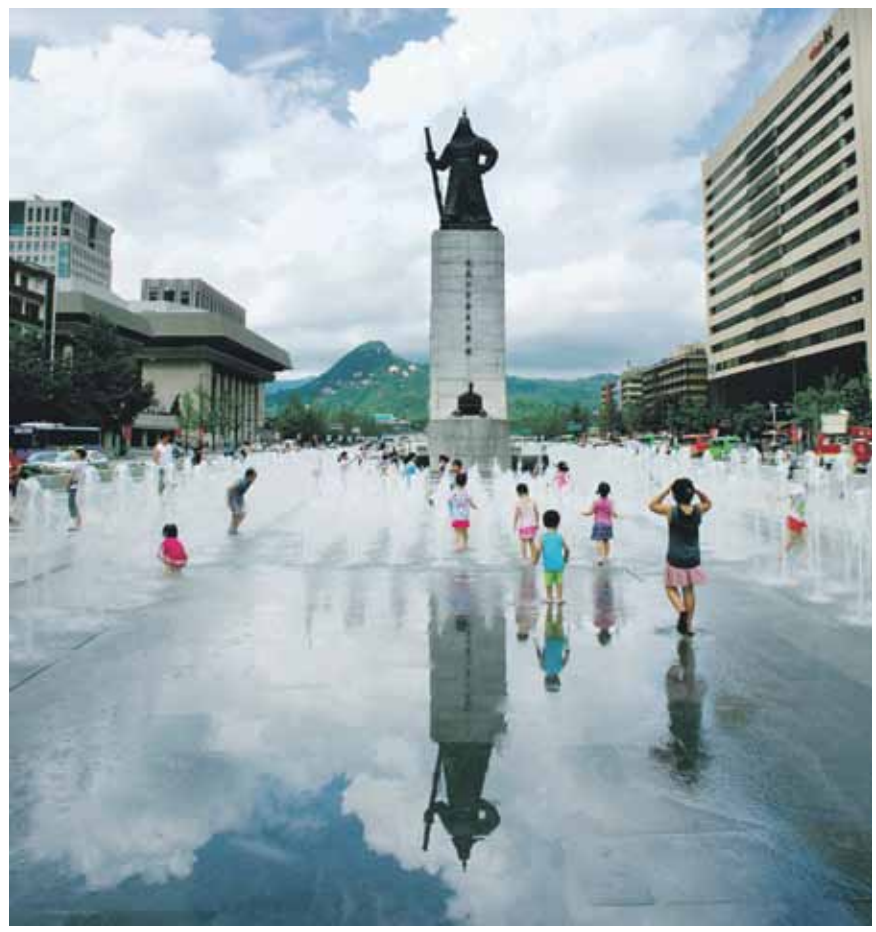
INDEX: AWARD WINNER 2011
DESIGN SEOUL



CHANGING A CITY INHABITED BY 10 MILLION PEOPLE - BY DESIGN

The first ever coherent design based approach to improve life for citizens in a very large city. The plan is based on the vision to "design caringly for citizens", and the city of Seoul has been designing people-oriented solutions, not only to solve aesthetic challenges, but also to solve social, environmental and public health issues.

WHAT IS THE PROBLEM?

More than half of the world's population now lives in cities. For some people, this means enhanced employment opportunities, free exchanges of ideas, culture, enterprise and wealth. Modern day cities are the biggest and most complicated structures that man has ever created, but unfortunately these massive structures hold within them a long list of social issues. Some of the major challenges are concentration of population, overpopulation and subsequent lack of decent housing, pollution, traffic congestion, educational problems and - by extension - marginalization of people. H.E. Oh Se-hoon, Mayor of Seoul explains: "*The central concept of the Design Seoul Project is: How could we put people at the center and make all policies, hardware and software of the city human centered?*"

A STRUGGLING CITY DESTROYED BY WAR

The trend towards urban living in the developed and developing world is set to continue and 3.3 billion people on this planet still choose to crowd together in skyscrapers, high-rises, subways and buses. Not too long ago, it looked like our cities were dying, but in fact they boldly threw themselves into the information age, adapting and evolving to become the gateways to a globalized and interconnected world. Now more than ever, the well-being of human society depends upon our knowledge of how the city lives and breathes.

The INDEX: Jury says: "*Today, the driver of design innovation is the metropolitan region. This is the scale at which policy, capital, and social systems can affect positive change. Design Seoul is a design-driven project that captures the macro to micro scale of potential to improve people's lives.*"

The Korean War left the city of Seoul almost completely destroyed, and the reconstruction and expansion of the city in the 1960's and 1970's was rapid, massive and in tone with the impressive economical development at the same time. This left Seoul with a number of substantial challenges both in relation to urban planning and livability. "*The city of Seoul is a metropolis that has achieved rapid expansion after the Korean War. But because we focused solely on practicalities, while quickly building the city's infrastructure we gained a bad reputation and was known as a city of gray concrete*", says Mayor Oh.

WHEN LIFE GIVES YOU LEMONS – MAKE LEMONADE

Based on the vision to "design caringly for citizens", Seoul has been designing people-oriented solutions, not only to improve the quality of living, but also to enhance its competitiveness by vitalizing the design industry in Seoul. To make Seoul a more people-centered city, Design Seoul established five principles: Airy, Integrated, Preserving, Collaborative and Sustainable design. It also formulated Design Seoul Guidelines, which have been applied to Seoul's public spaces, facilities, buildings, visual media, outdoor advertisements and other relevant items. A few examples are: The Dasan Call Center, which is a telephone service that has revolutionized city services in Seoul; the Gwanghwamun Square Project that has transformed part of a 16-lane road without a walkway into a new public space in downtown Seoul; the Namsan Renaissance Project that turned the Mount Nam Park District into a extraordinary tourist venue with a very scenic jogging route with easy access for the public and the Hangang Renaissance Project, which has created a leisure infrastructure along the Han River, which is known mostly for its crude, concrete embankments and jungles of cookie-cutter buildings. "*The changes were gradual so Seoul residents did not feel a big change within a short period of time*", the Mayor explains and elaborates: "*It has been five years since we began this project, and foreign visitors, who only come to Seoul every once in a while, praise the notable changes in Seoul.*"

The INDEX: Jury adds: "*This solution tackles the problem from a holistic perspective – usually this is addressed piece by piece, but Seoul takes it on from a systems perspective. Furthermore, the phase-staged design strategy created to roll out the changes makes the plan visible on the scale of the individual, neighborhood and city, ensuring the support of the citizens - from the Han River to street lights to the sewer system.*"

FROM HARD TO SOFT

For the city of Seoul, design is a way not only to upgrade its appearance, but also a way to improve the daily life and address social, environmental and public health issues for its citizens. This approach has made Seoul a safer, healthier and more fun city to live in. The aim was to make Seoul soft, emphasizing on culture and design, moving away from the previous hard paradigm with a strict focus on efficiency. Design Seoul is an excellent illustration of how the use of design solutions can make a city healthier, more eco-friendly and more enjoyable to live and work in: "*In order to make Seoul a soft city, I have set up a few principles – as I mentioned. Through these principles, we try to make a coherent design-oriented city atmosphere.*" Mayor Oh concludes.

"*This approach is incredibly brave in terms of confronting a huge problem with a determination to affect improvement of the population of the city as a whole. It involves the citizens of Seoul with both local and international professional designers and architects to co-create their future environment*", The INDEX: Jury says about their selection of Design Seould as INDEX: Award 2011 winner.

AT FORANDRE EN BY MED 10 MIO. INDBYGGERE – VIA DESIGN

Den første sammenhængende designbaserede tilgang til at forbedre livet for en storbys indbyggere. Planen er baseret på en vision om "design, der drager omsorg for borgere," og Seoul har designet løsninger med mennesket i centrum, ikke bare til at løse æstetiske udfordringer, men også for at løse udfordringer indenfor sociale, miljømæssige og folkesundhedsmæssige forhold.

HVAD ER PROBLEMET?

Mere end halvdelen af verdens befolkning bor nu i byer. For nogle mennesker betyder dette forbedrede arbejdsmuligheder, friere udveksling af idéer, kultur, foretagsomhed og velstand. Moderne byer er de største og mest komplicerede strukturer, som mennesket nogensinde har skabt, men desværre har disse massive strukturer indbygget en lang liste af sociale udfordringer. Nogle af de afgørende udfordringer er koncentrationen af mennesker, overbefolkning og efterfølgende mangel på anstændige boliger, forurening, trafikale problemer, uddannelsesmæssige udfordringer og – i forlængelse heraf – marginalisering af mennesker. Seouls borgmester H. E. Oh Se-hoon forklarer: "*Det centrale koncept for Design Seoul projektet er: Hvordan kan vi sætte mennesket i centrum og lave alle vores politikker, samt byens hardware og software med mennesket i centrum.*"

EN BY ØDELAGT AF KRIG

Tendensen at bo i byer i både den udviklede og den udviklende verden vil fortsætte, og 3,3 milliarder mennesker vælger i dag at stuve sig sammen i skyskrabere, metroer og busser. For ikke så lang tid siden så det ud til, at vores byer var døende, men rent faktisk har de dristigt kastet sig ind i informationsalderen, mens de har tilpasset og udviklet sig, og fungerer i dag som porte til en globaliseret og sammenhængende verden. Derfor er vores viden om, hvordan byen lever og ånder vigtigere end nogensinde, da vores samfunds velfærd afhænger af den.

INDEX: Juryen tilføjer: "*I dag er storbyerne drivkraften bag innovativt design og designprocesser. Det er på dette niveau, at politik, kapital og sociale systemer kan skabe positive forandringer. Design Seoul er et design drevet projekt, der indfanger hele skalaen af potentiale til at forbedre menneskers liv fra mikro- til makroniveau.*"

Korea-krigen efterlod Seoul næsten fuldstændigt ødelagt og genopbygningen og byens ekspansion i 1960'erne og 1970'erne var hurtig og massiv og fulgte den imponerende økonomiske udvikling, der foregik på samme tid. Det efterlod Seoul med en række substantielle udfordringer i relation til både byplanlægning og LIVABILITY. "*Byen Seoul er en metropol, der har opnået hurtig ekspansion siden Korea-krigen. Men fordi vi udelukkende fokuserede på praktiske spørgsmål, mens vi hurtigt byggede byens infrastruktur, har vi fået et dårligt ry og blev kendt som en by af grå beton*", fortsætter borgmester Oh.

LAV LEMONADE HVIS LIVET GIVER DIG CITRONER

Baseret på visionen om "design, der drager omsorg for borgeren" har Seoul designet løsninger med mennesket i centrum, ikke bare for at forbedre livskvaliteten, men også for at forbedre dens konkurrencedygtighed ved at vitalisere byens designindustri. For at gøre Seoul en mere menneske centreret by etablerede Design Seoul fem principper: Luftig, Integreret, Bevarende, Samarbejdende og Bæredygtigt design. De formulerede også Design Seoul Guidelines, som er blevet brugt i byens offentlige rum, faciliteter, bygninger, visuelle medier, udendørs annoncering og andre relevante steder. Et par eksempler er: Dasan Call Center, som er en telefonservice der har revolutioneret serviceområdet i Seoul; Gwanghwamun Plads, der har transformeret dele af en 16-baners gennemfartsvej uden fortov til en ny offentlig plads i centrum af Seoul; Namsam-projektet, der ændrede Mount Nam parkområdet til en ekstraordinær turistattraktion med en smuk løberute med nem adgang for offentligheden og Hangang-projektet, hvor man har skabt fritidsinfrastruktur langs Han-floden, som ellers bedst er kendt for dens rå cement dæmninger og en jungle af typehuse. "*Ændringerne var gradvise, så byens indbyggere følte ikke store ændringer på kort tid*", forklarer borgmesteren og uddyber: "*Der er gået fem år, siden vi begyndte det her projekt, og besøgende fra udlandet, der kun besøger Seoul en gang imellem, roser de synlige ændringer i byen*".

"Denne løsning tackler problemet fra et holistisk perspektiv – som regel er den slags behandlet en ting af gangen, men Seoul angriber det fra et system perspektiv. Derudover vil den faseinddelte designstrategi gøre, at ændringerne vil være synlige på individplan og dermed sikre opbakningen fra byens borgere – fra Han-floden til gadebelysning til kloaksystemet", siger INDEX: Juryen

FRA HÅRD TIL BLØD

For Seoul er design ikke bare en måde at opgradere byens udseende, men også en måde, hvorpå man kan forbedre det daglige liv og behandle sociale, miljømæssige og sundhedsmæssige emner for byens indbyggere. Denne tilgang har gjort Seoul til en sikrere, sundere og sjovere by at bo i. Målet var at gøre Seoul blød ved at understrege kultur og design, ved at flytte sig væk fra det tidligere hårde paradigme med et snævert fokus på effektivitet. Design Seoul er et fremragende eksempel på, hvordan man kan bruge designløsninger til at gøre en by bedre: "*For at gøre Seoul til en blød by har jeg – som jeg nævnte – fremlagt nogle få principper. Gennem disse principper forsøger vi at skabe en sammenhængende design orienteret byatmosfære*", slutter borgmester Oh.

"*Denne tilgang er utrolig modig i forhold til at løse en kæmpe udfordring. Den har fokus på at skabe forbedringer for befolkningen som helhed, og den skaber involvering mellem Seouls indbyggere og lokale og internationale professionelle designere og arkitekter, der samarbejder om at skabe deres fremtidige miljø – sammen!*" siger INDEX: Juryen om deres valg af Design Seoul som vinder af INDEX: Award 2011.

DESIGN: Seoul Metropolitan Government **YEAR:** 2007 **COUNTRY:** Republic of Korea **CATEGORY:** Community **STATUS OF REALIZATION:** In production **WEBSITE:** http://design.seoul.go.kr **NUMBERS:** By 2030, an estimated 5 billion of the world's 8.1 billion people will live in cities / Today, 10+ million people live in Seoul city / 25% Seoul citizens have home access to broadband Internet connections, the highest broadband penetration rate in the world / Seoul Subway is the third largest in the world, with over 200 million passengers every year / Seoul has helped plant 3.3 million trees since 1998 and recently developed Seoul Forest, a $224 million patch of urban woodland comparable to London's Hyde Park.