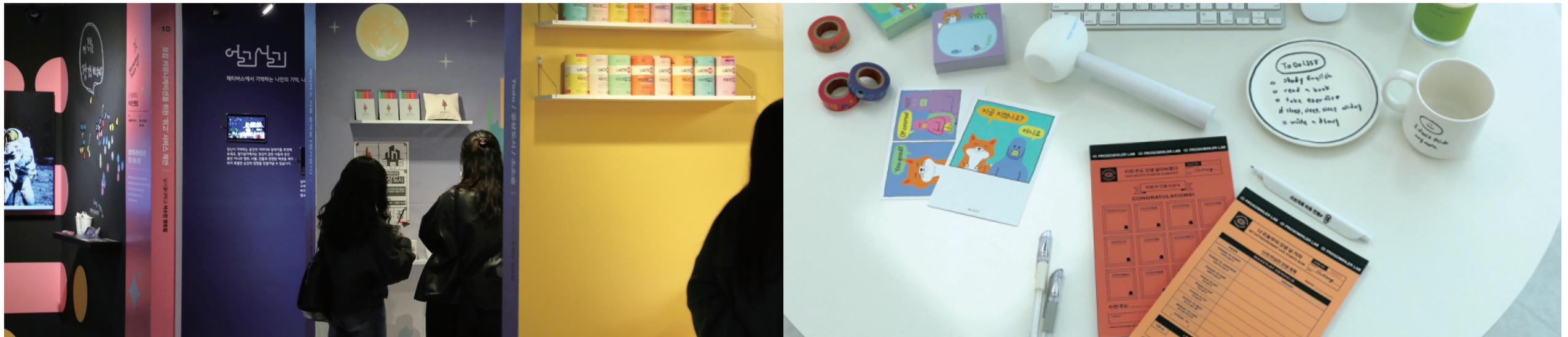
↓  
Seoul Design 2022  
Young Designer  
Theme Workshop &  
Exhibition

↓  
God-Saeng  
Project (GS Retail)  
Collaboration  
Product

✕ One-stop Support from Development to Sales and Marketing

● Seoul Design Brand Development

To promote the development of design products, SDF develops new products through competitions and establishes a Seoul Design brand circulation system to support distribution, sales, promotion, and marketing. In accordance with SMG’s policy direction of “creating Seoul where young citizens can earn their own opportunities and jobs based on coexistence and fairness” and the need to develop design products with DDP’s unique characteristics, SDF attempted to shift from design development led by established craftsmen and designers to a project to support young designers. In addition, in line with market trends, DDP is trying to develop its own products that are highly popular and practical. To support the growth of young designers and develop DDP design products that represent Seoul, the “First DDP Brand Product Design Young Designer Competition” was held in 2021 and was followed by the second competition in 2022. This competition, which provides an opportunity for young designers to produce and distribute their designs, aims to develop DDP’s own brand products based on young people’s creative ideas. Selected designers would receive product development funds, expert mentoring, exhibition opportunities, and DDP store distribution and sales channels.



### ✕ Public Distribution Platform Collecting Seoul's Good Design Products

#### ● DDP Design Store

DDP Design Store is a design public distribution platform that collects Seoul's good design products, and contributes to the development of Seoul's design industry by discovering products from new designers and design companies and supporting their launch, sales, and distribution. Every year, through the DDP brand product development project, it develops original products to be sold only at DDP, and gives new designers and design companies the opportunity to launch their products in the store through open screenings.



DDP Design Store  
Online Shopping  
Mall

DDP  
Design Store  
↓

In order to respond to the sharp decline in visitors due to COVID-19 and the need to expand sales channels for new designers and small business owners, DDP Design Store needed to shift its operational direction by pioneering a new sales platform beyond the offline store with physical limitations and diversifying its product range since 2020. Therefore, it began to develop an indirect online sales service, and opened its online store ([www.ddpdesignstore.org](http://www.ddpdesignstore.org)) on September 13, 2021.

In addition to the premium line, affordable products were added to encourage casual shopping, and products were diversified through the participation of young designers and the development of DDP's own brand products to meet citizens' diverse needs.



### ✕ Youth Design Start-up Incubating Platform

#### ● Seoul Design Incubating Center

Seoul Design Incubating Center is a "youth design start-up incubating platform" established and operated by the SMG and SDF to create an environment where capable young designers of the next generation can grow and start their own businesses. It offers young designers the opportunity to develop with its spaces and programs specialized in design start-ups, and contributes to the sustainable promotion of the design industry.

To discover and foster start-ups, Seoul Design Incubating Center provides residency opportunities to prospective or established young entrepreneurs capable of developing design products for at least one year and up to four years, depending on the results of annual evaluations. Each tenant company is assigned a desk in the shared office in the resident-dedicated space on the 4th floor of its building, and provided with two lockers and a mailbox. It also receives assistance in securing a distribution network in connection with SDF projects.

In 2021, three of the tenant companies were able to open shops in DDP Design Store. As their participation was expanded in 2022, 16 products from 6 companies in the first half of the year, and 5 products from 4 companies in the second half of the year entered DDP Design Store. Seoul Design Incubating Center also provides an "Accelerating Program" specified for design start-ups within 5 years of establishment that need additional growth momentum.



Seoul Design  
Incubating Center  
Website

✕ The Future Presented by the Design Platform

● Digital Design

As the design paradigm changes to digital design, SDF established a new digital design business division in 2022 and formed a mid to long-term action plan to revitalize related industries. By running competitions and training programs to discover new designers, SDF helped designers enter new industries more easily. And SDF renovated the existing UDP space and opened the DDP-NFT Gallery to build a digital design platform. DDP-NFT Gallery is a space that visualizes the role of digital design in the fourth industrial revolution era and held a DDP-NFT Special Exhibition from October 11.

“Opportunity for All\_The Future Presented by the Design Platform” consists of three parts: DDP-NFT Introduction, DDP-NFT Special Exhibition, and DDP Competition. It was planned to support designers to participate and grow in the digital design industry as a promising field with plenty of opportunities, and to stimulate the participation of designers and citizens by forming a discourse on the new changes and developments that digital design, including NFT, will bring.

“DDP-NFT Introduction” demonstrates visitors the concept and history of NFT, a non-fungible token, and “Generative Art Experience Zone”, a digital art area in which images and new designs are self-generated based on computer algorithms, helps them understand the process of creating an artwork.



⇨  
 (Above) DDP-NFT  
 Special Exhibition  
 (Below) Generative  
 Art

## Upcycling Industry

In 2021, Seoul Upcycling Plaza (SUP) expanded its non-face-to-face program operation to implement social distancing due to COVID-19, and then reorganized its facilities and operating system along with a gradual recovery of daily life. SUP, which had been operated with two axes of “supporting the upcycling industry” and “spreading the upcycling culture”; decided to build a foundation for fostering the upcycling industry and to nurture the upcycling ecosystem as its key projects from 2022, and further strengthened its industry support function. It expanded support for upcycling companies and then strengthened material development and supply, and material distribution functions in connection with related institutions and companies, through research and analysis of the current environment, including the legal system related to upcycling materials and distribution.

### ✕ Support an Ecosystem Creation for the Upcycling Industry

#### ● Support Upcycling Companies

SUP is promoting various projects to support the growth of upcycling companies, such as creating a foundation for growth by discovering upcycling companies that recycle waste and add new design and value to it, providing customized consulting for material supply and product development, and operating online and offline shopping malls to develop sales channels for products.

In particular, in order to support companies directly, SUP has set up space for upcycling companies on the 3rd and 4th floors of its building and operates a support program for tenant companies. As of December 2022, a total of 24 upcycling companies are located in SUP, including companies that manufacture and sell upcycling products, companies that select and process reused items, companies that repair electronic products, and companies that provide upcycling experience education for citizens. Through SUP, tenant companies receive consulting and customized training for distribution channel development, marketing, commercialization, attracting external resources, and strengthening capabilities. In addition, they contribute to publicizing the value of upcycling by holding various upcycling trainings and workshops with SUP.

Despite the economic downturn in 2021 due to the prolonged COVID-19, the tenant companies' sales increased by more than 30% compared to 2018, and successfully



↑  
Dream Factory

achieved annual sales of KRW 10 billion in 4 years since its opening in 2017, and reaching KRW 24.8 billion in 2022. Since 2021, SUP has produced a specified catalog with introductions to tenant companies and distributed it as internal and external promotional materials. In 2021, it supported the production of promotional materials a total of 7 times, developed 3 distribution channels, and conducted online store promotions 16 times. In 2022, marketing support was provided 5 times, distribution channel support was provided 3 times, and 74 companies participated in capacity building consulting.



**✕ Establish a Continuous Acquisition and Utilization Process for Upcycling Materials****● Support the Upcycling Industry ① Discover Upcycling Materials**

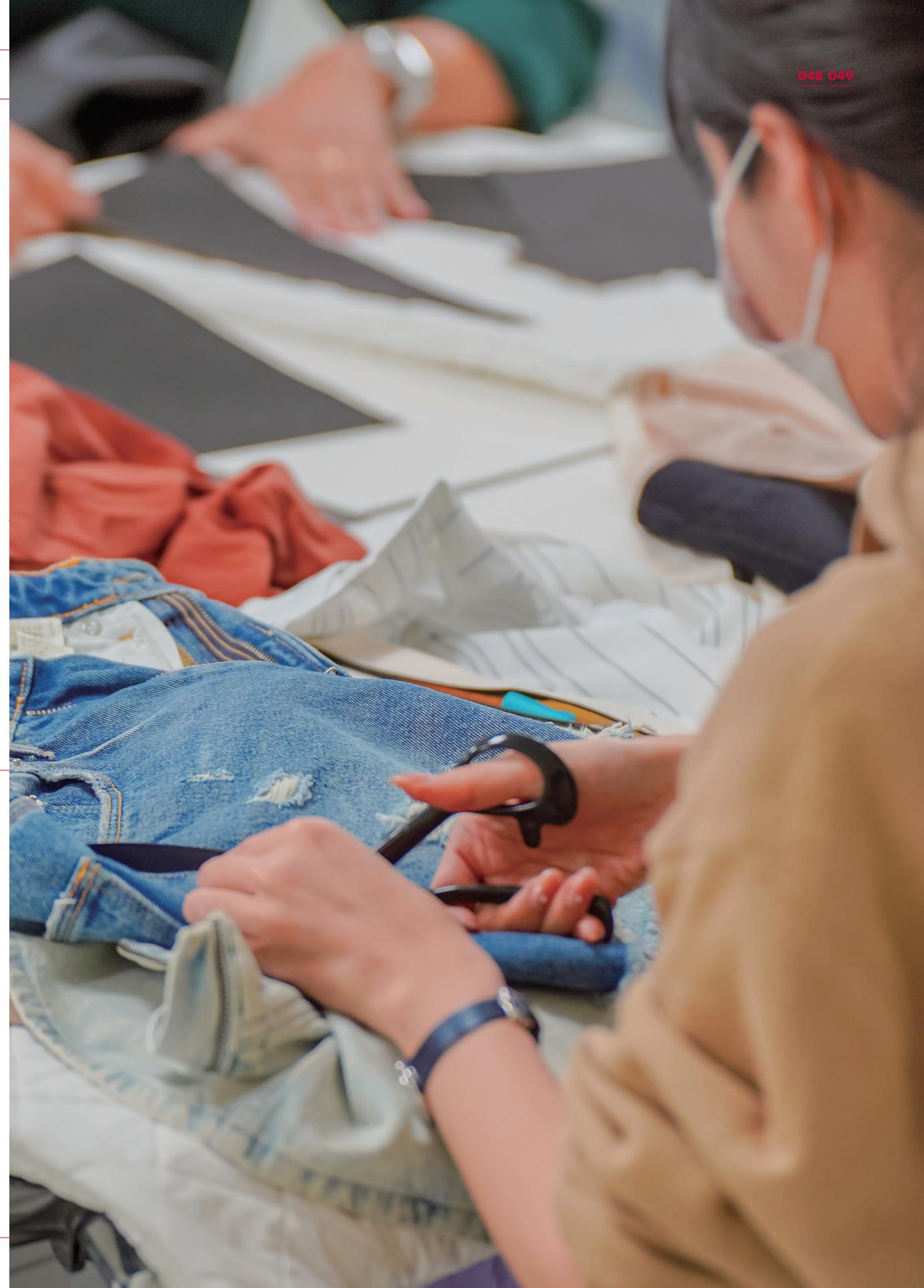
In 2022, an operation plan by stages for upcycling product development was established and Phase 1 - B2G (public-private cooperation for upcycling) was implemented. In the first half of the year, expert advisory meetings (a total 3 times) related to industrial development were held to establish a continuous acquisition and brokerage process for upcycling materials, and representative public products using industrial upcycling materials were developed and piloted through R&BD. with private industry, academia and research institute. Approximately 5,000 pieces (3,558 kg) of discarded election banners that were thrown away after local elections were collected from 10 autonomous districts, disassembled into parts for recycling, transported, and the materials were extracted and then made into bags, aprons, pouches, etc. By establishing a matching process for the supply, delivery, and sale of quality materials, it is also expanding the 1:1:1 brokerage that matches material-supplying organizations with material-demanding companies. In addition, it also conducted research to increase the efficiency of upcycling material acquisition, established a plan to improve material acquisitions by analyzing recycling and waste regulations, and conducted the use of intellectual property rights such as trademark rights and design rights to commercialize upcycling materials.

**✕ Increase the Efficiency of Material Management****● Support the Upcycling Industry ② Material Bank**

Material Bank sells upcycling materials, brokers or matches the materials needed, and cleans and processes donated upcycling materials to turn them into resources that can be reused. In 2021, it reorganized its sales space and standardized its material purchasing process, and divided the sales space into a “Material Intermediate Zone” and a “Retained Material Zone” to increase the efficiency of material management, allowing citizens to purchase materials more conveniently. The space zoning according to the stage of material purchase was also newly introduced. In the “Sample Zone”, customers can personally check the upcycling materials divided into 10 types, in the “Exhibition Zone” they can get ideas on how to use necessary materials, and finally in the “Sales Zone”, they can conveniently purchase materials.



Seoul Upcycling  
Week Event



Dream Factory is a creative space where makers can produce various upcycling prototypes using self-supplied upcycling materials. It consists of a woodworking room, 3D printer zone, 2D printer zone, CNC zone, laser zone, photo zone, conference room, information desk, etc., and is equipped with 3D printers, 3D scanners, vacuum forming machines, plotters, flatbed printers, CNC routers, laser cutters, shredders, and injection machines. Although offline programs at Seoul Upcycling Plaza were reduced due to COVID-19 in 2021, online content and programs that promote the value of resource circulation and upcycling and actively encourage the use of upcycling materials were continued.

Upcycling Design  
Exhibition  
⇕

#### ✕ From Capacity Building to Experience Sharing

#### ● Support the Upcycling Industry ③ Product Development and Start-up Support

“Prototype Production Support Program: What’s up! Maker!” hosted by “Dream Factory” is a project provides free prototyping support to help upcycling creators turn their ideas into products. It helps individuals or companies who have excellent ideas but have difficulty producing products to promote the upcycling industry and resource circulation and recycling. In 2021, it supported 60 teams of prospective entrepreneurs, companies, and citizens with resource recycling ideas. Its support included the entire prototype production process, from design of upcycling products to exterior design and prototype production. During the 2021 Seoul Upcycling Festival, “Start Up Cycling”, a special lecture on upcycling start-up capacity-building was held(September 4-5). The lecture was held at the Learning Center on the 2nd floor of Seoul Upcycling Plaza and featured CEOs of upcycling start-ups as lecturers who shared the preparation process, marketing, and operational know-how of upcycling start-ups with citizens preparing to start a business related to upcycling and resource circulation. In 2022, “Upcycling Expert Training” was held for workers and prospective entrepreneurs in the upcycling industry. Korea Environmental Industry Association introduced upcycling support projects, and companies and organizations with specialized upcycling technology participated to share knowledge, experience, and success stories in the use of upcycling materials, design, and product development.



#### ✕ Upcycling-Themed Participatory Festival

#### ● Support the Upcycling Industry ④ Seoul Upcycling Week

Seoul Upcycling Week is an upcycling-themed participatory festival that companies and citizens can enjoy together. It has been held for six years since 2017 under the title of “Seoul Upcycling Festival.” The 2021 Seoul Upcycling Festival was held in an indirect contact format for 3 days from September 3 to 5. The Festival, which also celebrated the 4th anniversary of the opening of Seoul Upcycling Plaza (SUP), featured the following events: an upcycling conference with the theme of “Shift to a Plastic-Free Society”, a pop-up store “SUPtore”, a special lecture on upcycling start-up capacity-building, an upcycling exhibition “Seeing the SUP (meaning the

forest)”, workshops on food, clothing and shelter, and experiential programs, etc. More than 20 companies, including SUP’s tenant companies, participated in the upcycling exhibition, and 19 contents were developed through corporate social contribution collaboration. The 2022 Seoul Upcycling Week was held at Seoul Upcycling Plaza for 5 days from September 1 to 6 under the theme of “Beautiful Zero-Waste.” Programs such as exhibitions and forums on the theme of zero waste, workshops and experiential programs for citizens to participate in, and networking among tenant companies and private zero markets were held, and a total of 3,106 people visited the event in person. In particular, in 2022, the industrial support aspect was strengthened by holding programs to connect corporate ESG management and upcycling companies. A total of 50 companies participated in corporate ESG networking and presented various contents.

#### ✕ Specialized Store for Upcycling Products

#### ● Support the Upcycling Industry ⑤ SUPer Market

SUP operates “SUPer Market”, a specialized store for upcycling products which showcases various domestic and foreign upcycling brands in one place. In addition to selling products, it also has a zero-waste experience zone where people can enjoy a variety of upcycling culture. It consists of an experience zone, a sales zone, a donation zone, an exhibition zone, and a self-packaging zone, and holds various events, including monthly offline workshops, upcycling exhibitions, material donation reward events, and experience programs. As of the end of 2022, SUPer Market dealt with a total of 14 brands and 90 types of products.

⇓  
SUPer Market



# Society

#DesignConsultant

#Young Designer

#Community Issues

#Elders

#Haesodang

#Senior WelfareCenter

#SocialRelationship

#Consulting

#Job

#COVID-19

#WithCORONA

#Counseling Office

#Psychological Counseling

#MaumGarden

#CareDesign



#Social Issue-Responsive Design

#Governance

#ServiceDesign

#SeoulForest

#Waste Problem



#Separation AndDisposal



#UniversalDesign

#SocialInnovation Design



#CycleStation

#ResourceCirculation

#Public Space

#Public Architecture



#Pedestrian Environment

#ImpactOfSeparation AndDisposal

#CrimePrevention

#Residential Environment

#Disability

#Aging

#Super-AgingSociety

#AnsimHouse

#Single-Person Household

#HousingVulnerability

#CPTED

#Policy Research

#CivicEducation

#Accessibilityofthe MobilityDisadvantagedPeople

#DigitalOverdependence

Maumpool



#InformationMap



#UniversalDesignIndustry

#Plant

#SensoryDevelopment

#SeoulYouthCenter

#Certification System

#Consulting

#CitizenParticipation Program

# Social Problem-Solving Design

Seoul Metropolitan Government (SMG) has adopted design as a key means of transforming and developing the city to substantially improve the lives of citizens and allow them to experience actual changes, and is striving to solve serious and urgent social problems such as crime, aging, dementia, school violence, and stress. By designing specific services tailored to the lives of citizens in various situations, developing designs that meet social needs in preparation for future changes, and innovating public services through governance, it aims to increase social resilience and solve social problems faced by citizens in their daily lives.



## ☞ Citizen-Friendly Public Design Solving Social Problems

### ● Seoul Design Consultant

Seoul Design Consultant is a citizen-friendly public design project that solves social problems in Seoul and autonomous districts through design, and aims to strengthen the capacities of young designers participating in the project and foster them as public design experts. This project was first launched in 2013 with the concept of “design that solves regional problems”, and since 2016, it has promoted design consulting by matching design consultants and young designers with local tasks in connection with SMG’s job policy and New Deal Job project. It has created synergy by establishing a collaboration system among autonomous districts, public institutions, design experts, and young designers, and in 2021, it strengthened project promotion by utilizing DDP’s UDP space infrastructure.

In 2021, under the theme of “Design for New Lifestyle: Design of a Better Life”, the final 12 tasks were selected through competition and screening from April 2 to 22. In 2022, a new digital design field was established and operated, combining design with recently spotlighted digital technologies such as Metaverse and NFT. In March 2022, Seoul Design Foundation (SDF) added the digital design field to the existing public design field, recruited tasks from public institutions under the theme of “Redraw Seoul”, and selected 15 tasks. In 2023, reflecting the changing direction and operation of the Seoul New Deal Job project and the purpose of this Design Consultant project, it is planned to avoid implementing projects centered on the existing Seoul New Deal Job project and to set the main goal as strengthening the public nature of design.

- Seoul Metropolitan Government
- Seoul Design Foundation



☞ Safety Care Daycare Center Customized Environment Design Guidelines

● S-Care Design

S-Care Design project is being promoted with the purpose of realizing the public value of universal design and contributing to improving the quality of life of citizens in accordance with the keywords of SMG’s 2021 policy, “Local Economy, Post-COVID-19, and S-Quarantine.” As SMG decided to expand national and public daycare centers to strengthen the social safety net, it decided to expand and apply the “Seoul Safety Care Daycare Center Customized Environment Design Guidelines” developed in 2020, to new daycare centers. SDF conducted a current condition survey of 400 parents and 34 teachers at daycare centers in Seoul to apply the Guidelines. Then, in cooperation with SMG Women & Family Policy Affairs Office, it promoted the project to 25 autonomous districts in Seoul and applied the Guidelines to daycare centers that requested care design.

In addition, SDF produced prototypes of five design items (shoe disinfection modular shoe rack, Kinder Biopharm, entrance disinfection kit, playroom toy cushion, and emotional toilet partition) for Seoul safety care daycare centers. With the addition of three design items (teacher’s chair, children’s washstand, and baby bed) developed in 2019, a total of eight items have been on permanent display at UDP’s UD Living Lab on the third floor of DDP Design Lab since November. During the 2021 DDP Design Fair, the care design project exhibition was held to publicize the results and achievements.

S-Care Design in  
Geumcheon-gu  
Doksan Lotte Castle  
Daycare: playroom  
toy cushion,  
emotional toilet  
partition, and Kinder  
Biopharm  
↓



☞ Design Solutions for the Sustainable Society

● Social Issue-Responsive Design Project

Social issue-responsive design project is a public design project that improves the quality of life of citizens by discovering and proactively responding to timely topics on current and future social issues. In 2022, it found a solution to “solve the waste problem in Seoul Forest Park”, which has become even more serious as the number of park visitors increases along with the recovery of daily life after COVID-19.

“Cycle Station”, a device that induces proper waste separation, visualizes the discharge route of general waste and recyclable waste, and records participation scores and the number of participants in waste separation to promote proper separation and disposal of waste. “Message Waste Bin” is a visual design on the top cover of the waste bin that shows the impact of the practice of separation and disposal. It is designed as a module that can be installed in existing waste bins to increase usability.

In addition to deriving design solutions, SMG proposed an agreement between Seoul Forest Park and nearby small merchants to establish a resource circulation ecosystem through cooperation with local merchants to provide benefits such as discounts and coupons to customers who use reusable cups or tumblers. In connection with No Plastic Sunday, a recycling company that produces recycled plastic products, a project was also attempted to share the effects of waste separation and disposal with citizens by planning to recycle collected plastic into a Seoul Forest picnic mat.

Cycle Station  
↓

### Reduce Criminal Psychology through Design

#### ● Life Safety (Crime Prevention) Design

Life Safety (Crime Prevention) Design Project is a project that prevents the possibility of crime in advance by reducing criminal psychology through design. It is applied to areas with poor life safety, such as single-person household areas, multi-generational and multi-household areas, irregular or sloped alley areas, and one-room apartment areas, to relieve anxiety about crime and housing vulnerability and to create an urban environment where citizens can live in peace.

Since implementing the first pilot project in planned redevelopment areas in Yeomni-dong, Mapo-gu in 2012, SMG has applied life safety (crime prevention) designs to a total of 73 locations and developed designs for 20 types by 2022. In order to improve the effectiveness of life safety (crime prevention) design, SMG established the “Crime Prevention Design TF” for the first time by creating a cooperation system for crime prevention projects and activities that had been carried out separately by public safety, administration, and design. The TF advanced its responsiveness by organically cooperating throughout the entire process, from project site selection to post-construction management.

The TF involved Seoul Metropolitan Autonomous Police Committee, Design Policy Division, Seoul Metropolitan Police, and relevant autonomous districts and police stations. In addition to the TF, a “Life Safety Design Advisory Panel” was formed to strengthen design expertise, consisting of experts in the fields of crime psychology, crime prevention through environmental design (CPTED), general design, and architecture. It analyzed design project sites and reviewed each field. Over the past 10 years, life safety (crime prevention) design has applied for several patents and won multiple design awards, and a Life Safety (Crime Prevention) Design Guidelines has been developed to compile its results and disseminate crime prevention solutions.

Life Safety (Crime Prevention) Design Application

**73**cases



Seoul Crime  
Prevention Design  
Guidelines



Maumpool



### Restore Young Heart by Releasing Positive Energy

#### ● Youth Problem-Solving Design

SMG has promoted design projects to solve various youth problems (misconduct, school violence, digital over-dependence, lack of physical activities, and more) through the analysis of youth culture and life behavior since 2014. It supports the emotional care and self-expression of youth by fostering an environment where they can reinforce positive energy during adolescence, which is an important time for emotional development and to increase peer affection, self-esteem, self-identity, and community spirit.

In 2022, “Maumpool” a multi-sensory experience space with plants, was created at two locations, Mullae Youth Center and Boramae Youth Center. It is a space to revive the five senses and restore withered emotions through the process of touching soil, smelling nature, looking at the green forest, and growing and sharing plants. It provides an environment to develop a balanced brain for teenagers who are exposed to intense visual and auditory stimulation due to digital overdependence. The program was operated in cooperation with the center’s internet addiction treatment center, local schools, environmental governance, and local counseling and welfare center for youth, and zero-waste shops and environmental arts experts advised on the environmental and artistic aspects of the program.



### Develop Design Reflecting the Physical Characteristics and Behaviors of the Elderly

#### ● Cognitive Health Design

Cognitive Health Design is a project that develops and applies designs that reflect the physical characteristics and behaviors of the elderly to various types of spaces, such as residential facilities, public spaces, and facilities exclusively for the elderly, where they live and use, in order to respond to social problems caused by the increase in the number of elderly people with dementia due to rapid aging. SMG is developing an AIC (Aging in Community) model that applies cognitive health design starting in 2021. AIC is an elderly-friendly design concept that delays admission to elderly nursing homes and makes their neighborhood environment a better place where they can age healthier. In 2021, 3,930 households in LH rental complexes were designated as pilot districts for the development of Cognitive Health Design. The 2022 project was conducted for Songpa Senior Welfare Center. Using the idle space of the center, facilities were installed to care for the physical, emotional and social health of the elderly, and cognitive health leader programs were applied to revitalize their physical activity. Related experts including spatial designers, doctors, special sports experts, and social workers participated in the design development process. The “Centenarian Garden”, which was built outside the welfare center, where the elderly visit daily, had four kinds of exercise equipment

↑  
Cognitive Health  
Design in Songpa  
Senior Welfare Center

that guide the exercise method, proper exercise time and frequency, and exercise effects so that seniors can easily understand and follow. And three cognitive health trails were established both inside and outside of the welfare center to encourage physical activities.

SMG's Cognitive Health Design  
**Main Prize Winner of the iF  
Design Award**  
June 2022

### Solve Psychological Problems Faced by Life Cycle and Situation

#### ● Stress-Free Design

Recognizing the seriousness of the problems caused by high stress and mental pressure on individuals and society, SMG is promoting the “Stress-Free Design” project, which examines and analyzes stress factors faced by citizens depending on their life cycle and situation, and develops and applies designs for each type. As Korea becomes a super-aging society and the need for stress management among the elderly increases, Project 2021 utilized the idle space of senior welfare centers frequently used by seniors in the community, to design “Haesodang(偕笑堂, meaning the house where everyone laughs together)” to relieve stress among the elderly and strengthen their social relationships. “Haesodang” consists of the following elements: “Community Space”, which is designed to naturally look into each other’s eyes and stimulate social communication; “Free Table”, which can be used in a variety of ways; “Strong Mind Counseling Office”, a counseling space where people can have a conversation with a comfortable and stable status; and “Mind Sharing Conversation Booth” where people can focus on their conversations without any distractions.

In 2022, it developed a design for a counseling space and counseling service that is the intersection between psychological quarantine and stress relief. In response to the increase in stress-related illnesses and the demand for psychological counseling due to the prolonged COVID-19, it applied stress-relieving elements based on environmental psychology such as lighting, color, material, scent, sound, and



props, and created design standards from an integrated perspective by branding the space as “Maum Garden” rather than just environmental maintenance. The attic-like counseling space with a gabled roof has a small garden on the outside, and the positions of counselor and client are properly arranged to ensure the psychological stability of the client. To improve the situation where most windows do not function as ventilation windows but as scenic windows, the project installed virtual reality type “media windows” and played “nature-themed media meditation” content that is effective in reducing stress to create a healing space that combines video, sound, and lighting.

↑  
Haesodang

Public Problems Solved through Participation

● Design Governance Operation

Design governance is a project in which various entities participate in solving public problems through design. Citizens propose project topics, and the topics to be implemented are selected through expert review and citizen voting. Projects are implemented in three types: citizen proposal type, corporate collaboration type, and university collaboration type.

In 2021, a total of 5 service designs were developed and 3 design expansion projects were conducted in connection with related departments. In connection with a program to alleviate depression and strengthen cognition in the elderly, “Digital Experience Design” was developed to comfort the elderly who feel depressed due to physical restrictions during the prolonged COVID-19 pandemic period. It is the experience design that realized places senior citizens had dreamed of visiting with VR (Virtual Reality) technology. “Alaju-gae” (meaning “Let’s learn about dogs”) and “Hamkeha-gae” (meaning “Let’s be with dogs”), which establish a proper pet culture including mutual respect between pet owners and non-pet owners, are service designs that resolve conflicts by understanding the body language of dogs

Digital Experience  
Design: Wish Travel -  
Looking Back  
↓



and encourage the considerate cooperation from non-pet owners. In addition, Ho-Ya-To-To dolls and (fabric) picture books were produced to help heal the hearts of abused children.

In 2022, about 200 people, including citizens from various fields, design students, and corporate executives, participated in design governance and developed a total of 6 social problem-solving designs. “Smarter Park Path Finding”, a service design that encourages better use of parks, informs citizens about park etiquette, and provides customized information about parks. “Precious Choices and Memories”, a service design that helps people prepare for a dignified death at the end of their lives, consists of “Precious Choices”, a guide package to help people write an advance directive for life-sustaining treatment, and “Precious Memories”, conversation cards to support people to think about the meaning of living and dying with dignity, and so on. As in 2021, a child abuse prevention campaign was carried out with 12 public-private-academic volunteer organizations, and 500 sets of heart-healing design kits for abused children were produced with volunteers and distributed to child abuse officials from 25 autonomous districts in Seoul, 11 child protection agencies, and 5 shelters.

The Seoul Design Governance project is conducted through the Design Seoul website. The entire design process, from topic selection to completion, is posted on the website so that citizens can suggest their opinions and check the progress. The results of the Design Governance project are shared through the “Design Talk Talk Show.”

### Generate Innovative Design Discourse Solving Social Problems

#### Seoul Design International Forum (SDIF)

SMG is holding the Seoul Design International Forum (SDIF), which generates innovative design discourse that solves social problems and explores the value of Seoul design. From 2020, the events that were held separately as “Seoul Universal Design International Seminar” and “Seoul International Social Problem Solving Design International Forum” have been integrated into “Seoul Design International Forum” and continue to this day. Through this forum, SMG presents its efforts, values, and achievements as a leading city in the field of social problem-solving design and universal design, shares cases of innovative design that reflect the needs of the

times with the world’s leading experts, and explores the future direction of design development.

With the opening of the 2021 forum, Seoul Design International Forum launched an online platform ([www.sdif.org](http://www.sdif.org)) to constantly form Seoul design discourse. The online platform includes forum content, presentation materials, articles of speakers, and interview content, as well as displays over 120 content items consisting of design projects in eight areas and other various cases such as safety/comfort, human rights/education, health/well-being, transportation/freight, living environment, social welfare, disaster response, and service/innovation. The Seoul Design International Forum was broadcast live on the official website of the Seoul Design International Forum and on SMG’s YouTube for everyone to view, and these videos can be replayed at any time on the same website and YouTube.

2022 Seoul Design  
International Forum  
↓



## Universal Design (UD)

In response to social changes such as the increasing social awareness of respecting the socially disadvantaged, the aging population, and the increase of the foreign resident population, SMG has initiatively adopted Universal Design (UD), and reflected it in its policies to create a city that is safe and convenient to live in without discrimination based on age, gender, disability, or nationality for the past 10 years. In 2021 and 2022, universal design, which had been applied to individual projects, was extended to the entire society as well as city administration, and related policies were also implemented in an integrated manner. In addition, the “UD Lifestyle Platform”; a space where citizens can directly see and experience universal design, was created on the third floor of the DDP Design Lab, and the “Seoul Universal Design Award (SUDA)” has been conducted to discover outstanding examples of universal design in the public and private sectors since 2021.



### Develop Design Model for Everyone

#### ● Universal Design in Public Space

Recognizing the importance of applying Universal Design (UD) to public spaces used by the majority of citizens, SMG has been conducting a project to apply UD to 7 public spaces and 3 public architectures from 2015 to 2022. In order to develop outstanding UD models for each type of public space and public architecture, it is expanding the development type to “pedestrian space” in 2021 and “park and square” in 2022. The pedestrian roads around the ground part of Jamsil Station(-subway lines 2 and 8), were reformed so that all citizens can use them easily and conveniently. Information signs were installed at the entrance of the pedestrian road to help users easily check the status of the route, and two-wheeled vehicle parking lots and two-wheeled vehicle prevention barriers were established to protect pedestrians from them. Street lights were installed to provide a safe and comfortable walking environment at night, and plants were arranged to prevent blind spots in addition to smoking prevention facilities.

In 2022, universal design was applied to the Seoul Metropolitan Government site within the Olympic Park in Songpa-gu. Based on the cooperation of the Seoul Baekje Museum and the Korea Sports Promotion Foundation, an information guidance system and convenience facility design were developed to enable easy and

↑  
(Left) Olympic Park Wayfinding Information  
(Right) Olympic Park Exit and Direction Information

safe route finding in the park. The design cases developed and applied through this project were compiled and published into the “Pedestrian Cognitive Wayfinding System Universal Design Guide Book” to be used in the application of the UD information guide system. The guide book contains detailed plans for applying the UD information guide system, including the spatial information classification system and installation method and location. A pedestrian guide map was also developed to assist visitors in using the park. The guide map indicates spatial information, convenience and transportation facility information, and walking difficulty, and was also developed in a tactile format to improve park accessibility for visually impaired citizens. Completed guide maps are distributed in major hub places.

Public Space Universal Design Application  
(2015-2022)

7

Public Spaces

3

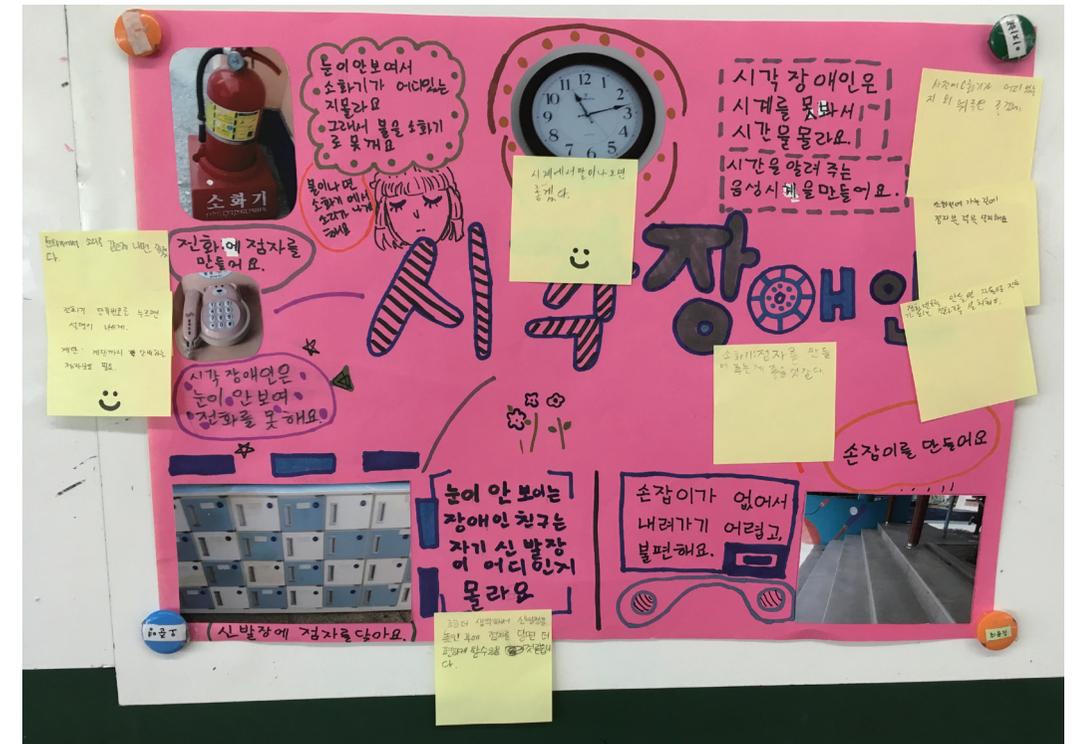
Public Architectures

## Spread SMG's Universal Design Application

### ● Guideline Development

As the “Seoul Metropolitan Government Framework Ordinance on the Creation of Universal Design Cities” was revised in 2021 and the application of UD became mandatory, SMG is implementing the main instructions of “Seoul Universal Design Guidelines” developed and distributed in 2017 and optimizing them for the online environment and providing them as a web service. In order to present a direction for welfare facility design from a user-friendly perspective, 24 types of universal design guidelines for welfare facilities were developed from 2011 to 2013. Then, for three years from 2019 to 2021, six types of welfare facility and building laws and regulations were updated and enacted each year, and the guidelines were advanced to meet the needs of welfare facility users and managers. Currently, 18 types of guidelines have been revised, and another 6 types of guidelines are planned to be revised in 2023.

In addition, SMG classifies space types of citizen convenience spaces, and develops and applies a universal design that can be generally used by each type. After applying the universal design for public restrooms in 2020, the universal design for childcare convenience space was developed and designed and constructed in three new childcare shelters established by SMG and autonomous districts. The project investigated the current status and user demand for each target site, and developed UD in collaboration with the village architect according to the planning direction derived from the user workshop. The application cases of universal design for citizen convenience spaces and the basic principles and guidelines of universal design are all compiled and published and distributed as the “Citizen Convenience Space Universal Design Guidelines.”



↑  
Commentary  
Materials after School  
Facility Experience

## Learn Universal Design with Teaching Tools

### ● Character and Creativity Education at Elementary Schools

Character and creativity education through universal design is an educational program that allows students to directly experience various disabilities in their lives, learn how to understand and consider differences such as aging or disability, and build consensus on the need for universal design. Since September 2017, in cooperation with SMG and the Office of Education, it has been included in “Creative Experience Activities”, a regular educational curriculum voluntarily operated by each elementary school. In 2021, UD classrooms were operated in 19 elementary schools in Seoul for 2,301 elementary school students. SMG is developing and distributing various teaching tools that teachers can use in educational settings to provide systematic universal design education. From 2019 to 2020, “Universal Design Textbook” and “Teacher Education Guidelines” were developed, and in 2021, “Universal Design Teaching Materials and Online Content” were developed and actually used in classrooms.



⇐  
Universal Design  
Furniture for the  
Elderly

#### ☞ Spread Basic Principles of UD furniture

##### ● Develop Universal Design Preparing for a Super-aging Society

In preparation for a super-aging society, SMG developed UD furniture that reflects the physical and mental characteristics of users to create an independent and safe living environment for senior citizens. Two types of universal design furniture (bed, sofa) were designed and applied to Seniors' Supportive Housing in Gangdong-gu and Dongdaemun-gu and 2 Ansim Houses in Nowon-gu and Songpa-gu. Examples of UD furniture for the elderly are being published in the "Universal Design Furniture for the Elderly Guidebook." The guidebook contains an introduction to the basic principles of UD furniture, the characteristics of furniture users, and the detailed design of beds and couches, as well as features that can be generally applied to the design of furniture for the elderly.



#### ☞ UD Space Where People Experience and Practice

##### ● Universal Design Center

Seoul Universal Design Center is a dedicated organization to spread and implement Seoul's Universal Design (UD). It was established in June 2020 and its main functions are external cooperation by building a network of UD-related organizations, institutions, academia, and companies; system improvement through UD policy research; consulting and monitoring support for public sector UD application; establishment of a certification system to promote the UD industry; and education and promotion for citizens.

Universal Design Center has been carrying out a project to build UD information on facilities and spaces owned by the SMG to ensure the right of independent movement of vulnerable pedestrians. In order to collect data on city-owned facilities, field investigators were recruited and trained, and then they surveyed and collected pedestrian information, such as the effective width, slope, and material of the pedestrian path for each section from the nearby public transportation entrance to the entrance of the target public facility, as well as facility interior information, such as the presence of wheelchair-accessible restroom or a children's lounge. In 2021, as part of the second phase of the universal design integrated information construction project, a total of 174 locations were selected among the multi-use facilities owned by SMG, and images of the facility information were established.

Visual information was presented in a simple design using standard pictograms and a unified internal architectural expression method. Information such as the wheelchair route, information desk location, and facility entrance photos were provided, and Smart Seoul Map (S-map) color classification standards were applied to express each space type by color.

The facility status data analyzed from a universal design perspective was embodied as a digital map in the “Smart Seoul Map”, and the “Accessibility Information Map for the Mobility Disadvantaged Persons” was provided to citizens via web and mobile from September 30, 2021.

Based on “Accessibility Information Map for the Mobility Disadvantaged Persons”,

Maryeong-myeon  
Rural Center  
Revitalization Project  
↓

Gwacheon Xi\_Grand  
'O' park  
↓

Universal Design Center established the “Seoul Universal Design Virtual Experience Hall” in 2022 as an immersive educational and cultural content that reflects major UD policies in order to raise awareness of UD, and provide indirect UD educational content required due to the prolonged COVID-19. The Virtual Experience Hall is a space that builds a virtual environment in an online space and provides experiences of spaces and products using 3D models, videos, and images. It allows users to access its content without time and space restrictions, and to understand and experience UD concepts. In addition, SMG has established and operated the Seoul Universal Design Awards (SUDA) since 2021 to enhance the status of “Universal Design City, Seoul”, promote related industries, and strengthen the cultural base.



Share the Value of Design for All

UD Lifestyle Platform

Seoul Design Foundation has been promoting the “UD Lifestyle Platform” (UDP) creation project since 2019 to expand the universal design (UD) industry and opened it in September 2020. UDP is a design platform where design research, development, and dissemination take place under the value of “Design for All.” It introduces various UD products and services in real life to spread awareness of UD and support the development of the UD design industry. It operates a permanent exhibition space where people can obtain and experience information about UD products, services, and technologies, as well as citizen participation programs such as seminars, book talks, and design workshops so that any citizen can easily understand Universal Design.

In 2022, adding a smart lifestyle to the value of universal design, the UD Lifestyle Platform was newly renovated from an exhibition space where universal design can be easily understood and experienced to a space that captures various design perspectives for a shared future. With the theme of “Opportunities for Everyone”, it is composed of “Design Showroom\_UD Home”, where visitors can find universal design in individual home and “Design Showroom\_UD City”, where they can experience universal design in urban life to exclude no one.

2021 UD Lifestyle Award Poster  
 ↳



# City & Environment

#PublicDesign

#SeoulGoodPublic  
Design

#CertificationS  
ystem

#PublicFacility



#SeoulDesignClinic

#PublicDesign  
PromotionCouncil

#SocialIssueResponsiveDesign



#PublicFacility

#SignageStandardDesign

#SubwayStationCanopy

#SeoulPublicDesignAward

#SafetyDesign

#Infection  
ControlDesign

COVID-19

#InfectionControl  
Pictogram



#IndustrialSite  
SafetyDesign

#SafetyColor

#SafetyPictogram

#SafetySign  
ApplicationGuideline

#CreatingFun  
PublicSpacesinSeoulProject

#TheCloud

#Citizen  
RestArea

#HealingFacility

#Waterside  
SentimentalCity



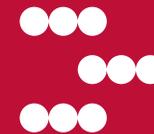
#WatersideComplex  
CulturalSpace

#SoulDropBench

#DesignStartup

#Development  
Project

#WE\_UP\_Project



#PublicArt

#SeoulisMuseum



#PolicyFoundation  
Creation

#PublicArt  
Conference

#ArchivingProject

#ArchivePlatform  
PublicArtFestival

#nodeultopia

#UniversityCooperative  
PublicArtProject

#UniversityCooperative

#PublicArtCitizensExcavation  
TeamProject

#DockingSeoul

#PublicArtEmbodiment  
ofCitizenIdeas



## Public Design

Seoul Metropolitan Government (SMG) systematically manages public design of public spaces, public facilities, and public visual images to improve citizens' convenient lives and improve the cityscape, and carries out various projects to promote public design. The "Public Design Promotion Committee" was established to deliberate and advise on the improvement of public design-related policies and systems, and the implementation of public design projects. In addition, "Seoul Public Design Experts" was formed to cooperate in the execution of public design projects. The existing "Urban Design Guidelines 3.0" were revised and "Seoul Public Design Guidelines 2020" was published in 2020, and the "Seoul Public Design Checklist 2021" was developed in 2021 to improve the quality of public design and the efficiency of work. SMG also conducts projects to extend public design policies to the private sector and strengthen the base of the design industry.

### From Design Certification to Consulting for Non-Certified Companies

#### Seoul Good Public Design Certification

To revitalize public design and expand its base, SMG selects good design products and certifies them as "Seoul Good Public Design." The certification targets are 20 types of public facility products that follow the "Seoul Public Design Guidelines". SMG examines their prototypes that have been released or are planned to be released to the market. Evaluation criteria include consistency with the "Seoul Public Design Guidelines" and certification system guidelines, functionality, affordability, environmental friendliness, and creativity, etc. Among products whose certification has expired or is scheduled to expire, products that have actually been installed in Seoul can apply for an additional re-certification process.

Through the Seoul Good Public Design Certification Project, a total of 1,423 products have been certified as Seoul Good Public Design for the past 15 years and are being used in Seoul's public projects. Certified products are archived and published in the Seoul Good Public Design booklet every year and promoted to autonomous districts, related organizations, etc. And SMG also operates the "Seoul Design Clinic" for companies that have failed to be certified. The purpose of the clinic is to improve the design development capabilities of small manufacturers and encourage the development of good public facilities through expert diagnosis and prescription for products that failed the certification.

- Seoul Metropolitan Government
- Seoul Design Foundation

Number of Seoul Good Public Design Certified Products

**1,423**

### Establish an Efficient Public Design Management System

#### Public Design Guideline

SMG developed "Seoul Public Design Checklist 2021" to present the principles and standards of public design in Seoul and to establish a more efficient public design management system. It suggests instructions on a total of 97 items, including roads, parks, bus stops, and facility information signs, in four areas: public space, public facilities, public visual media, and public design projects. The installation instructions for each are illustrated in a single image to make it easier to grasp the guidelines, which are difficult to understand through text alone. These images help people immediately confirm the design direction, content, and quantitative figures of each facility, and illustrations of the urban structure where the facilities are located also make it possible to understand the urban context, including the location, purpose, and function of public facilities, at a glance. SMG plans to develop additional educational materials and programs to make the Seoul Public Design Checklist even more useful. The Seoul Public Design Checklist has been distributed as a booklet to related organizations and autonomous districts, and its e-book is presented on the SMG website for everyone to use.

<Plastic vaccine>  
installed at  
Dongdaemun Design  
Plaza (DDP)  
⇒



Establish Design Standard for Public Facilities

Discovery and Development of Public Facilities Standard Type Design

SMG develops and disseminates standard designs that can be consistently applied to public facilities in Seoul in order to establish design standards for public facilities closely related to citizens' lives and to improve the quality of urban design in Seoul. In 2021, the existing Private Signage Design was reorganized in accordance with the installation and management guidelines and revised laws, and a new design for a special tourism zone was developed by supplementing the basic type. In addition, SMG modified the existing environmental and visual guidelines for the subway and developed a standard design manual to suit the current subway environment. In 2022, problems with the subway station entrance canopy design developed in 2010 were improved and modified. Since 2007, SMG has held the "Seoul Public Design Award" to collect creative ideas from citizens to make Seoul's urban space more vibrant and pleasant.



← 2021 Signage Standard Design Development



↑ Infection Control Guideline Poster

Design Turning Anxiety into Relief

Safety Design

"Infection Control Design" project encouraged citizens to take voluntary personal quarantine and prevent infection by relieving anxiety about infectious diseases and raising awareness, eventually aiming to improve daily crisis response capabilities. The "prohibition-focused" guidance in the early days of COVID-19 has caused vague anxiety about infectious diseases and fatigue with quarantine. Therefore, SMG developed and applied a standard infection control design that integrates and intuitively conveys mixed information related to infectious diseases. SMG also developed 15 types of "Seoul infection control pictograms" for citizens to easily recognize essential information for daily quarantine.

In 2022, SMG developed the "Seoul Standard Type Safety Design" so that all workers can immediately recognize safety information. "Seoul Standard Type Safety Design" consists of "safety colors" that can be distinguished even by those with color vision deficiencies, "safety pictograms" necessary for the industrial environment, safety sign application guidelines, and emergency action plans for the safety of field workers.

Bring Fun and Energy to Everyday Life

FUN Design Project

SMG is promoting “FUN Design Project”, which provides fun and energy to citizens’ daily lives by applying fun designs to public spaces. In 2021, in response to the “with Corona” era, “public facilities that enable natural distancing” were developed. “The Cloud”, shade structures, that make people feel like lying under white puffy clouds, are installed at 3m intervals to provide them with an opportunity to revitalize and recharge the daily lives of citizens who are exhausted due to the prolonged COVID-19 pandemic. In 2022, the “Soul Drops” bench was developed, which spatially reinterprets the variable and flexible form of water drops. In addition, the basic design and detailed design were conducted to transform the Jeongneungcheon Stream covered public parking lot area into a waterside complex cultural space. This project aims to respond to the increasing outdoor activities of citizens due to the gradual recovery of their daily lives, and to realize a “Seoul-type waterfront sentimental city” by applying an interesting design to the Jeongneungcheon waterfront space.

(Left) 2021 The Cloud Installation  
 (Right) 2022 Soul Drops Bench Installation  
 ↓



↑  
 Detailed Design  
 Image for  
 Jeongneungcheon  
 Stream Covered  
 Public Parking Lot

Design Startup Development Project

WE UP Project

SMG’s “WE UP Project (Design Startup Development Project)” is a project that discovers promising startups and supports them in the design development and implementation process to grow into design specialist companies. Every year, startups are selected through an idea competition and develop their design as a public-private collaborative design project. In addition, through one-on-one consulting and mentoring by experts appointed by SMG, startups are able to develop decision-making skills and gain field experience necessary for their business. SMG also provides special lectures necessary for design development and business management, such as taxation, accounting, big data, branding, marketing, and intellectual property rights, to help startups accumulate diverse experiences and grow into design specialist companies.

## Public Art

Since 2016, SMG has been promoting the public art project “Seoul is Museum” to transform Seoul into a prestigious city of culture and art through artistic imagination. With the concept of “turning the entire city of Seoul into an art museum”; public art works are installed in urban spaces to expand opportunities for citizens to enjoy culture and art in their daily lives, and through a participatory project in which citizens directly suggest their ideas and embody them in artworks, the city is transformed into a cultural space that everyone can appreciate. In addition, SMG established the “Seoul is Museum 2.0 Master Plan” to set a mid to long-term vision for public art in Seoul, advanced related policies, and developed them through archives and conferences.

### ▲ Reliable Management System for Public Artworks and Building’s Artworks

#### ● Maintenance of Public Artworks

SMG has been inspecting, maintaining, and managing the condition of public artworks and building’s artworks so that citizens can safely enjoy public art. SMG, its affiliated organizations, and autonomous districts conduct regular inspections of public artworks and building’s artworks once a year and take actions according to the inspection results. SMG’s public artworks consist of statues, monuments, and other sculptures, of which 51 sculptures, including the Cheonggyecheon sculpture “Spring”, are under intensive management and exclusively managed by the SMG’s Design Policy Bureau. SMG prepares for safety accidents by subscribing to the permanent works compensation deduction for city-owned artworks, and has established and utilized the “Public Artwork Management System” for more efficient management.

Public Artworks Managed by SMG  
(as of 11.30. 2022.)

**4,541**

Public Artworks

**298**

+

Building’s Artworks

**4,243**



Seoul Metropolitan Archives  
“Seoul is Museum” Collection

### ▲ Lead the Present and Future of Public Art

#### ● Create Policy Foundation

SMG holds “Seoul is Museum”, a public art conference where various entities, including experts and citizens, participate to build consensus on public art policy and explore the development direction of public art in Seoul based on discourse on the present and future of public art. It is held every year by selecting a timely theme, and the theme of the 6th conference in 2021 was “Expanding public – digital era, new paradigm of contemporary public art.”

The 7th “Seoul is Museum” public art conference in 2022 was held under the theme of “Accessed by Art, Media for a Public” on October 20 at the conference room of the Seosomun Building of Seoul City Hall. As society has been rapidly reorganized to operate mainly online and indirectly after COVID-19, and as the methods of producing and enjoying art are also changing, experts in each field discussed how public art can expand citizens’ accessibility and communication possibilities in virtual spaces beyond physical places, and how the sustainability of Seoul’s public art can be secured. Videos of the previous “Seoul is Museum” public art conferences can be watched on the SMG’s YouTube channel (youtube.com/seoullive).

SMG is conducting “Seoul is Museum” documentation project in order to systematically record, preserve, and share the process and results of the “Seoul is Museum” project, which has been carried out since 2016, and use it as a reference for establishing future public art policies in Seoul. SMG published the 2020 “Seoul is Museum” Accomplishment Summary (2016-2019), and opened the “Seoul is Museum” collection page on “Seoul Metropolitan Archives”, the SMG’s official digital archive channel. It also opened “Seoul is Museum” blog on Naver to increase accessibility for citizens, and the “Seoul is Museum” online archive platform with a data classification system, data search function, and event function suitable for public art in 2021. In 2022, another accomplishment summary was published, compiling the “Seoul is Museum” project promoted from 2020 to 2022. It was published and distributed as both a booklet and e-book.

▲ On-site Participatory Public Art Festival, where Artists and Citizens Accomplish Art-works Together

● Citizen Participation Project

The “Seoul Art Museum” public art festival is an on-site participatory public art festival, where artists and citizens accomplish artworks together in open spaces in the downtown area with a brilliant theme every year since 2017. In collaboration with planners specializing in public art, SMG plans and operates the festival every year by discovering contemporary issues or linking them to SMG’s policy projects. Through this festival, new artists can seize the opportunity to realize their works, and citizens can appreciate the benefits of enjoying and participating in public art. In 2021, an indirect public art festival, titled “nodeul.breeze” was held from October 5 to November 30. A total of 9 works and programs under the theme of “Public Art with Wind and Nature of Nodeulseom Island” were implemented in the mobile AR platform, and an on-site exhibition was held for 3 days from October 15 to 17 at the Nodeul Madang (a grass plaza) on Nodeulseom Island. The 2022 Public Art Festival was held on Nodeulseom Island for three days from October 7 to 9 as a festival to enjoy relaxation, camping, and art as a whole, based on the history of Nodeulseom Island, which used to be a citizen resort. The title of the festival was “Nodeultopia”, a compound word for Nodeul and Utopia, and it offered an opportunity to experience the charm of diverse public art on Nodeulseom Island, where nature, humans, and art coexist.

“Seoul is Museum” also included University Cooperative Public Art Project, in which university students practically plan and implement public art on their own, linking Seoul’s public art policy with the educational field. It provides an opportunity for students to communicate with local residents through art and grow into future public art experts, as well as revitalizes the urban environment with their creative ideas.

Moreover, SMG operates “Public Art Citizens Excavation Team” to discover, share, and communicate public art with citizens. The citizens excavation team finds and appreciates public artworks in Seoul, produces content to introduce these works, and shares them with citizens. The 2021 Public Art Citizens Excavation Team discovered about 30 works through team activities in four areas, including Hongjecheon, Noksapyeong Station, Nodeulseom and Yeouido, Dorimcheon, and Gwancheon-ro, under the theme of “Sharing and Communicating Public Art.”

Nodeultopia  
Exhibition  
⇨



kizigroup (Lee  
Ji Hong, Park So  
Hyeon), <Sensory  
Device>, 2022  
⇨



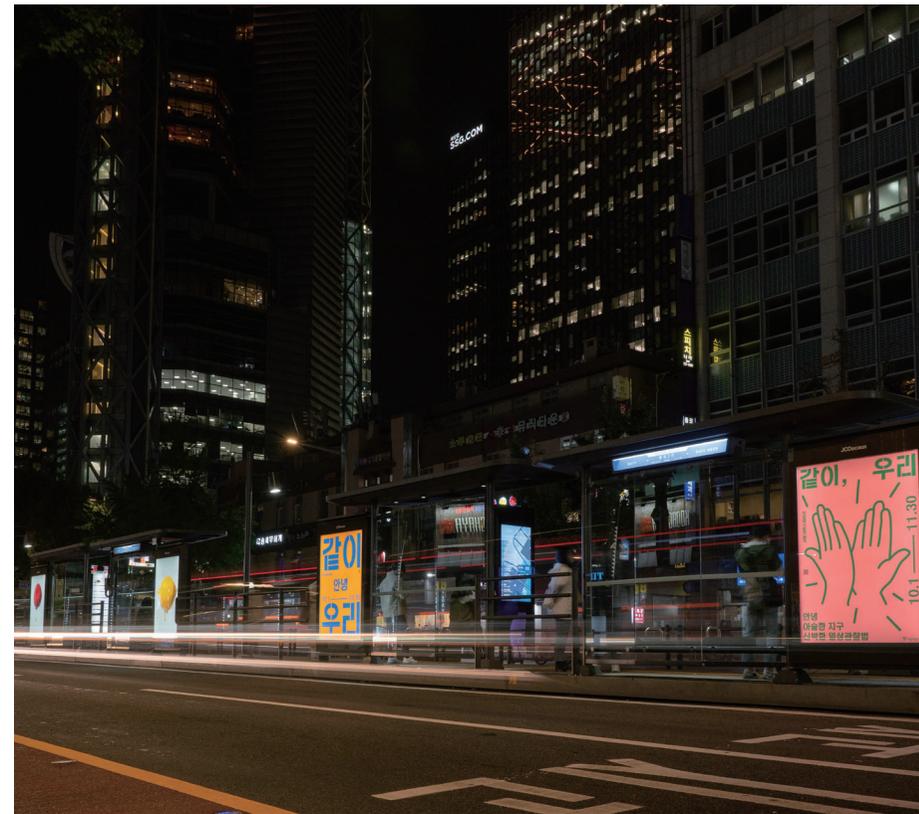
Public Art Enjoyment Program Focused on Participation

Public Artworks Installation

Ui Sinseol Line is Seoul's first Light Rapid Transit that opened in September 2017 and operates a total of 13 stations from Sinseol-dong Station to Bukhansan Ui Station. Ui Sinseol Arts & Culture Platform (Ui Art Line) was a project to display cultural and artistic content instead of commercial advertisements at 13 stations of the Ui Sinseol Line. It began with the opening of the Line and ended with the exhibition <Happy Together> in 2021.

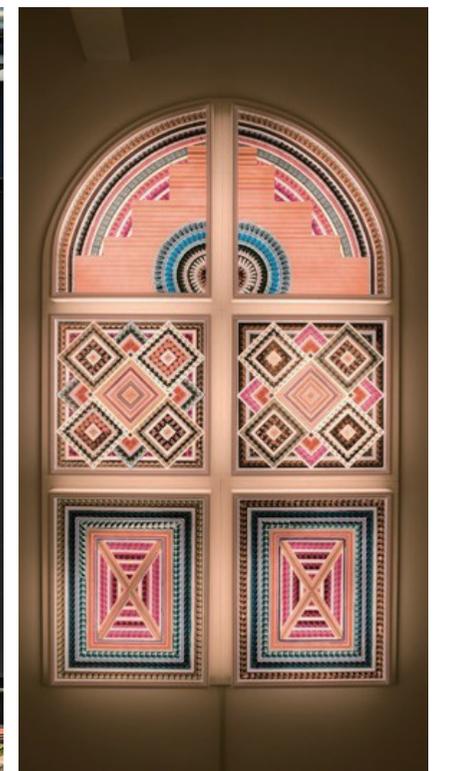
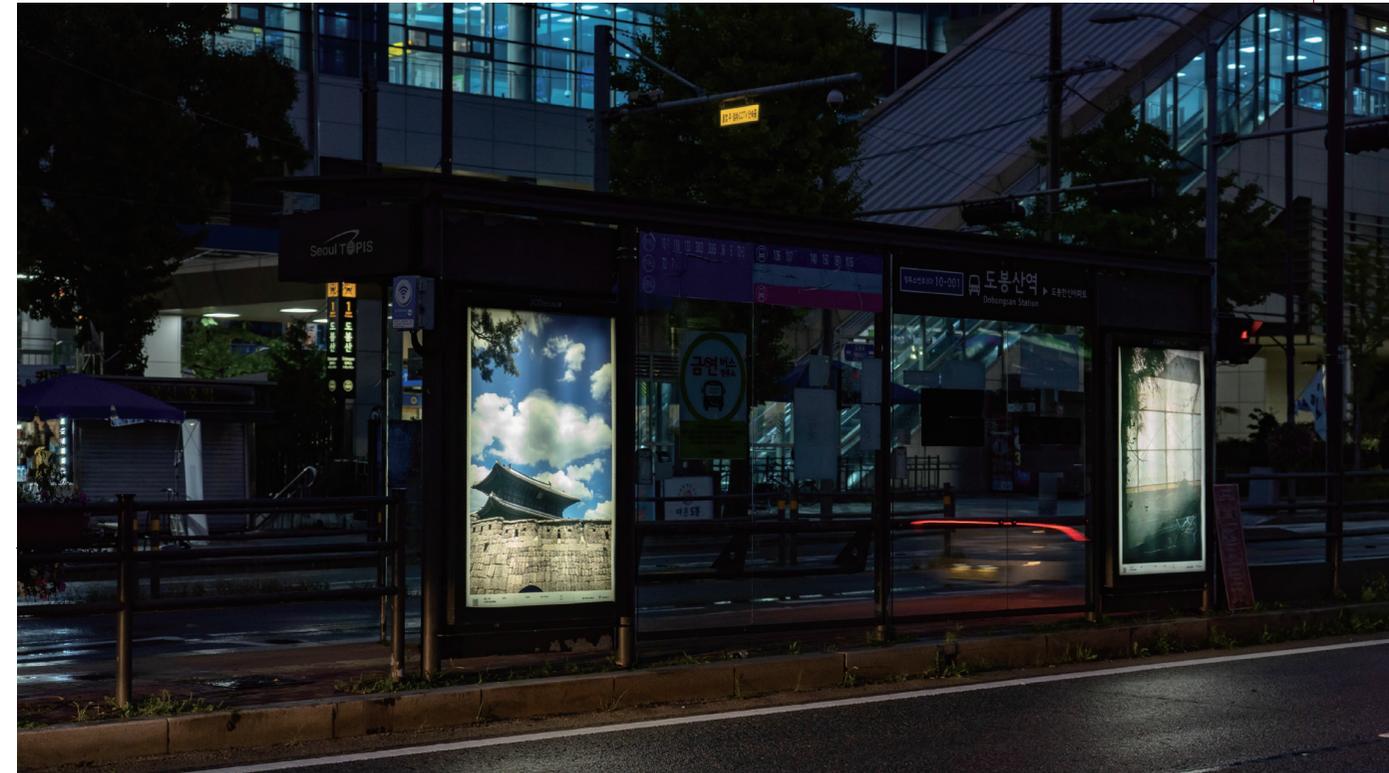
Seoul Art Station is a project that displays cultural and artistic content on advertising boards in transportation facilities within Seoul. It supports the activities of artists and provides opportunities for citizens to enjoy culture and arts in their daily lives. The project started in 2016 with an exhibition of domestic artists recommended by art museums in Seoul through 78 taxi stand advertising boards, fol-

lowed by International Typography Biennale exhibition in 2017 and bus stop exhibitions along the Ui Sinseol Line in connection with the line's opening. Since 2018, "Seoul Art Station" had been operated in conjunction with the "Ui Sinseol Arts & Culture Platform" project. However, as Ui project was discontinued in August 2021, it was restarted as the "Seoul Art Station" project. It is an open exhibition platform using bus stops as a medium for Seoul, which pioneers the unique cultural and artistic communication that can only be encountered in Seoul. <Together, We>, the 2021 Seoul Art Station exhibition, contained a message of hope to overcome the difficult times due to COVID-19 together with our neighbors and move toward a happy and bright future, and the 2022 Seoul Art Station collected and displayed memorable moments while traveling through Seoul's past, present, and future. SMG opened the public art platform <Docking Seoul> in October 2022 through the "Regional Public Art Project", which transforms places discovered through an open



competition into public art attractions. <Docking Seoul>, the closed lamp at the old Seoul Station, which had been abandoned for 20 years, was transformed into a public art site. It was created in connection with the Seoul Station area revitalization project ranging from Malli-dong and Seoulo 7017 to the old Seoul Station. 2022 Embodiment of Public Artworks at Regional Level project was carried out with the theme of Seoul Forest. Public artworks that capture the spatial significance of Seoul Forest as a representative ecological park in Seoul, and depict the importance of carbon neutrality for a sustainable future were selected through an international nomination competition.

SMG is also implementing “Public Art Embodiment of Citizen Ideas” project, which installs public artworks based on citizens’ ideas. It is a process-oriented public art project that discovers new charms of places, and plans and installs artworks through collaboration between citizens and art experts.



# Culture



#FirstClassPublicArtGallery

#WomenInDesign

#ZahaHadidArchitects

#RefikAnadol

#TheFutureNow

#Pandemic

#TELEVISION

#SetTheory



#SpectrumofSeating

#DDP,FashionandYou

#DDPForum

#GalleryMun

#DesignDulegil

#DulegilGallery/DesignGallery

#DDPOpenCurating

#DesignExhibition

#D-Soop

#SeoulLight

#MediaFacade



#MediaArt

#LightFestival

#DDPOnlineClass

#DDPKids'WorldinMay!

#DDPDesignCinema

#DDP  
OutdoorExhibition



#DDP×MusicEpisode

#DDPDesignPlayground

#DDPFarmersMarket

#Eco-Friendly

#ESG



#DDPGoods

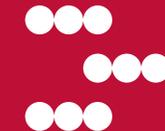
#DongdaemunFashionItem

#DesignLab

#DDP  
ArchitectureTour

#DDPTour

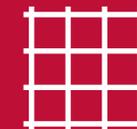
#MakingArchitecturalModel



#TourDesk

#SeoulDesignAward

#HumanCityDesignAward



#HCDA

#University  
StudentsDesignWorkshop

## Exhibition

In 2020, Seoul Design Foundation (SDF) registered DDP Museum as a first-class public art museum under Seoul's registered art museum, the first in the design field. Accordingly, DDP Museum established its identity as a museum that introduces contemporary design by selecting exhibition themes that reflect the latest trends and holding its own special exhibitions. DDP Open Curating and collaborative exhibitions with prominent domestic and foreign institutions were also expanded to ensure high-quality content in keeping with DDP's expertise as a public art museum and its overseas reputation. Due to the COVID-19 pandemic, indirect online exhibitions were also operated in parallel. In 2022, an exhibition operation strategy was established for each DDP space in accordance with the "Seoul Vision 2030" and "DDP 2.0" promotion strategies. This year, DDP has tried to provide opportunities for citizens to enjoy design more actively and casually, through exhibitions that restore DDP's public identity by expanding content that combines future-oriented art, technology, and design, and introduce leading domestic design companies, designers, and design trends.

### 📌 "Future", "Daily Life" and "Women"

#### ● Special Exhibition

The special exhibition <Women in Design: For a Better Daily Life> commemorating the opening of the DDP Museum was held online from March 31, 2021, due to COVID-19. As a result of pursuing collaboration with overseas organizations in order to hold a global design exhibition with the keywords "Future" after "Daily Life" and "Women", SDF succeeded in signing a business agreement with Zaha Hadid Architects, UK and Refik Anadol Studio, US. Therefore, Memory of Zaha, an exhibition commemorating Zaha Hadid's innovative working methods and Zaha herself was held in 2021 in collaboration with Refik Anadol, general director of Seoul Light. The first special exhibition of 2022, <Meta-Horizons The Future Now>, an exhibition focusing on innovation in design using digital technology, was a collaborative project between Zaha Hadid Architecture (ZHA), Refik Anadol Studio (RAS), and SDF, and was held at DDP Museum (currently Exhibition Hall 2) from May 26 to September 18. The second special exhibition, <Pandemic × Design + Future> - Design in Response to a Changing World, was held at DDP Exhibition Hall 2 from November 15 to February 12, 2023. This exhibition identified changes in lifestyles and their meanings,

- Seoul Metropolitan Government
- Seoul Design Foundation

which have emerged in the pandemic situation, highlighted the challenges and efforts of designers and the role of design in overcoming this crisis and restoring daily life, and suggested the future direction of design.

In 2022, it proposed the direction of future design in response to the era of crisis through new attempts to shift the paradigm of the exhibition space and communication with visitors. By expanding future-oriented design convergence content in accordance with the changing times, DDP has been able to enhance its status as a center for the dissemination and exchange of global design.

### 📌 Introduce Remarkable Contemporary Design & Its Trends

#### ● Permanent Exhibition

In 2021, DDP has planned and implemented permanent exhibitions of its collections in various spaces of DDP. Oriental and Western furniture were selected from the design furniture owned by DDP and placed in two exhibition halls on the first floor of the Design Lab, for citizens to experience. From October 17, 2022, the "Patent Motorwagen" collection was displayed in the 4th floor lobby of DDP Museum.

The "Design Exhibition Series" is held to develop remarkable contemporary design and designer content and to introduce design trends. A pilot exhibition on graphic design was held in December 2021, and three exhibitions on furniture (chairs), fashion, and typography were held in 2022.

⇒  
2022 Permanent  
Exhibition of DDP  
Collections



As the first “Design Exhibition Series” of 2022, the <Spectrum of Seating> exhibition with the theme of “Furniture” was held at Design Gallery on the first floor of DDP Design Lab from September 2 to October 2. Three domestic designers participated as curators and presented the infinite world of chairs.

The exhibition <DDP, Fashion and You> with the theme of “Fashion” was held from October 7 to December 4 in the Design Gallery on the first floor of Design Lab. And the <Jin Dallae & Park Woohyuk: Cosmos> exhibition with the theme of “Typography” was an exhibition that presented the graphic works of Jin Dallae & Park Woohyuk, which questioned the essence of typography and proposed a new principle.

#### 📍 Platform for Communication and Relationships among Design Experts

##### ● DDP Collaboration Exhibition

SDF conducts original and experimental collaborative exhibitions based on cooperation with various organizations to establish DDP as a platform for communication and relationships among design experts and provide diverse cultural experiences for citizens.

Starting in 2021, SDF sought to expand internal and external collaborative exhibitions to collect content that matches the expertise of public art museums and the global reputation of DDP. In March 2021, the “DDP External Collaborative Exhibition Organization Competition” was held to provide citizens with the opportunity to enjoy various exhibition content such as design, architecture, fashion, and art that reflect DDP’s vision and values based on publicness free of charge.

In 2022, the “Domestic and Foreign Collaborative Exchange Exhibition Competition” was held from April 18 to May 1 to create original and experimental exhibition content through collaboration with domestic and foreign institutions, such as design-related institutions, organizations, and universities. SDF signed joint exhibition agreements with four organizations that had held collaborative exhibitions in 2021, providing opportunities for continued collaboration in the future. In addition, by holding collaborative exhibitions that explore contemporary design issues in depth through exchanges with numerous embassies, art museums, academic societies, associations, universities, design companies, etc., SDF has been able to serve abundant DDP content that citizens from various classes can relate to and enjoy.



(Above) Unfold X  
(Below) Thinking  
Design



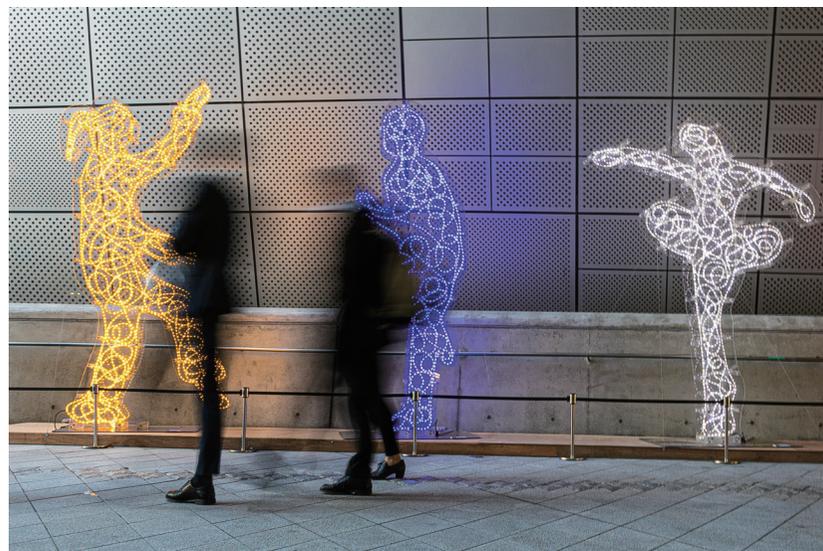


### 📌 Foster Exhibition Planners and Discover Young Creators

#### ● DDP Open Curating

In order to build a platform for realizing diverse and creative ideas, SDF has been discovering and introducing new exhibition planners and designers through “DDP Open Curating”, an annual competition since 2015. Exhibition planners (teams) selected through screening are provided with exhibition space at DDP, a portion of exhibition operating expenses, and promotional support through DDP’s website and SNS.

The theme of the 2021 competition was selected through SDF’s internal planning meeting as “Design That Erases Boundaries”, which can lead to design discourse across all genres, fields, and subtopics. In 2022, without confining the exhibition theme, SDF accepted proposals in all related fields such as design, architecture, fashion, and art, as long as they reflected DDP’s values. And it also required the exhibition plan to include exhibition promotion plans, educational programs for visitors, and experiential activities using the DDP space during the exhibition period. From April 15 to May 1, 29 proposals were submitted in the competition, and the final 5 teams were selected after screenings by the selection committee. The competition rate for the 2022 open curating competition was 5.8:1, more than double that of the previous year.



↑  
Homely Talk: Cho  
Byoung Soo X Choi  
Wook

←  
Light of the Future,  
Marco Lodola

### 📌 Design Lifestyle Experience Space Open to Everyone

#### ● D-Soop Exhibition

SDF sought to disseminate DDP’s creative content by holding exhibitions in line with the D-Soop space, which was created as a design lifestyle experience space open to all citizens, such as citizen participation exhibitions, collaborative exhibitions with top Korean designers in each field in connection with the DDP Forum, and exhibitions dealing with timely issues. In 2022, D-Soop also held the third Human City Design Award winners exhibition, the extended exhibition of <Light of the Future, Marco Lodola>, and the indoor exhibition of <City Flower Camping> with the concept of camping during the fall festival. The exhibition space was also expanded to include a deck lounge in the form of a staircase connecting the first and second floors. SDF plans to continue to actively utilize D-Soop as a venue for citizen-friendly exhibitions and events.

## Event

Since its opening on March 21, 2014, DDP has established itself as a platform for the dissemination of design trends and a complex cultural space that provides high-quality design culture content, delivering a message of hope for the future to citizens dealing with an unhinged situation due to the COVID-19 pandemic. In order to recover from the weakened body and mind with anxiety due to COVID-19, SDF strengthened the role of DDP as a major platform in Seoul, a digital emotional cultural city, by holding DDP's representative cultural events that are sustainable rather than one-off. Meanwhile, the Human City Design Award, starting in 2019, successfully completed the third event thanks to international support for its purpose of discovering creative designers who can solve complex urban problems, and was renamed as "Seoul Design Award" to prepare for a new step forward.

### Seoul's Largest Media Facade Festival

#### Seoul LIGHT

"Seoul LIGHT" debuted in December 2019 as a large-scale media facade festival held on the exterior wall of DDP, the world's largest irregular building. It takes advanced technology to project high-definition images evenly onto the curved exterior wall of DDP, made up of tens of thousands of aluminum panels. SDF possesses the highest specification beam projector and ultra-large projection mapping technology that can achieve this. Seoul LIGHT creates new added value by developing and cultivating nighttime content using DDP, and stimulates the revitalization of Dongdaemun commercial district by planning content with the cooperation of buildings near DDP.

In 2021, "Seoul Haemong II" by Refik Anadol from Turkicye and "Seoul, Up and Running Again; DDP, Joining Together" were presented in the spring and fall respectively. It was a significant event in that it allowed citizens, who had hardly enjoyed cultural life due to COVID-19, to view future-oriented media art works outdoors. SDF has expanded Seoul Light to be held twice a year in the fall and winter starting in 2022, and plans to firmly establish Seoul Light as Seoul's representative design content and media festival by discovering new media canvases. And also SDF is preparing to continue to support the growth of media artists discovered through competitions and external cooperation, and provide them with opportunities for Seoul Light 2D mapping and main exhibition.

Seoul LIGHT  
⇕





⇐  
(Above) DDP Design  
Playground  
(Below) DDP Autumn  
Festival: Viva Beauty



#### 📍 Design Platform Suggesting Changing Lifestyle

##### ● DDP Seasonal Content

SDF planned and conducted various events each season, to present a different lifestyle to citizens in response to the COVID-19 era and provide opportunities to enjoy design culture. In order to comply with COVID-19 quarantine guidelines, exhibitions were operated with an advance reservation system with a limited number of visitors, and on-site events were completely suspended when social distancing

was very strict, and operated with a limited number of visitors per session as it was gradually eased.

In the first half of 2021, when the social distancing was considerably strict, indirect online content was presented that every citizen could easily access and participate in. Six “DDP Online Class” videos that explored how to improve our overall lives through design in a changing environment in the post-COVID-19 era through food, clothing, and shelter, reached a total of 164,876 views (as of November 2021).

In celebration of Children’s Day, SDF ran “DDP Kids’ World in May!” event with a variety of programs that allowed children to encounter culture, architecture, and design through “design” itself, but from a child’s perspective, in the outdoor and indoor spaces of DDP. 2,371 people participated in events such as a designer workshop experience using upcycled materials, a DDP architecture tour, and a movie screening for children and families, and the number of DDP visitors also increased to 59,871 during the event.

The citizen participation event, which was temporarily suspended after the strict social distancing was imposed on July 12, resumed as “DDP Design Cinema” after the quarantine policy was changed to “With Corona” on November 1. In 2021, SDF conducted an outdoor exhibition that can be enjoyed even at night to activate the DDP outdoor plaza 24 hours a day.

In the first half of 2022, DDP Music Episode was produced and released online, attempting to combine various art genres in order to turn Seoul into a digital emotional cultural city. These videos were released on DDP’s official YouTube channel and website, and reached 132,000 views (as of December 2022).

In May 2022, the Family Month, <DDP Design Playground> event was held for 11 days from May 5 to 15. As a complete on-site event held under the “With Corona” policy, DDP expanded its scale and conducted a variety of exhibitions, DDP Market, cinema & concerts, and children’s experience classes for DDP visitors including children and families at Oullim Square, Grass Hill, and Miraero Bridge.

<DDP Autumn Festival: Viva Beauty> was conducted for 10 days from September 30 to October 9 in connection with the “Seoul Beauty Month” held throughout Seoul, at the Yugu Exhibition Center in Oullim Square, Grass Hill, Miraero Bridge, D-Soop, etc. SDF presented diverse and unique cultural events each season at DDP, providing citizens exhausted by COVID-19 with opportunities to rest and enjoy design culture. A total of 730,000 citizens visited during the 21 days of the citizen participation cultural event, and 92.8% expressed their willingness to revisit, according to the result of the citizen satisfaction survey.



📍 Market Expressing Social Values

● DDP Design Market

DDP Design Market expressed social values such as environment, fair trade, gender, veganism, eco-friendly food, and companion animals, based on design. In 2021, it was able to play the role of a community market that designs and suggests an alternative lifestyle for citizens by running markets with various themes, and to build a professional market management system that develops the value of ESG. Under the slogan of “Better Life, Better Design”, “DDP Design Market”, including <Farmers Market with Faces> promoting a sustainable food culture, was held to present eco-friendly products and healthy food.

The 2022 DDP Design Market featured designers, small business owners, Dongdaemun merchants, and representative K-beauty companies, sold products exclusively for DDP for the first time, and held campaigns and civic events to fulfill social values. In the spring, DDP Design Market was conducted as a design-specialized market targeting families visiting DDP during the <DDP Design Playground> events. The market sold carefully selected design products such as stationery, fabrics, and jewelry with the keywords of kids and family, as well as fashion items from 13 teams of Dongdaemun’s best-selling brands selected by SDF and the Dongdaemun Fashion Tourism Special Zone, such as Migliore and Seoul Fashion Hub. A total

↑  
DDP Design  
Playground

of 60 vendors participated, generating cumulative sales of KRW 130,505,250 over 7 days.

In the second half of the year, the DDP Flea Market was opened for four days during the <DDP Autumn Festival: Viva Beauty> with the keywords of beauty, lifestyle, and wellness and generated cumulative sales of KRW 69,572,300. By running a design-focused market that reflects the current design industry and trends, SDF was able to discover new designer brands and promote the design lifestyle while contributing to the revitalization of the Dongdaemun commercial district.

📍 Lectures and Talks with the Top Designers and Experts

● DDP Forum

SDF regularly holds DDP Forum every month in the form of lectures and talks with the top designers and experts at home and abroad to promote DDP’s identity as a platform for exchanging design inspiration and knowledge, and to suggest the direction of the design industry. DDP Forum, which was first launched in December 2015, has discussed “what can be done with design” with design experts from various fields at home and abroad, and explored positive and practical action directions. Beginning in 2021, various forums that had previously operated in a similar form, but only within SDF are integrated into the “DDP Forum” by being held in connection with ongoing exhibitions and events, providing opportunities for citizens to learn about design trends and exchange information by accessing various topics through the forum.

(Left) Branding that  
Creates a Fandom  
(Right) OPPOSITES  
UNITED  
↓



## 📍 Experience the World's Largest Amorphous Architecture

### ● DDP Tour

SDF sought to develop content using DDP facilities to inform more citizens about the excellence of DDP buildings, and to create a tour program that connects DDP, a world-class landmark building, with the history of the Dongdaemun area to experience the journey from the past to the present. The 2021 DDP Architecture Tour was operated irregularly due to COVID-19. Only guided tours led by commentators were conducted in three languages, Korean, English, and Chinese, while free tours were temporarily suspended.

In 2022, SDF normalized the tour program that had been irregular during the pandemic, improved its quality by supplementing the operating system and content of the tour program, and developed new tour programs adapted to their age and group to further satisfy visitors. In the first half of the year, SDF prepared for normal operation of the tour, including establishing an online reservation system and reorganizing the tour desk to encourage on-site participation. In July, the number of tour participants skyrocketed as previously paid tours were offered free of charge. The number of DDP tour participants in 2022 is 4,286, a 13-fold increase from the previous year, due to free tours and the attraction of corporate tours.

DDP Tour  
↓



## 📍 Positive Impact through Creative Design

### ● Seoul Design Award (Human City Design Award)

“Seoul Design Award” is an international design award given to designers or organizations that have made a positive impact on establishing harmonious and sustainable relationships with people, society, environment, and nature by solving complex everyday problems through creative design. Starting with the first “Human City Design Award” in 2019, the award was held three times under the same title, and was renamed to “Seoul Design Award” in October 2022 to take a new leap forward based on the experience of the past three years.

The second Human City Design Award received 99 projects from 31 countries around the world, and “Countless Cities” at Farm Cultural Park in Italy was finally selected as the grand prize winner of the award and received a prize of KRW 100 million. The award ceremony was held at D-Soop on the first floor of DDP Design Lab on March 8, 2021. The third Human City Design Awards expanded the scope of the competition from cities, space, and environment to all fields of design, and added two special prizes: the Safety Prize in connection with Seoul Metropolitan Government and the Citizen Prize, which is selected by citizens through direct voting among the 10 candidates for the Grand Prize. The biggest change is the prize system. In 2019 and 2020, only one Grand Prize team was awarded KRW 100 million. However, to expand the chances of winning, the Grand Prize amount was adjusted to KRW 50 million, and 9 Honorable Mention teams, candidates for the Grand Prize, and winners of Special Prizes (Safety Prize, Citizen Prize) also received KRW 5 million in prize money. From September 1 to October 31, 2021, 100 projects were submitted from 22 countries around the world (based on the nationality of the representative designer).

After the end of the third Human City Design Awards, SDF went through a brand development process for the design award, and renamed it to “Seoul Design Award” as of October 2022. SDF planned to further expand the scale and award categories of the Design Award to discover various design projects around the world for sustainable daily life, and to evolve into a platform to create a positive influence that promotes the value of design globally by sharing award winners more widely with many countries around the world.

# Communication

#4-YearPlan



#SeoulDesignSurvey

#TheWhitePaperon  
SeoulDesign

#ClassificationSystem

#DesignMagazine

#Library

#Subscription



#PublicationofFoundation

#Archiving

#DDPDesignSchool

#DDPEduON



#DDPcontactClass

#DesignResearch

#Pandemic

#Seoulseong

#DesignPolicy

#Vision

#Strategy

#Resource

#Future-  
Generation

#Creativity

#Design\_Education

#SeoulUpcyclingPlaza

#Recycle

#Upcycling

#Sustainability

#Kit



#ZeroWaste

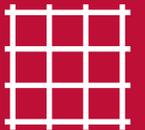


#UNESCOCreativeCitiesNetwork

#CreativeCitiesDesignSession

#WDO

#HumanCityDesignAward



#DDPMembership

#Membership  
Library

#Yearly  
Membership



#Youth

#Children

#Family

#University  
Student

#Dissemination

#Participation



#WDO(World Design Organization)

## Re- search

2021 was a year of transition caused by COVID-19 and the Fourth Industrial Revolution, but simultaneously, it was a time that required the establishment of a citizen-centered design policy that could increase Seoul's urban competitiveness. Meanwhile, the living environment of citizens and the project environment of Seoul Design Foundation (SDF) have also been radically changed by COVID-19. As a result of the organizational reform in January 2021, a new design research team was established within the Design R&D Center of SDF, and it was reorganized and reestablished as a design strategy team to improve organizational operations in 2022, making it possible to strengthen the original functions of research-based design R&D, such as design project R&D, design education for future generations, designer archiving, and publishing.

policies, vision and strategy establishment, and sustainable project development.



### ▣ Promote Research Projects to Disseminate Design Values

#### ● Design Research

SDF has promoted various types of research projects to propose a direction for Seoul's design policy and to disseminate design values to citizens. In 2021, in order to systematize Seoul's design policy status and design resources and establish a sustainable design policy, the Design Policy Department (currently Design Policy Bureau) of Seoul Metropolitan Government (SMG) and the design research team of the SDF's Design R&D Center jointly promoted research and developed a pilot project to disseminate the results.

The "2021 Seoul Design Survey" is a survey-based study that is conducted periodically to serve as the basis for design projects promoted by SMG and SDF. Through this survey, SDF analyzed and evaluated the current status of Seoul's design policy from 2018 to 2021, investigated domestic and international social issues and design trends in the public sector, and collected and analyzed data on the design policy operating system and design project status under the jurisdiction of the SMG, SDF, and 25 autonomous districts. From April to July 2022, a study on "Establishment of the Design Project Classification System" was conducted to derive the direction of SDF's design project classification system and develop a new classification system model. "Seoul Design White Paper 2021-2022" contributed to the accumulation of data in the field of design by systematically compiling and recording the results of SDF's project operations, and is expected to be used as basic data for future design

- Seoul Metropolitan Government
- Seoul Design Foundation

### ▣ Share Design Trend Information and Knowledge

#### ● Magazine Library

Seoul Design Foundation created and opened a "Magazine Library" on the third floor of DDP Design Lab in 2022 to provide design trend information, knowledge, and inspiration to citizens and designers. The space is largely divided into a reading area for new magazines published in the past 3 months, a reading area for back issues of magazines, and a book seminar room where SDF's publications and research reports are provided. An exhibition space was also created where events such as exhibitions and book talks can be held in addition to reading magazines. The magazine library holds 104 domestic and foreign magazines (33 domestic and 71 international) in design-related fields such as graphics, industrial design, spatial design, architecture and interior design, beauty and fashion, and lifestyle. It has been visited by an average of 2,000 people per month.

Magazine  
**104** types  
Domestic 33 types + Overseas 71 types

### ▣ Archive the Philosophy of Korea's Representative Designers

#### ● Designer Archiving

The designer archiving project aimed to select representative and influential designers worth archiving, accumulate knowledge and information in the design field, and contribute to the dissemination of design values by preserving the past achievements, design values, and philosophy of selected designers through video. SDF collected data on a total of 3,175 designers, initially picked out 671 designers in 8 design fields as candidates for archiving, the final 37 designers based on their contribution and age. In addition, it was decided to produce introductory videos for each designer in a way that “compose a story that allows citizens to more easily understand and empathize with the design”, and after a research and data collection process on the selected designers, interviews were filmed and completed into a total of 37 videos of about 8 minutes for each designer.

2022 Seoul Design Assets  
(Left)  
Changdeokgung Palace  
(Right) 63 Building  
↓

### ▣ Define the “Seoulseong”

#### ●● Seoul Design Assets

SMG and SDF established the “Seoul Design Asset Reorganization Promotion Plan” and carried out the “2022 Seoul Design Asset Selection and Archive Project” to update the “Seoul Design Assets” first selected in 2009 to reflect the changing times. In 2022, SDF aimed to discover and select prominent design assets that can enhance Seoul’s urban competitiveness, including “Seoulseong” (meaning the nature of Seoul) and “design value”, in order to develop external promotional content that can improve Seoul’s future value. The “2022 Seoul Design Assets” were selected by adding candidate assets that reflect the times, while inheriting the initial selection criteria and direction and a total of 91 assets were confirmed, including 51 assets from the first round.



## Education

As the education and care gap has worsened and the era of indirect communication has emerged due to the outbreak of COVID-19, of educational operation has also changed, such as the use of Informaiton Technology. Through the operation of the “Life Cycle Design Education TF”; the vision of SDF’s design education was determined as “Design education that brightens me and nurtures my life.” With the establishment of the design education team within the Design R&D Center in January 2021, the direction of the design education project was set to make regular design education plans, continue to operate online channels suitable for the post-COVID-19 era, create a platform to support the design education ecosystem, and prepare design education content for future generations focusing on children, youth, and families.

### ▣ Sustainable and Differentiated Design Education Platform

#### ● Design Education for Future Generations

SDF has set the goal of its design education project in 2021 to create a sustainable and differentiated design education platform to help citizens solve problems through design and develop their thinking ability and creativity to design their lives more valuable.

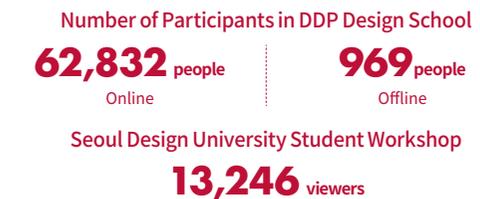
As face-to-face education became difficult to conduct due to prolonged COVID-19, SDF launched the “DDP Edu ON” channel on YouTube on December 16, 2020. And in the second half of 2021, SDF developed a sustainable design education platform and a design education brand called “DDP Design School” to disseminate design education more systematically. In 2021, 62,832 people online and 969 people offline attended the design workshops and parent talk concerts for children, families, and college students.

Meanwhile, in order to disseminate the design education content developed for elementary school students in 2021, SDF signed a business agreement (MOU) with the Seoul Jungbu District Office of Education and held consultation meetings. The final two types of educational kits developed for schools (one product type, one visual type) were distributed to 1,000 students in 5th and 6th grade at 3 elementary schools in Seoul.

The “Seoul Design University Student Workshop” to solve Seoul’s urban problems is an advanced version of the “University Student Design Workshop for the Human

City” held in 2021, and it was viewed by 13,246 people for 9 days.

In 2022, the total number of participants in the Design Education for Future Generation, which was conducted for preschoolers, elementary school students, and college students, reached 1,241, and got cooperated with 33 organizations, including SMG’s Women and Family Policy Office, Seoul Jungbu District Office of Education, Korean Society of Design Science, and universities participating in the workshop.



### ▣ Practice Upcycling in Everyday Life

#### ● Upcycling Education

Seoul Upcycling Plaza provides various upcycling education programs to help citizens practice upcycling in their daily lives, understand the circulation of resources, and take action for environmental issues. In particular, as environmental issues have become more serious due to COVID-19, upcycling education programs have been mostly shifted to indirect online education and adapted to the group and age of each audience to raise awareness of upcycling and change lifestyles.

(Left) Upcycling Design Workshop  
(Right) Seoul Closet  
↓



## Network

SDF has been building a network with design cities around the world by participating in regular UNESCO Creative Cities meetings and Design Division meetings every year, since SMG joined the UNESCO Creative Cities Network as a member of the Design Division in 2010. In 2023, the “Human City Design Award”; which had sought ways to solve complex urban problems through design, was renamed the “Seoul Design Award.” While the previous one focused on urban change, it has expanded its scope to include all designs for “sustainable daily life” and continues a wide range of international exchanges. Meanwhile, DDP membership, which had been temporarily suspended due to COVID-19, was resumed after strengthening its benefits in order to faithfully fulfill DDP’s role as a place where students and experts in the design field share and exchange the latest information and trends.

### International Exchange Activity to Enhance Cooperative Relationship

#### Global Network

SDF pursued international exchange activities to enhance cooperative relationships with the UNESCO Creative Cities Network and the WDO (World Design Organization), whose members include more than 180 design institutions around the world. As the pandemic continued in 2021, most of the related events were operated online. In 2022, SDF continued its activities focused on promoting the Seoul Design Award which was expanding its scope to include “sustainable daily life” besides previous “urban changes.” And SDF also strengthened its global promotion capabilities and raised awareness of Seoul as a design city through global networking activities linking the UNESCO Creative Cities Network and SDF’s international design awards.



DDP visiting & meeting of South Kuching, Malaysia (UNESCO City of Gastronomy)



### Expand the Human Network Based on DDP

#### DDP Membership

SDF has developed and operated a new membership system starting in 2021 to expand the number of DDP users and secure loyal customers. Anyone who loves DDP can become a member and enjoy and spread the benefits provided by DDP, while forming a network and community. DDP Membership began accepting membership applications after the website opened in September 2022, and by the end of December, 438 people had signed up as paid members.

## Seoul Design, Unlimited Challenge

### Publishing

December 2023

### Published by

Seoul Design Foundation  
7-9th floor, 283 Yulgokro, Jongno-gu, Seoul  
www.seoul-design.or.kr

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Government Publications Registration Number

51-B552461-000015-01



\* This book is printed with soybean oil ink on eco-friendly paper.

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