

Current Status and Issues of the Public Design in Korea

Eun-Ha Yoo*, Jooyoung Park** and Hyeon-Joo Kang***

* *Dept. of Culture Management, Inha Graduate School
Korea, likerick@naver.com*

** *Dep. of Visual Communication Design, Keimyung Univ.
Korea, reginaluv@kmu.ac.kr*

*** *Dept. of Visual Communication Design, Inha Univ.
Korea, Joos@inha.ac.kr*

Abstract: Recently there has been a raise in number of discussions on public designs and spaces in Korean society and its relations to the cultural value. The Seoul Metropolitan Government started the „Design Seoul headquarter’ which an execution and management organization for the city design of May 2007, enacts the design guidelines made the public design projects are on the increase. The public design policy will be expand and increased by launching of The Seoul Design Foundation of March 2009. Also there are loud concerns and criticism about the Seoul Design Olympiad 2008, Seoul was designated as the World Design Capital 2010.

In this study, we will discuss the developmental subject of the Korean design policy following for promotion of the current in the viewpoint of the Korean design Studies in history and the social hierarchal principle and interests through various cultural communicative actions. Also, these studies what public design projects is and the type and characteristics and how result is 6 metropolitan including Seoul City’s for the last 3 years therefore, this study aims to analyze and evaluate the institutional issues of public design policies and suggests the reforms to public design projects in Korea and will be developed enlarge and reproduce public design projects.

The purpose of this thesis is contributed affirmatively and suggest plan of public design that limited by Interest and the investor environment who are social does not stop not to be improve steadily is propelled long-term and quality of life of a Korean and improve a daily life environment

Key words: *Public design, Urban design policy, Culture*

1. Introduction

1.1 Background

Recently, there has been a so-called ‚design boom’ in Korea which has gained much attention as a new powerful marketing tool. For number years many strongly put forward the argument, ‚For developing countries to evolve into developed countries, they must move from quantity-based to quality-based’ and thus the government has created many cultural policies. In addition, local governments have started to emphasize the importance of public design, illustrating their attempt to apply the use of design in city environment by emphasizing the cultural and social elements of design. Then, why is it that Korean society keep an eye for design today? Design does not only cover product, space and images but also the society and its culture.

Ministry of Culture, Sports and Tourism established the Culture Policy Division in August, 2005 to systematically promote spatial culture. Ministry of Commerce, Industry and Energy has turned to the reform the public space and its facilities such as the parks, benches and lampposts. Meanwhile, Art Village Heyri and Paju Publications receives attentions as a unique space that hold balance between the nature and art, and many buildings such as Samsung Leeum Gallery and Hyundai I'Park Tower, by famous architects such as Daniel Libeskind, Rem Koolhaas, Mario Botta, Jean Nouvel, are starting to appear on Korea.

The recent decision to demolish Dongdaemun Stadium—a modern building that holds the historical and cultural values of Korea's capital city Seoul—and to replace it with a new design landmark by Zaha Hadid is the most evident example of the design boom present in Korea.

1.2 Purpose of the Study

The new technology of the twenty first century is rapidly changing the everyday communications. Communication that started from print-base has gone through reconstruction and adapted the characteristics of new media, allowing us to approach a great cultural experience from a small piece of information. The problems of city and its space, and the society produced many problems for the formation of cities and its development. Also the disconnection between people brought about by desolate environment and loss of personality and mutual absence that arouse from this has become an extreme abuse of civilization that we must overcome. Modern design is what we see as the solution for these problems in the current time. Also, through confrontational problem solving progress, design acts as a cultural tool and the results of a person's every life. For this complexity, responsible and investigative design professional is needed.

This research aims to explore the conditions of the policies that exists and is being discussed today so that social interest in public design does not end as a short term investment but a long term, ongoing project. Also, by examining other major cities around the world, this research aims to discover limitations of current policies and set out a plan to positively influence and over come these limitations.

1.3 Definition of Terms

Various fields in society aiding design to create an organisation that pursue a public spirit. This research aims to set out the background of how the concept of public design as appeared in relation to the history and development process of Korean design and social and cultural characteristics of Korea. Firstly, I researched key words such as ,public design' and ,design' on major search engines. I focused on collecting data from original authors and dates provided from the media. The materials gathered were so wide in terms of its content, that I classified the research into various categories. Simultaneously, used NaRa-Jangter, a national online service run by the Public Procurement Service to understand and analyze the current conditions of public design. The subject of the research was six metropolitan cities including Seoul, and documents from the past three years; from 2006 to 2008. This research outlines the project of Public Design business in local government to be completed by this year, and in doing so examines the types of characteristics of its formation, frequency of work, the aim of projects, budget...etc. Also, by researching into the hierarchy of the business and the roles of each position, this research deduces the limitations of current public design policies and forms the basis for new policies in the future.

2. The theoretical insights on the public design

2.1 Background of Public Design

Recently the ministries and offices of the Korean government has recognized the importance of public design and thus related policies has emerged. Current Ministry of Culture, Sports and Tourism increased the project budget from 1,999 billion Korean won to 2,699 billion Korean won, and projects such as passport design, creating new school environment through design culture, public design expo, and maintaining city signs have been developing. Ministry of Commerce, Industry and Energy has turned to the reform the public space and its facilities such as the parks, benches and lampposts. 35 billion Korean won has been spent for the National public design improvements and 65 billion Korean won for local public design reformation.

On the other hand, the Seoul Metropolitan Governments has worked in various fields of activities, for example, establishing Design Seoul in May 2007 and enacting City Design Guidelines. Since the official launch of Seoul Design Foundation in March 2009, the diverse range of public design policies is expected. Meanwhile, the Design Olympic held in connection with the 2010 World Design Capital has received mass attentions and controversy. In addition to these, six of Korean's major metropolitan cities including Busan, Daegu and Incheon have established public design related organisations to run various reform projects.

In order to respond on the rising awareness of the social roles of public design and its demand, Korean design organizations established „Korean Society of Public Design' in December 2005 and the National Assembly created „Cultural Forum of Public Design'. Additionally, „Public Design Association Korea' and other relevant activities are ongoing throughout the year. Although, public design is a hot issue and the media's use the word is becoming more frequent, from an academic side, the concept is yet to be stabilized.

2.2 Concept and Definition of Public Design

In the past Korean design industry prioritized the economic value, however public design pursue a more balanced development. In order to assure the new design paradigm of „nationalization of design' in amongst the process of understanding the cultural and social values of design, it is important to understand current situation in the transient phenomenon. This chapter will examine the concepts and territories of public design suggested by the ministries and offices, and future debates and activities that may form around this topic.

For further understanding I looked at how <Development of Industrial Design Code> from Korean Design Development Foundation, <Proposed Law for Public Design> proposed by the parliament and <Definition of Public Design> by Seoul Design Headquarters. The current Industrial Promotion Law defines industrial design as „an act that optimize the aesthetic, functional and economic values of a product, environment, space... etc to satisfy the materialistic and psychological desires of consumers', and also include other types of design set out by the Presidential decree such as product design, packaging design and visual design. The proposed legislation for public design by the Ministry of Culture, Sports and Tourism in November 2006 defines public design as „the act and result of optimizing the aesthetic, symbolic and functional values of the spaces, facilities and information which form, institutionalize and operate the public institutions'. The Korean government aims to unify the ministries and offices into order to bring about a synergy affect which would strengthen the nation's cultural capacity and competitiveness, and increase the quality of life.

In the dictionary, „public' refers to the status where any person or country is involved in, and in reach with all members and areas of a society. The new characteristic of modern public sector is the addition of public opinion

to that of public officials, public interest and justice, and the growing importance of it. Therefore a lot of feedback and support are needed from citizens to promote its role, in partnership with the administration and the government.



Figure.1 Concept of Public Design

On the grounds that public design works for the interests of the public, like many other aspects of the society such as art, architecture and social studies, and with the understanding that the overall design industry propose a need for critical examination, one can relate public art to the ownership, installation and management of public area associated with government or local government design practice. Public design contrasts to that of private design in that it is opened for any members in the society to own, use and to benefits from. Through their mutual relationship between personal and public relationship, public design shows elements of social integrations. Based on social consensus, it drives the members of society to seek ideal means of communication, shared public interests and public values.

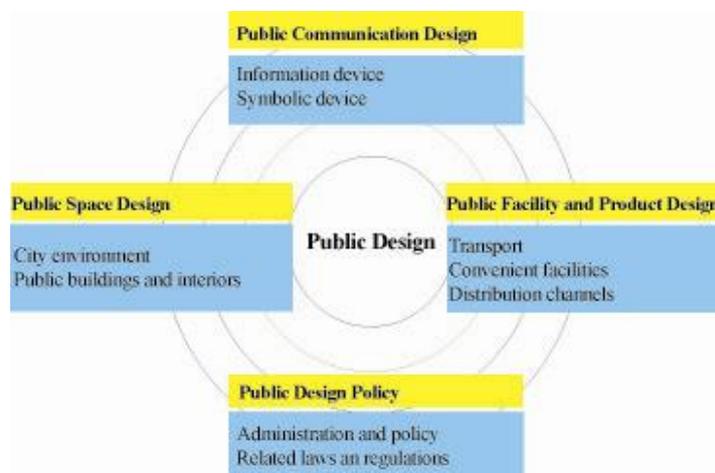


Figure.2 Public Design Category

2.3 History and Socio-cultural nature of Korean Design

Since late 19th Century, Korean society has experienced a huge cultural change through the westernization and modernization, and landscape of our everyday life can not be compared with that of the 100 years ago. Westernization produced disorderly landscapes full of high rise buildings and apartments and discarded cities became the new characteristic of modern Korean space. Design only became institutionalized in Korean society after industrialization in the 1960s. Saemaoul Movement aimed to reform fallen behind agricultural districts spread nationwide and created this phenomenon. Dictatorship of nation aimed to increased productivity and income, and design was a tool for mobilization, enlightenment and propaganda of political issues. Design was more exaggerated or glorified than the actual use and this guided to the public isolated and estranged.

Till late 1980's most discussions on the design was focused on export-led, economic effects of the country. Design was directly connected with Korean industrialization and economic growth. The discussion of the social roles of design in everyday culture only began with the 1988 Seoul Olympics, and the democratization process of its economic boom came in the 1990s. With the rise of middle-class consumerism, various public communication activities of the domestic companies have been deployed and the new consumer culture emerged. However, because Korean Design concentrated solely on economic growth over the past fifty years, the current attempt to reform current public facilities has created a disorderly cityscape. Korean design curriculum has created an excessive supply of designers and with that also brought social awareness of design only related to private consumption. This phenomenon clearly states that we have been indifferent to the spaces where community members work and live together.

Table.1 Historical Change of Korean Design Policies

1970	1980	1990	2000
National Design Development Policies	Improvement of nation's welfare and Industrial Development	Industrial revitalization through the Design	Globalization of Design
Quantitative growth and Provider-centric Piecemeal, Sporadic		Quality growth and Demander-centric Culture Organic, Integrated	

2.4 Modern Society and Design

In the modern society, design exists in two different sectors; private and public. Design in the private sector is related to the industry as it focuses on personal tastes and consumerism. However, design in the public sector deals with areas of common life such as public information system and city environment, and thus form a society's cultural foundation. The two types of design are both needed to maintain a balance between personal life and the society, and for one to understand the concept of design in the modern day, one must keep this balance. As stated previously Korean design placed much emphasis on the economical aspects, however, in the west the history of design not only exists alongside industrial society but along civil society, thus the design culture exists in harmony with the rest of the society. As a result, although profound industries such as Samsung and LG show a mature approach in private design industry by achieving IDEA, Red Dot, IF Design Awards, their activities in the public sector design is very limited. In amongst this serious imbalance between the private and public sector design, the recognition of design is limited within range of personal taste and consumption. However, recent trends have shown the interest of design broadening from private to public sectors, thus the success of Korean design may depend on its ability to include both private and public design.

Table 2.Stage of Korean Design Industry

Period	1970-1980	1980-1990	1990-2000
Design	Production-oriented Design	Sale-oriented Design	Consumer Culture Design
Production	Simplification, Specialization, Standardization	Segmentation, Specialization	Individuality, Diversification
Consumer	Pursuit of Aesthetic and Economic Value → Pursuit of Qualitative, Social and Cultural Value		

On the other side, understanding of the industrial paradigm of the production, distribution and consumption is very useful to create a solid design culture. Market and society is equally important, just like the sides of a coin, and one should not seek to choose one over the other. A designer's activity and works can be for him/herself and

their own satisfaction, or for a public value of the society that they belong to. The design market is available for individuals, communities, society, and it is when all these various layers come together that a design culture is created.

With rising interest in public design and intensive debate around the subject, the research on public design in today's society became a very interesting subject. Especially, the Choenggyecheon restoration project which focused on the key words such as nature, environment, human, leisure, culture was interesting since this project set out to persuade and promote the public as opposed to industrial and economic logic. It is inspiring to witness the automobile-oriented urban spaces transform into the walking space, which suggests a significant advances in the policies. However it is worrying to see government, district councils and civic organizations' struggle to achieve the public fund as a short-term design projects in terms of ‚construction' or ‚development'.

3. Conclusions - Domestic and international policy of the public design and design policy trends

3.1 Domestic public design trends and Design policy trends status Demographic Analysis

- Central Management Agency

The Design and Culture Division of the Ministry of Culture, Sports and Tourism is currently working with the Ministry of Foreign Affairs and Trade in order to improve national public design. Their strategy is to promote the business of passport design, thereby providing a demonstrative template for other areas of public design.

As part of their strategic implementation, a symposium has been put in place for 21st June 2009. To be held at the National Museum of Korea, the symposium aims to introduce passport design to the general public and survey their opinion. More specifically, three designers will be chosen from the nominated ten to work on the design of the Korean passport, with their brief being to design a passport that best reflects the unique cultural identity of Korea. Also, The Design & Culture Division has been involved in the pilot project of sign maintenance and repair in Gwanhokro in Busan and Yeongwol in Kangwon. Such projects were regarded as exemplary design case studies illustrating the improvement of street sign maintenance. These have also lead to sustainable public design projects such as: design of “beautiful & happy” school environment, design of cities and streets with area-specific cultural twist.

Ministry of Knowledge Economy seeks to improve many aspects of public design, thereby servicing local organisations and associations with exciting environment and opportunities for their respective businesses. These include the development of public image, public space, public facilities, area-specific product development and public brand development. Should the target groups require advice relating design, the Ministry will directly provide a strategic and tactical implementation roadmap for their review. As part of the service, the Ministry will also provide Knowledge-based design exploration guide and case studies to build design awareness amongst government officials and industry executives.

- Local Governments

From May 2007, the City of Seoul established the Seoul Design Headquarters and created Seoul Design Streets, along with the development of elements that utilised the symbol of Seoul, ‚Hatch'. These elements included the development of culture-specific products and the exploration of Seoul colours and typography.

In fact, the Seoul Design Headquarters provide autonomy for the city, undertaking full responsibility for all aspects of local-specific design and development.

In March 2009, Seoul Design Foundation was officially launched. The Foundation is responsible for the

management of Dongdaemun Design Plaza, and is involved in the domestic and international exchange business related to 2010 World Design Capital (WDC). They are also responsible for the hosting of the Seoul Design Olympiad (SDO) and the management of the city's gallery business. In April 2009, the WDC logo was constructed and was set up at the front lawn of the Seoul City Hall. This large, symbolist monument, made from recycled materials, was also exhibited for three days in Seoul Plaza.

3.2 International Public design status and Design Strategy Trend

- Central Management Department

In the UK, the need for a better design, the design that pushes the boundaries of the standards set by the central government, is in high demand. Commission for Architecture and the Built Environment (CABE) for example, is an active player in the role of promoting good design. Working on behalf of the public, it provides advice to architects, planners, designers and developers on how to get better value out of design. CABE boasts a long history of work, including the involvement in the reconstruction of the city in the 1950s, its rejuvenation during the 1960s and 1970s, and its stabilization during the 1980s and 1990s. From mid-1990 to present, CABE has been striving to enhance quality of life through architecture of the city, by setting high standards and focussing on the needs of the public.

- Local Governments

The Second World War had brought significant devastation to the city of Berlin in terms of infrastructure and also caused the division between the East and the West. Following collapse of the Berlin wall however, the city strived to rejuvenate its ailing infrastructure. Along with the city of Brandenbruck, and through the help of its citizens, they have worked to minimise poor planning and development strategies by composing strategic plans for the public. For example, a Regional park project was undertaken in order to improve the life in the community. The park was designed not only to serve merely as a public space, but to have further implications such as enhancing public image and restoring harmony in the community.

3.3 Additional Analysis

- Area, Community and the City

The Heyri village has been named after the traditional folk song of the Paju City 'Heyri sounds', after a public voting for its name. Situated in Tan Hyun province, in the county of Bubhung-Lee, it covers the area of 50,000 metres square, containing 126 unique buildings including publishing museums, ceramic art galleries, bookstores and artist's studios. Open throughout the year, the village has become a major, family-friendly, culturally-rich attraction, and has been announced as the National Area of Significance in February this year. Consequently, the new title means that any entertainment complexes, such as bars and karaoke clubs and nightclubs, are banned from the area. Instead, culturally-orientated establishments, such as museums, art galleries, ceramic centres and bookstores are actively encouraged. Such areas of National Significance will provide incentives for the residences on the condition of abiding the rules stated above.

The Areas of National Significance aim to protect, preserve and encourage high standards culture, and can only be found in two towns in Seoul - Insadong and Daehakrho. Paju publishers are located where the two rivers Han and Imjin meet, and offers a 'one-stop' service, whereby the writing, editing printing and finishing are conducted in one continuous fashion. Such unique service owes to the close proximities of the relevant departments and has

been the key to our success over the years.

4. Domestic Public Design Related Tender Announcement Industry Analysis

4.1 Selection Standards

Almost half the Korean population is clustered in seven cities and this research compared these seven cities to deduce the characteristics and the problems of urbanization and industrialization. The capital city Seoul is known employ professional designer in twenty-four out of twenty-five districts (2009).

Table 3.City/District Differentiation, Population and Are Comparison

Self-governing Body	City/ District Differentiation	Population	Area (km ²)
Seoul	25 District	10,200,827	605.28
Busan	15 District, 1 Borough	3,564,577	765.94
Daegu	7 District, 1 Borough	2,492,724	884.15
Incheon	8 District, 2 Borough	2,692,696	1,010.35
Gwangju	5 District	1,422,702	501.25
Daejun	5 District	1,480,895	539.84
Ulsan	4 District	1,112,407	1,057.50

NaRa-Jangter has charged of the central government and local government market needs, the purchase of the goods on the supply and management of business and government office, in charge of major facilities on contract. During the beginning of the January 2006 to the end of 2008 were set to announce a bid for the last three years with the three query of ‚Public Design‘, ‚Design‘ as a business distinction of goods, services, facilities. Still in the early stage, there includes feasibility study, master plan, DB construction and numbers of services. In the case of item, we could find solar panels, elevators, and book purchases and so on with the query of the Public Design. Population and the size of local governments were far larger in Seoul, and the following city was Incheon in close proximity due to the geographic location of International Airport.

Table 4.Design department of Local Governments

Self-governing Body	Departments		Number of People
Seoul	Design Seoul Headquarter	Planning of Design Seoul, Urban Landscapes Public Design, WDC, Seoul Design Olympic	86
Busan	Urban Planners Officer	Environment Policy, Officer Development, Public Design, Design Support	17
Daegu	Urban Design Headquarter	Urban Design, Urban Landscape, Public Design	19
Incheon	Urban Design	Urban Landscape, Urban design task, Public design	18
Gwangju	Urban Marketing Headquarter Urban Design	Design Policy, Public Design Urban Landscape	19
Daejun	Urban Design	Landscape Policy, Public Design, Improving Signage system	15
Ulsan	Ministry of the City	Housing and Construction ,Urban Design	5

Public design regulations and design in Gwangju and Guri ordinance was enacted. The Design committee was established in Busan and Ulsan. Social issues and interests on the public design have been gathered from 2006 as

2,049 cases and 2,049 cases in 2007 investigated. It shows big increase every year. However numbers of Public design business was concentrated on Seoul.

Table 5. Sum of the Public Goods, Service, Facility Systems(A: Goods, B: Service, C: Facility)

Self-governing Body	2006				2007				2008				Total
	A	B	C	Sum	A	B	C	Sum	A	B	C	Sum	
Seoul	17	83	0	100	36	200	8	244	46	408	22	496	850
Busan	7	5	1	13	1	12	1	14	9	35	3	47	74
Daegu	1	9	0	10	6	14	1	21	6	23	3	32	63
Incheon	2	16	1	19	19	32	1	52	10	53	1	64	135
Gwangju	5	1	0	6	2	12	0	14	4	21	1	26	46
Daejun	3	1	0	4	0	17	0	17	3	22	0	25	46
Ulsan	6	7	0	13	7	15	0	22	8	27	1	36	71

4.2 Public Design Industry Types and Characteristics

- Period of bidding submission is very short for 2 or 3 days, as well the short period of business services. From hardware to software, for example, to install the exhibition facilities offers 60days period, if the service, health promotion centre, the construction period of 40 days of the design, TV advertising production for a 20 days, the fountain of business for 30days project period is presented.
- Low budget might be a main cause for poor symbol design quality of local government. Some budget cannot guarantee the quality of services and design.
- When selecting a design company, the proceeding must be fair and open.
- Criteria of the design company are various. There is burden of financial and schedule of time for small business operations to support consortium opportunity.
- Sometimes overview and scope of business was introduced very poorly.
- Eligibility criteria of the government order are very difficult in public design services. Regional design company might miss opportunity of the applying and moreover there is a financial and time risk for applying consortium.
- The first, in current the Public Procurement Service (PPS) system makes various information searches on the key words of public design. It is much easier to find out key words, such as development of the street side, landscape view not only words of public design.
- Despite the public design-related business, the process of strategic planning for the participation and agreement of the citizens does not mind.

4.3 Limitations and Problems of Domestic Public Design Related Industries

The public institutions such as central government and local governments should locate the order of core business on a segment of the period, size, complexity and importance by professionals. And they should suggest goal of personnel, direction, and the basic plan to enhance quality of the public design. Moreover they need to set the criteria of the reasonable design fee and take advantage of the compensation. It should be premised

various private business sectors recognize importance of the business plan and design for the public and voluntary participation.

Recently various national and local public design businesses increased rapidly. Ministry of Land is running a City revival project and creating new city project. Also there are numbers of national public design projects such as, the Ministry for Food, Agriculture, Forestry and Fisheries have a project on Rural Experience of the Green Village, the traditional theme rural village of the Rural Development Administration, the Ministry of Land, the experience of the fishing village of the Transport and Maritime Affairs, A-ruem Village of the Ministry of Public Administration and Security, Culture and History Village of the Ministry of Culture, Sports and Tourism and these are mixed and duplicated. Therefore activities of practitioners and the business records should be systemized. In addition, management and promotion of the long-term goals and the direction are necessary for the establishment of long-term vision.

5. Conclusions

Public design is a flexible to cater for our needs and adapt to the changes in your lives and culture, and thus not a black and white theory. Public design does not state the facts to be memorized but explores and attempts to understand a problem within our society, and analysis and makes suggestions. Thus we can say that public design lives *within* our lives. Public design is not a field that should be compared with and substitute industrial design but a necessity in bring about balance between the two and working for the development of Korean design industry. With the rising attention in this field of design, we need to take an open-minded approach to explore public design from various aspects and dimensions. As stated in the introduction, the complexity of the cities today requires an investigative designer with integrated concepts of various fields of design. In other words public design needs professionals who can tie in uniqueness of various spaces into one.

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