

인천광역시-연세대학교 TAD관학연계프로그램 최종결과보고서

HISTORY REPLAY

Past, Present and Future of Incheon

Centralize Publicize Revitalize
Shin Po Man Gam
AHOY
Bridging the Baedari
Soraepogu Old and New
팽창한 프로젝트

차이나타운 주변지역
신포시장
동인천 양키시장
배다리길
소래 어시장
괭이부리 마을

Re-discovering 구월동
INJI
영종도 상륙작전
Ara ara
Farm of Hope

올림픽 공원, 예술회관, 로데오거리
계양대교
영종대교
경인아라뱃길
송도동 21-48

Association
Healing Road
Noriterization
MHz

아이타워
송도 센트럴파크
송도 센트럴파크
송도 센트럴파크



연세대학교
언더우드국제대학 테크노아트학부



인천광역시
공공디자인팀

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참여진

인사말

인천광역시와 연세대학교 국제캠퍼스 테크노아트 학부 관학 연계프로그램 최종 결과 보고서 발간을 진심으로 축하드립니다. 무엇보다 관학 연계프로그램에 참여해주신 연세대학교 TAD 학부생 여러분과 성의를 가지고 지도해주신 교수님들께 진심으로 감사인사 드립니다.

도시의 외관은 도시가 가진 이미지의 대부분을 차지합니다. 이 때문에 세계적으로 유명한 도시들도 어떻게 도시의 이미지를 만들어나갈까 고민합니다. 선진도시들은 이미 1960년대부터 공공공간에 대한 고민을 가지고 공공디자인을 전개하고 있습니다.

UN 녹색기후기금(GCF) 사무국유치, 2013 실내&무도 아시아 경기대회와 전국체육대회, 2014 아시아경기대회 개최 등 명실상부한 국제도시로 발전해나가고 있는 인천광역시 역시 공공디자인은 중요한 화두입니다. 인천광역시는 2013년이면 비류백제 2000년, 정명 6000년을 맞습니다. 무려 2000년의 역사를 가진 도시이면서 동시에 국제적인 도시인 우리 시의 정체성을 디자인으로 보여주기관 쉬운 일은 아닙니다. 이에 민선 5기 인천광역시는 역사적 흔적은 그대로 보존하면서도 변화를 모색하고 있습니다.

이러한 때에 우리 시 전 지역에 대한 공공디자인 아이디어를 발굴하고 제안해주신 연세대학교 국제캠퍼스 TAD학부생들과 지도해주신 교수님들의 성과는 우리 시 공공디자인 발전에 큰 도움이 될 것이라 생각합니다. 이번 프로그램을 통해 제안된 작품을 통해서 수많은 가능성과 창의적인 아이디어를 얻을 수 있었습니다. 이 자리를 빌려 진심으로 감사인사 드립니다.

관학협동프로그램의 소중한 결과물을 이렇게 작은 책자로 만들어 나누게 되어 기쁩니다. 이번 관학연계프로그램 진행과 결과보고서 발간을 계기로 앞으로 인천광역시와 연세대학교간의 교류협력이 더욱 돈독하게 이루어지기를 기대합니다.

특히 내년부터 우수한 재능과 잠재역량을 가진 대학생들이 우리 시 초·중·고생의 방과 후 학습지도와 체험학습을 지원하는 '연인프로젝트'가 시작됩니다. 기꺼이 지역사회에 헌신하고 어린 학생들의 꿈을 키워주는데 재능을 기부해주는 연세대학교 TAD학생 여러분과 앞으로도 긴밀하게 협력해나가기 바랍니다.

앞으로도 인천광역시와 정을 따뜻한 애정과 냉철한 비판으로 함께 해주실 것을 부탁드립니다.

감사합니다.

2013년 3월
인천광역시장
송영길

처음으로 시도된 연세대학교 테크노아트학부와 인천시의 관학연계프로그램의 성공적 수행을 매우기쁘게 생각합니다. 융복합 프로그램에 있어, 새로운 영역과의 협업을 통해 새로운 가치를 발굴하는 것은 매우 의미 있는 일이라고 생각합니다. 이런 맥락에서 테크노아트학부가 있는 인천시와의 협업을 통해 지역의 역사, 문화, 지리적 특성을 살려 사회 구성원에게 새로운 가치를 부여하는 융복합디자인은 그 의미가 크다고 할 수 있습니다.

인천은 우리나라 근대화, 현대와의 역사를 간직한 의미 있는 지역이며, 이제 송도를 통해 국제화를 통한 우리나라 미래 역사를 개척하는 도시로 변모하고 있습니다. 이러한 인천광역시의 발전 수준에 부응하여 창의적으로 기획된 테크노아트 학부생과 교수님들의 아이디어가 새로운 미래를 여는 작은 아이디어가 되기를 희망합니다. 무엇보다, 인천광역시와 연세대학교 간의 교류프로그램을 진행하고 결과물을 창출할 수 있게 도움을 주신 분들과 학생들이 창의적인 아이디어를 내도록 지도해주신 언더우드국제대학 테크노아트학부 교수님들께 감사드리며, 서로에게 더 좋은 가치를 창출하기위해 협업하는 기회가 지속되기를 바랍니다.

2013년 3월
연세대학교 언더우드국제대학
학장 박형지

인천광역시와 인천국제캠퍼스 테크노아트 학부의 관학연계 프로그램이 성공적으로 수행된 것을 기쁘게 생각합니다. 테크노아트학부는 2012년 3월 디자인, 경영, 기술의 융복합을 통해 미래의 인재상 개발을 목표로 출범하였습니다. 이번 프로그램은 이러한 테크노아트학부의 잠재력을 보여주기 위해 인천시 도시디자인 추진단장, 공공디자인팀과 함께 기획하였습니다. 융복합프로그램의 성공을 위해서는, 다양한 학문, 산업 영역과의 접촉을 통한 새로운 가치 창출의 시도, 그리고 지역사회와의 협업을 통한 현대사회가 가진 한계점을 극복하려는 새로운 성장 동력의 창출이 매우 중요합니다. 이러한 맥락에서 테크노아트학부가 위치한 인천시와의 협업은 그 의미가 매우 크다고 생각합니다. 이번 프로그램의 통해 인천시 주민들과의 대화와 체험을 통해, 지역의 잠재적 가치를 테크노아트의 창의적인 시각으로 풀어보고자 하였습니다. 이 과정을 통해 학생들은 지역사회와 공감하고 디자인을 통해 실천하는 소중한 경험을 하였다고 생각합니다. 이 결과보고서는 이러한 고민의 흔적과 과정을 공유하기 위해 기획 제작되었습니다. 도와주신 많은 분들께 감사드리며, 앞으로 이러한 노력이 지속적으로 이루어지기를 희망합니다.

2013년 3월
연세대학교 테크노아트학부
지도교수 정의철 전수진 김현영 김현수

OVERVIEW OF HISTORY REPLAY

past, present and *future* of Incheon

"History is not the past *but* the present, and even the mirror of the future."

How can we change your surrounding with a small intervention? We do by understanding and studying city and culture, and harmonizing old and new.

for PAST_ Illuminating existing conditions – structure & culture (tangible and intangible assets)

Soraepogu, The Big Gwaeng Theory, Light on Time: Fill Up the Place with Your Glowing memories at Shinpo, Incheon's Multinational Market for All Ahoy Market, Bridging the Baedari, and Centralize, Publicize, Revitalize: Chinatown

for Present_ Revitalizing neighbourhood

City of Bright Lights: Re-discovering, Ara Bike Roads, Incheon: Filling that one permil, Farm of Hope, and Young Jong Do Freedom: Interactive Highway

for Future_ Exploiting potentialities of Incheon

Light Up Songdo: Healing Road at Central Park, Noriterization, MHz: Megahertz, and Association



Ara ara
경인아라뱃길
EEL strategies & systematic
changes to attract people



영종도 상륙작전

영종대교
Interaction on the road to 영종도



평창한 프로젝트

평이부리 마을
Here comes the spring



Centralize Publicize Revital-
ize

차이나타운 주변지역
Chinatown revival



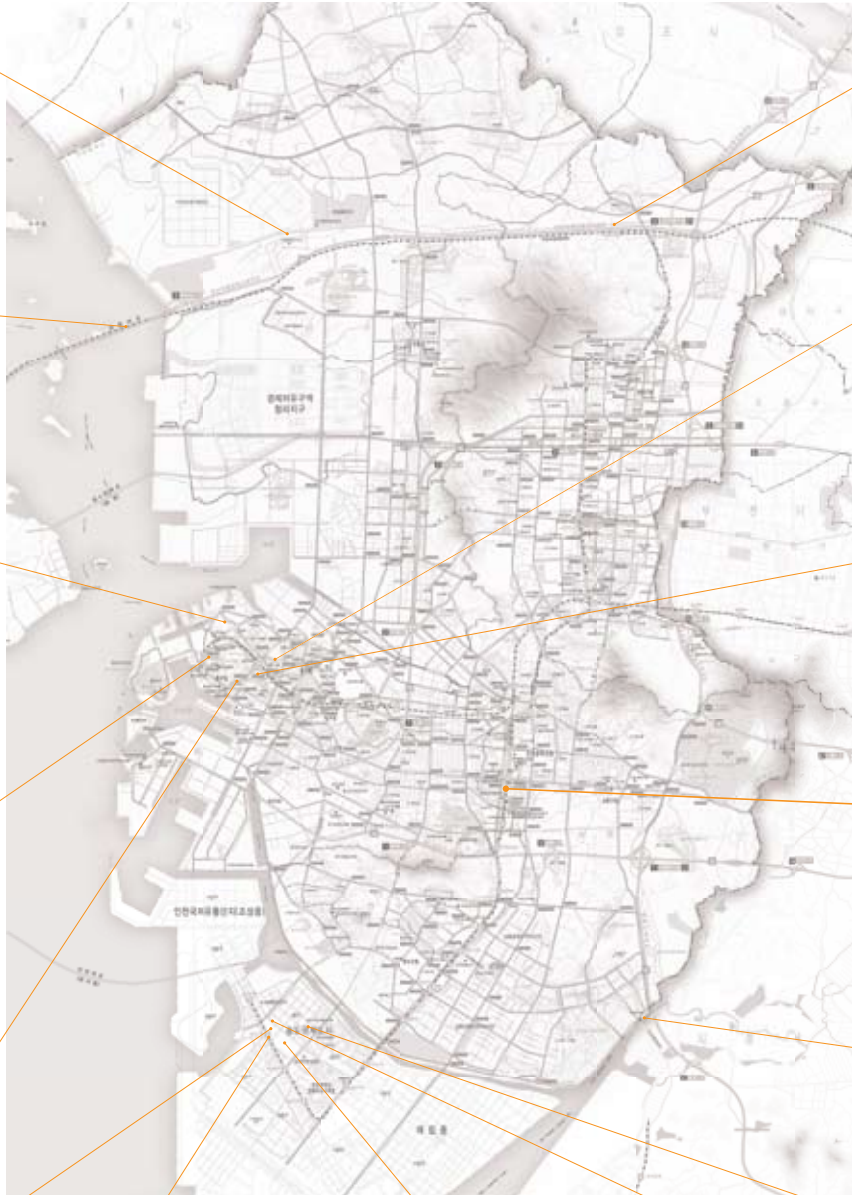
Shin Po Man Gam

신포시장
Light On Time



Healing Road

송도 센트럴파크
Songdo, Human and Future,
Brighten the Songdo



IN川
계양대교(계양역 근교)
New landmark for hidden possi-
bilities



AHO!

동인천 양키시장
Incheon's transnational market for
all



Bridging the Baedari

배다리길
Connecting Baedari with visitors
and villagers



Re-discovering 구월동

구월동(올림픽공원, 예술회관,
로데오거리)
The City of Bright Light



Soraepogu Old and New

소래 어시장
Promote convenience and pre-
serve traditions at the same time



Noriterization

송도 센트럴파크
Rubik's cube



MHz

송도 센트럴파크
Sounds Pleasant



Association

아이타워
Idea sharing and socializing



Farm of Hope

송도동 21-48
Urban Agriculture in Songdo City
(Human interaction and healing)

CENTRALIZE PUBLICIZE REVITALIZE CHINATOWN REVIVAL

TEAM 대박사건

Joo Hee Park, Yein Chung, You Kyung Choi, Kyung Jin Hong, Jung Huh

BACKGROUND

OBSERVATION

What is officially named China Town not fully used for tourist attraction
Surrounding area abandoned and unused

PAPER RESEARCH

- Incheon used to be the pivot of war in the past, and now serves as the icon of peace
- Despite Incheon's accessibility due to exceptional transportation infrastructure, Incheon is simply a pass-by gateway for tourists
- Area around Wolmido has lost its historical significance, leading to the failure of tourist industry

THEME

Finding identity through revival of the abandoned area

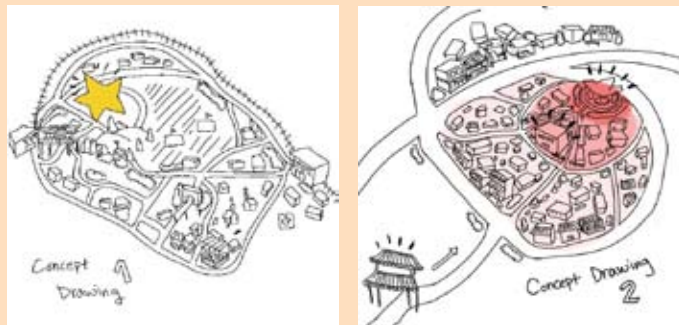
ANALYSIS

EMPATHY MAP

Considered needs of tourists, local residents, and shop owners:

- Create route to increase accessibility for tourists
- Attract tourists in order to make the area more lively
- Revive the area's historical significance
- Flourish market of the area

CONCEPTS



DISCOVER

Gain knowledge of the hidden value and reveal it in order to make it known to others.

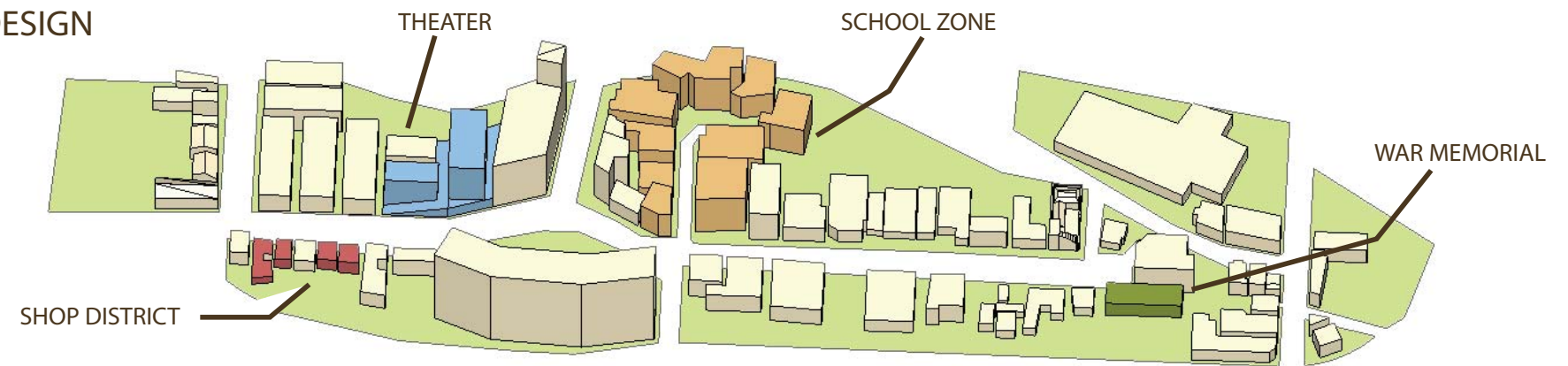
BENEFIT

Improves and promotes tourists' interest and local community in both economic and cultural aspects.

LIGHTEN UP

Make less gloomy and safer, by brightening up the atmosphere; make accessible through lights and signs

DESIGN



WAR MEMORIAL



Before



After

Unused building
Hard to approach
Unpleasant for sight
Seems dark and dangerous

War Memorial Building
Graffiti conveying messages on Peace
Wish lock on the fence
Photo zone, war simulation center, and more

SHOP DISTRICT



Before



After

Ordinary old house
Undeveloped and unapproachable

Shop district: includes supermarket, hair salon, coffee shop, photo studio and more
Sells daily product, junk food and souvenirs

THEATER



Before



After

Caution: Entrance forbidden due to danger of collapsing
Unapproachable and dangerous

60-70s Movie Theater
Old movie posters on the wall
Ticketing place, Theater, and Old Film Museum

SCHOOL ZONE



Before



After

Some buildings unused
District hard to approach
No light

School zone: 60-70s school hallway
Signs: 'Class 3-1', class motto, and more
Students' works displayed on boards
Room for exhibition: changes once in a while

Light on Time

Fill up the place with your glowing memories at ShinPo

ShinPoManGam - Hyunbae Earm, Heemin Lee, Yeji Park, Shinsil Park, JookYung Shin

BACKGROUND



Interview



Survey



Survey
What is your age?
Is this your first visit?
Do you have a car?
What kind of transportation did you use to get here?
How long did it take you?
With whom did you come?

Conclusion: "ShinPo Market is Dying!"

① Nearby Hyper Market ② Few Residents (Dan-Gol Customers Only) ③ Not enough Parking Space ④ No Cultural Space ⑤ Disheveled Store Exteriors

ANALYSIS

What is ShinPoManGam?

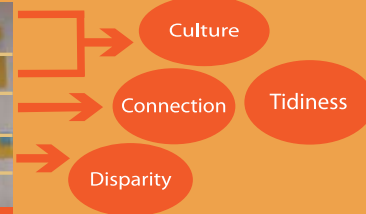


Each team member wrote down answers to the question, "What is ShinPoManGam?" The answers varied from satisfaction to personal experience. Then we categorized them into similar meanings

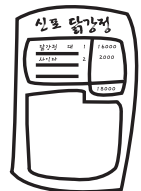
Affinity Diagram (Emotion x Time)

배부름				
성취				
훈훈				
Longing for				
Bitterness				
	과거	현재	미래	

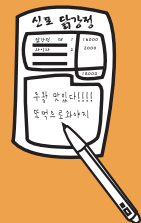
Keywords



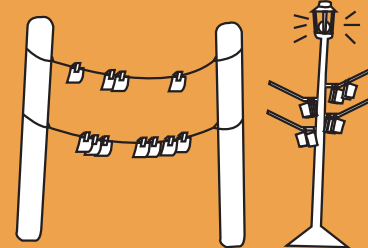
CONCEPT



Receive your receipt at the counter as you pay.

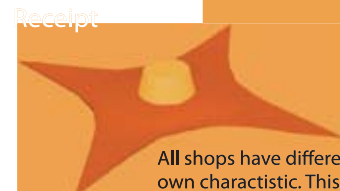


Write down ANYTHING!



Hang or tie it on a structure in ShinPo market.

DESIGN



All shops have different design receipts which show their own characteristic. This reduces disparity amongst shops.



Place



Clock-Structure

Wrapping cloths, which have spots for visitors to write short messages, are tied onto the clock-structure. This indicates filling the place with the time they spend here in Shin Po market. Visitors can share their memory after purchases.



STORYBOARD

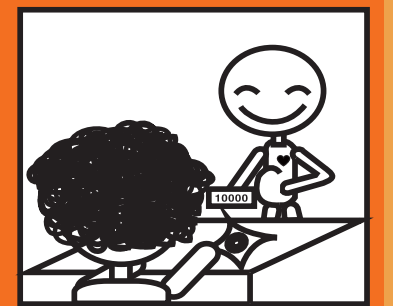
HOW TO ENJOY YOUR VISIT AT SHIN PO MARKET 😊



① I am here at Shin Po Market!



② 닭강정 seems so delicious!!



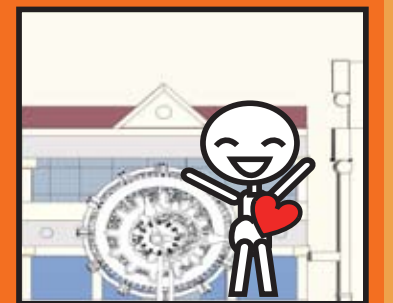
③ I pay with cash and get a wrapping cloth receipt from the stores.



④ I write a message on the back of the receipt.

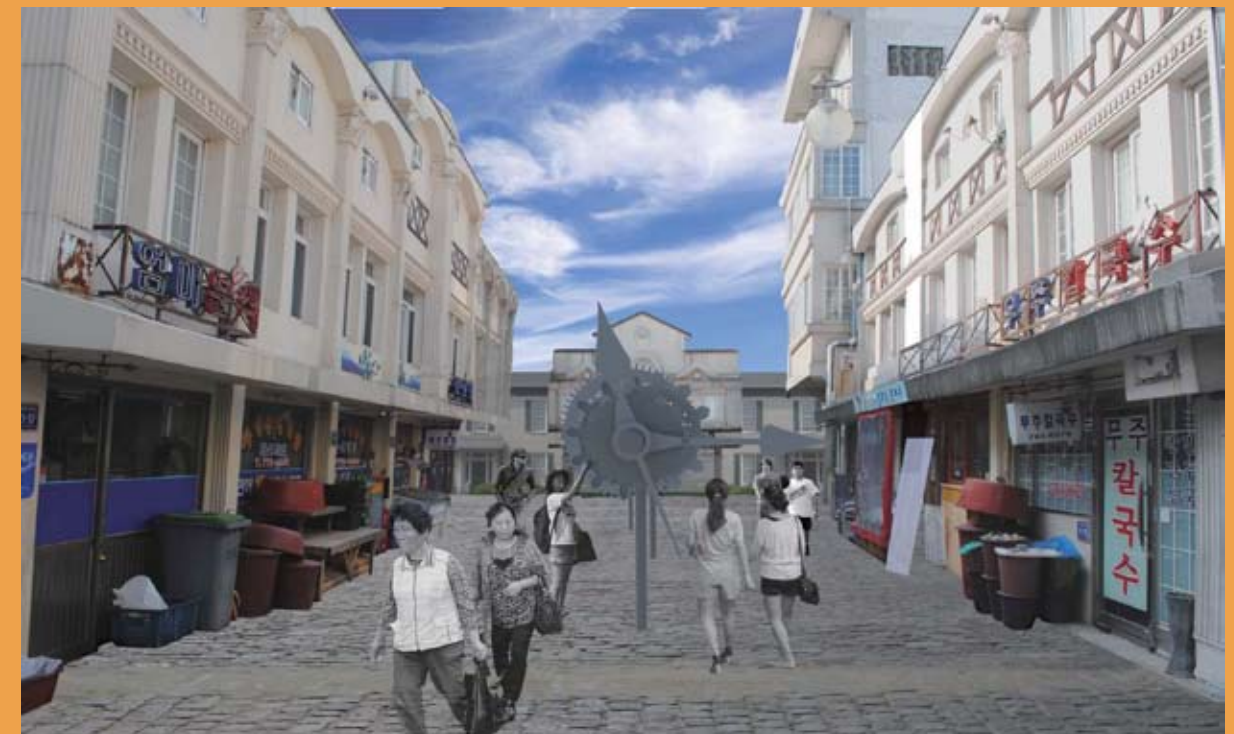


⑤ My pretty wrapping cloth receipt is hung on the clock!



⑥ Now, I am so full and satisfied!

FINAL IMAGE



INCHEON'S
MULTINATIONAL
MARKET FOR ALL

AAA MARKET HOY

{ GLASS HEART } DONG-SEONG KIM, JODY HYUN-JI KANG, SOO-YON RYU, SEO-HEE LEE, YU-JIN LEE

BACKGROUND

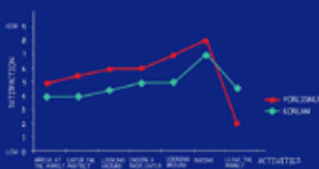


"YANKEE MARKET" GAINED ITS NAME WHEN SMUGGLING ILLICIT AMERICAN PRODUCTS FROM AMERICAN TROOPS AFTER THE KOREAN WAR IN THE 60S. HOWEVER, AFTER IT WAS DESIGNATED AS A REDEVELOPMENT AREA BY THE GOVERNMENT, CONFLICT BETWEEN THE GOVERNMENT AND THE MERCHANTS ARISED. HE DILEMMA LASTED FOR MORE THEN THIRTEEN YEARS AND IS YET TO REACH ITS SOLUTION.

INCHEON YANKEE MARKET
정수영 대표이사 취임

ANALYSIS

FORGOTTEN STORES BY KOREANS	AT THE MARKET	ENTERING THE MARKET	LOOKING AROUND	ENTERING SHOP	LOOKING AROUND THE SHOP	BUYING THE GOODS	AFTER BUYING
SEARCHING FOR SOMETHING INTERESTING	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET
SEARCHING FOR SOMETHING INTERESTING	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET
SEARCHING FOR SOMETHING INTERESTING	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET	ENTERING THE MARKET



#1. JOURNEY MAP

VISITS TO THE MARKET WERE DOCUMENTED INTO A 'JOURNEY MAP' CONSISTING OF SEVEN ACTION SEQUENCES. BY OBSERVING THE CORRESPONDING GOODS AND SERVICES PROVIDED FOR THE STEPS, NOTES WERE TAKEN TO IMPROVE.

#2. EMOTION GRAPH

'JOURNEY MAP' WAS CONVERTED INTO AN 'EMOTION GRAPH' TO VISUALIZE LEVEL OF SATISFACTION. TO COMPLEMENT VISITORS' LACK OF SERVICE BEFORE AND AFTER VISITING A SHOP, DEVELOPMENT OF INFORMATION SERVICE BECAME CRUCIAL.

CONCEPT



Universal language -images and colors- was used for information service. First, inserting pictograms into store signs help consumers recognize shops. Then, the concept of 'treasure map' was selected. Treasure map provides consumers with information service. Also, pirates, another image derived from treasure map, relates to Yankee market's origins. Each visitor can create his/her own treasure map with a pamphlet of colored continents - blue Europe, green Oceania, purple America, yellow Africa+Middle East, and red Asia.

PICTOGRAM



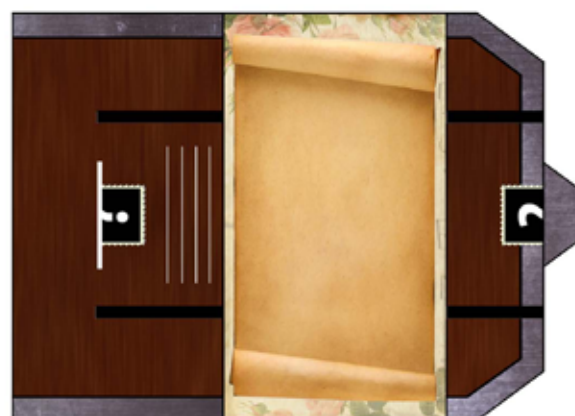
THESE ARE THE PICTOGRAMS THAT WE ARE GOING TO USE IN SIGNBOARDS AND PAMPHLET. EACH SYMBOL GIVES INFORMATION OF DIFFERENT STORES.

FINAL DESIGN



PAMPHLET

[COVER]

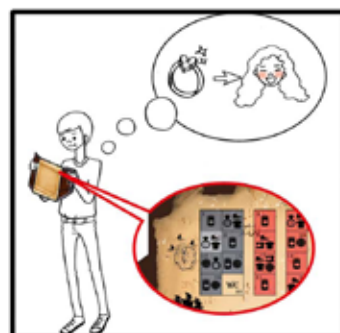


[INSIDE]

STORYBOARD



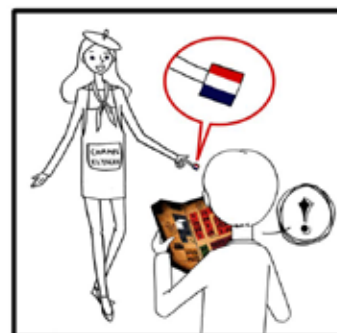
JACK FINDS A KIOSK, WHICH IS A SHAPE OF A FRIENDLY PIRATE. ON THE KIOSK'S PIRATE HAT, HE FINDS A TREASURE MAP.



HE WANTS TO BUY MS. SWAN A NECKLACE. THE MAP TELLS HIM TO GO TO SHOP NUMBER 7 ON ONE OF THE BLUE BOXES REPRESENTING EUROPE. HE CAN FIND IT EASILY.



JACK GOES TO SHOP NUMBER 7. THE SHOP IS A FRENCH ORNAMENT AND ACCESSORIES SHOP. JACK FLIPS OPEN THE BOX. WHAT SHOULD THESE BOXES MEAN?



THE HOST GIVES HIM A FRENCH FLAG STICKER. HE STICKS IT UNDER THE FLAP OF THE BOX REPRESENTING THE SHOP.



EACH MERCHANT GIVES HIM A STICKER OF REPRESENTATIVE COUNTRY. JACK COLLECTS THE STICKERS ON THE MAP. LOOK AT ALL THE SHOPS HE VISITED AND EXPERIENCED!



JACK'S ONE AND ONLY TREASURE MAP IS READY NOW. HE CAN KEEP HIS TREASURE MAP OR SHARE HIS VALUABLE EXPERIENCE BY MAILING IT TO HIS FRIENDS.



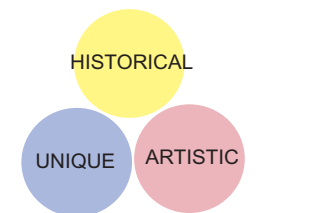
Bridging the Baedari

Connecting Baedari With Visitors and Villagers

Bridgers: Ko Dambi, Mo Shinyoung, Lee Junhee, Yim Jeebin, Cha Yoonjeong

1 BACKGROUND

Why Baedari?



Paper Research

- 1892 'Younghwa Hackdang' built
- 1900 'Kyoung-In line' built
- 2003 Road construction created empty space
- 2006 Movement against redevelopment project
- 2008 Baedari's first Cultural Festival
- 2011 Redevelopment project cancelled
- 2012 Baedari underpass decorated with mural painting

Photos



Underpass

Space Beam



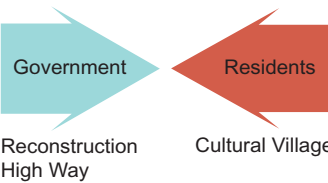
Entrance



Empty Lot

Younghwa School

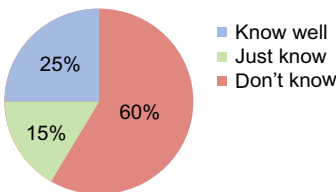
Interview



Villagers and administrators have different views

Survey

Do you now Baedari Street?



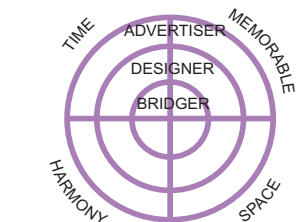
Not well known to younger generation

2 ANALYSIS & CONCEPT

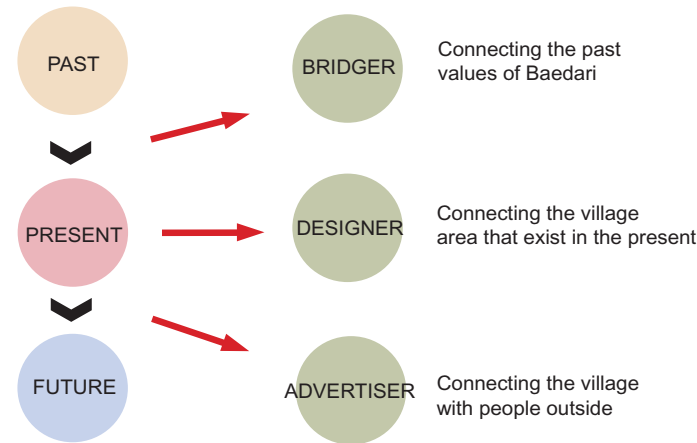
Empathy Map



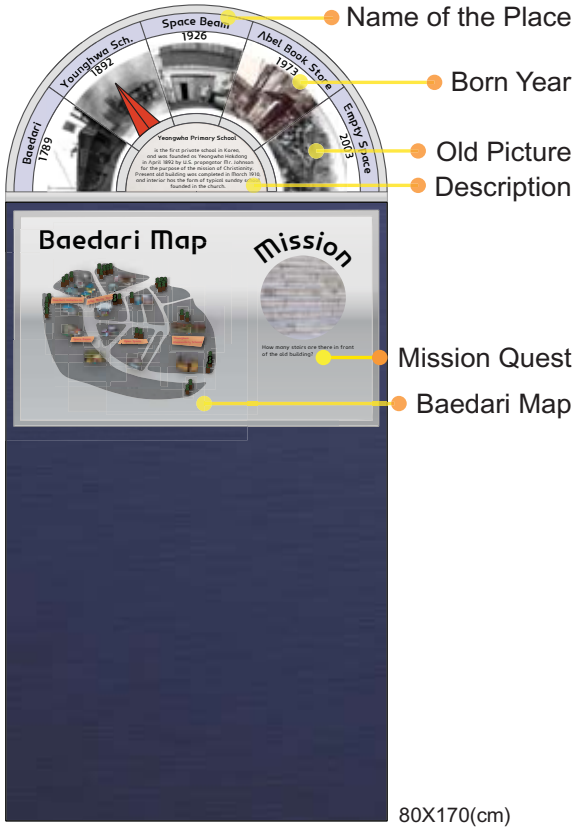
The Services Framework



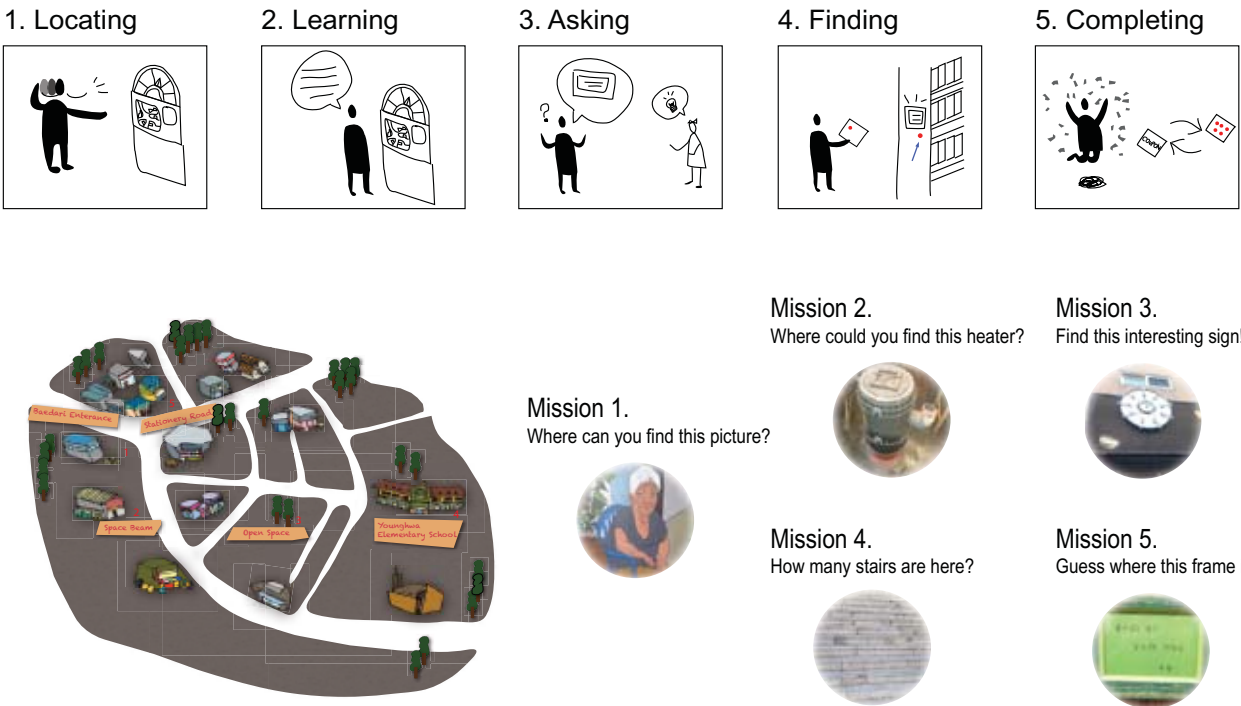
Keywords



3 DESIGN



4 MISSION



Soraepogu

In attempt to promote convenience and preserve the tradition of Soraepogu

Sea Food Zzamppong
HyeSoo Kim, YeaJin Park, Jooyeon Lee, KangEun Lee, JungBin Yoon



Background



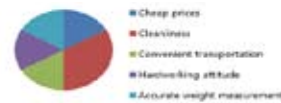
Soraepogu has a long history of being a renowned seafood market with port as well as significance of being an important train station since the Japanese colonial era. Moreover, with its economic value of providing fair amount of revenue to the Incheon city, Soraepogu is indeed one of the trademarks of the city of Incheon. Given this background, our group is attempting to bring about huge influence in invigorating the local society through altering and improving the design.

Research Method

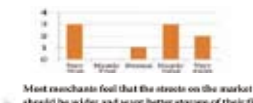
Field Research
Photo & Recording
Interview
Online Research

Research & Analysis

What is needed to make Soraepogu's fish market more active? (customers)



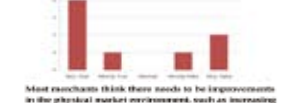
I am satisfied with the present marketing environment.



How did you find out about Soraepogu's fish market? (customers)



The fish market needs to be modernized. (by merchants)



Affinity Map



Affinity map is a tool that is used to categorize large numbers of ideas base on their similarity. Our group has made an affinity map to organize ideas and data regarding few topics, which include: history & tradition, harmony between old and new, distinctive characteristics etc. and found out commonfactors to work on.

Selection Chart



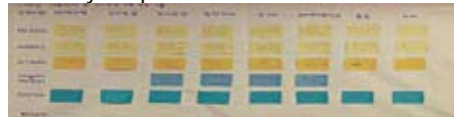
Selection chart was created to compare the values of three initial design ideas that our group came up with. We analyzed on expected shortcomings, feasibilities, impacts and costs to decide on final design that could bring about the best result.

Empathy Map



We made an empathy map to understand the possible desires of customers when experiencing Soraepogu's seafood merchandise or service. We targeted on few expected customers such as businessmen, housewives or foreigners and used those results to come up with some ways to satisfy such desires of customers.

Journey Map



Customer journey mapping is helpful in describing scenarios of customers' experiences throughout an existing service, which works to visualize user experiences and find out customers' true needs in times of designing. We divided our journey map into eight spots starting from the Soraepogu station to customer's home, under six category including wants and needs.

Two Categories of Soraepogu's Functions

① Information design

-The focus of information design is to draw people's interest. By putting information signs, we can increase awareness of old market as well as promote aesthetic value. Information signs also let Soraepogu seems like it preserves its significance as a historical place to visitors.

-Entrance Design has symbolic value and increase customers' convenience to find the market well. It gives sense of unity to Soraepogu fish market. Two options of entrance design is to draw signs on the ground and make a sign standing in front of the market.

② Package Design

-Packaging, sampling, and a price tag design will also draw more customers by forming a brand image of Soraepogu. Customers could better trust the hygiene of soraepogu fish market and be able to conveniently carry fish products to their destination. In this way, packaging design will work to build up regional characteristics.

-We can also improve hygiene of display counter by making it look more organized. It will draw customers, promote regional characteristics, and enhance convenience for merchants.

Design Outcomes



Final Design



The Big Gwaeng Theory

Here comes the Spring

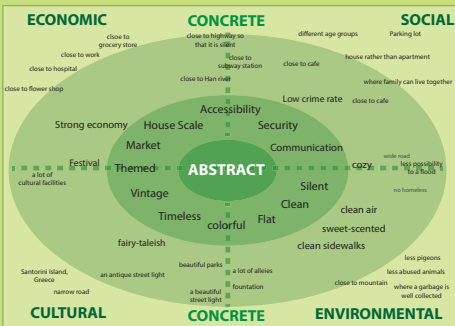
Children of Gwaengiburi Town
Kim Young Hyun, Lee Yoo Jean, Lim Hak Song, Ju Jae Yeon, Hong Sung Yon

BACKGROUND



A novel called 'Children of Gwaengiburi town' was introduced in a tv program, 'Book, book, book. Let's read a book'. However, not many people are familiar with the fact that the village is located in Incheon. Our team decided to focus on Gwaengiburi town in account to inform specific site of the village to people through redesign. The village originally had been a mudflat, but the refugees throughout history filled the area to seek for their shelters. Since then, the place had been a slum area as it is depicted in the novel. We tried to find out residents' opinion about their own town by visiting the site. Furthermore, we discovered the fact that residents actually feel a sense of pride to their own village because of its aesthetic environment.

ANALYSIS



Affinity Diagram
Key question:
How does the town we want to live in look like?
Various answers were classified into four categories: Economic, social, cultural and environmental aspects. Words become more concrete from abstract as it reaches the outer circle. For example, in "social" sector, the most abstract concept, "Security" is developed into more concrete concept of "Low crime rate".

Concept Development
The three concepts are analyzed by using 5Ws and 1H method. By answering to each question, the data is classified into three main categories: security, traffic, and identity.

	Social		Culture	
	Security	Traffic	Identity	
Where	Street	Street	Residential area	
Who	Pedestrians	Drivers	Residents	
When	Night time	Whole day	Day time	
What	Facilities especially parking lot, street light and sidewalk/pavement	Street (Car road, sidewalk/pavement)	Exterior	
Why	To prevent potential crimes	To increase the efficiency of movements of people	To give a characteristic ambient	
How	By illuminating	By refining streets considering the proportion of pedestrians and drivers	By applying uniformed colors, shape, and texture	

CONCEPTS

Traffic

Order
Pavement design with arrows will encourage people to walk on their right sides which will prevent potential collisions between pedestrians.

Security

Light
In order to elaborate detailed design for the light structure, a suggestion was made to use natural elements specifically a 'light tree' rather than setting up original artificial street-lights.

Identity

Color and Texture
Materials that provide warm feeling such as wood and block are chosen for the texture with a brown gradation effect for the overall house designs.

DESIGN

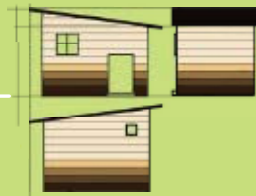
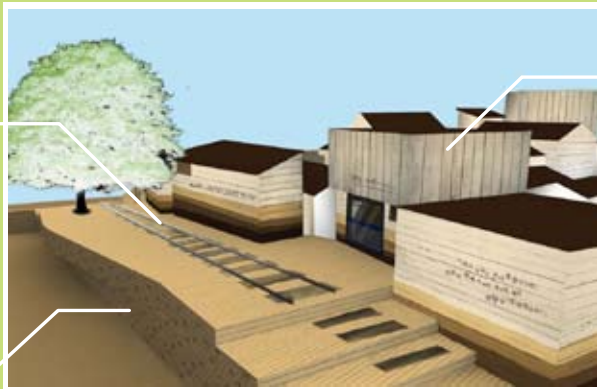
DETAILS >



The railroads and the way station are combined together to form an overall theme of the square.



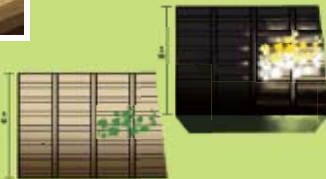
The ground level will be balanced into the average level; simultaneously, the width of the street will be widened. Expected to have a spacious square that can provide comforts to senior citizens of the town.



Wooden panels are going to be covering the walls of every house in town. The suggested color variations are gradational from beige to dark brown.

PROTOTYPE >

The image on the right portrays overall atmosphere of the square. There are basically four elements in the final design: a glowing tree, quotations from the novel, remodeled houses, and the railroad theme of the square. The four compositions form the fundamental concepts of security and identity elaborating Gwaengiburi town. All together, they represent the sense of 'warmth', harmonizing the place to be practical and aesthetic at the same time.



A gradient color will be applied to the slate from beige to grayish brown color. Words quoted from the novel are going to be written on the slate. Ivy will be covering the slate, illuminating roads during night time as a substitute of original street lights.

FINAL IMAGE



CITY OF BRIGHT LIGHTS:

RE-DISCOVERING 구월동

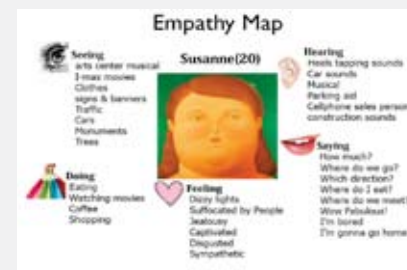
Group SEPTEMBER - Jaesang Yoo, Kim Sukwan, Hyun Jin Jang, Jeonghoon Baek, Jongho Kim

DISCOVER:



The city of 구월동 is old and unrenovated. We felt that the city has a lot of potential to be an iconic representation of Incheon, and this is why we selected this location. The city is old and unrenovated. We researched our location and found that there were a lot of problems. Through the utilization of different methods such as Still Photo Survey, Narration, and Behavioral Mapping. Once the problems were identified, we used different methods to further sustain our notions and problems, in order to define thoroughly.

DEFINE:



We first isolated the problems and separated our thought process through the use of an Empathy Map and an Affinity Diagram. We then generalized our main focus on 3 main subjects of our location: Olympic Park, Arts Center, and Commercial Complex. Because of the fact that the city was unrenovated and unrenovated, we decided to give the city a new identity. We then gathered up our data and facts and set a theme and goal of "Re-Discovering" the city.



DEVELOP:



The Olympic Park lacked activities for citizens to utilize. Failed to utilize efficiently. We wanted to add sports facilities to encourage sports, we wanted to renovate the park to be a cultural monument of the city, and further centralize it as the figure of the city.



The Arts Centre seemed to be dull and wasn't very open for people to see. We wanted to change this by creating a pedestrian-friendly environment. Also, we wanted it to be a center for information and cultural movement.



The Commercial Complex is the most compound and crowded sector of the city, but some facilities were not efficiently utilized, and were very disorganized. We wanted to allocate the spaces efficiently as well as give it a unique environment, and to provide a unique experience for the citizens.

DELIVER:

IDEA AND THEME:

We came up with a variety of ideas to develop our thoughts and concepts into reality. The conclusion to our development of ideas led us to re-identifying the city as: "The City Of Bright Lights." We wanted to utilize bright lights and neon-themed colors to redecorate and incorporate into the city itself. The idea behind this notion was to make the city and the lights as one entity. There are many elements that we felt was essential for change.



We traced back to the development phase of our project and discovered that the services necessary were mainly public and recreational. We felt that we picked the essential requirements, such as: buildings, billboards, manholes, lampposts and stop lights. Facilities such as a croquet course, and a Bicycle Road for citizens.



PROTOTYPING:

In order to generate our ideas into real life prototypes, we had to take into account human interaction with the possible objects as well as how the aesthetic value would fit our theme of making the city brighter. We had to make sure that the prototypes we make would give the general audience an idea of what our project would look like after its completion. We designed and visually constructed stoplights and manholes and incorporated the flavor of our theme into these objects.



The pedestrian stop lights resemble a triangular shape and we felt that this was aesthetically pleasing, and would be a unique feature of the city.



The pedestrian stop lights also contain an entertainment system in which the inspiration of the "Fun Theory" comes into play. We thought this would provide a unique public experience for the visitors and citizens of the city.



The Manhole design resembles the city's historical reference to the shape of the land being similar to that of a turtle's shell



The billboards and signs would be remodeled into a template-source of a frame for coherence with the city's theme of bright neon colors. Overall, we believe that this is something that can fascinate the citizens and bring an aesthetic unity to the city at the same time.

RESULT:



IN 川

“Filling that One permil”

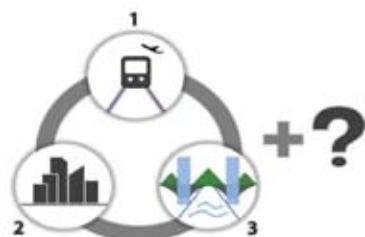
Design 999 -
Yuree Ko, Junseong Lee, Hyejin Park, Seungkyun Hong, Jaeyoung Moon

BACKGROUND

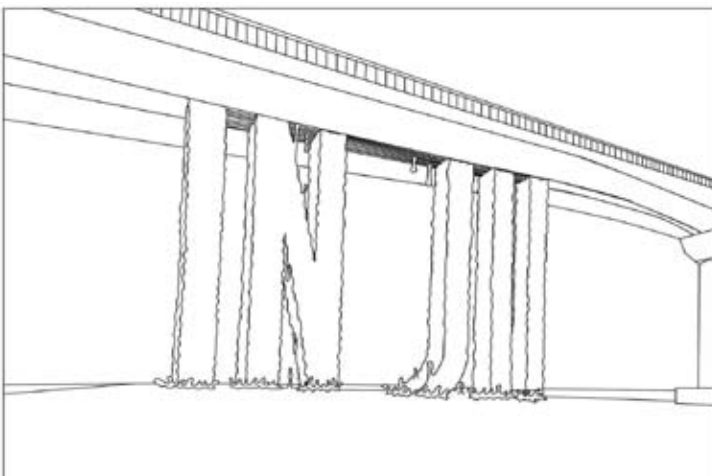


We were able to choose Gyeongju-gu, but more focused on Gyeongju station and the resources around the station such as Mount Gyeongju and Ara Waterway, By visiting, able to find out that Gyeongju lacked necessary identity. In addition, we were surprised to see so many people using this station to catch the subway and transfer between subway lines at that time of the morning. Such sight opened our eyes to the **potential** that Gyeongju has.

ANALYSIS & CONCEPTS



1. Gyeongju Station is the transit station of Airport Railroad & Incheon Line No.1. So anyone who is taking the AREX and heading to Incheon must stop at this station to transfer.
2. Geomdan New Town and Gylhyeon Housing Development Site are around the Station. Therefore, the population near Gyeongju Station would incline soon, so more industries are needed and have potentials for success.
3. Ara Waterway is located 5 minutes walk from the Station. Mount Gyeongju and Ara Waterway are results of national project for people's welfare and healthy life. Although Gyeongju already has promising policies, attractive landscapes and excellent convenience in traffic, why is Gyeongju still not known? It is because power strong enough to draw people out of the station is missing. So we concluded a landmark would be the suitable answer.



Active

Leisure culture
Experience for well-being

Attractive

Family outing
Multi-Purpose

Interactive

Hub for Gyeongju community
Information for passengers

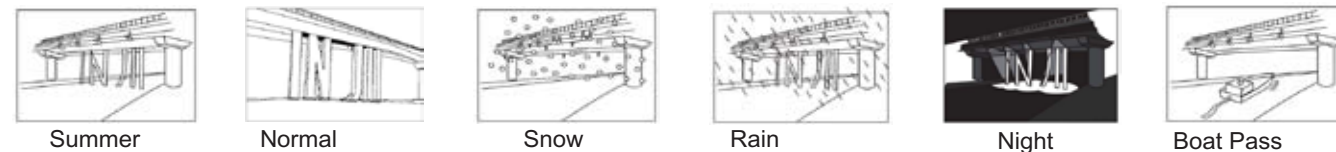
EXPECTED OUTCOME



DESIGN

Landmark of Gyeongju and also Incheon. It will be a manmade waterfall-like invention underneath Kyong-In Highway. Using the timing of the water falling, it will create letters IN(cheon in Chinese character). The timing will be adjusted by technology and it will happen in the interval of around 1 minute ~ 3 minutes. Water is brought up from Ara Waterway.

INTERACTION



APPLICATIONS



YoungJong Do Freedom

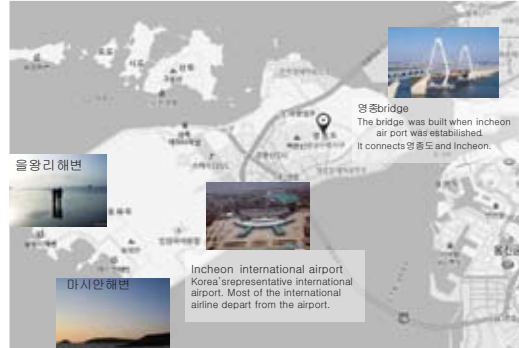
Interactive Highway

Team : 영종도 상륙작전
Name : 이지혜 박소하 박명준 공나현 강소산하

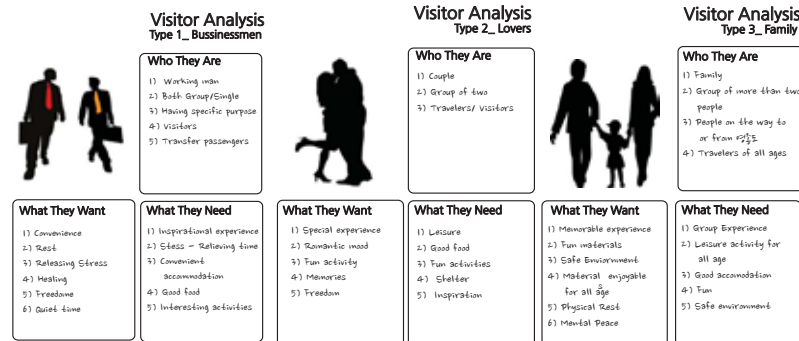
1. Background

A. Paper Research

Located in the north-western sea of Incheon, YoungJong-Do is a transportation and economic hub of Incheon, where Incheon International Airport is located. YoungJong do is connected to the mainland by Yungjong bridge, which is the longest bridge in Korea, and Incheon bridge. Although many tourist attractions already exist, most people are not aware of them.

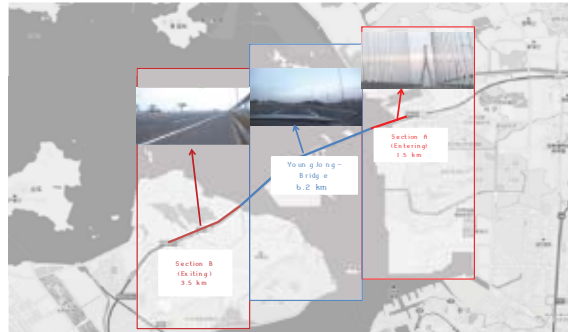


B. Visitor Types



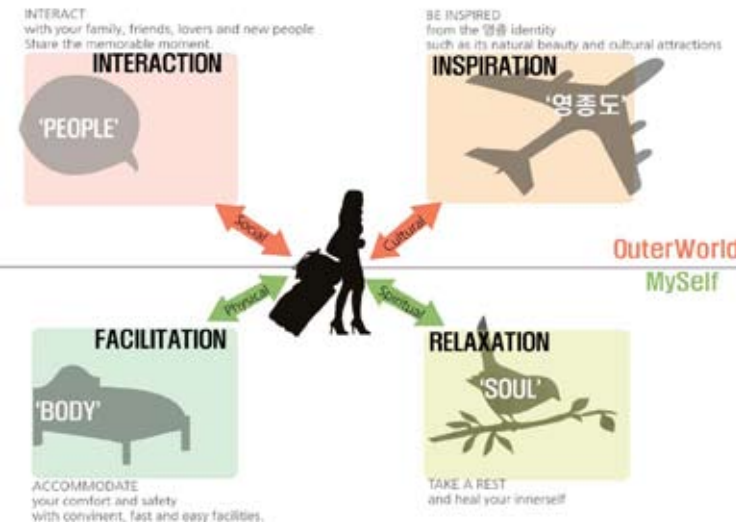
2. Analysis

A. Site Analysis



The existing landscape of the highway is monotonous and ordinary, that the drivers have boring experience of running the highway. We attempt to enrich the experiences of driving in and out of YoungJong Bridge with interactive design elements. 1.5 km before the entering of YoungJong Bridge is the first site(section A) and 3km after the end of YoungJong Bridge is the second site (Section B).

B. Visitor Interaction Analysis



3. Concept & Design

A. Concept Drawing



	WHAT	WHERE	WHO	WHY	HOW
Section A	Interactive Animation	1.5km before YoungJong Bridge	Visitors driving in and out of YoungJong Bridge	To turn the ordinary experience into special one	From the movements of the cars
Section B	Interactive Lighting	3km after YoungJong Bridge			

B. Design Prototype



C. Section A Design Details



Section Length : 1.5km
Estimated Velocity of a car : 90km/hr
Number of Frame per second : 30
Distance between each frames : 1.5km

D. SectionB Design Details



Section B Design Details
Section Length : 3km
Color(Interactive): Red at high speed and Blue at low speed

4. Final Design



Ara Bike Roads

EEL strategies & systematical changes to attract people

araara (아라알아) - Horyun Song, Changwoo Choi, Daehyun Kim, Jeong Suk Kim, Eunjo Lee

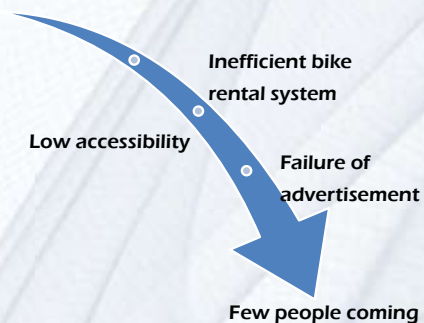
BACKGROUND



The target location is known as "Kyung-In Arabatgil" (경인아라뱃길) and it is a canal that connects the Yellow Sea and Han River via Incheon and Gimpo. The original purpose of the canal is to minimize the casualties caused by floods, and to shorten the route of ships for energy saving and efficiency. In 1995, the project opened up to private investment for commercial purposes and a bike road was therefore installed along the canal, a construction which was completed in 2011.

The bike road of Kyung-In Arabatgil, or "Ara Bike Road," is part of Korea's 4 Rivers Cross country Cycling Road, which connects Incheon, Gimpo, Seoul, Busan, Yeosu, etc. The Ara Bike Road stretches about 18.42km, and along the bike road stand 8 tourist spots known as the Soo-Hyang 8 sights (수향8경). The bike road is also accessible from two subway stations Gum-Am and Gye-Yang stations which are near residential complexes.

ANALYSIS OF CURRENT SITUATION



The current Ara Bike Road has a number of problems that make it unattractive.

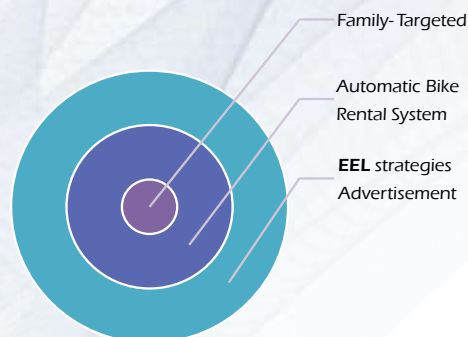
First, the current bicycle rental centres are not connected systematically. Also, the rental centres are limited within the Ara Bike Road, not connecting with adjacent areas.

Second, even though there are many subway stations along the Ara Bike Road, it is not that easy to reach the location.

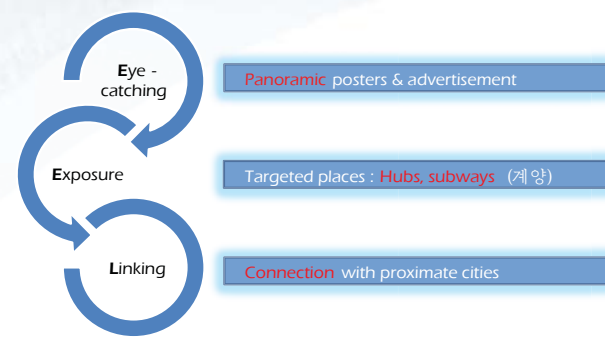
Third, compared to the investment, it is not effectively advertised. All the advertisements are cliched or far-fetched. Thus, only few people visit the Ara Bike Road.

CONCEPTS

Summary



EEL strategy



DESIGN

Lack of Bike Road Identity solved with a logo



Prototype 1: Photo Label



Prototype 2: Poster



Prototype 3: Advertisement for Moving Walks

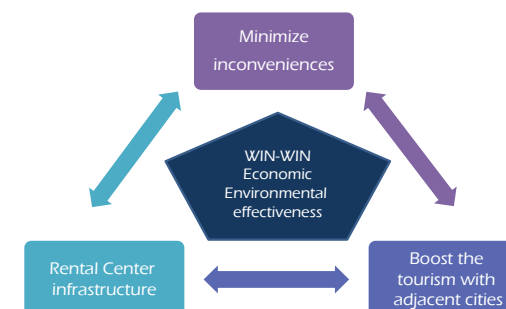


EXPECTED OUTCOMES

In Practice



Ripple Effects



▷ Increase in number of bicycle riders, which leads to less energy consumption

▷ Maintain about 3.5 million people in the area

▷ Financial efficiency: divided costs between Incheon and proximate cities

FARM OF HOPE

Built Urban Agriculture in Songdo City.

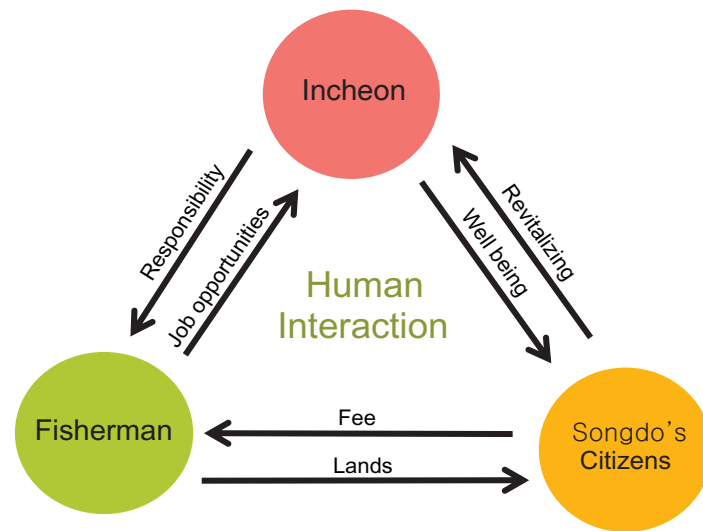
HOPE HARVESTER- Chae Wook Lee, In Seop Chung,
Ye In Jo-- , Ji Eun Park, Sung Hwan Hwang

BACKGROUND



Before Songdo became a city, most of its land was usually a sea. Many fishermen supported their life with fishery, until the city construction began. As more lands developed, fishermen lost their property and production. In return, they received a small piece of field from the government. However, the fact that fishermen lost their job is tragic and makes them harder to live. Also, fields are next to a public park, where people rarely walk.

ANALYSIS



CONCEPTS



warm

To improve Songdo's atmosphere that is currently "cold"

irony

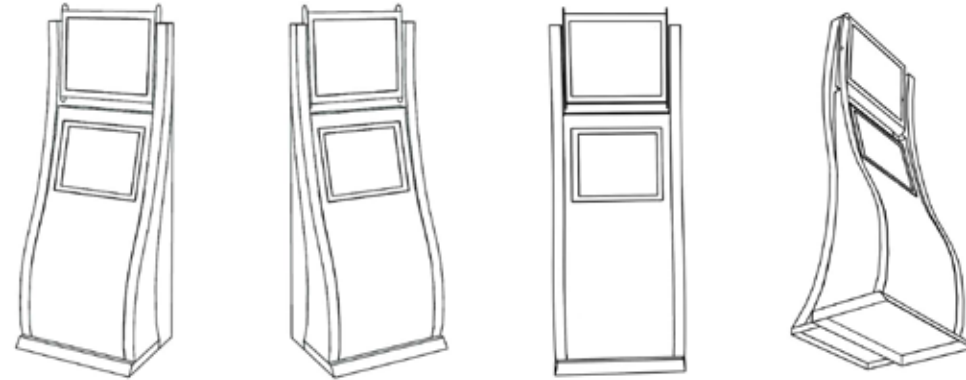
To give a little twist to the reputation that Songdo currently has

diversity

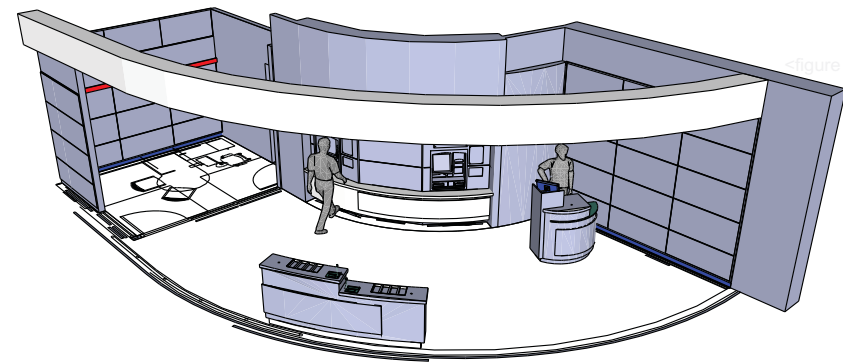
To isolate Songdo's attachment off modernisms and decorate the city with various elements

DESIGN

PROTOTYPES AND DETAIL



KIOSK - A technology device that you can reserve and pay for farmland.



AGRICULTURE SHOP -A shop that provides farm tools and seeds.



ASSOCIATION

Idea Sharing and Socializing

RENAI송CE - Eunseo Moon, Kyu Won Kim, Jun Woo Choi, Seo Yoon Kim, Seung Hoon Bae

BACKGROUND



3 Districts in Incheon:

Chungra: Tourist Attraction
Youngjong: Incheon International Airport
Songdo: International Business-Centered City

GCF is held at i-Tower, Songdo.

- businessmen, UN officers, and Songdo residents will gather at ONE place

ANALYSIS



Incheon International Airport to i-Tower.
-an easy way to visit i-Tower for people coming from the airport



CONCEPTS



-creating positive atmosphere
-growing business interaction



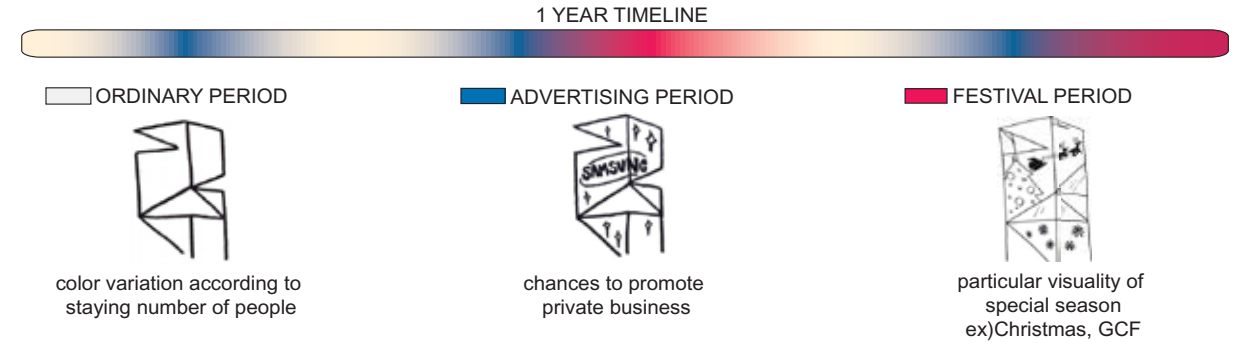
-building long-lasting and healthy relationship
-building quality-like environment



-promoting comfortable and pleasant environment

DESIGN

DETAILS



PROTOTYPES



FINAL IMAGE





송도를 밝히고, 사람을 밝히고, 미래를 밝히다.

송도를 밝히다.

Dayun Hong Yoonsun Choi Jungeon Park Jungsoo Seo Dongkyu Lee
Yonsei University Techno Art Division 2012-2 Idea Visualization Final Project

FUN, READY, INTERACTIVE DESIGNERS AT YONSEI



FINAL DESIGN LAYOUT

Proposal 1. HEALING ROAD

- **Design Plan:**
Constructing approximately ten 2m long, 0.5m high, 0.5m wide object, with half transparent but gray sides. On the top, each object will have an opaque surface, with its own color. On these surfaces there are words or phrases carved through, creating silhouettes. (There could be a transparent layer covering the carved area) The lighting inside each object will make the silhouette distinctive.
- **Function:**
Visitors that pass by will be able to see and feel the words and phrases that shine on each object. They can also be a great common design.
- **Goal & Aim:**
Not just using an interesting method of lighting display (silhouette) for visitors to enjoy, but also allowing them to take a moment and think about their worries. People these days are too busy and mindless to think about themselves and their situation, so the Healing Road (leading way to the Healing Spot) can help brightening up peoples' lives.
- **Side Effects:**
Using up a lot of space
Needs maintenance (visitors may ruin the silhouette)

SCREENPLAY

Background Information

- **'송도를 밝히다'**
= Lighting up Songdo by placing lights
= Lightening the current situation of Songdo
= Brightening the future of Songdo from investing
- **OBJECTIVE**
Creating a landmark with a certain theme to promote Songdo and to soothe the oppression of an international future city.
- **EFFECT**
Along with an eye-catching view, visitors can have a special moment to take their time to think about their worries. Visitors can also relieve those worries by expressing and sharing them.
- **LOCATION**

CENTRAL PARK, SONGDO



Research & Analysis

from the process video



EXPLORE

We explored our project location, taking pictures, videos, memos of what we observed.

IN-DEPTH RESEARCH

We thoroughly researched streetlights, various types of lighting, ways of interaction and found interesting examples.



BRAINSTORMING

We brainstormed using many different methods like affinity mapping, concept drawing, & concept generation mapping.

DESIGNING

We came up with the most effective design to promote our theme and goal, thinking of even the smallest of details.



Proposal 2. HEALING SPOT

- **Design Plan:**
Constructing four 1m long, 0.4m wide, and 1m high curved stone container, forming a wide and divided circle, with half-transparent color pebbles. Lighting will be placed in the bottom of the container, so that the whole container would shine lights in the specific color of the pebbles in it. Each container will have different colored pebbles, accounting for the various moods that visitors can have.
- **Function:**
Lighting the whole Healing Spot, and allowing people to actually pick up the pebbles and write their worries on them. The object itself can become a very good common display.
- **Goal & Aim:**
Brightening not only the area but also visitors' feelings. Visitors can express and share their worries in a modern but analogue way.
- **Side Effects:**
The pebbles can be stolen or scattered around the area.



NORITERIZATION

THE RUBIK'S CUBE

TEAM **CRAYON** SO HYUN BAE, JI HYE CHAE, DA EI CHOI, JONG EUN LEE, HYE BIN ZHANG

BACKGROUND HISTORY

Everywhere you go, one could see children running straight to the playground right after school to enjoy themselves with bunch of their friends. This small but effective area was originated in Germany, where at first, was organized as an instructional play areas for the use of teaching children the proper ways to play.

Eventhough the contemporary playground may have turned out differently from the original playground in the past German times, the purpose of the playground hasn't changed; providing children with an area where they can safely play and enjoy through recreationalequipment and thus develop physical coordination and strength.

Indeed, such play area has aided children with healthy development of life long skills, as in social skills, that are carried along later in their adulthood.



FINAL OUTCOME →

FURTHER APPLICATIONS

INSIDE the Rubik's Cube

Agora, stage, seminar, center, landmark, building (설치/uninstall 가능) & Temporary Events!

Day 1 Opening performance ex. exhibitions, flea market

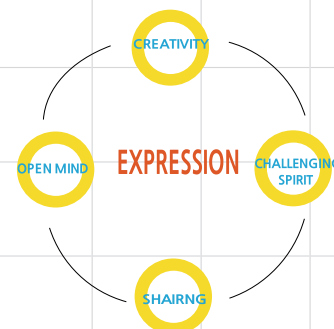
Day 2 Team Games ex. Survival Game, Camp Fire, Club activities

Day 3 Small cube ex. Cooking contest, Dance Party, Graffiti works



PURPOSE

To construct a "playground" of expression for college students where they can develop creativity, which is a definite competitive advantage later in society through the joy of expression



PROTOTYPE

PROCEDURE

- Through the affinity Diagram, Empathy Map:
- extracted a Keyword: **EXPRESSION**
- 4 characteristics of college students; creativity, openmind, Sharing, Challenging Spirit
- According to interviews and surveys the majority of college students called out HONGDAE as their closet ideal 놀이터. Thus we made 홍대 놀이터 as our model
- We narrowed down our ideas to "Art Road"; a road where students can freely draw and do whatever activities without specific regulations
- Final Product : RUBIK'S CUBE encourages college students with their different ways of expression



EXPECTATIONS

- Provides an opportunity for college students to freely show and introduce their creative skills to the public
- creates an opportunity for experts and employers to find a talented student suitable for their company or job
- Global awareness of Korean college students' creativity
- Beautifies Incheon
- Fixed identity for Incheon
- Economic Benefit 1 Students from other cities & countries could visit "Rubik's cube" to experience its uniqueness
- Benefit 2 Area for Tourism

DESIGN & FUNCTION

Why designed in CUBE?

Everyone has played with a Rubik's cube once in their childhood. It's a toy which symbolizes innocence as well as creativity, a perfect match up for our purpose of noriterlization

What's up with the Floor Plan?

The floor plan can be a street, statue, architecture, a space; an area where college students can express their creativeness and display it in a form of art to the public.

The cube folds (when dark) and unfolds (when bright);

when unfolded: street, area of expression

when folded: becomes an statue, display and space for temporary events

MHz : Megahertz

Chulsu & Anna

Junmo Choe, Kyung-Ryun Cho, Daeun Kim, Jeong-Yoon Kim, Jae-Joon Kim

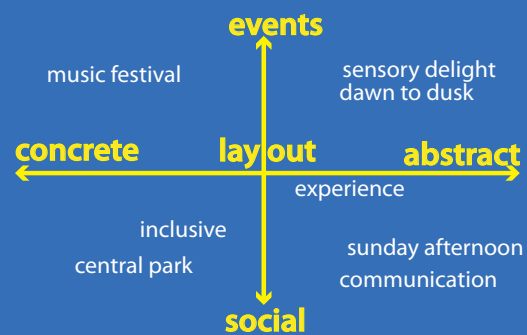
1. Background

For the Incheon Project, we decided to choose Central Park as our main site, because a 'park' is where people come, regardless of their nationality or race, to simply enjoy the atmosphere of a park.

As a tool to help people to empathize with each other, we decided to utilize 3 elements : **sound**, **light** and **water**.

By combining these three elements, we wish to establish a sense of kinship among people with the layout that we have designed.

2. Analysis



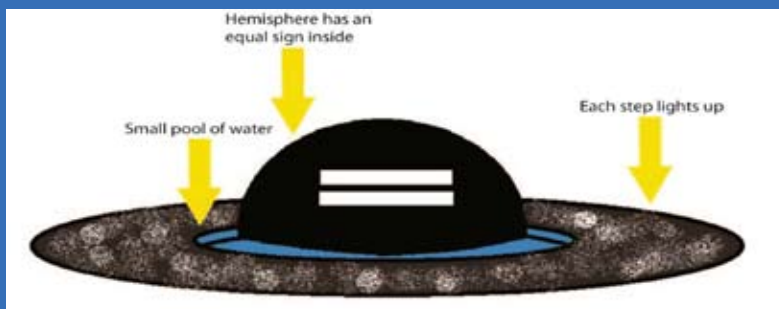
To develop and organize our concept, we visualized our ideas by using post-it memos and simply writing our ideas on what this concept should be. Then, we categorized the post-it memos and re-placed them in a diagram. There were 4 categories : 'social' and 'events' on the x-axis, and 'concrete' and 'abstract' on the y-axis.

3. Concept



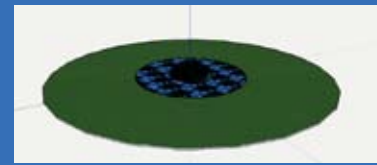
Our basic concept is to use sound, which then produces images using light, which then is reflected upon water to create visual image.

4. Design Development



5. FINAL

The Hemisphere (land mark prototype)



The equal sign in the middle of the hemisphere delivers the message saying that 'we are all the same.' For the each divided section of the equal sign, there will be the picture of people from different nations.



The small area right outside the hemisphere will be a small pond for the lighting effect. A glimmer of light will be shooting out from the center of the hemisphere. This will better show the equal sign by being reflected upon the small pond of water for more visual effects.

The Lake(Day & Night)



참여진

지도교수

전수진 Soojin Jun	연세대학교 테크노아트학부	soojinjun@yonsei.ac.kr
정익철 EuiChul Jung	연세대학교 테크노아트학부	jech@yonsei.ac.kr
김현영 Hyunyoung Kim	연세대학교 테크노아트학부	inndy75@gmail.com
김현수 Hyunsoo Kim	연세대학교 테크노아트학부	mantari99@hotmail.com

참여학생

김대현	강수산나	고담비
김석환	강현지	고유리
김정석	공나현	김규원
김종호	김다은	김서윤
김혜수	김동성	모신영
박예진	김영현	문은서
박정언	김재준	문재영
배소현	김정윤	박주희
백정훈	류수연	박지은
서정수	박소하	박혜진
송호련	박신실	배승훈
유재상	박예지	이준성
윤정빈	신주경	이준희
이강은	엄현배	이채욱
이동규	이명준	임지빈
이은주	이서희	정예인
이종은	이유진	정인섭
이주연	이유진	조예인
장현진	이지혜	차윤정
장혜빈	이희민	최유경
채지혜	임학송	최준우
최다이	조경륜	허정
최윤선	주재연	홍경진
최창우	최준모	홍승균
홍다연	홍성연	황승환

연세대학교 테크노아트학부 학부생

클라이언트	김동빈	인천광역시 도시디자인추진단장
	정수진	인천광역시 공공디자인팀 담당
	김문성	인천광역시 공공디자인팀 주무관
편집 디자인	김선영	연세대학교 인간중심통합디자인연구실 석사연구원 (HCID lab.)
프로젝트기간	2012.10 - 2013.3	
발행일	2013.3	
기획	연세대학교 테크노아트학부 (TAD) 인천광역시 공공디자인팀	

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