



Urban Planning Unit  
International Academic Consortium for Sustainable Cities

Incheon National University  
Thammasat University  
Yokohama City University



IACSC 2018 Urban Planning Unit International Students Workshop Report

## Place Making and City's Future

-City Branding, Regional Identity, and Sustainable Future-





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# はじめに Foreword



仁川国立大学都市科学大学・助教授  
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今年度の IACSC ワークショップは仁川大学がホストして開催されました。ホスト校にとって、ワークショップの準備は簡単な仕事ではありません。国内外から 50 名以上が参加するとすれば、特に安心安全への配慮は重要です。参加者の協力のもと、無事に成功裏に終わることができたことに、心より感謝しています。最終日の学生たちは涙を流しながら喜び合い、興奮冷めやらぬ様子でしたが、その姿を見られたことが何よりもの報いです。この瞬間こそが、私自身、毎年の IACSC のワークショップに関わり続ける理由のひとつかもしれません。

このワークショップを行うにあたり、ホスト校として考えたのは、仁川の地域社会に対して何かを仕掛けるということでした。そのために九月洞地区を対象地に選び、シティ・ブランディングをメインテーマに設定しました。地元からの関心も多く集めながら、実りある成果を上げることができたと思います。3 カ国から 45 名の学生が参加したこの取組みが、仁川固有のアイデンティティを強め、多様な視点を社会にもたらすことを期待しています。

最後になりましたが、ワークショップの全参加者、とりわけ、横浜市立大学、タマサート大学、本学の教員の方々に深く感謝いたします。彼らの協力がなければ、ワークショップの企画運営はきわめて困難でした。ホスト校となる貴重な機会を得られたことに感謝しています。

As the hosting university and as the main professor of this year's IACSC workshop at Incheon, the preparation was not an easy task. Especially, when more than 50 international students are involved, safety and security could become a critical issue. Thanks to everyone who joined 2018 IACSC, we could finish it very successfully with no concerns. Also on the last day of the workshop, it always makes me feel very much rewarding when I look at all the students' tears, joys, happiness, and excitements. Probably this is one important reason that I cannot get separate from IACSC every year.

As the hosting university, we try to do something that could initiate an issue to our local society, and that is the reason why we have selected Guwol-Dong and city branding as the main theme. Fortunately, we had a fruitful outcome with a number of attentions from Incheon area. Hopefully, this great effort from 3 different nations with 45 participants could lift up Incheon's unique identity and bring diverse perspectives to our society.

Again, I would like to express my deepest gratitude to all the participants, especially to faculty members from YCU, Thammasat, and INU. Without you, it would have been a very difficult job. Thank you for giving me such a valuable opportunity to host you.



横浜市立大学国際総合科学部・教授  
鈴木 伸治

**Nobuharu Suzuki**  
Professor, International College of Arts and Sciences  
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ワークショップの開催準備を担当された仁川大学の先生方、学生みなさんに感謝いたします。

今回のワークショップは、仁川という都市の都心部のあり方を通して、都市のアイデンティティをいかに考えるかという非常に難しい課題であったと思います。それは建物や道路、公園などの built environment だけによって成し遂げられるものではなく、産業や人の活動なども含めた大きな都市の戦略であるからです。また、これを韓国、日本、タイの 3 カ国の学生が考えるわけですから、さらに難しくなります。

しかし、ワークショップの目的はいかに正しい答えを導くかということではなく、そのプロセスにおいて、異文化に触れ、対話を通して、お互いを理解し、自らの視野を広げることにあります。フェアウェルパーティーの際のみなさんの様子をみて、お互いの理解が深まり、充実した交流がなされたことを実感しました。

ワークショップの経験が、これからの都市や建築の学びに役立つこと、そしてみなさんのこれからの活躍を期待しています。

I would extend my sincere appreciation to the faculty members and students of Incheon National University for their tremendous effort to organize the workshop.

Throughout the workshop, we considered the identity of cities by taking the central area of Incheon as the study site. Since the city identity is not just composed of built environment such as buildings, roads and parks but rather described as the city strategy embracing industries and human activities, the assigned task must have been so difficult for the students. Further, working in a nationality-mixed group, that is South Korea, Thailand and Japan, apparently made it more complex.

This workshop, however, does not ask the students to reach one correct answer. It emphasizes the process of making proposal and expects the students to experience cultural diversity, to try to understand each other through communication, and then to widen their own perspective. I was confident that students could reach a mutual understanding and have a rich exchange opportunity by looking at the farewell party.

I hope the experience during the workshop is meaningful for the future study on urban planning and architecture for the students. I wish everyone the best of luck in their future endeavors.



タマサート大学建築都市計画学部 UDDI プログラム・講師  
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2018 年 IACSC ワークショップは、UDDI の一年生にとって最初の都市デザインプロジェクトかつ最初の国際交流の機会となりました。シティ・ブランディング、ローカル・アイデンティティ、持続可能な未来に関する提案づくりは、都市デザイナーを目指す学生たちにとって単に難易度の高い課題であるだけではなく、さまざまな視野や知識、経験をもつ外国の学生たちとチームとして議論し、協働する場でもありました。グループ作業では当然困難もあったと思いますが、最後には文化の違いを乗り越え、素晴らしい友情を築くことができたのではないのでしょうか。ワークショップを通し、学生たちは、慣れない環境への柔軟性と適応力をもつことや、文化的多様性を前向きに捉えることを学び、違いを徐々に受け入れるようになっていきましたが、それは、居心地のよい場所から踏み出し、多様な世界で生きるということでもあると思います。

私自身、この合同ワークショップに参加できたことをとても嬉しく思っています。UDDI に参加して 1 セメスターしかたっており、プログラムを代表して参加する初めての海外での仕事でしたが、都市デザインや都市計画の海外の専門家と仕事をする貴重な機会となりました。また、大学教員としての経験年数が短い中、13 人の学生を海外へ引率するというのは非常に大変な仕事でもありましたが、全員が安全に、忘れがたく実りある時間と思い出とともに帰国することができ、安心しています。

最後になりましたが、Hwan Yong Kim 教授をはじめとする仁川大学の先生方の一貫したあたたかなホスピタリティに心より感謝申し上げます。ワークショップを主催・運営する一方、学生には建設的であたたかな助言をするということは稀少な経験だったのではないかと察します。次のワークショップを楽しみに思うとともに、ワークショップを通して形成された大学間のパートナーシップが将来にも続くことを願っています。

2018 IACSC workshop offers UDDI freshmen students the first urban design project as well as the first international exchange. To develop the proposals for city branding, regional identity and sustainable future to the city of Incheon is not the only challenging task for the young urban designers but also to discuss and to work together as a team with those from different countries who possibly have various perspective, knowledge and experience. Although they may have some difficulties during the group discussion, at the end of day, they seem to overcome cultural differences and become good friends of each other. They assumedly learn to be flexible and adaptable to unfamiliar environment and to adopt the positive aspects of diversified culture. Since their minds gradually embrace changes, they have started to step outside the comfort zone and learn to live in the world of diversity.

It is a great honour and pleasure for me to participate in the collaborative workshop. It is my first event overseas as a representative of UDDI after joining the programme for one semester. This workshop gives me a precious opportunity to work with international urban design and planning experts. As a new and unexperienced professor, accompanying 13 students to the foreign country on my own is one of the most challenging duty in my career. Thankfully, the students are all safe and apparently have memorable moments and productive holiday in Incheon. This is what I am very much satisfied.

I would extend my sincere gratitude and thankfulness to all INU professors, especially Prof. Hwanyong Kim, for the warm hospitality from the time of arrival to departure. Hosting, organising and managing the workshop as well as giving the students with constructive and supportive advice, it is a rare and invaluable experience for them. I look forward to the next opportunity and hopefully in the future the partnership between universities established in the workshop will continue.





仁川国立大学都市科学大学・助教授  
イ・テヨン

**Lee Tae Young**  
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都市の持続的なアイデンティティとはどのように生まれ、また、都市の有り様は市民の思考や価値観にどのように影響を及ぼすか。急速に変化する社会的政治的環境の中での最も重要な論点のひとつに関し、韓国、日本、タイの学生は仁川のシティ・ブランディングと都市の未来をテーマとする 2018 年 IACSC 国際ワークショップに取り組みました。

ワークショップでは、多様な意見と知識が共有され、さまざまな要素が統合された提案が示されましたが、すべての参加者にとって、創造的な都市戦略に関する知識や意識を拡充していくための示唆と刺激に富んだプラットフォームになったと強く思います。学生たちにとっては、視点や知識を共有し、相互に影響を及ぼし合う機会となり、それが対象地に対する興味深い提案につながりました。

ワークショップを成功裏に終えられたことについて、関わったすべての方に心より感謝しています。この大学間の合同イベントに参加できたことを嬉しく思うと同時に、来年のワークショップを楽しみにしています。ありがとうございました。

How do cities successfully build a sustainable identity and make a lasting impact on the public's perceptions? For one of the most critical discourse in the rapidly changing socio-political environment, students from Korea, Japan, and Thailand have joined this year's IACSC international workshop for 'City Branding and Sustainable Future' of Incheon. Throughout the comprehensive workshop, the students shared diverse views and knowledge, and delivered integrated proposals for the context of Incheon.

I'm truly convinced that this year's IACSC Workshop provided all the participants with an insightful platform to extend their intellectual boundaries for creative urban strategies. I also don't doubt it was a great opportunity for all the students to share their inspiring perspectives and knowledge leading to the interesting proposals for the given sites.

I would like to express my sincere appreciation to all who have generously contributed for the successful achievements throughout the workshop. I am very much honored to get involved in this collaborative event and already looking forward to the next year's one. Thank you.



横浜市立大学国際総合科学部・准教授  
中西正彦

**Masahiko Nakanishi**  
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今回のテーマの核は「ローカル・アイデンティティ」であったが、テーマの抽象度といい、対象地の特性といい、とても難しくチャレンジングなものとなった。そもそもローカル・アイデンティティとは何だろうか。こういった要素や要因によって形成されるものだろうか。地域の現状を前提としながらも、空間的、社会的システム両面から、どのような改善を図ればその形成に貢献できるだろうか。学生のみならず、教員としてもとても考えさせられるテーマ設定であった。また、ディスカッションだけでなく、インチョンやソウルにおける都市開発の最新の状況にふんだんに触れられたことも得難い機会であった。

学生たちは、国や大学ごとの文化やキャラクターの違いを乗り越えて、そのような難しいテーマに取り組むことに大変な困難を感じていたようであったが、それこそが彼ら自身を成長させただろうと思う。今回だけに終わらず、国際的な相互理解を今後も深めてほしいと切に願う次第である。

このような充実したワークショップを企画・運営してくださったインチョン国立大学の教員各位に深く感謝いたします。

The workshop this year featured "local identity" as a core theme. Due to the theme being abstract and the character of the study site, the workshop became so challenging for the participants. What is the local identity? What kinds of elements and factors form the local identity? How do we intervene the district in terms of spatial and social system to formulate its local identity while considering the present situation there? It was a highly thought-provoking theme for the faculty members as well as for the students. In addition to having the deep discussion, it was also an irreplaceable experience for us to have visited several latest urban development project sites in Incheon and Seoul.

Students apparently underwent hardships to tackle with a difficult workshop task while accepting diverse culture and characters of group members that are different from country to country. I believe, however, such experience must have become precious assets for each of them. I hope they will keep their friendship even after the workshop and deepen the international mutual understanding.

I would express my sincere gratitude to the faculty members of Incheon National University for their effort to prepare and organize this fulfilling workshop.





仁川国立大学都市科学大学・助教授  
キム・ヒュンウ  
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Assistant Professor  
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私にとっては初めての IACSC ワークショップでしたが、とても印象深く貴重な機会となりました。3 カ国から数多くの学生が集まり、仁川において課題に取り組みましたが、一般的に、限られた時間で外国の都市の全体的な構造やシステム、文化を十分に理解することは学生にとっても教員にとっても容易なことではありません。今年度は、韓国では都市再生が都市発展における重要課題のひとつとなっていることを踏まえ、古くからの中心市街地である仁川市九月洞地区を対象地に設定しました。人口移動の規模が大きく、多様な土地利用が混在する地区ですが、学生たちはワークショップを通し、様々な都市のプロセスや再開発に伴う諸課題について具体的に考えることができたと思います。

私個人としては、横浜市立大学とタマサート大学の熱意ある教員の方々と協働できたことが素晴らしい経験になりました。社会や環境、物的計画に関する学生へのコメントや考えを聞き、私自身、まちづくりの多様な側面に対する視野を広げることができたと思います。今年度のワークショップは多くの方々のあたたかなサポートを得て、大きな成功を収めました。関わったすべての方々に感謝いたします。来年度も参加できることを楽しみにしています。

My first participation to this workshop was very unique and impressive. A number of students from three different countries have engaged into this year's IACSC in Incheon, South Korea. It is always not an easy task for professors as well as students to fully understand the overall structure, system, and culture of a foreign city within a limited time. Our site this year was in Guwol-dong area, Incheon, where there was a mixture of various land uses with a huge population movement. Because urban regeneration is one of the key development issues in Korea and the site is the center of an old town district, I believe that this year's workshop allowed students to think distinctly on various urban processes as well as problems when redevelopment occurs.

I personally had a great experience by collaborating with enthusiastic faculty members in Yokohama City University and Thammasat University. Listening to those professors' comments and thoughts on social, environmental, and physical planning had broaden my view on various aspects of community development. Thank you for the sincere support during the workshop, which made this year's workshop successful than ever before. I look forward to participating next year's IACSC.



横浜市立大学グローバル都市協力研究センター・特任助教  
藤岡 麻理子  
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都市のローカル・アイデンティティをどのように捉え、地区再生や再開発にいかにか活かしていけるかが今回のワークショップの課題でした。ワークショップ対象地となった九月洞地区は、必ずしも「わかりやすい」地域資源があるわけではなく、外国から始めて訪れた者にとっては短時間で的確に特徴をつかむのは容易ではない地域だったと思います。そこで、異なる国の学生が集まり、ともに地域性を読み込み、提案を行うというのは難易度の高い課題でした。それぞれの学生が各々のアイデアをもちながらも、互いの思考やそもその課題への取り組み方を理解し、受け止めることに難儀している様子もありました。

普段なら前提条件や細部まで話さなくともわかってもらえることも、帰属する文化や社会が異なる相手にはより丁寧な説明が必要です。自国では当たり前のことが外国では不可解にとられることもしばしばです。普段以上に自身の考えの整理・明確化、相手に理解してもらえる説明の仕方といったことを考えなくてはならないということもひとつの学びだったと思います。

今回のワークショップに関わったすべての方々にお礼申し上げます。特に仁川大学の先生方、学生の皆さんのホスピタリティに心より感謝いたします。

What is the local identity of the city and how it can be integrated into the urban regeneration were the main theme of the workshop. In Guwol-dong district, it was not easy to adequately identify its features in a short time since its local resources are not necessarily easily recognizable. To analyze the locality and make a proposal in a nationality-mixed group for there while understanding the workshop theme correctly must be challenging task. Although every student had their own ideas, they seemed to have difficulties in understanding and accepting group members' views, values and approaches to the task.

When discussing urban issues with people belonging to different cultures and societies, we need to explain our own thoughts more in detail, for example, detailing social background and customs. Common sense in a country can often be questioned in another country. Probably it was also a lesson learned that when we talk with foreigners, we must try to organize and make clear our opinion and express it in an understandable manner far more than usual.

I would express my heartfelt appreciation to everyone involved with this workshop. Especially I am deeply thankful to INU professors and students for their full of hospitality.



## IACSC とは      About IACSC

持続可能な都市づくりのための国際アカデミックコンソーシアム (IACSC) は、学術機関やそれらが立地する都市間の協力関係を深化させ、持続可能な都市づくりに貢献することを目的に 2009 年に創設された学術ネットワークです。国際機関等の支援を受けながら、アジアを中心とした都市の大学研究者・学生等が相互に連携し、情報やリソースの共有、議論、調査、研究、プロジェクトを実施します。都市の諸問題の解決に取り組み、地域や世界に貢献することを目標とし、「まちづくり」「環境」「公衆衛生」の3つのテーマで活動を展開しています。

まちづくりユニットでは、2010 年より国際シンポジウムや学生ワークショップの開催を通して、アジアの大学との交流を進めています。

The International Academic Consortium for Sustainable Cities (IACSC) is an academic network established in 2009 with the purpose of fostering closer cooperation between academic institutions and local municipalities to serve the realization of sustainable cities. With support from international organizations, we will promote mutual cooperation among faculties and students through discussions and research projects. These will be conducted under three main themes: Urban Planning, Environment, and Public Health.

Urban planning Unit has promoted good communication between our friends in Asian universities by holding international symposium and students workshop since 2010.



# 1

## ワークショップ概要 Workshop Overview





# Place Making and City's Future

## -City Branding, Regional Identity, and Sustainable Future-

プレイス・メイキングと都市の未来

ー持続可能な未来のためのシティ・ブランディングと地域アイデンティティを活かしたまちづくりー

### はじめに

地域が直面する課題を発見し、その背景や意味、構造を理解し、解決策を提示・実行する「まちづくり」活動には、さまざまな能力が求められます。一方、世界には社会的背景の違いからさまざまなまちづくりの様相がみられます。社会状況、文化、思想などが異なる海外におけるまちづくりを海外の学生とともに体験することは、それ自体が貴重な経験であると同時に、思い込みを排して世界を相対化し、まちづくり活動を客観的・積極的に進めるための能力の土台形成、また文化・言語等の障壁を越えられるコミュニケーション能力の涵養につながるものです。このような視点から、IACSC まちづくりユニットでは、アジアの学生と交流しながら、その地域が抱える課題に取り組むワークショップを毎年、実施してきました。

今年度のワークショップは、仁川国立大学（韓国）、タマサート大学（タイ）、横浜国立大学（日本）の3つの大学の参加を得て、韓国・仁川広域市の九月洞地区の中心部を対象地として実施しました。衰退傾向にある一方で典型的な大規模商業開発が計画されている市街地において、持続的な都市再生のカギになるものとして、地域のアイデンティティとブランディングを検討することがワークショップの主題です。

全45名の学生は国籍混合の8グループに分かれてグループワークを行いました。対象地区は地区の性格に応じて「市役所・オフィス地区」「商業地区」「居住地区」「再開発地区」「公園地区」の5つに分けられ、そのうち公園地区を除く4つの地区に2グループずつが割り当てられました。フィールドワークとディスカッションを通して、学生たちが練り上げ、作り上げた各グループ25枚のアイディア・カードは、地域性を活かしながら、対象地を個性ある魅力的かつ持続的なまちにするための提案です。

### Introduction

Diverse abilities are required for the urban planning that identifies issues that local communities are facing with, understands the meaning of those issues, and proposes and implements solutions for them. Reflecting differences of socio-cultural contexts worldwide, the approach of urban planning itself is also diverse. Experiencing international urban planning workshop in a foreign country of different social contexts and culture must be an irreplaceable asset for the students. At the same time, it will lead to build basic ability to proceed subjectively and proactively the urban planning without any prejudice. It also nurtures communication abilities beyond cultural and linguistic differences. Having these viewpoints, the Urban Planning Unit of the IACSC, coordinating with several universities in Asia has continuously held annual workshops to think about solutions for local urban problems.

The main focus of the workshop this year was to consider the branding and regional identity as a key of sustainable revitalization for a city facing the declining and expecting a typical large scale commercial development. Guwol-dong district in Incheon City, South Korea was picked up as the study site, and especially, its core area was selected for the students' work and divided into five zones, that is, the City Hall and office area, the commercial area, the residential area, the development-prearranged area, and the park area. A total of 45 students from Japan, South Korea and Thailand were divided into eight groups. Among five zones, four zone except for the park area were considered by two groups respectively. Each group created a set of 25 idea cards as the result of the site visits and in-depth discussion to present a proposal to make the study site more unique, attractive and sustainable by respecting the locality.





## 目的

- 3カ国の学生間の相互理解の深化
- 学生の都市計画提案能力の向上
- 将来に向けた多様な提案を行うことによる、対象地における地域活性化への貢献

## 期間

2018年8月4日(土)～8月10日(金)

## 参加者

学生 45名

- 仁川国立大学 18名
- タマサート大学 13名
- 横浜市立大学 14名

アシスタント 1名

- 仁川国立大学 1名

教員 7名

- 仁川国立大学 3名
- タマサート大学 1名
- 横浜市立大学 3名

## 成果物

- 25枚のスライドで表現されたまちづくりの提案×8グループ
- A1版ポスター×8枚

## Purpose

- promote the mutual understanding among the international students.
- enhance the students' ability for urban planning proposal and communicating it in understandable manner.
- contribute to the urban regeneration in the study site by suggesting various ideas towards future.

## Period

August 4 to 10, 2018

## Participants

Students

- 18 students from INU (Incheon National University)
- 13 students from TU (Thammasat University)
- 14 students from YCU (Yokohama City University)

Research Assistant

- 1 assistant from INU

Faculty Members

- 3 professors from INU
- 1 lecturer from TU
- 3 professors from YCU

## Deliverables

- 8 sets of community planning proposals, each of which is expressed by 25 idea slides
- 8 sets of A1 size posters



# ワークショップ対象地 Study sites

## 仁川市 九月洞地区

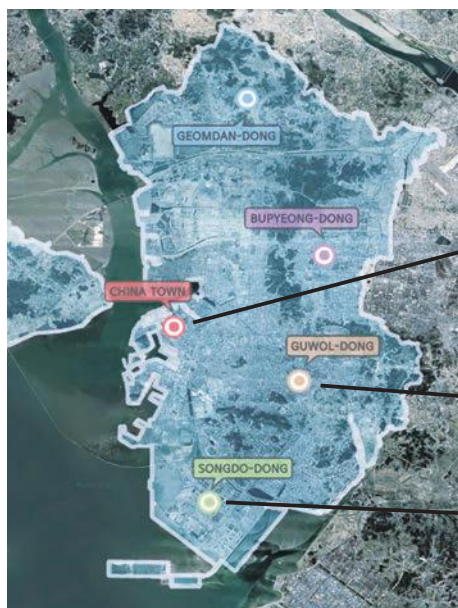
### 背景

仁川の中心地は、かつてはチャイナタウンを含め、現在仁川旧市街として知られている地区であった。その後、町が発展するにつれ、中心は東部へ移り、九月洞地区が仁川の中心市街地となり、地区内には市役所、2つの大きなデパート、高速バスターミナル、地下鉄駅、農産物卸売市場が建設されていった。しかし、人口減少と経済活動の低下を経る中で、ひとつのデパートは市内の新開発地区への移転を決めており、農産物卸売市場に関しては、施設の老朽化もあり、市内郊外への移転が計画されている。一方、もうひとつのデパートを所有するロッテグループは、これらデパートと市場の移転跡地を買収する意思を公表するとともに、同跡地における大規模な複合商業施設の建設を提案している。これは、衰退する都心部を再生する機会である一方、適切な検討を怠れば、地域らしさと地域固有のアイデンティティが失われる危機でもある。

### 対象地区とゾーン分け

このワークショップでは、九月洞地区の中でも特に中心部に焦点を当てている。中心地区をエリアの性格と用途に応じて5つに分け、そのうち4つのエリアを具体的な検討地区とした。各エリアの特徴は次のようである。

- ゾーンA：市役所と市役所前の公共広場を中心とする地区。その他にも公共施設やオフィスビル、飲食店等が立地する。
- ゾーンB：若者世代の娯楽エリアとして人気のある商業地区。現在ロッテ・マートがあるが、ゾーンDの再開発に伴い移転する可能性がある。
- ゾーンC：単身者向けの住宅が集中する居住地区。
- ゾーンD：農産物卸売市場、高速バスターミナル、デパートが立地し、ロッテによる大規模再開発が提案されている地区。



Incheon Old Town  
旧市街地区

Guwol-dong  
九月洞地区

Songdo-dong  
松島新都市

## Guwol-dong, Incheon City

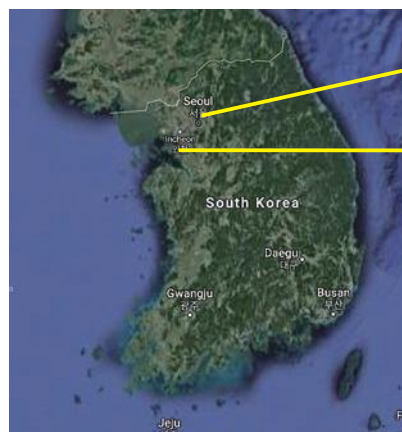
### Background

The center of Incheon used to be the area currently known as the Incheon old town including China town. As the city has developed, however, the city's core was shifted to the eastern vicinity to make Guwol-dong area as the center. Guwol-dong district became to contain the city hall, two major department stores, express bus terminal and metro stations, and an agricultural wholesale market. However, experiencing the declining in population and economic activity, one department store decided to move out to somewhere newly developed in the city. Regarding the agricultural market, due to its deteriorated facility, the relocation to the city outskirts has been planned. Finally, another department store, Lotte, announced to purchase all the vacant lands after the relocation, and proposed to build multiplex, big box type large commercial facilities. It can be a chance to regenerate the declining urban core but at the same time it can be a risk of losing own local characteristics and identity if there will be no proper consideration.

### Zones

Within the Guwol-dong district, the workshop this year especially focused on its core area and divided it into 5 zones based on the use and character, of which 4 zones were the site for students' work.

Each zone of the study site has different characteristics. The center of Zone A is the city hall and a public square in front of the city hall. Also other public facilities, offices, and shops are locating there. Zone B is the commercial area and famous for entertainment places especially for young generation. At present, the Lotte Mart locates there but it can be relocated after the redevelopment in Zone D. Zone C is characterized with the concentration of housing units mostly for singles. Zone D having accommodated an agricultural wholesale market, express bus terminal and a large department store is the area expecting a large-scale redevelopment by Lotte.



Seoul  
ソウル

Incheon  
仁川





ゾーン A: 市役所と広場  
Zone A: Incheon City Hall and public square



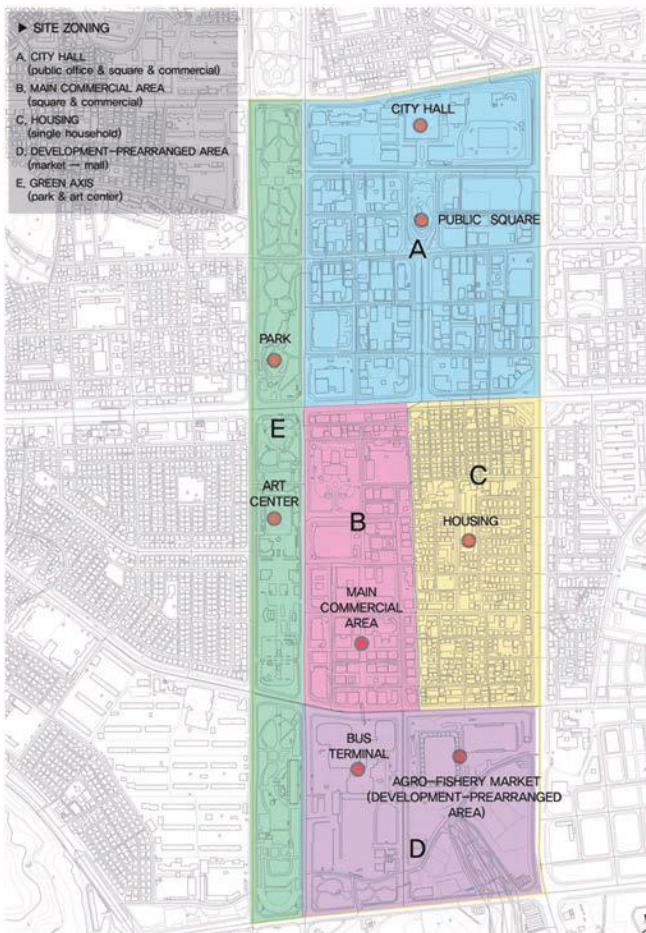
ゾーン B: 地区の中心である広場には雑居ビルが立ち並ぶ  
Zone B: Multitenant buildings in the central square



ゾーン B: 集合住宅や住商混用ビルが並ぶ通り  
Zone B: Residential and mixed-use buildings along the street



ゾーン D: 移転が予定されている新世界百貨店  
Zone D: Shinsegae department store to be relocated



九月洞地区の中心地区におけるゾーン分け  
Functional zoning in the core area of Guowl-dong district



ゾーン B 内を南北にのびる通り  
Street in a north-south direction in Zone B



ゾーン E にたつ仁川芸術文化センター  
Incheon Culture & Art Center in Zone E



# スケジュール Schedule

## August 4 (sat)

PM Introduction  
Country Report by INU, TU & YCU  
Lecture on urban issues in South Korea  
& the study site

## August 5 (sun)

AM Site Inspection  
PM Field work by each group  
Case study visit to the Incheon old town

## August 6 (mon)

AM Case study visit to Songdo, Incheon  
PM Case study visit to Songdo, Incheon  
Group work

## August 7 (tue)

All Case study visit to Seoul  
(Dongdaemun Design Plaza, Gyeongui Line Forest,  
and Mapo Oil Tank Cultural Park)

## August 8 & 9 (wed & thu)

All Group work

## August 10 (fri)

AM Group work  
PM Presentation & Ending ceremony

## Aug 4

### 自己紹介と講義

### Introduction, Country report & Lecture

ワークショップは仁川大学のユンチュル・シン教授による歓迎挨拶の後、ホワンヨン・キム教授の講義から始まりました。仁川における都市課題、ワークショップのテーマ、対象地区、期待される成果について説明をうけ、シティ・ブランディングやローカル・アイデンティティの意味、対象地区に対して計画されている都市再生事業といった、ワークショップを進めていくうえでの基礎情報を学びました。その後、大学ごとに、各々が所在する都市と各都市におけるシティ・ブランディングやプレイス・メイキングに関する事例についてプレゼンテーションを行いました。最後に、45名の学生は国籍混合の8グループに分かれ、顔合わせを行い、1週間のワークショップが始動しました。

The workshop started with a welcoming remark by Professor Eunchul Shin, INU in a room of College of Urban Science, INU, which was followed by a lecture by Professor Hwanyong Kim, INU. Referring to recent urban issues in Incheon, Professor Kim explained about the workshop theme, the study site and the expectation to the students. Through his lecture, the students got basic information on the meaning of city branding and local identity especially in this workshop context and what has been or will be happening in the study site particularly in terms of regeneration. After the lecture, each university of INU, TU and YCU made a presentation about their home city and university, and a couple of city branding cases in their counties so that the students could know backgrounds of their new international friends. The students were divided into eight nationality-mixed groups, and then one-week workshop got kicked off.





## Aug 5

### 対象地の視察とフィールドワーク Site visit & Field work

2日目には、ワークショップ対象地の視察を行いました。まず初めに、キム教授の説明をうけながら、全員で4つのゾーンすべてを歩き、地区の全容を把握しました。その後、仁川大学の学生がリーダーになりながらグループごとに担当ゾーンにおいてフィールドワークを行い、地区の課題と改善の可能性を探りました。

On the second day, a group of all the students and faculty members visited the study site together. After the general walking tour guided by Professor Hwanyong Kim to all the zones, each group, having INU students as leaders, carried out on-site group work in the assigned zone to find out issues and potentials there.



## Aug 5-7

### ケーススタディの視察 Case study visit

ケーススタディの視察は仁川市とソウル市において行いました。仁川では、仁川の歴史と開発戦略を知るため、また既存の都市のイメージを知るため、旧市街地と大規模な埋立開発地区である松島新都市を訪れました。旧市街地区では仁川が開港都市として多様な文化の窓口であったことを学び、松島ではスマートシティやユビキタスシティといった概念に触れることができました。

首都ソウルでは、東大門デザインプラザ、京義線森の道、麻浦文化備蓄基地の3つのサイトをめぐりました。いずれも、都市再開発や都市再生に際し、いかに地域のアイデンティティを維持し、ブランディングを行うかというワークショップの課題に関する事例であり、学生たちが思考の手がかりを得る機会となりました。麻浦文化備蓄基地では施設職員より説明をうけながら視察を行い、いっそう理解を深めることができました。

Case study visits were conducted in Incheon and Seoul. In Incheon, to understand its history, development strategy, and what images the city has had so far, the group visited the old town district and Songdo that is a massive reclamation development area. In the Incheon old town, the students learnt that it used to be an entrance of diverse culture, and in Songdo, they were given a lecture on the concept of smart city and ubiquitous city.

In Seoul, the Dongdaemun Design Plaza, Gyeongui Line Forest, and Mapo Oil Tank Cultural Park were selected as the case sites to give the students some clues to consider how to keep local identity and brand the place when urban redevelopment or regeneration happens. An explanation by a local staff in Mapo Oil Tank Cultural Park made our understanding on the site and concept deeper and clearer.



## Aug 8-9

### グループワーク

#### Group discussion& Making slides

すべての視察を終えた後、グループワークが始まりました。提案コンセプトを定め、そのコンセプトを実現するための25のアイデア・カードを作成し、提案内容の説明文を100語で用意するという課題の達成に向け、まずは地域分析から議論を開始し、徐々に提案づくりを本格化させていきました。いずれのグループも、異なる文化や生活様式、都市環境といった各メンバーがもつバックグラウンドの違いなどから、提案の方向性や内容の合意形成に難儀しましたが、緊密なコミュニケーションを重ね、独自の提案構想を進めていきました。成果発表に向け、全員が議論、発表資料の作成、アイデアのブラッシュアップに熱心に取り組み、作業は夜遅くまで続きました。

Group discussion started after the site visits. The students first worked on the site analysis to fulfil the task of setting a proposal concept, producing 25 idea cards to realize the concept and explaining the proposal in 100 words. All the students worked hard together on discussion, making slides, and brushing up the ideas. Although most groups faced with difficulties in setting the direction and contents of the proposal partly due to differences of urban environment, lifestyle and culture among their home countries, close communication gradually lead to the formulation of their own proposal. Preparation for the presentation continued until night.



## Aug 10

### 発表会

#### Presentation

最終日は1週間の成果の発表会が行われました。グループごとに提案コンセプトとアイデア・カードの内容について発表し、教員との間で活発な質疑応答が交わされました。発表会後のフェアウェルパーティーでは、3つのグループに教員より賞が贈られ、参加者全員がワークショップ修了証を受け取りました。

アイデア・カードを並べて作成したポスターは、2018年9月11日、12日にマニラで開催された2018年IACSC総会場で掲示しました。

The presentation session was held on the final day. Each group presented the concept of the proposal and ideas, which was followed by the Q&A session with faculty members. At the farewell party held after the presentation session, three groups received specific awards and all the participants received the program certificate.

A set of posters containing 25 idea cards was displayed at the 2018 IACSC General Assembly in Manila on Sep 11-12.



#### <受賞グループ>

グループ 3 アイデア賞  
グループ 6 プレゼンテーション賞  
グループ 7 チームワーク賞

#### <Awards>

Group 3: Best Idea Award  
Group 6: Best Presentation Award  
Group 7: Best Teamwork Award



# 2

## 学生たちの提案 Students' Poposals

Group 1: Connecting Core

Group 2: Diversity –Open to Everyone

Group 3: Business Specialized in Local

Group 4: E-qual Dong

Group 5: St. Art up Village

Group 6: S-treet

Group 7: Sustainable Shopping Park

Group 8: F(ol)low Seung-gi River



## Connecting Core

多様な接続性をもつ中心地区



## Concept

提案コンセプト

Zone A is the center of Incheon city and contains administrative function. So, it should be a more opened place for citizens and must become the symbol of the city. For that purpose, the zone needs the development together with its surrounding areas. Our proposal intends to improve the accessibility to and within the area for various people by connecting individual places, and adjust the system to make it more comfortable for the Zone A users.

ゾーン A は仁川市の中心部で行政機能が集まる地区である。そのため、より市民に開かれ、かつ市のシンボルとなるような場所になるべきであり、地区の発展を検討するうえでは、周辺地域とともに考える必要がある。この提案では、個々の地点をつなぐことにより地区へのアクセスや地区内におけるアクセスを改善すること、ゾーン A を利用する人々にとって快適な交通システムになるよう調整することをねらいとした。





# Members

## メンバー

Youngwoo Choi  
Jieun Song  
Mesa Chinavicharana

Mananchaya Nomnumsub  
Satoshi Ogawa  
Kanaho Wada



## Safety System

001



### KEYWORDS

Physical connection

Many narrow roads in this zone make people feel unsafe at night.



For the comfortable walking environment, install

- Emergency calling buttons
- Fire extinguishers
- Flower boundaries

## Safety System

002

### KEYWORDS

Physical connection

#### LIGHT POLE

- is a raised source of light at the edge of roads or paths.
- Helps prevent danger and inconvenience.

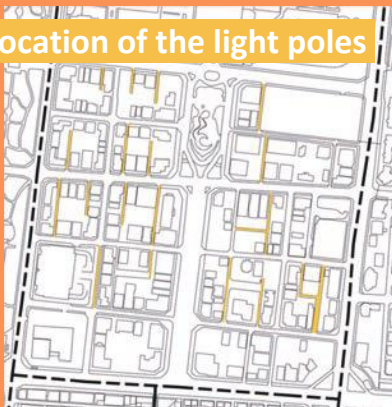


Safer



Less crime

Location of the light poles



IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Bike Sharing System

003

### KEYWORDS

Physical connection

- Incheon has long history as a port city as same as Yokohama.
- Moving around the city should be more free and fun .
- The concept of sharing makes the city and people's relationship better.



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Team 1



## Cars System (No Car Day)

004

### KEYWORDS

#### Physical connection

- The use of the road in front of the City hall can be changed.

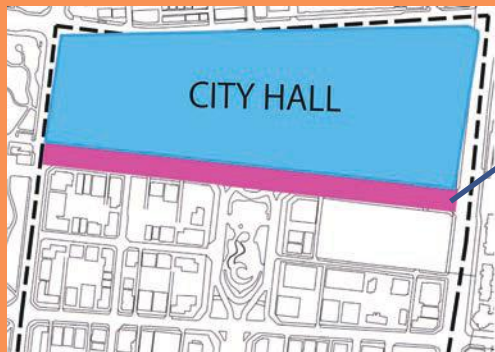


#### WEEK DAY (Mon - Fri)

Cars are allowed to enter in the road.

#### HOLIDAY (Sat & Sun)

Cars are prohibited to enter in the road.



This road



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## Pedestrian

005

### KEYWORDS

#### Physical connection

- Make Sky Pedestrian along the street running north-south direction.
- Make it easier to walk from Incheon City Hall Subway Station to Art Gallery Subway Station.



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## Underground Parking in the Park

006

Mirae Square in front  
of the Incheon City Hall



### KEYWORDS

Physical connection

- Not enough parking space in Zone A
- Solve the problem of parking on the road by creating underground parking space.

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## Playground

007



### KEYWORDS

Physical Connection

- The city hall should be a more opened place for citizens.
- The large parking lot on the right side of the city hall can be used as playground for students of neighboring school.
- Young power and liveliness will be brought here.

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## Connecting System (Park to Park)

008

### KEYWORDS

#### Physical connection

- Make bridges to connect Zone A and the park (Zone E).
- Access between two stations can become easier.
- People coming to the city hall can easily visit other places by using these bridges.



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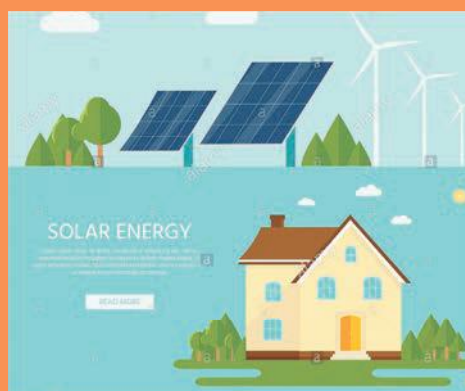
## Solar Panel

009

### KEYWORDS

#### Physical connection

- Photovoltaic solar panels absorb sunlight as a source of energy to generate electricity.
- Similar with Thammasat University which launched an initiative to install solar panels on the rooftop.

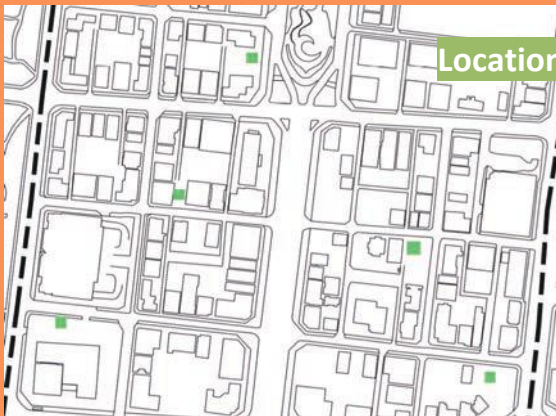


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## Traditional Style Shelter

010



Location of the shelters

### KEYWORDS

#### Physical connection

- Introduce some public Korean traditional buildings in some corners, to encourage people to meet or get to know each other easier.
- Prevent really bad sunlight.

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Team 1

## Park Design

011



### KEYWORDS

#### Physical connection

- Connect the park to the City Hall.
- Make a lake in the center to make people preserve the view.
- Make boundary by putting tall trees.
- Install underground parking lots.
- Make it iconic to represent Incheon by using the top view.

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Team 1



## Unification of the Store Signs

012

### KEYWORDS

Environmental  
Connection

#### Present

- Store signs are too colorful.

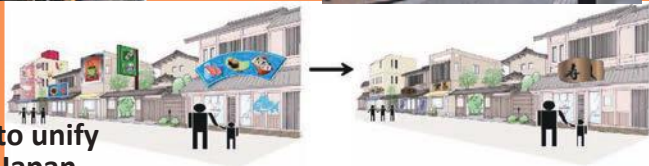
#### Future

- Create a system to regulate store signs.
- Unification of the color of store signs among the buildings.

Before



After



(ex) The way to unify  
store signs in Japan

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Team 1

## Trash Can

013

### KEYWORDS

Environmental  
connection

- Very few trash cans in Zone A.
- Put more trash cans in many corners.

Now



Clean city, clean Incheon,  
I've Green world

More!

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Team 1

## Boulevard

014

Before



After



### KEYWORDS

#### Environmental connection

- Most of the connections between Zone A and boulevards were not good.
- Connection and linkage with neighboring park is needed.

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Team 1

## Lighting Festival

015

Before



After



### KEYWORDS

#### Social connection

- At present, external appearance of the city hall is simple and shabby.
- Illumination will make the city hall more attractive and active.
- It also makes the city hall area safer.

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Team 1



## Lounge

016



### KEYWORDS

#### Social connection

- Space where people can do anything they want.
- Instruments like piano and guitar can be prepared here.
- Meet cultural needs of people.

IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Board Game Center

017



### KEYWORDS

#### Social connection

- Attract people especially young generation.
- People spend much time here.
- Much communication can be expected to happen here.

IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Food Market

018



### KEYWORDS

#### Social connection

- Create liveliness through eating.
- Not only cuisine but also ingredients are sold here.
- Especially focusing on workers and citizens around there as its users.

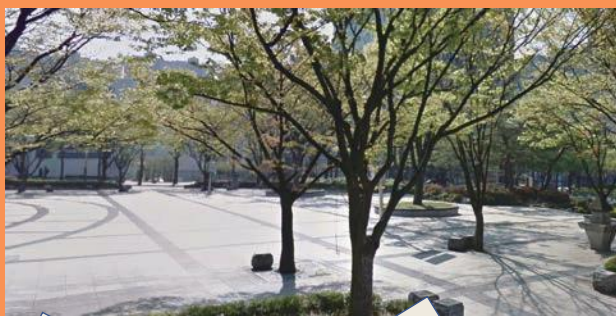
IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Temporary Event

019

Before



After



### KEYWORDS

#### Social connection

- Various kinds of events will attract not only citizens but also people from outside of the city.
- The event will be changed in the rotation of a week or two weeks.
- We have to focus on various kinds of people and events.

IACSC2018 Students Workshop "Place Making and City's Future"

Team 1



## Activate the Library

020

### KEYWORDS

#### Educational connection

- Promote the library through various methods.
- Put temporary bookshelves on the street or in the park.
- Start mobile library service by using vans or trucks.



IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Open College

021

### KEYWORDS

#### Educational connection

- Provide various programs for all ages from academic lessons to lessons to obtain skills through the open college.
- It can be connected with elementary & middle schools nearby that is one factor for people to decide living place.



IACSC2018 Students Workshop "Place Making and City's Future"

Team 1

## Programs for Teenager

022



IACSC2018 Students Workshop "Place Making and City's Future"

### KEYWORDS

#### Educational connection

- Put a center to support teenagers' activity.
- Communication among teenagers can be formed and developed through various experiences and programs.

Team 1

## YMCA in Incheon

023



IACSC2018 Students Workshop "Place Making and City's Future"

### KEYWORDS

#### Educational connection

- YMCA has programs such as cooking classes and sports classes for all ages.
- YMCA opens certification classes in relation to getting a job.

Team 1



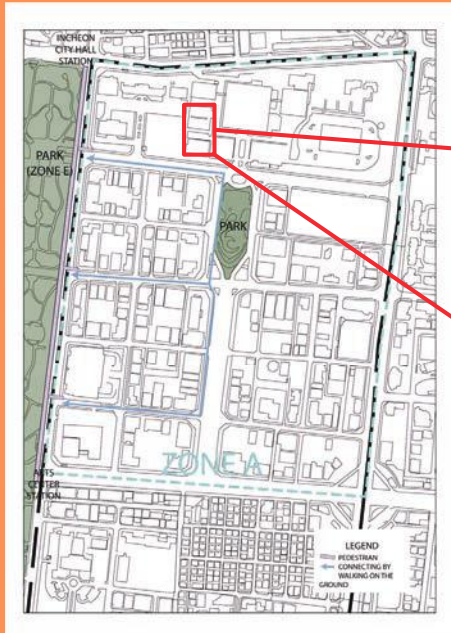
# Museums

024

## KEYWORDS

### Information connection

- By establishing a museum, people can learn early modern and modern history of Incheon.
- It makes people think about the history and future of Incheon.



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Team 1

# Information System

025

## KEYWORDS

### Information connection

- Control and monitor information about the situation of roads, dangerous spots, etc...
- The operation center works closely with other agencies.
- In case of emergency, police or ambulance can come immediately.



Ex) G-tower (Incheon)



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Team 1

## Diversity –Open to Everyone

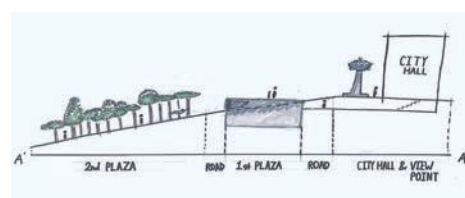
多様性 —あらゆる人に開かれた場



## Concept

提案コンセプト

Diversity means inclusion of various people and things. As the center of Incheon, the area of the city hall and the public square should be more open to everyone and everything. By expanding the public square, making streets pedestrian friendly, and holding many events, it will become a gathering place of many people including workers, visitors, people in the hospital and children. They will know a new thought through communication with each other. It is the environment of diversity. The change of the city central will change the entire city to be of diversity.



多様性とは、さまざまな人や物を包み込んでいることを意味している。市役所と公共広場の周辺地区は仁川の中心部として、すべての人と物事により開かれた空間であるべきだ。公共広場を拡大し、通りを歩行者にやさしい空間にし、イベントを多く実施することにより、労働者、観光客、子供たち、地区内の病院利用者を含む多くの人々が集まる場になるだろう。その空間は、人と人が出会い、コミュニケーションを交わし、新しい物事に触れる場になる。これは多様性を内包した環境である。都市の中心部が多様性をもつ空間に変わることによって、市全体も同じように変化するはずだ。





# Members

メンバー

Seunghoo Kim  
Nayoung Kim  
Eunsu Jo

Manlika Gordon  
Manus Janthik  
Nao Miura

Tomoko Ihara



## Connect Space with People

001

### KEYWORDS

- Make walking trail in the underground.
- Increase the accessibility of public institution.
- Function as a pathway from the metro station to the Convention Center.

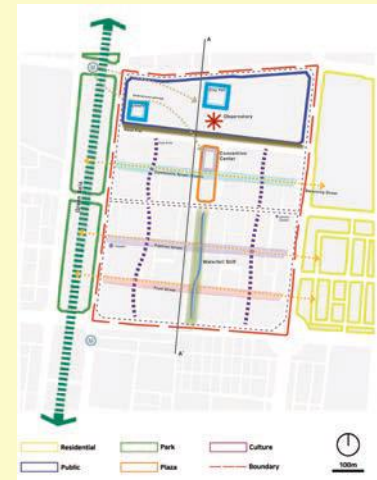


# Hammock

002

## KEYWORDS

- Workers can sit on hammock and relax.
- Seniors can lay on hammock.



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Team 2

# Balancing Street

003

## KEYWORDS

- Workers - less traffic jam and more parking spaces.
- Locals - safer for them to cross the roads.



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Team 2



## More Restaurants along Streets

004



### KEYWORDS

- **Workers - to accommodate more workers and nursing people.**



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Team 2

## Increase Safety

005



### KEYWORDS

- **Women - increase the number of CCTV, patrols and women protection center.**
- **Provide more lights in dark spots.**



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Team 2

## DIY class

006



### KEYWORDS

- Women - for women to spend their time and learn necessary things.



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Team 2

## Cook-off

007



### KEYWORDS

- Women - a cooking competition to show off their own recipes.



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Team 2



## Meeting Space Equipped with Gallery

008



### KEYWORDS

- Locals - cultural activities during the weekend at public space.
- Discuss about public policies.



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Team 2

## Solar Panel

009



### KEYWORDS

- Locals - Eco-friendly way to generate electricity.

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Team 2

## Campaign for Trash

010



### KEYWORDS

- Locals - to help keeping the streets and the area cleaner.

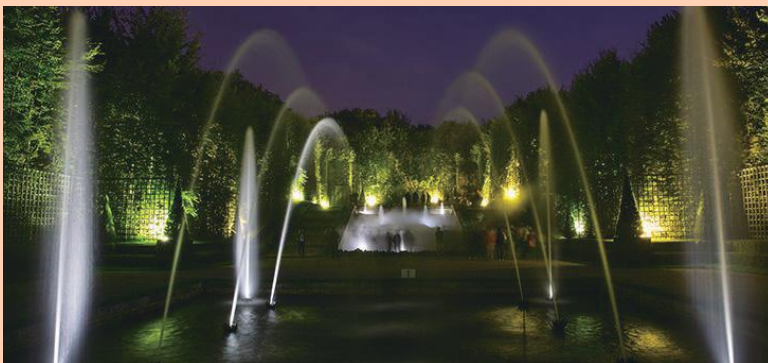


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Team 2

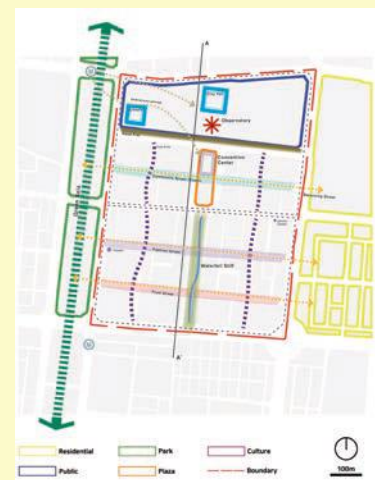
## Waterfall Step and Music Fountain

011



### KEYWORDS

- Children - waterfall step can be developed into a small pool.



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Team 2



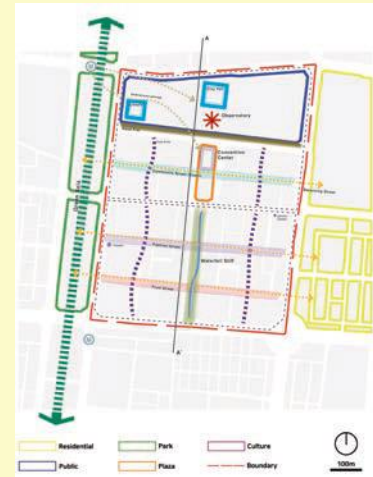
# Open Library

012



## KEYWORDS

- Children – can be located anywhere, and encourage children to read books.



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Team 2

# Universal Design

013



## KEYWORDS

- By having universal design, help everyone to move around the area easily.
- The city promise the equal access and not to eliminate any people.

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Team 2

## Activity for Seniors

014



### KEYWORDS

- Zone A is not open to all the generation.
  - Construct a senior center where seniors can have their events and meet others in the community.
- Diversity of age

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Team 2

## Make Place Easier to Visit

015



### KEYWORDS

- Put a new bus stop with subway station.
  - Make information stand there.
- Use smart technology by which tourists can select their language and better understand the route to the destination.

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Team 2



## You can See All of Incheon

016



### KEYWORDS

- Make a view point in front of the city hall by using a slope on the public plaza.
- Public plaza = vision of Incheon

➔ You can see all of Incheon and future of Incheon from here.

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Team 2

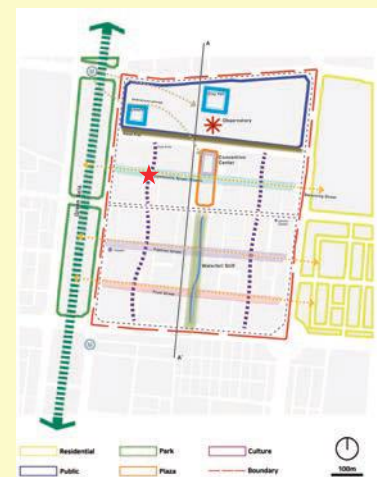
## Streets Show Diversity

017



### KEYWORDS

- Allow people to comment and express their ideas on the wall.
- ➔ Diversity of language



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Team 2

## Night Market

018



### KEYWORDS

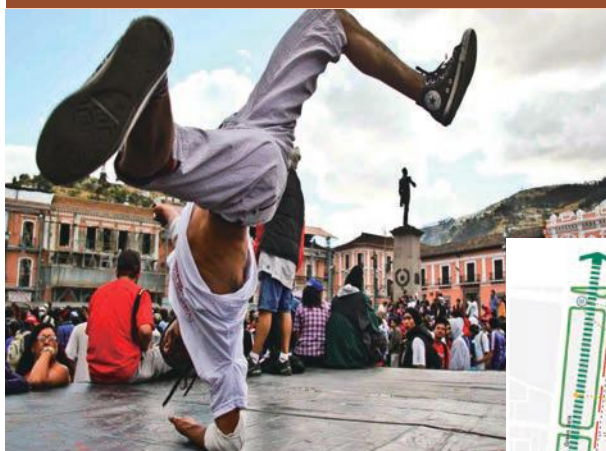
- Many kinds of food are sold.
  - Visitors can experience diversity of culture and food.
  - People can enjoy not only variety of Korean foods but also variety of world's foods!
  - People can more easily try many unique foods thanks to cheap price at night market.
- ➔ ① diversity of foods  
② for visitors

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Team 2

## Street Show to Show Diversity of Performing

019



### KEYWORDS

- Young singers and artists are given an opportunity to show their performance.
  - All people, incl. workers, residents and tourists can enjoy diversity of music.
  - Must be attractive also for tourists!
- ① diversity of performance.  
② attract variety of people by holding street shows.

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Team 2



## Public Plaza with Open Theater

020



### KEYWORDS

- Show some movies at the open plaza once a month.
  - By watching a movie together, people can discuss impression on it.
  - People can communicate each other through movie at open plaza.
- ➔ ① diversity of genre of movies  
② people will have conversation about contents of movies

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Team 2

## Sports Centre

021



### KEYWORDS

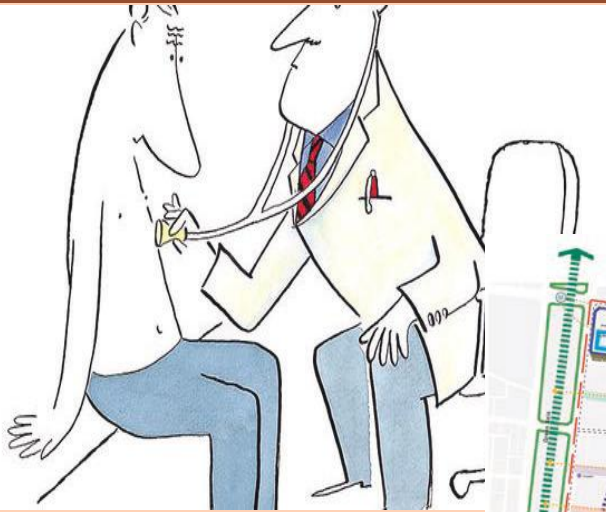
- Encourage people to exercise for healthy life.
  - Teach the importance of sports.
- ➔ Sports connects people in variety of age, race, etc.

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## Understand Body Condition More

022



### KEYWORDS

- Health examination center open to all the people in late time.
- Everyone can know about their body condition, and they will care their body more.
- The big hospital in Zone A will be useful for people to take care themselves.

➔ Health is essential for “everyone”. We can attract diversity of people through health examination.

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Team 2

## Road Diet

023



### KEYWORDS

- Symbolism of the city hall  
past: place of authority  
future: place of communication
- Everyone can approach to the city hall.

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Team 2

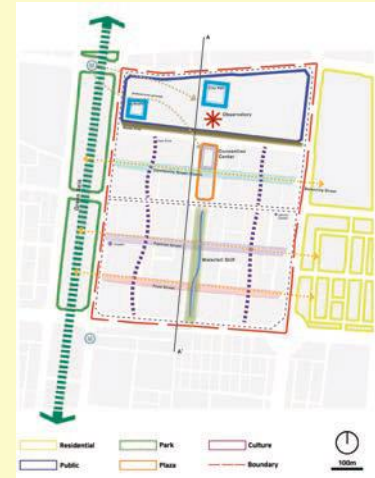
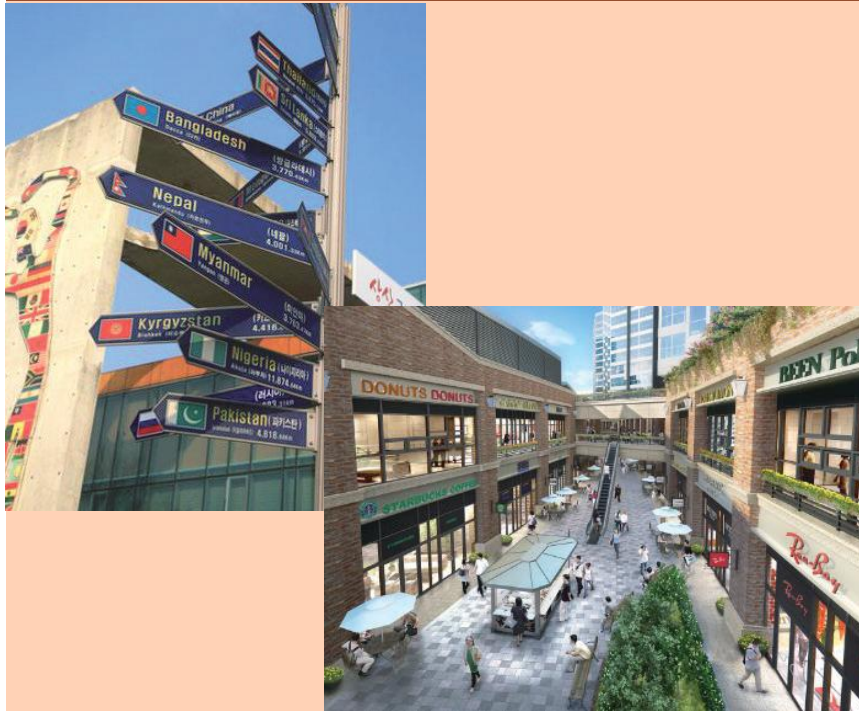


## Characteristic Road

024

### KEYWORDS

- Each street will have its own characteristic that expresses the “Diversity”.



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Team 2

## Citizens Meeting

025

### KEYWORDS

- Hold citizens meeting regularly.
- Citizens can discuss anything they want, for example, problems of Incheon, management of the city plaza, future plan of Incheon, etc.
- Citizens can use the conference centre under the plaza freely.
- Through the meeting, citizens can find new thoughts.
- The conference center can be connected to the expanded park.



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Team 2

## Business Specialized in Local

地域性に根ざしたビジネス



## Concept

提案コンセプト

Our proposal is based on three facts. First, the Rodeo street in the zone is a commercial district due to Shinsegae and Lotte. If Lotte moves, it needs a new local brand for the local revitalization. Second, in spite of many young visitors, contents offered is limited such as food, shopping and alcohol. The area can provide more experience. Last, as a port city, Incheon was the entrance of new things into the country, one of which is Beer. By choose “Beer” as an icon of Incheon and starting its business, the place will be for “Business specialized in Local”.

この提案は地区に関する3つの事実に基づき作成した。まず、ゾーンB内のロデオ・ストリートは、近隣に新世界デパートとロッテ・マートがあり、商業地区といえる地域である。ゾーンDの再開発に伴いロッテ・マートが移転すれば、地区活性化のため地区の特性に根ざした新しいブランドが必要になる。第二に、若者が多く訪れる地区であるにもかかわらず、この地区は食事、アルコール、買い物といった限られたコンテンツをもつのみである。より多様な体験を提供できるはずだ。最後に、仁川は港湾都市として、韓国に新しい文物が入ってくる際の窓口であったが、そのひとつがビールだった。ビールを仁川のアイコンとして位置づけ、関連ビジネスを始めることで、この場は地域性に根差したビジネス活動の場になるだろう。



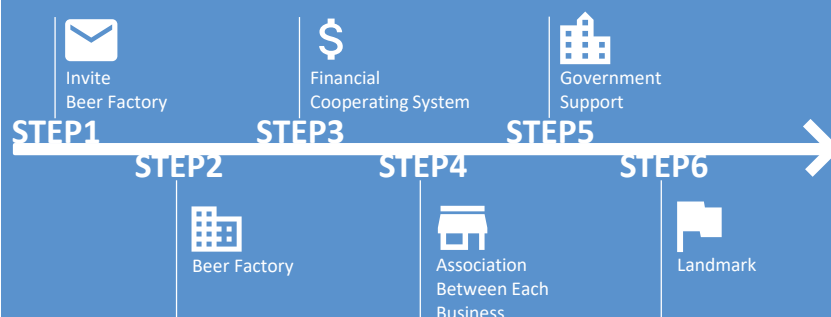


## メンバー

Wipawee Khantikittikul  
Yukari Ohno  
Kanon Sato



## 001

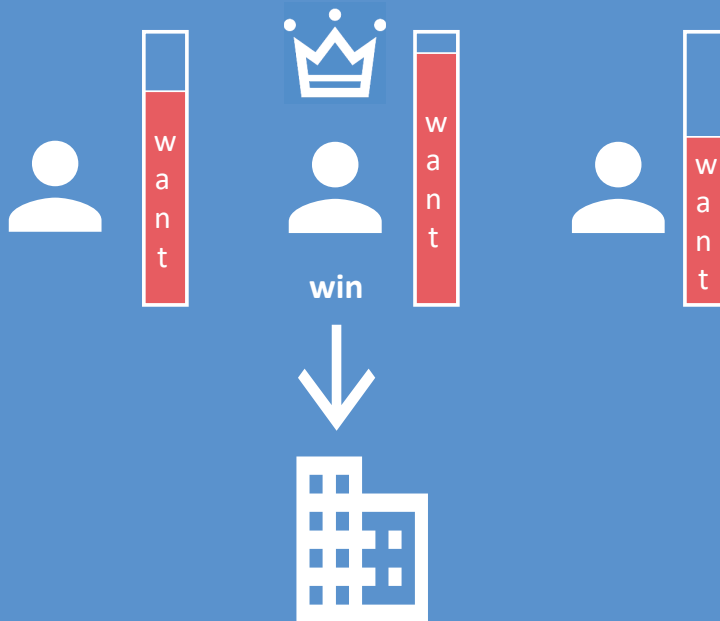


- **This timeline is a diagram showing the process of building a Beer factory.**
- **It is an explanation of how to solve the funds and how to make this place “Business Specialized in Local”.**

## Competition to Start a Beer Company

002

### KEYWORDS



Get the right of own the Beer Factory Lotte department

- People who want to manage the new beer factory will have a presentation to the local people.
- Local people will vote who is the most suitable person for the owner of the factory.
- The winner can become the owner of the factory.

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Team 3

## Create the Local Beer with a Local University

003

### KEYWORDS



- A university in Incheon and the new beer factory will cooperate to develop and launch a new brand of local beer.

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Team 3



## Local Brand Beer of Incheon

004



Existing beer



Original Incheon beer

### KEYWORDS

- Beer is historically connected to Incheon but not widely known. Incheon is the city that imported beer for the first time in South Korea from Japan.
- There are only a few kinds of beer in South Korea.
- Beer is widely known and drunken around the world.
- We make a local brand beer of Incheon.

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Team 3

## Beer Factory in the Current LOTTE Building

005



### KEYWORDS

- Beer factory will not only make beer but also be expected to become a sightseeing place for visitors.
- The whole factory will be opened as a beer museum and visitors can see the process of making beer.

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Team 3

## Association between Each Businesses

006

### KEYWORDS

- Make an association of all the business owners in this area.
- This helps to make a community among people working here and can help each other when needed.
- Discuss on the internet or face-to-face meeting at somewhere.



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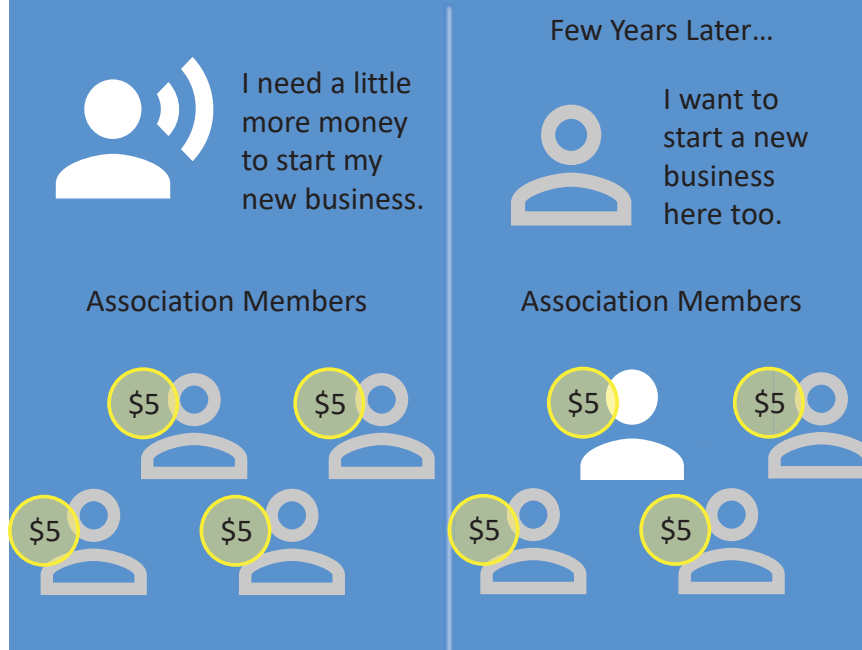
Team 3

## Financial Cooperating System

007

### KEYWORDS

- When a person wants to start a new business here, the association will support him/her financially.
- Also when there is a new comer to the alliance, a person who received a support in the past will have to support the new business starters.



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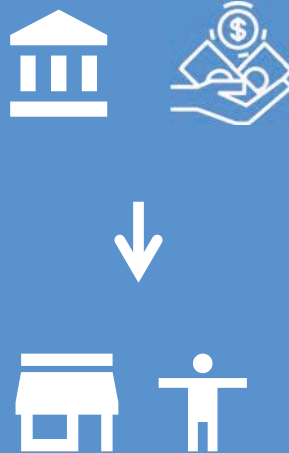


## Rental Fee Support

008

### KEYWORDS

- The government now supports the initial cost of the start-up. But we think the rent support is also needed.



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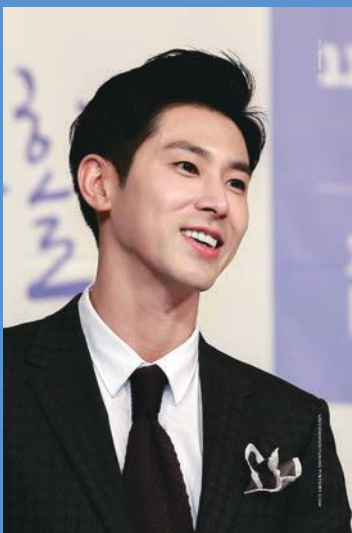
Team 3

## Celebrity Ambassador

009

### KEYWORDS

- A famous person from Incheon will become an ambassador of this area.
- The ambassador will promote this area.
- This becomes a great advertisement.
- Example;  
TVXQ: Yunho  
SHINee: Minho



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Team 3

## Korean Traditional Restaurants

010

### KEYWORDS

- Provide the new local brand beer of Incheon.



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Team 3

## Restaurants from around the World

011

### KEYWORDS

- Each restaurant will provide beer from the country.
- Example; Japanese restaurant with Asahi Beer.



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Team 3



## Art Workshops/Experience Shops

012



### KEYWORDS

- In the near future, the meaning of “shopping” will become buying experience or time rather than buying things.
- Young artists can hold their own workshops to earn money.

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Team 3

## VR Entertainment Spot

013



### KEYWORDS

- Entertainment offering experience is needed because it will become a reason for people to visit here.
- VR is a brand-new and hot business now.

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Team 3

## Live House

014

### KEYWORDS

- A performance hall for non-popular musicians.
- Audience consumes beer while enjoying the performance.
- The local beer industry can develop with Live House.



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Team 3

## Street Musicians

015

### KEYWORDS

- People will come to this street to listen to musicians' singing on the streets.
- Artists will also come to this street because people are looking for musicians.



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Team 3



## Small Booth Vendors

016

### KEYWORDS

- If you are burdened with entering a restaurant, you can simply use street vendors.
- The street vendor street can be a feature of the area that attracts lots of people.



Change!



Change!



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Team 3

## Movie Theater for Personal Artworks

017

### KEYWORDS

- For various cultural experiences, an independent movie theater is created.
- Because it is to show differentiation from other cities.



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Team 3

## KEYWORDS

- Considering our new city brand “beer,” put a big land mark made out of recycled beer cans to represent the city brand.



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Team 3

## Beer Festival in September

## KEYWORDS

- Hold a beer festival as an annual event to increase the visitors.
- Give visitors a coupon usable at all beer stores at a reasonable price.



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Team 3



## Drink Tickets System

020

### KEYWORDS

- Once a month, drink tickets will be sold at the public center.
- You can drink at cheaper price than usual with the ticket!
- This makes people go to 5 different restaurants in 1 day.

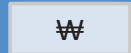


5 Drink Tickets for  
 $\text{₩}2000 \times 5 = \text{₩}10,000!!$

If you buy at a each store...



$\text{₩}2100$



$\text{₩}2300$



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## Exhibitions for Artworks

021

### KEYWORDS

- Give an opportunity for artist to show their skills.
- Decorate the street to give more good environment.
- Continuous change of artworks can always entertain people.

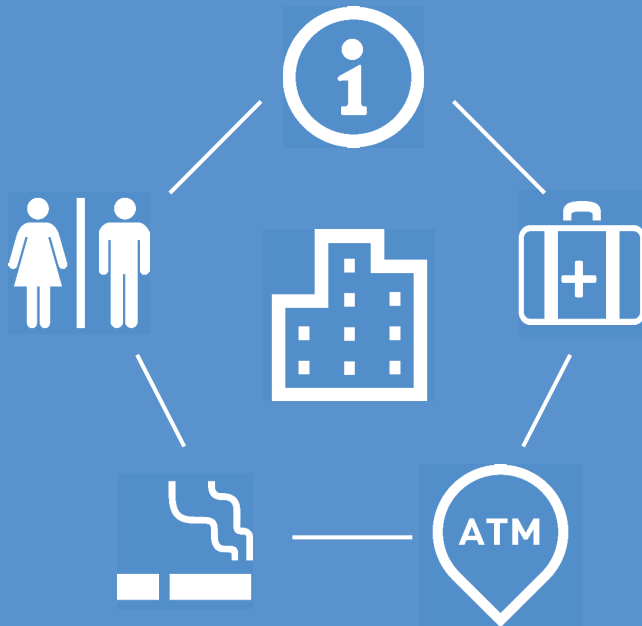


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Team 3

## KEYWORDS

- information center
- public restrooms
- smoking area
- health care center
- ATM



## Countermeasures regarding Roads

## KEYWORDS

- To avoid confusion and give each street own meaning, separate the streets by theme.
- Make a time schedule for car access.
- Put parking spaces.
- Put outdoor furniture.
- Create flat and designed ground.
- Install lights at night for security.



Food Street  
Experience/  
Entertainment Street  
Shopping Street





## Enjoyable Underground Path

024

### KEYWORDS

- Make the underground path from the Lotte department store building to the metro station more enjoyable.
- 24Hr Café, small bakery, accessory store, etc. can be there.



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Team 3

## Unification of All the Signboards

025

### KEYWORDS

- Unify all the advertising signboards to avoid the bad view.



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Team 3

## E-qul Dong

あらゆる世代のためのエンターテインメント地区



## Concept

提案コンセプト

If a large commercial facility is built after the relocation of the Lotte Mart, the area will lose its appeal. Rather, introducing cultural functions will make a new charm. By creating a community & culture center (CCC), our proposal aims at giving a new branding to the area as a culturally distinctive area that is open to wider generation and having varied entertainment contents. This program will refurbish the existing Lotte building to change it into a cultural complex, use the Rodeo square as the center of the zone effectively, and improve pedestrian space.

ロッテ・マートがゾーン D における再開発に伴い移転する可能性がある中、その跡地が大規模商業施設になれば、ゾーン B 地区は固有の魅力を失う可能性がある。商業機能よりも、むしろ、新たな文化的機能をもたせることが地域の新しい魅力づくりには役立つはずだ。そこで、コミュニティ・文化センター（CCC）をつくり、広い世代に開かれた、多様なエンターテインメント・コンテンツをもつ文化的に特徴のあるエリアとしてブランディングを行うことを提案したい。このブランディング・プログラムには、現在のロッテ・マートの建物を文化複合施設にするための改装、エリアの中心部としてのロデオ・スクエアの有効活用、歩行者空間の改善等が含まれる。





# Members

メンバー

Jaehyun Kim  
Jieun Eom  
Fah Kaewsiwarit

Natthatida Suwanyothin  
Keito Yoshida  
Ayumi Saito



## Rooftop and Terrace \_ CCC

001

### KEYWORDS

- A roof top garden on the building.
- People can relax and have fun events.
- Enjoy the view of Guwol-dong at a glance.

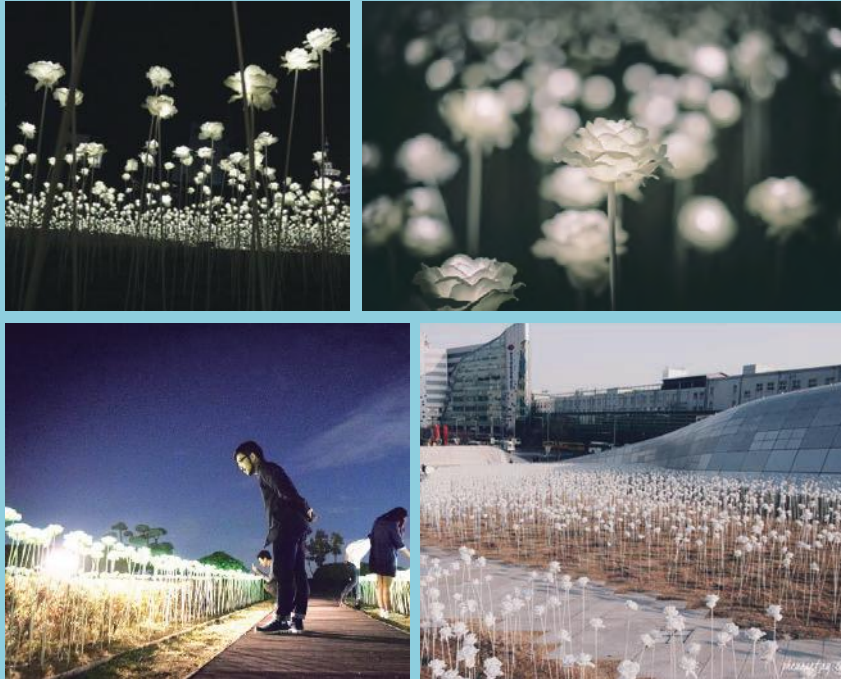


## LED Flowers \_ CCC

002

### KEYWORDS

- Take pictures and take landscaping even during the dark night.



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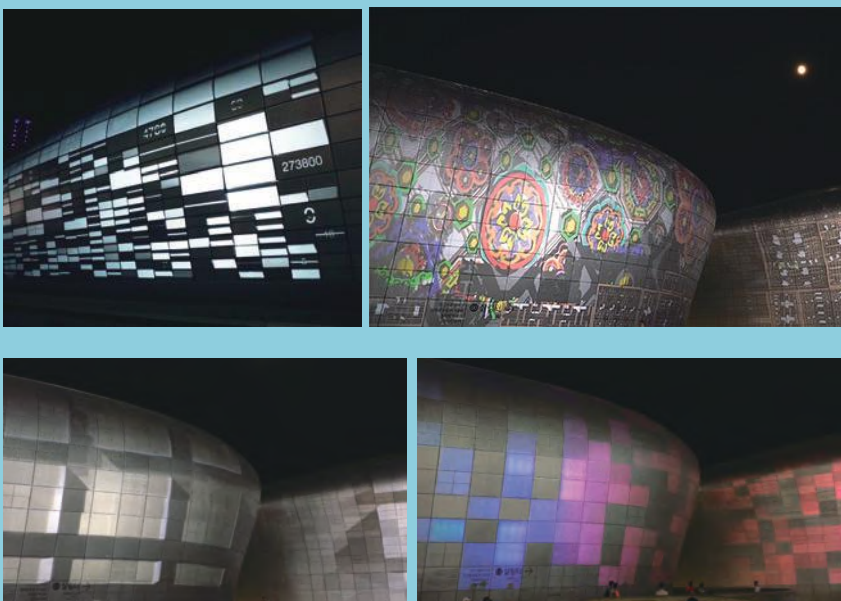
Team 4

## Projection Mapping \_ CCC

003

### KEYWORDS

- Exhibition at the art center and the CCC.
- People can take pictures and organize events.
- The projection shows all the Guwol-dong's news.



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Team 4



## KEYWORDS

- In autumn, people can enjoy music with the grass here.
- People can eat foods, drink alcohol, and enjoy picnic with music in this place.



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Team 4

## KEYWORDS

- Songs from a room.
- Held in a small space such as a house, a cafe, a museum, an office, etc., not a professional performance hall.
- Aiming at performing with high concentration.



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Team 4

## KEYWORDS

- People can skate here in winter.
- People can enjoy programs changing every season at the plaza.



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Team 4

## KEYWORDS

- The plaza is not just a park, and needs a program people can participate in.
- People can enjoy watching movies while swimming in hot summer.
- It's not just a normal theater but a unique theater for various ages to enjoy.



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Team 4



### KEYWORDS



- Not enough program for children to enjoy with elderly people at present.
- Children and elderly people can experience cooking classes together.
- It will also help people who live alone and cannot cook.

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Team 4

### KEYWORDS



- Culture is needed more than alcohol for young people to enjoy.
- Concert hall is for young people to enjoy.
- Children and elderly people can also enjoy programs such as plays and musicals performed in this hall.

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Team 4

## Dance Studio \_ CCC

010

### KEYWORDS

- Students can practice dancing and singing here.



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Team 4

## Pop-up Store \_ Square

011

### KEYWORDS

- Need for programs on Rodeo Street that is enjoyable for all ages.
- A temporary store that attracts people with its unique design.
- It can be in a container shape or a big box store so people can take pictures with themselves.

#### KEYMAP



#### Present Status



#### Idea



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Team 4



## KEYWORDS



- Planned advertisement that will solve the problem of illegal advertisement on the street.

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Team 4

# Exhibition (Object) \_ Square

## KEYWORDS



- Outdoor gallery that attracts people to come. They can see arts, photos and paintings, and take pictures.
- Temporary event whose period will depend on each event.
- Events can be changed at any length, in days, weeks or months.

IACSC2018 Students Workshop "Place Making and City's Future"

Team 4



## Vintage Shop \_ Vacant Space

014

### KEYMAP



### PRESENT STATUS



A



### KEYWORDS

- The present parking lot will be no longer needed due to the underground parking.
- Vacant space can be changed to a place for all the ages.
- Vintage shop with the vintage exterior design will sell only vintage and unique items. It will attract those who like vintage things to come, take pictures, and buy something.

### Idea



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Team 4

## Container Center \_ Vacant Space

015

### KEYWORDS

- Place for the senior society. Elderly people gather together for yoga, sewing, gardening, etc.
- Free entry place with 2 rooms.
- One is for men and another is for women.
- Exterior is in the container design, and the rooftop is the space for gardening.



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## Book Gallery \_ Vacant Space

016

### KEYWORDS

- Book gallery for children.
- They can find books for school works and all kinds of books including novels and comics.



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## Flea Market \_ Vacant Space

017

### KEYWORDS

- Markets in the limited period.
- Selling items at the market can be changed depends on each market.



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## KEYWORDS

- Place where children can pretend to do the career that they are interested in or want to do in the future.
- They can experience being police, doctor, nurse, teacher and any others.



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## KEYWORDS

- It makes the streetscape more beautiful.



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# Underground Parking

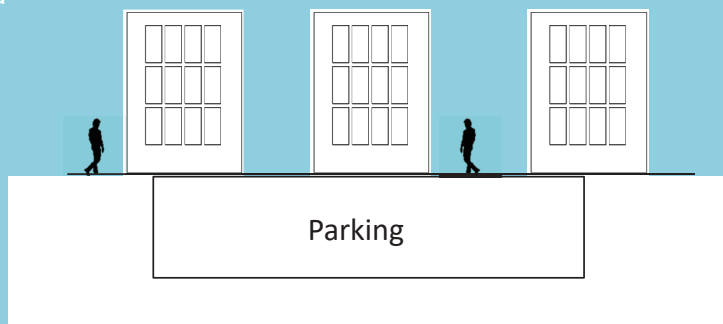
020

## KEYWORDS

### Present Status



### Idea



- Many cars parking on the street.
- Set the underground parking area and make a street for only pedestrians.

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# Open Viewing

021

## KEYWORDS



- Remove the parking space on the upper floor.
- Make it easy to see the surrounding place, facilities and so on.



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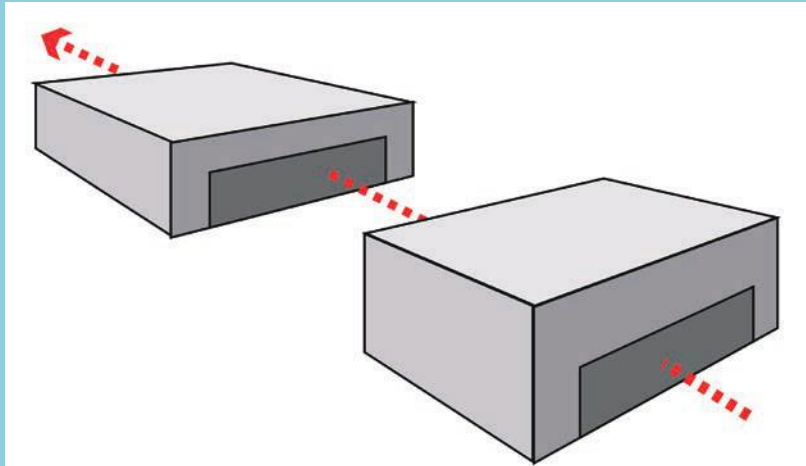
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## Make a Connection

022

### KEYWORDS

- Change the shape of two buildings and make a piloti.
- Connect the department store and the square for people to move easily.



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## Shade

023

### KEYWORDS

- Unique roof to make the street more attractive.
- A shade from the strong sunshine during the daytime.



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## Road Art and Wall Art

024

### KEYWORDS

#### Present Status



#### Idea



- Make the road and wall enjoyable and attractive.

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## Voting Trash Can

025

### KEYWORDS

#### Present Status



#### Idea



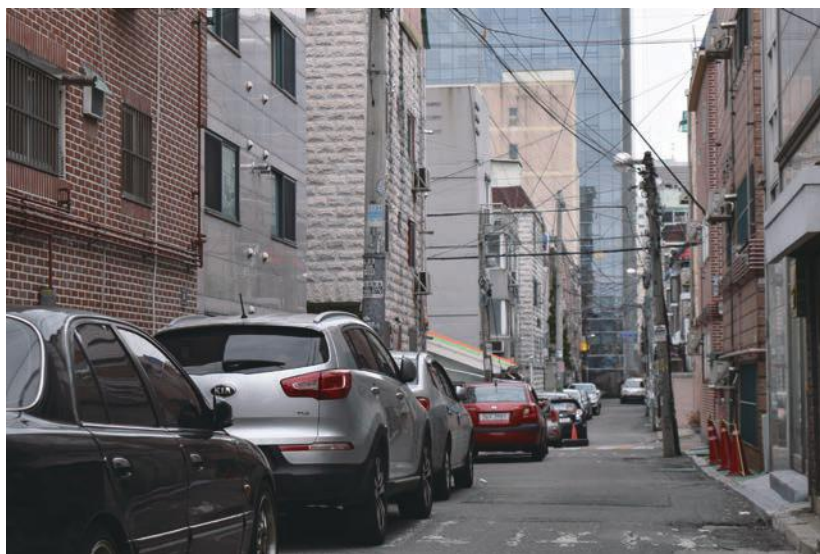
- Lots of trash on the streets.
- Put the unique vote trash can to solve the trash problem.

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## St. Art up Village

アートと創造性が活きる地域づくり



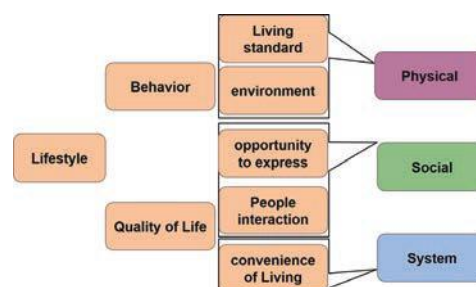
## Concept

### 提案コンセプト

The aim of planning this area is to support the residents, young people, and amateur artists to express their ideas and perspective. In other words, to change and improve people's lifestyle, behavior, and moral. Considering advantages of this area such as the low-rent and most of the residents being young or students who are adaptive and creative, our proposal will deliver new kinds of lifestyle and ideas that consist of art and design inspiration. The definition of creativity here is the freedom for people to start new things.



住民や若者、アマチュアのアーティストたちが自らの意見や考え方を表現することをサポートするというのがこの提案の目的である。言い換えれば、ライフスタイルやふるまい、モラルをより良くしていくことを狙いとしている。家賃が安い、住民の多くは適応力と創造力をもつ学生や若者であるといった地域の強みを考えれば、この提案は地域において、創造的なアートとデザインから成る新しい形のライフスタイルと価値観を生み出すものだ。この提案では「創造性」を人々が新しいことを始めるうえでの自由さと定義したい。





# Members

## メンバー

Jiwon Baek

Minso Shin

Panyawat TerdkeatHyeong Wook Park

Miyu Ito

Kayoko Imai



## Zoning

001



### KEYWORDS

- Each road and area have their own characteristics and differences.
- Mixed use buildings; art purpose is on the ground-floor and the residential on the upper level.
- Connecting between living and art.

## Main Street

002



### KEYWORDS

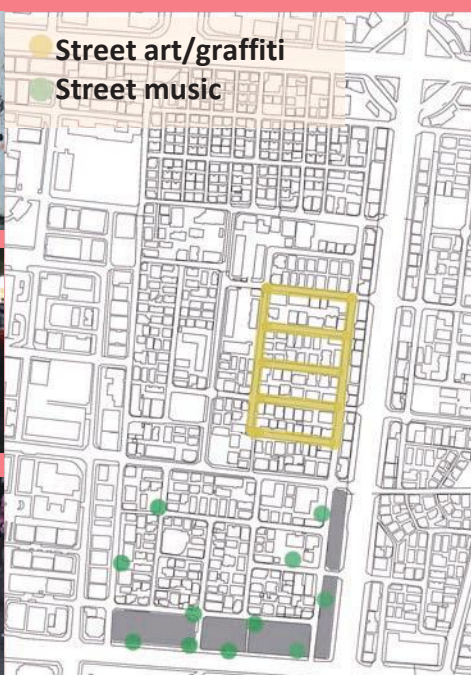
- Main street is the connector of the areas, and of high density of traffic.
- Location for the small-medium / start-up / art designer office.



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## Physical: Street Graffiti and Street Music

003



### KEYWORDS

- Street art and music make environment more artistic and active, and attract people.
- Allow street music performance from 4-9.30 pm (not disturb resident).
- Create place for people to express their thought and skill through graffiti and music.
- Provide space for amateur musicians to perform and practice in public place.



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## Physical: Crafting Street for Start-up

004

### KEYWORDS



- Multi-brand shophouses for crafts and handmade products where start-up business can place their products.
- Walking street market on the weekend.
- Encourage people's creativity and ideas.
- Support producing crafts, and provide space and opportunity for start-up business.

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## Physical: Alley Exhibition Event

005

### KEYWORDS



ex) Rovinj, Croatia

- On the walls or window frames of the building.
- To make the alley more lively.
- To provide chances for amateur artists to show their works.

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## Physical: Murals on the Wall

006

### KEYWORDS

- Zone C is really dark at night. So residents are exposed to many crimes.
- In Korea, there is a case that murals reduced the crime.



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## Physical: Artistic Canopy Installation

007

### KEYWORDS

- Umbrellas hung in the sky.
- Residents paint on umbrellas.
- Paintings on umbrellas make shadows.



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## Physical: Attraction Place

008



: Plaza



: Cinema

### KEYWORDS

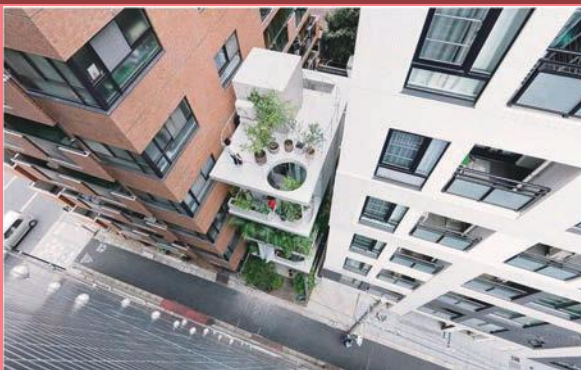
- Utilize a slight slope in the area.
- Residents can gather together and share their community.
- A fascinating place to attract people from other region.

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## Physical: Meeting Place

009



### KEYWORDS

- Create a place to rest and share by using space between buildings.
- Use as open space the parking place unused during the daytime.

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## Physical: Artistic Display / Sculpture

010



### KEYWORDS

- Put an artistic display on some parts of the road to prevent illegal parking.
- Provide artistic environment.

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## Physical: Make Access Signs

011



### KEYWORDS

- Make maps for people coming here to move easily.
- It can attract people more and more.

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## Physical: Library

012

### KEYWORDS



- Lots of information is needed to launch start-up business.
- Residents in zone C are mostly students, and need place to study.
- Meeting room, Seminar room, and Study room can be contained.
- Mostly for young people.

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## Physical: Renovation Building

013

### KEYWORDS



: Wholesale Market



- Use and renovate existing buildings.
- People who want to start new things can rent renovated buildings at reasonable rent.

[CRAFT BRIDGE] Fukui, Japan

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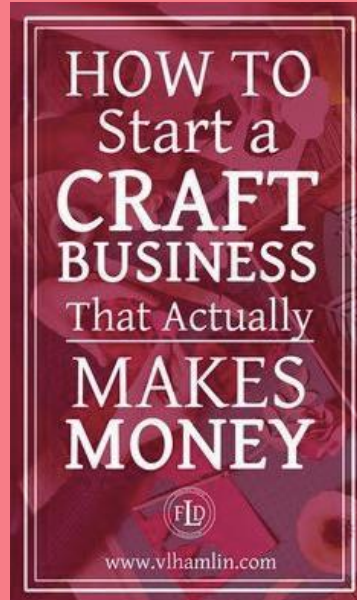
## Social: Social Entrepreneur

014



### KEYWORDS

- Social entrepreneur to help and assist artists start up their business.
- Raise campaign on art and design in the area to attract people and create good environment for design.
- Low interest loan for the start-up.



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## Social: Co-working Space

015

### KEYWORDS

- Provide equipment needed by people who have new ideas and want to try new things (ex. 3D printers, computers, electric plugs, etc.).
- Some relaxation area for people to rest (ex. hammock, some beddings, etc.).



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## Social: Design Market Events

016



: Flea market



: Craft market

### KEYWORDS

- Flea market where everyone can open shops.
- They can sell their handicrafts or share used items.
- It can improve communication with each other.

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## Social: Rooftop Classroom

017



### KEYWORDS

- Create open space.
- People can study, teach and play under fresh air.
- Residents can get to know each other and become friends.
- People start sharing their opinions about various things.

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## Social: Student Cafe

018

### KEYWORDS

- Managed by students (can be the students from the broadcast university).
- Study how to manage things.
- Socialize with others.



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## Social: Coin Laundry & Cafe

019

### KEYWORDS

- Create a space or cafe in coin laundries for residents and users to communicate with each other.
- Create interaction place for local residents.



ex) Tokyo



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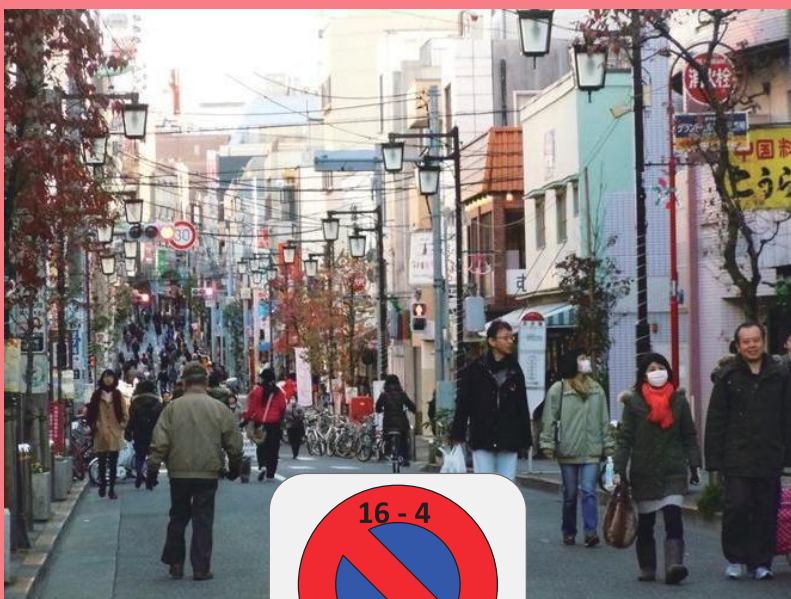
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## KEYWORDS

- Need a campaign to support art events.
- Make posters with phrases such as  
 “Don’t litter in front of murals.” or  
 “Don’t make the busking zone dirty.”



## KEYWORDS

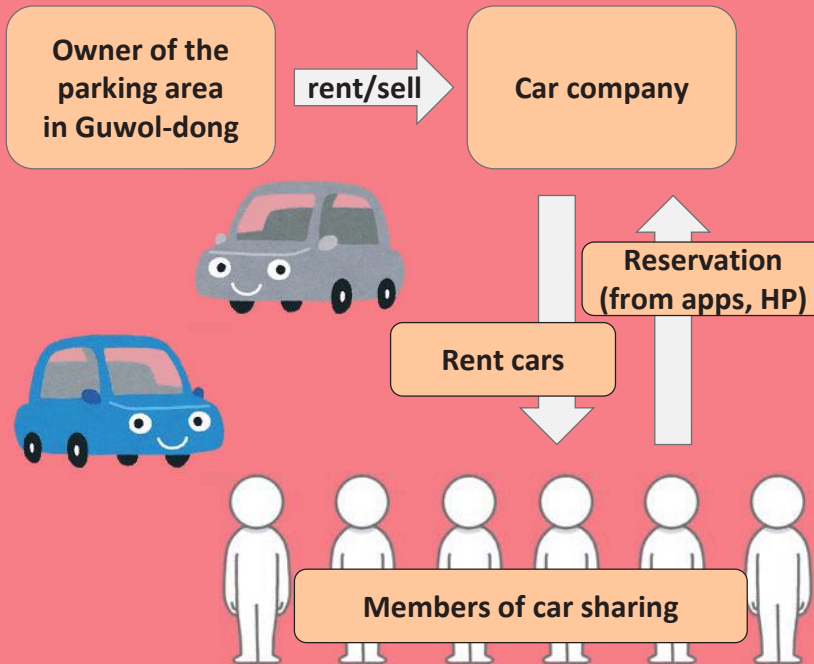
- Cars are not allowed during 16.00-4.00 (next day) on the weekends.
- Prevent traffic congestion and illegal parking.
- Change into the walking street.
- Increase the quality of life of people in the area.

## System: Car Sharing

022

### KEYWORDS

- 24 hours usable cars for residents.
- Cars are only allowed in Guwol-dong so people would use cars to go to the public transportation.
- Increase usage of public transportation.
- Reduction of the cars leads to the decrease of illegal parking.



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## System: Sharing Instruments for Busking

023

### KEYWORDS

- Campaign for poor musicians.
- Share instruments necessary for busking, such as guitars and keyboards.



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## System: Using Sustainable Energy

024



: Solar energy



: Bike powered by electricity generator

### KEYWORDS

- Put renewable energy generators.
- Residents and workers can use it.
- It is related to Incheon Smart city.

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## System: Garbage System

025

### Cloud-connected system

Residents share the garbage location in the area.

**Densely set**  
Garbage bins are put in the area people are living in.

**Smart application**  
Insert monitoring system and tell residents the collection time.



### KEYWORDS

- All the residents share information about the area they are living in.
- By using technology, make people throw away trash in garbage bins.
- Sustainability.

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## S-treet

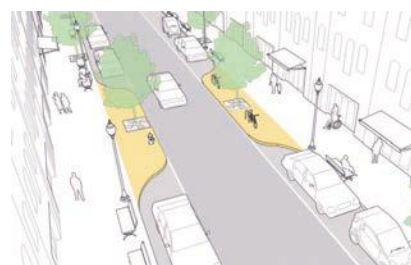
共有空間としての通りのデザイン



## Concept

提案コンセプト

Zone C is a residential area whose main residents are students and working people. The basic problem is that there is no community because of periodic change of residents. To solve this issue, our proposal aims at gathering various communities by using the various types of streets in the zone. Five different types of streets are found out in the zone and using and improving them effectively will come up with various solutions to the area. Finally, the streets will become a place for various activities and communities.



ゾーンCは、主に学生と勤め人が暮らす居住地区である。定期的に住民が入れ替わるがゆえの地域コミュニティの不在が基本的な地域課題といえる。そこで、地区内のさまざまな通りを活用することにより、さまざまな形のコミュニティを集めることを目指した提案を行いたい。特に5つの異なるタイプの通りを取り上げる。これらの通りを有効に活用し、魅力を高めることで、地域の課題解決のための多様な方策が生まれるだろう。将来的には、通りは、コミュニティのための空間、人々の多様な活動のための空間になるはずだ。





# Members

## メンバー

Sangcheon Han  
Jun Ha

Supisara Khumruangrit  
Keiko Kagawa

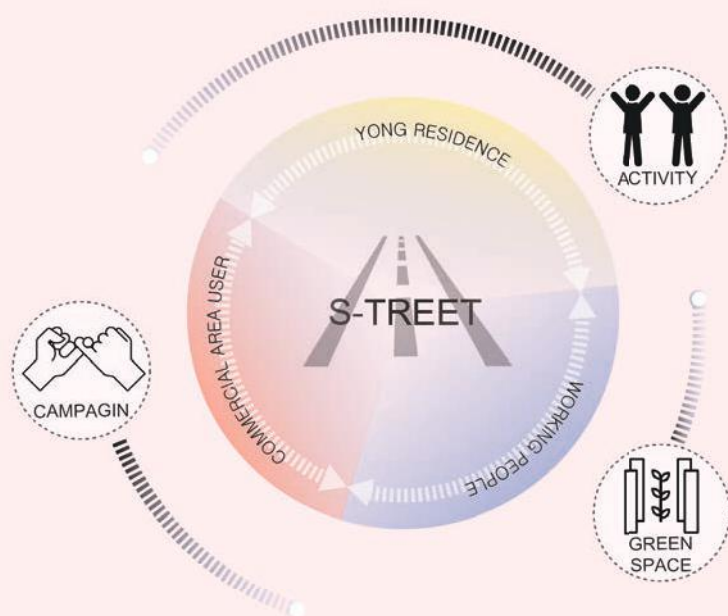


## Concept : Sharing-treet

001

### KEYWORDS

- Sharing Street
- Sharing Activity
- Sharing Green Space
- Sharing Campaign



## Identity : Zone for Passage

002

### KEYWORDS

- No Identity
- No community  
(Flexible residents)
- The key is the location



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## Sharing-treet Network

003

### KEYWORDS

- Connection street
- Buffer street
- Walking street
- Pedestrian alleys
- Water way



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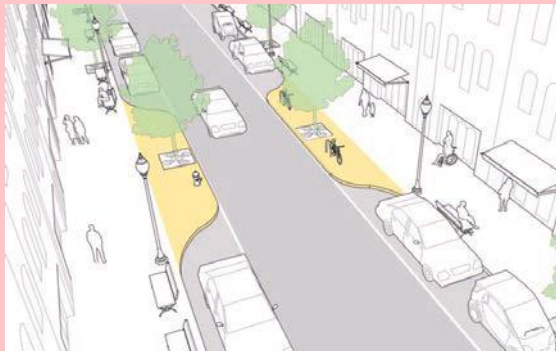
## (st1.) Wider Walking Space

004

Before



After



### KEYWORDS

- Narrow streets to solve the illegal parking problem, and widen the walk way for green space.
- Create irregular pavement on one way street, such as curve-shaped street.

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## (st1.) Walkway Pavement and Entrance

005

### KEYWORDS



Walking friendly pavement

Symbolic entrance monument to gather people



Tree arcade & entrance

- Pavement should be walking friendly.
- Connected to the commercial zone by the recognizable entrance.
- Entrance can be a monument in difference forms following the characteristics of area, and can be a gathering place.
- Tree arcade

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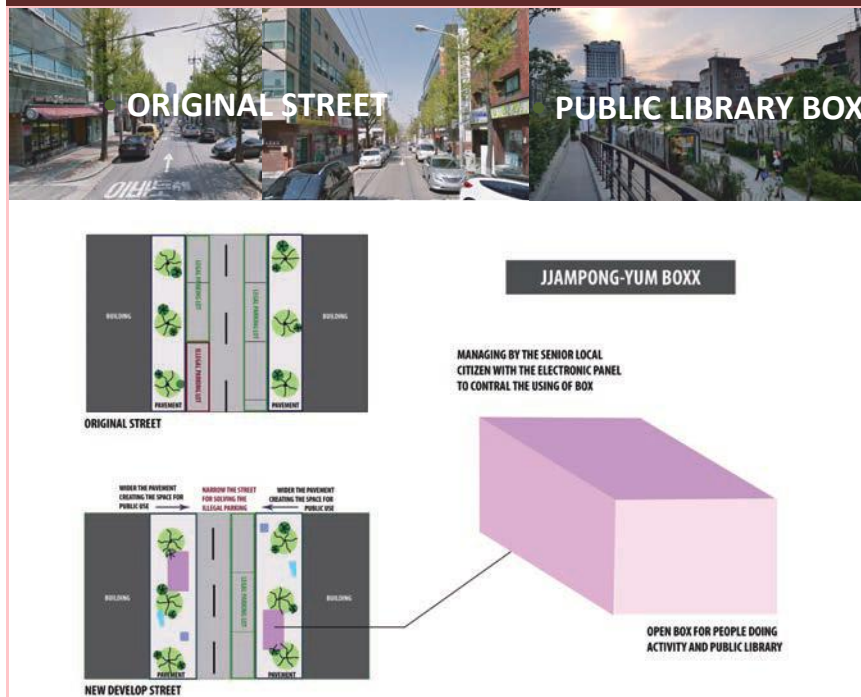
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## (st1.) Jjampong-Yum Box

006

### KEYWORDS

- Put kiosk on the connection road.
- It can flexibly function as library or shop.
- Senior citizens with no job in neighborhood will manage the timetable of its use.
- Government can support the payment of this part-time job.



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## (st1.) Underground Power Lines

007

### KEYWORDS

- Underground power lines for aesthetic purposes.



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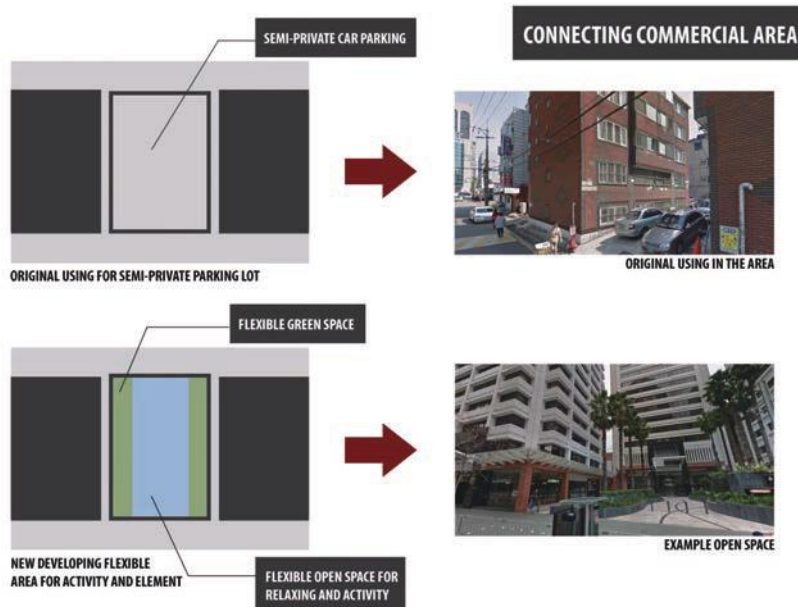


## (st2.) Connecting Commercial Area

008

### KEYWORDS

- Create connection by changing space between buildings into public green space.
- Flexible usage (parking & resting)
- Provide street furniture for tree and seat.



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## (st2.) Connection Nodes

009

### KEYWORDS

- Put 3 nodes.
- **Node A** – for entering the zone, providing street furniture and improving environment with the symbolic to be attractive.
- **Node B** – for connecting the girl middle school with the community (provide the bumper and street furniture).
- **Node C** – for being the gathering place by containing a monument.



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## (st2.) Green Building Façade

010

### KEYWORDS

- The green building façade.
- Plant vines on the façade.
- Block the noise pollution from the commercial area.

The green building facade



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## (st3.) Walking Street

011

### KEYWORDS

- Change mixed-use buildings next to the main street into a walking street.
- Take-out restaurants, restaurants, and shops for workers and university students.
- Mapping on the street for shops.

Mixed-use buildings (current situation)



Walking street example

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## (st3.) Walking Street Arcade

012

### KEYWORDS

Mixed-use buildings (current situation)



Arcade example



- Provide the arcade of the walking street to define the zone.

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## (st3.) Waste Sharing

013

### KEYWORDS



cycle of share waste example

- Hold the campaign to make fertilizer from trash for using it in the green space around the residential area.

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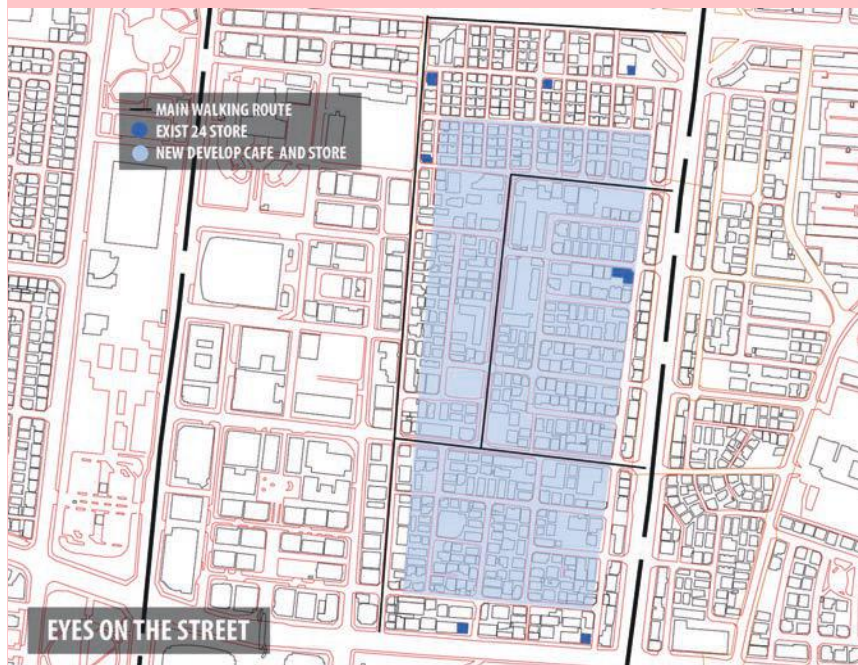
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## (st4.) Eyes on the Street

014

### KEYWORDS

- Providing safety system
- 24 hours café
- 24 hours store



- Existing 24 hours store



- Newly developed cafe/store

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## (st4.) Safety Sign on the Street

015

### KEYWORDS

- Provide safety signs on street furniture and pavement.
- Make florescent signs (streetlight reflected the sign for better seeing in the night).

Safety sign



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## (st4.) Green Pavement Parking Lot

016

### Grasscrete



#### KEYWORDS

- Change the pavement into the grasscrete parking lot.
- Grass and concrete street for flexible parking.

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## (st4.) Co-housing Project

017



Co-housing project example

Underground level of residential buildings  
(Current situation)

#### KEYWORDS

- Co-housing project for improving living environment.
- Decrease the area of bedroom or small private space to provide open area for more interaction.
- Connect underground level of several residential buildings to make small square and provide sharing spaces.

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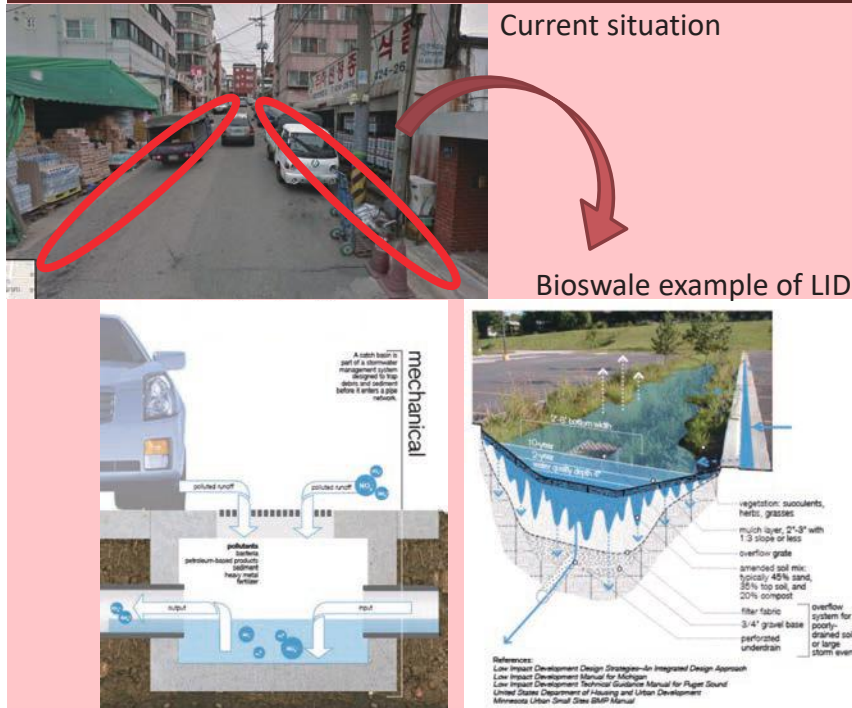
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## (st5.) Water Axis for Disaster

018

### KEYWORDS

- Provide the waterway on the street side.
- Contain the LID techniques.
- Collect the rainfall water.
- Can be used by public and prevent the illegal parking.



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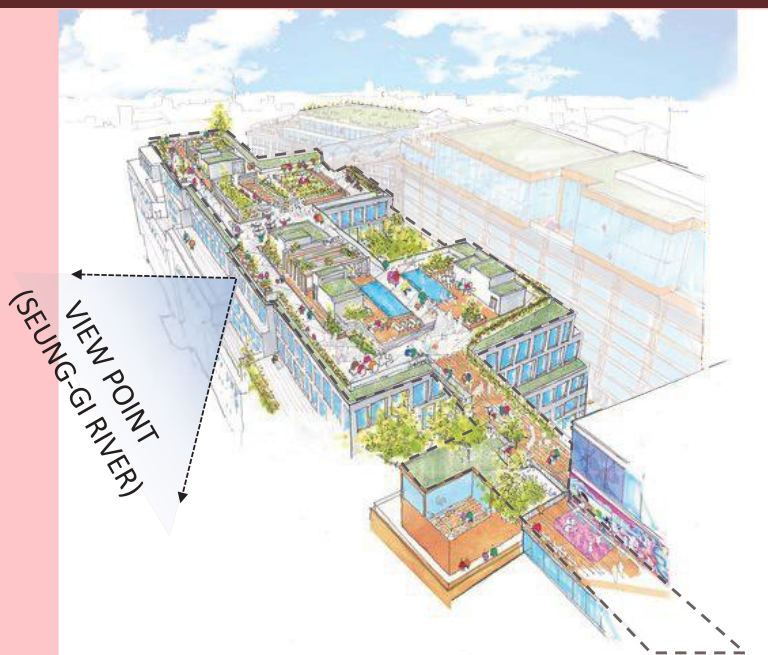
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## (st5.) Eco-friendly Building and Connection

019

### KEYWORDS

- Connect the green rooftop on the same height of buildings for the high-viewpoint.
- New attractive place and activity.



Linked rooftop garden example

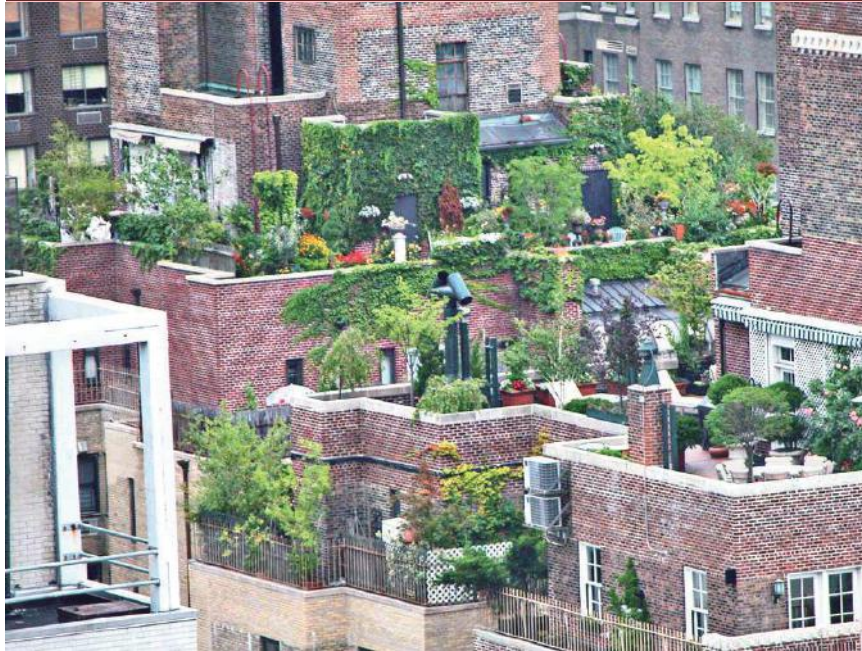
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## (st5.) Rooftop Green Campaign

020



Future view of the rooftop

### KEYWORDS

- Hold the campaign for planting on the top of the buildings (following the rooftop garden).
- Attractive spots.
- Sharing the fertilizer from the share waste campaign.

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## (st5.) Renovating Space for the Community

021

Whole sale market (current situation)



Café example



Laundry service example

### KEYWORDS

- Public space for café and community service.
- All day café.
- Rent the electronic facilities from the old whole sale market.
- Provide laundry services.

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## Use of Children's Park

022

### KEYWORDS

- Change the park into underground parking.
- Ground park for the public.
- Provide space for various activities – small exhibition, flea market with fountain experiencing.



Children's Park (Current situation)



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## Car Sharing Parking Lot

023

### KEYWORDS

- Parking lot with the flexible purpose.
- Future transport parking lot.
- Sharing car center.



Wholesale market public parking lot  
(Current situation)

Lower part  
Use for shops (Future)



Sharing car center example



Sharing bicycle example

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## KEYWORDS

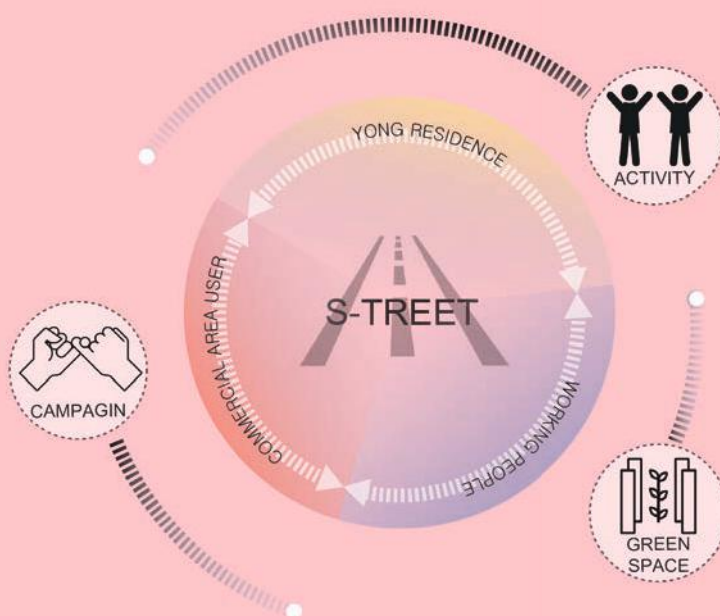


- **Leading Sign of the Landmark**
- **Pedestrian Alley** – provide street art signs on the wall and small street furniture.
- **Public Park** – open more area as an entrance to the area.
- **Kiosk** – provide an electronic panel for information and booking schedule.
- **Water Way** – provide information of the water program and sharing facilities such as cars and other services.

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## KEYWORDS



- **Sharing- Street concept is effective.**
- **Connection of the surrounding area to the residential can make a new identity of the area.**
- **Create interaction between the outsider and the residents.**
- **Improve the quality of life.**
- **Make a stronger community.**
- **Set up a new attraction landmark.**

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## Sustainable Shopping Park

### 持続可能なショッピングパーク



## Concept

### 提案コンセプト

After the relocation of the agricultural market in Zone D, the Lotte will do commercial development including a shopping mall in the vacant land. If no one does anything, there will be no local identity forever. Therefore, our proposal aims at making its brand-new image by protecting and developing surrounding environment such as river and parks. By connecting the park and shopping mall, and using eco-friendly technology as the district design, a brand-new image for sustainable future will be achieved.

ゾーンDでは、農産物卸売市場が移転した跡地を利用したショッピングモールを含む商業開発がロッテによって計画されている。このまま誰も何もしなければ、ローカル・アイデンティティといえるものはなくなるだろう。そこで、この提案では、川や公園のような周辺環境の保護と拡充を通じた新しいイメージの創出をねらいとした。公園とショッピングモールをつなぎ、環境にやさしい技術を用いた地区デザインを進めることで、持続可能な未来のための新しいイメージが生み出される。





# Members

メンバー

Changwoo Chae  
Donghyeon Choi  
Tanavara Chawanid

Hikaru Takumiya  
Himeka Okamoto



## Sustainable Shopping Park - Master Plan

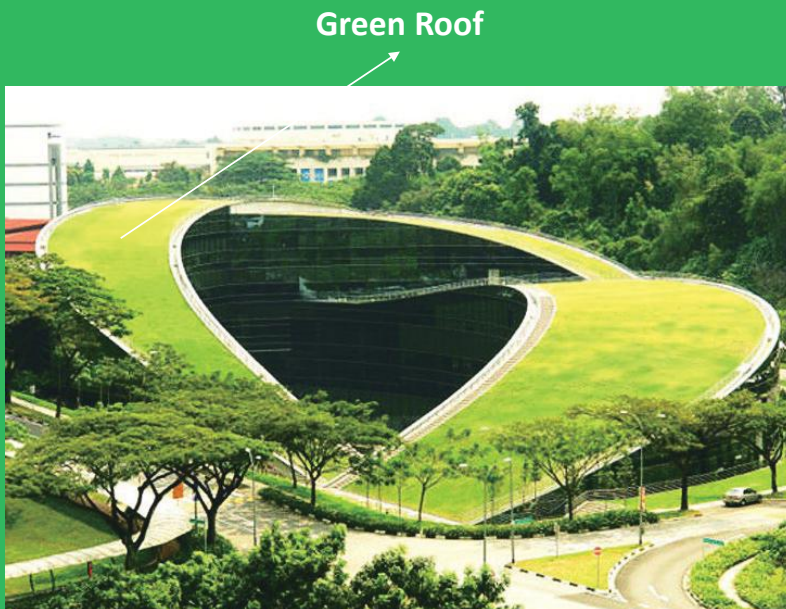
001

### KEYWORDS

- Concept: we had an opportunity for changing image by issues.
- There is no identity except for shopping mall and terminal.
- We suggest a brand-new image for being sustainable.
- 4 Zones: Air, Tree, Earth, and Water
- Building Design  
Landscaping Design  
Organic Design



## KEYWORDS



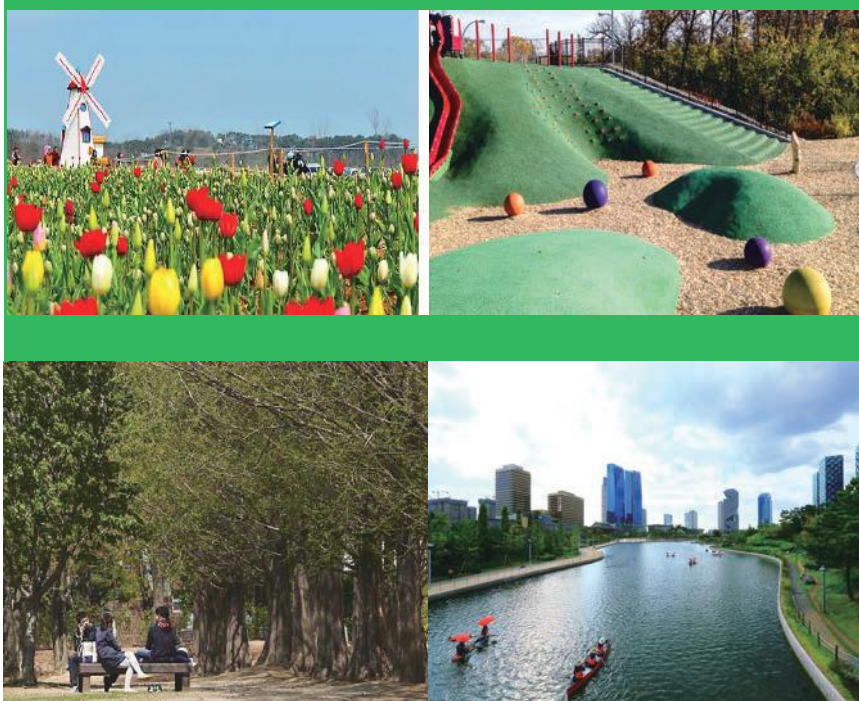
- New Circular Slope Shape Structure contrasting with surround edged buildings.
- Circular shape blurs the proper entrance and exit way; people can access the park very easily.
- Green Roof blends the built structure with the nature.

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Team 7

# Artificial Park

## KEYWORDS



- Connect with green space around the site, develop environmental factors, and produce different energy by concept.

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Team 7



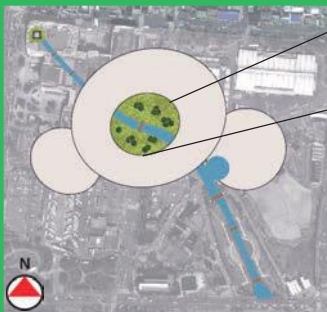
## Extension of Seunggicheon River

004

Original River



Extended River



Indoor River



### KEYWORDS

- The extension of the river creates a natural connection to the whole area.
- The river passes through LOTTE built structure, and creates a new experience for users.
- The river can be used for many water activities.

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## Make a Connection for the Entire Zone -Overpass

005

Tree shaped tower



Pedestrian path

### KEYWORDS

- Surround the entire Zone D with over path.
- Renew the existing over bridge between Zone B & Zone D, and put new path between Zone C & Zone D.
- We choose tree shape for the towers because the towers will stand between trees.

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## Enjoying Vehicles

006



Rental bicycle

Rental Segway



Safety Gear

### KEYWORDS

- Rental bicycle and rental Segway at each (1 plus 4 ) section of Zone D.
- It can be used for the transportation in Zone D and around Guwol-dong.
- New experience will persuade people to look around the area.
- Paths will be made for Segway and pedestrians.

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## Eco-friendly Purchase System

007



### KEYWORDS

- All the shop in the mall must use disposable items instead of plastic items. Customers are recommended to use re-usable items.
- For example; paper-made straws, plastic lids designed for using without a straw, re-usable shopping bag, etc.

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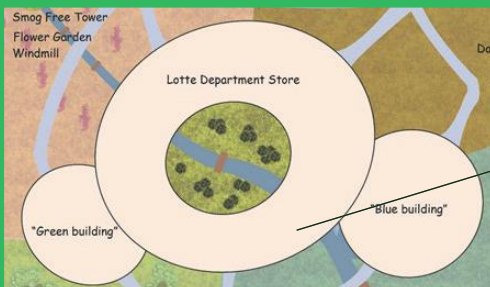


## Green Rooftop

008

### KEYWORDS

- Make green garden to reduce carbon-dioxide, lower temperature and so on.
- It will change the rooftop into a relaxation space.
- By arranging green on a sloping surface of the mall's rooftops, it can give a strong impression.



Rooftop garden

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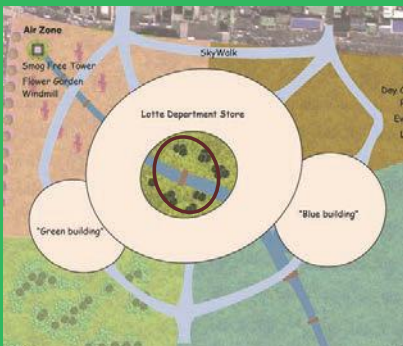
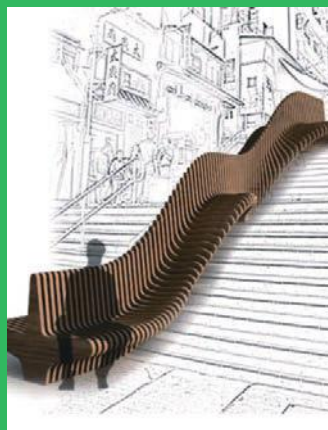
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## Make a Comfortable Place

009

### KEYWORDS

- By installing urban street furniture, make a more comfortable place where people can play, read books, and do other things.
- Some furniture equips with a few USB ports or wireless chargers for the electronic devices.



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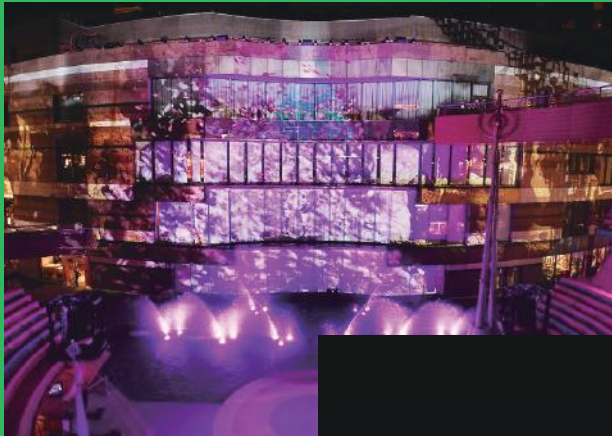
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## Performance at Night

010

### KEYWORDS

- Events will be held at the open space located in the center of shopping mall.
- Perform projection mapping on the wall of shopping mall.
- Illuminate the fountains and surrounding waterfront.



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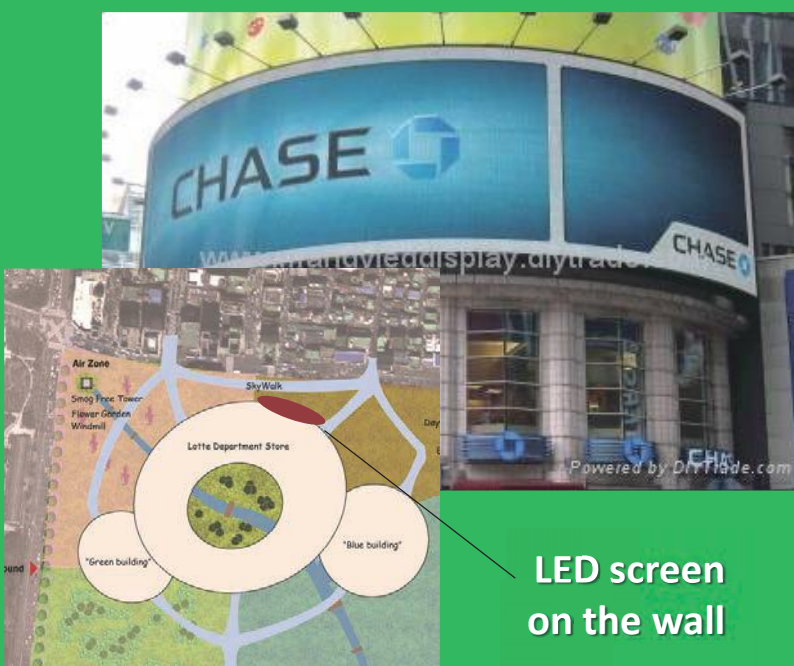
Team 7

## Connect Sports Excitement and Eco by LED Screen -Live Streaming -

011

### KEYWORDS

- Tool to connect sports environment near the area, such as stadium and skate link.
- Attraction outside the Lotte department store is needed for the area.
- Use LED and electricity from sustainable energy source.



LED screen  
on the wall

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## Air Zone - Flower Garden

012

### KEYWORDS

- Flower Garden located directly opposite the dense commercial area.
- Facilities include beautiful landscape decorated with flowers.
- Give the users a place for relaxing and taking photos.
- Renewable energy – Wind power.



Extended River



Flower Garden

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## Smog Free Tower

013

### KEYWORDS

- Locate in the "Flower Garden" surrounded by wide roads.
- Created by Daan Roosegaarde and his team.
- The tower have a function of filtering polluted air and releasing back clean air.
- Carbon rings can be made out of compressed smog particles.



Smog Free Tower

Carbon Rings



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## Wind Mills



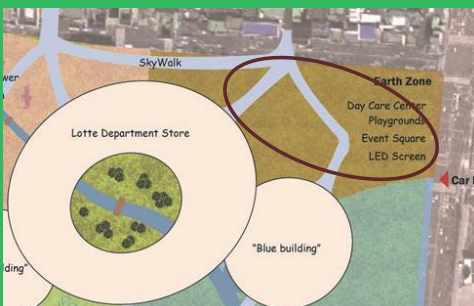
### KEYWORDS

- Locate in the “Flower Garden”.
- Recognize the importance of renewable energy source.
- Give visitors, especially young generation, knowledge about wind energy.
- Demonstrate how wind energy works by using wind turbines/mills.

## Day care centre



## Playground



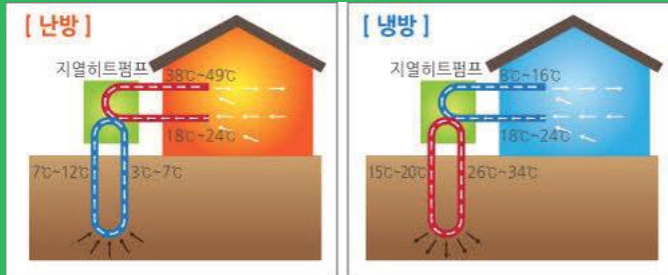
### KEYWORDS

- Brown Zone located directly opposite the housing/residential area.
- Facilities include a day care center and a playground for children.
- Event Square in front of the LED panel for activities such as Sports Live Streaming
- Renewable energy - Geothermal Power Plant



## KEYWORDS

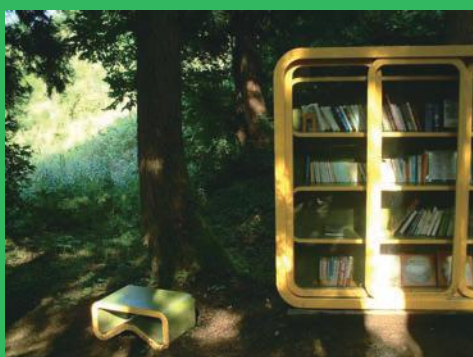
- Located in the “Brown Zone”.
- Recognize the importance of renewable energy source.
- Give visitors, especially young generation, knowledge about geothermal energy.
- Demonstrate how Geothermal Energy is generated.



Geothermal  
Process  
Diagram

## KEYWORDS

- Put library and cafe space at the outside area, “forest”
- People come and stay longer in the outside of Lotte department.
- We will connect this area and the existing parking area by some ideas.



Outdoor  
library

Cafe space



## Green Themed Commercial Building

018

### KEYWORDS



**Indoor Farm**



**Atrium**



- **Farm:**  
Plant vegetables inside the building and grow them in a sustainable way.
- **Atrium:**  
Make atrium to reduce consumption of electricity.
- **Indoor Library:**  
Connect to the outdoor library.

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## Solar Panel Tree and Energy Education

019

### KEYWORDS



**Tree shaped solar panel**



- Put solar panels between trees
- Eco-education tour will be held for people having interests in sustainability.

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## Bus Terminal and Subway Station in Underground

020

### KEYWORDS

- Connect the bus terminal and the subway station in the underground.
- Use the land for green building and not to harm the scenery anymore.

1F : Green building

B1F :  
Bus terminal



Subway station

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## Making Water Zone

021

### KEYWORDS

- Among the plazas, the Blue Zone will attract energy development and activities using water
- The lake will become a place of landscape, fish observing, and waterpark.
- Playing field will be a place to experience water.

Playground



Water Park



Make Lake



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# Hydropower Education

022

## KEYWORDS

- Expand rivers for ECO-friendly energy, and create the hydropower system that uses falls and flows.
- Also possible to purify rivers through use of hydropower.



-> Expand rivers



Use turbine <-

Make  
Eco-energy



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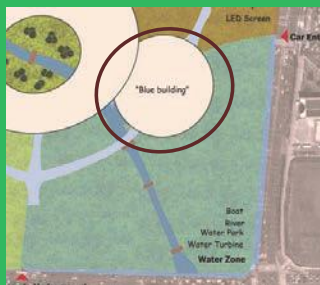
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# Water Themed Building

023

## KEYWORDS

- Create the "Blue building" between the residential area and the active zone nearby to give new activity.
- There will be Spa, Massage, and Eco gym.



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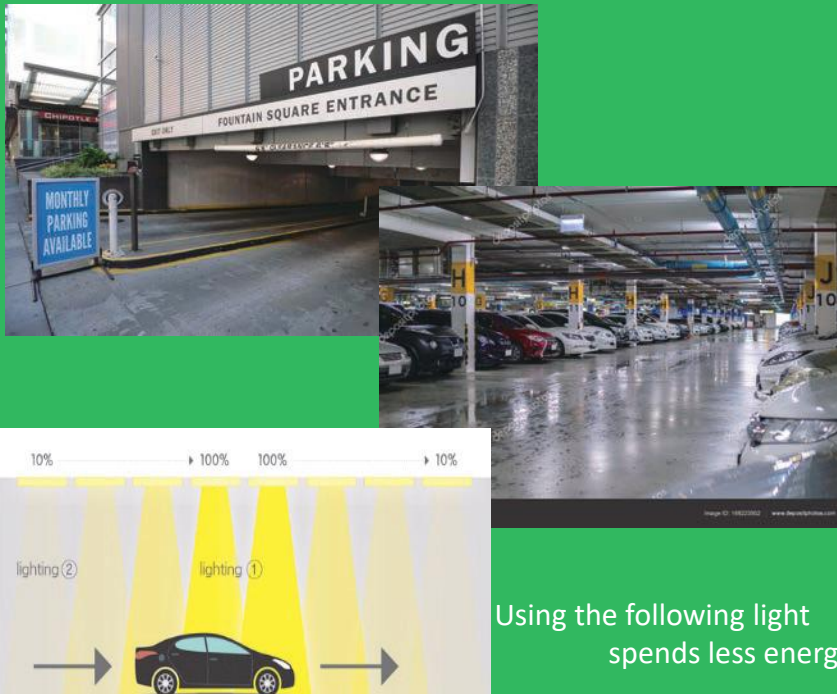


## Underground Parking Lot

024

### KEYWORDS

- To make the square more remarkable, build a large underground parking lot so that the cars use only underground parking.
- By installing following lights, reducing the amount of light using and save energy.



Using the following light spends less energy

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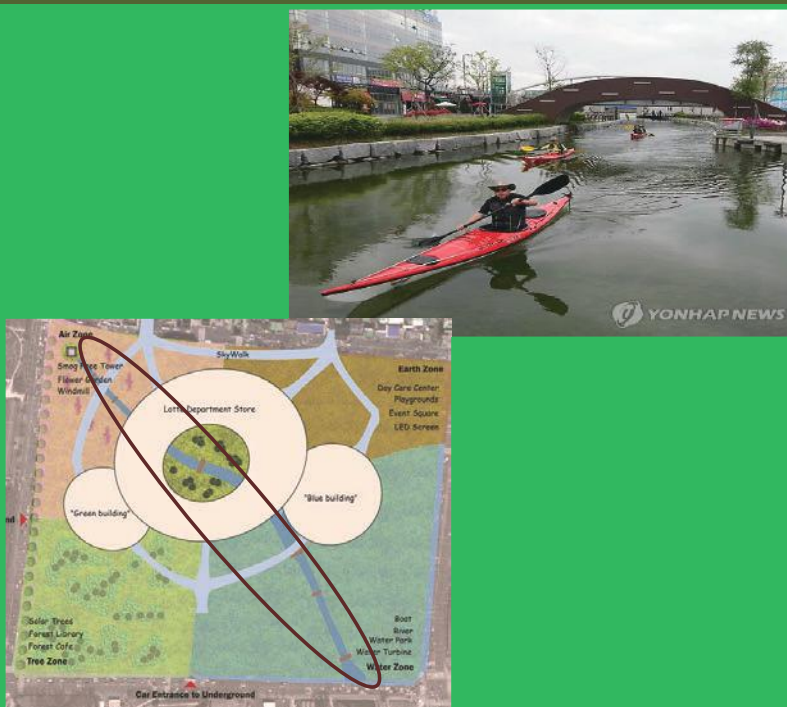
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## Water Attraction: Boat

025

### KEYWORDS

- By expanding the river, making boats for tours and making active kayaks available, create new tourism products.
- New tourism products offer people a chance to see Guwol-dong from various perspectives and know the history of Seunggi river.



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## F(ol)low Seung-gi River

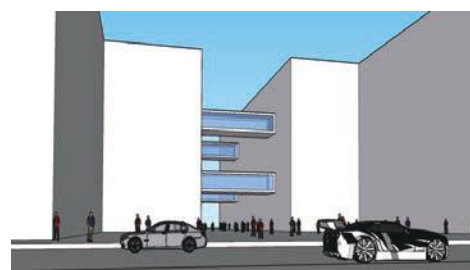
川を活かした地域づくり



## Concept

提案コンセプト

Our proposal intends to create the brand and identity by using existing resources. Currently, the zone has several issues, such as lack of awareness for the river, traffic confusion, and disconnection with other areas, and three approaches are found out to overcome these issues. First is the activation of green space and the active program using the river and Flower Complex. Second is the study on the bus terminal for solving traffic problems. Third is to create and accept flows of contents and people throughout the Guwol-dong area.



既存資源の活用により、地域ブランディングとアイデンティティの創出を進めていくことを提案趣旨とする。ゾーンDには現在、川周辺の環境への意識の低さ、交通の混雑、周辺街区との接続の悪さといったいくつかの課題がある。この提案ではこれらの課題を解決するため3つのアプローチを示していく。まず、緑地空間の再生と川や花壇エリアを活用した活動プログラムの実施である。次に、交通問題の解消のため、バスターミナルの状況に関する調査を行うこと。そして、九月洞地区全体にわたる、人や活動の流れを生み出すことも必要である。





# Members

メンバー

Minji Kim  
Kayoung Park  
Non Potinoun

Rinrada Pijitham  
Yuto Obayashi



## F(ol)low Seung-gi River!!!

001

### MASTER PLAN



### KEYWORDS

- Create identity by using existing resources
- Seung-gi riverside
- Transportation problem
- Connecting context

## Expanding the River

002

### KEYWORDS

- The river is too small to protect the area identity.
- Expand the river to be wider and longer.
- Events can be held more easily.



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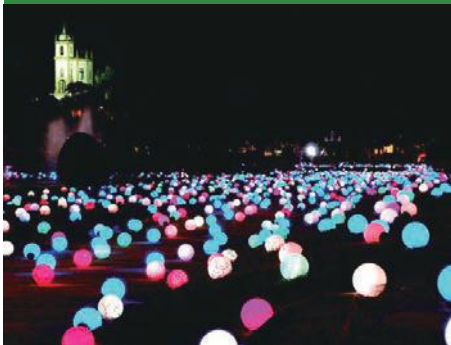
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## Valuable LED Park

003

### KEYWORDS

- People can enjoy the decorated landscape light in the park.
- Many lights can prevent crime.



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## Picnic Zone

004



### KEYWORDS

- Grab a bite and sell some stuffs to people enjoying picnic.
- By the river side, people can enjoy their lunch on the lawn.



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## Green Glass House

005



### KEYWORDS

- Entertain visitors by showing them flowers and plants.
- People can
  - stay
  - rest
  - relax



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## City Farm

006

### KEYWORDS

- People can rent a space to do agriculture.
- People can raise, harvest, and finally eat their vegetables.
- Visitors can learn farming and agriculture here.



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## Eco Cafe

007

### KEYWORDS

- The concept is "friendly environment".
- Use vegetables harvested in the city farm and other farm nearby as ingredients.
- Ecological efforts
  - paper straw
  - non-plastic bag



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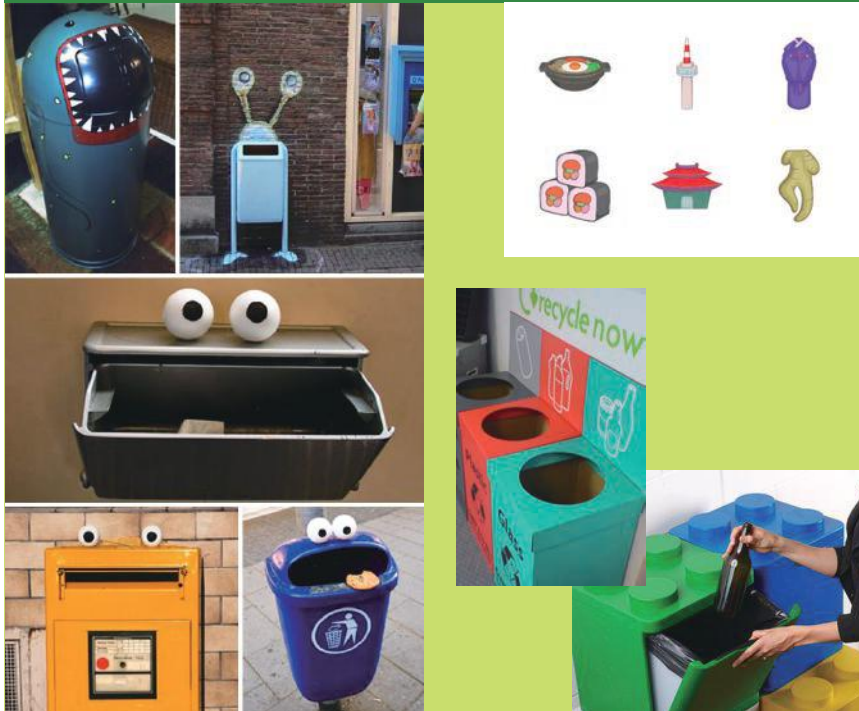


## Designed Trash Can

008

### KEYWORDS

- Unique designed trash cans make people notice them easily.
- For the ECO purpose, need to divide garbage.  
↓↓  
“recycle trash can”.
- Because of its small quantity in the area at present, add more.



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## Green Day Campaign

009

### KEYWORDS

- Volunteers come to plant more trees.
- Once a month, the residents get together and clean up the park by picking up the garbage.



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## Green Free Wifi

010

### KEYWORDS



- No Wi-Fi in the area. But our concept is “to stay longer, rest, and relax”.
- ↓ ↓
- Make public free Wi-Fi available in the park.
- Set the free charging spot in the park like the airport.

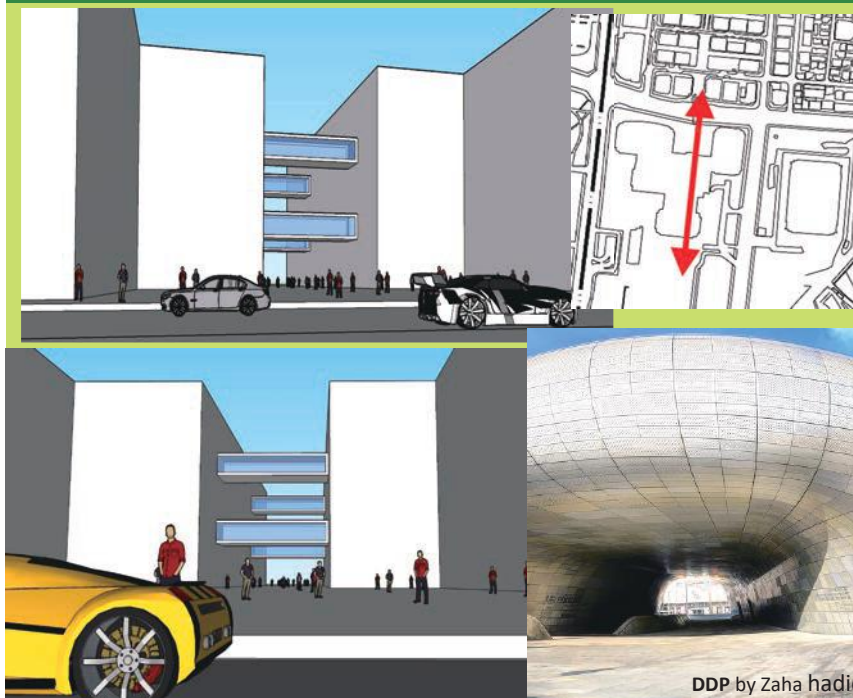
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## Go Shortcut in Building

011

### KEYWORDS



- People have to go through the department store or go around the building.
- ↓ ↓
- make a shortcut
- connect to another zone

DDP by Zaha hadid

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## Underground Bus Terminal

012

### KEYWORDS

- Unique bus terminal located in underground.
- The land can be used for other purposes.



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## Pedestrian-friendly Street Design

013

### KEYWORDS

- Connect the surrounding areas.
- People can enjoy many events on the street.
- Set the vehicle restriction, for example, cars can only pass from 1:00pm to 5:00pm.



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## Media in the Tunnel

014

### KEYWORDS

- Connection between the subway and the bus terminal.
- People passing the area will have a good impression.



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## Go Walking Overpass

015

### KEYWORDS

- Convenient and safe
- Connection with other areas (commercial and residential)



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## City Buses Go Underground

016

### KEYWORDS

- Solution for traffic jam.
- Only buses can pass the underground route.
- Connect to the subway station and the bus terminal for people.



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## Sharing Bicycle! Using Bicycle!!

017

### KEYWORDS

- Rent a bicycle or a motorcycle
- Easy move to the areas nearby  
→ Increase of people's flows in the zone.



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## Eco-friendly Parking

018

### KEYWORDS

- Car parking facilities with ECO
- Eco-friendly elements
  - solar panel
  - electric car charging system
  - smart street lamp



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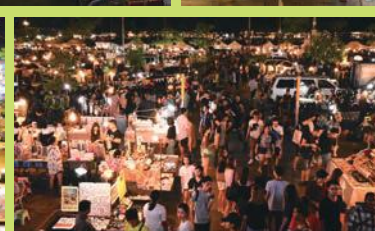
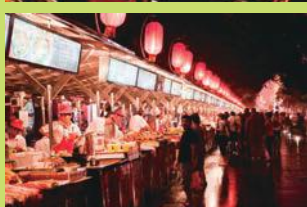
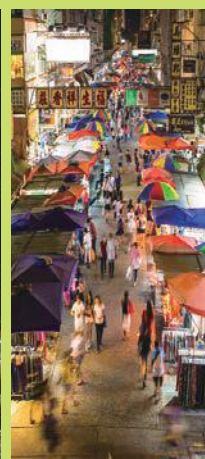
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## Night Market

019

### KEYWORDS

- Open 5pm. – 5am.
- National food streets
- Fashion night market



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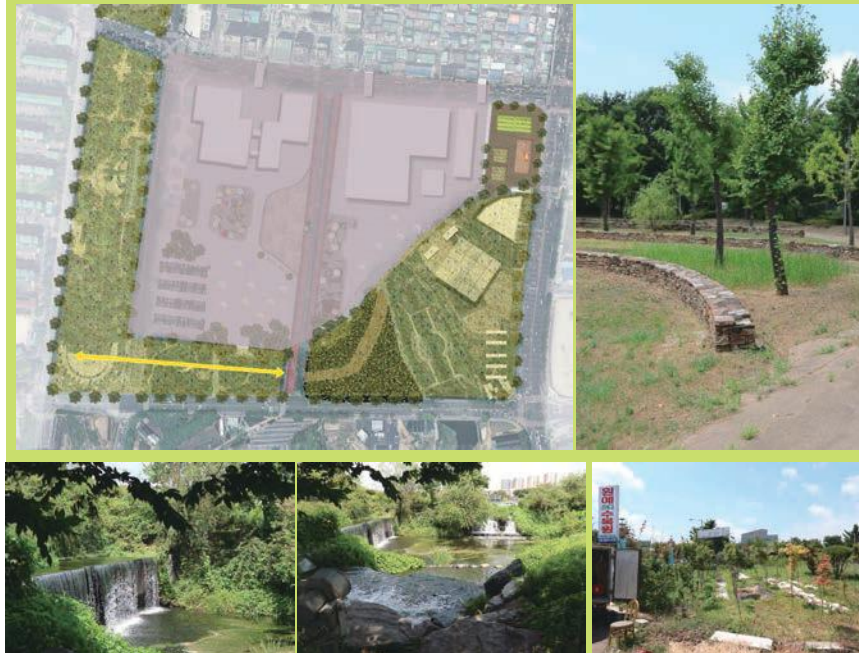


## Connect Linear Part

020

### KEYWORDS

- Connect to parks in other zones.



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## Outdoor Art Museum

021

### KEYWORDS

- Outdoor artworks and sculptures that tell stories about Incheon city.
- Start from the park in Zone A, and end at the Seung-gi river.
- Souvenir stores are located for people.



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## Community Center

022

### KEYWORDS

- Activities for their free times.
- Cost free workshop (taking class).



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## Health Care Center

023

### KEYWORDS

- Locate near the park for locals and those who enjoy drinks in the area.



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## Underground Storage

024

### KEYWORDS

- Build an underground storage to keep water.
- Prevent from floods.
- Water can be used later.



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## Day Care Center

025

### KEYWORDS

- Busy parents and parents who want to go shopping can leave their kids in the day care center.



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# IACSC 2018 発表ポスター Posters Presented at IACSC 2018

## Group 1 for Zone A

### Connecting Core

**Concept**  
Zone A is the center of Incheon city and contains administrative function. So, it should be a more opened place for citizens and must become the symbol of the city. For that purpose, the zone needs the development together with its surrounding areas. Our proposal intends to improve the accessibility to and within the area for various people by connecting individual places, and adjust the system to make it more comfortable for the Zone A users.

**Members**  
Mr. Youngwoo Choi  
Mr. Jeon Song  
Mr. Satoshi Ogawa  
Ms. Kanaho Wada  
Ms. Manachaya Nonnumsub  
Ms. Mesa Chivachitana

**Posters:**  
Safety System (201), Safety System (202), Underground Parking in the Park (203), Traditional Style Shelter (204), Boulevard (205), Food Market (206), Programs for Teenager (207), Bike Sharing System (208), Playground (209), Park Design (210), Lighting Festival (211), Temporary Event (212), YMCA in Incheon (213), Car System (No Car Day) (214), Connecting System (Park to Park) (215), Unification of the Store Signs (216), Trash Can (217), Solar Panel (218), Pedestrian (219), Board Game Center (220), Lounge (221), Activate the Library (222), Open College (223), Museum (224), Information System (225)

## Group 2 for Zone A

### Diversity – Open to Everyone

**Concept**  
Diversity means inclusion of various people and things. As the center of Incheon, the area of the city hall and the public square should be more open to everyone and everything. By expanding the public square, making streets pedestrian friendly, and holding many events, it will become a gathering place of many people including workers, visitors, people in the hospital and children. They will know a new thought through communication with each other. It is the environment of diversity. The change of the city central will change the entire city to be of diversity.

**Members**  
Mr. Seunghoo Kim  
Mr. Nyoung Kim  
Ms. Eunso Jo  
Mr. Nao Miura  
Ms. Tomoko Ihara  
Ms. Manika Gordon  
Mr. Manus Jantikh

**Posters:**  
Connect Space with People (226), Hamamch (227), DIY class (228), Campaign for Trash (229), Activity for Seniors (230), Night Market (231), People Understand their Body Condition More (232), Balancing Street (233), More Restaurants along Streets (234), Meeting Space Equipped with Gallery (235), Solar Panel (236), Waterfall Step and Music Fountain (237), Open Library (238), Universal Design (239), Make Place Easier to Visit (240), You can See All of Incheon (241), Streets Show Diversity (242), Street show to show diversity of performing (243), Public Plaza with Open Theater (244), Sports Centre (245), Road Diet (246), Characteristic Road (247), Citizens Meeting (248)

## Group 3 for Zone B

### Business Specialized in Local

**Concept**  
Our proposal is based on three facts. First, the Rodeo street in the zone is a commercial district due to Shinagae and Lotte. If Lotte moves, it needs a new local brand for the local revitalization. Second, in spite of many young visitors, contents offered is limited such as food, shopping and alcohol. The area can provide more experience. Last, as a port city, Incheon can be the entrance of new things into the country, one of which is Beer. By choice "Beer" as an icon of Incheon and starting its business, the place will be for "Business specialized in Local".

**Members**  
Mr. Jonghyun Kim  
Mr. Hyunwoo Jung  
Ms. Yukari Ohno  
Ms. Kanon Sato  
Mr. Chaowatt Chamnangit  
Ms. Wijawee Khunakitsakul

**Posters:**  
Process of the Whole Project (249), Competition to Start a Beer Company (250), Association between Each Businesses (251), Korean Traditional Restaurants (252), Live House (253), Land Mark (254), Public Center (255), Create the Local Beer with a Local University (256), Financial Cooperating System (257), Restaurants from around the World (258), Street Musicians (259), Beer Festival in September (260), Countermeasures regarding Roads (261), Local Brand Beer of Incheon (262), Rental Fee Support (263), Art Workshops/Experience Shops (264), Small Booth Vendors (265), Beer Factory in the current LOTTE Building (266), Celebrity Ambassador (267), VR Entertainment Spot (268), Movie Theater for Personal Networks (269), Exhibitions for Artworks (270), Unification of All the Signboards (271), Beer Factory in the current LOTTE Building (272), Local Brand Beer of Incheon (273), Rental Fee Support (274), Art Workshops/Experience Shops (275), Small Booth Vendors (276), Beer Festival in September (277), Countermeasures regarding Roads (278), Exhibitions for Artworks (279), Unification of All the Signboards (280)

## Group 4 for Zone B

### E-qul Dong

**Concept**  
If a large commercial facility is built after the relocation of the Lotte Mart, the area will lose its appeal. Rather, introducing cultural functions will make a new charm. By creating a community & culture center (CCC), our proposal aims at giving a new branding to the area as a culturally distinctive area that is open to wider generation and having varied entertainment contents. This program will refurbish the existing Lotte building to change it into a cultural complex, use the Rodeo square as the center of the zone effectively, and improve pedestrian space.

**Members**  
Ms. Jaehyun Kim  
Ms. Jaehun Eom  
Mr. Keito Yoshida  
Ms. Ayumi Saito  
Ms. Fah Kiewswart  
Ms. Nanthada Sunanyothin

**Posters:**  
Roof-top and Terrace \_CCC (281), LED Flowers \_CCC (282), Looking \_CCC (283), Dance Studio \_CCC (284), Vintage Shop \_Vacant Space (285), KIZANIA \_Vacant Space (286), Make a Connection (287), Projection Mapping \_CCC (288), Pool Cinema \_CCC (289), Pop-up Store \_Square (290), Container Center \_Vacant Space (291), Underground Electric Wires (292), Shade (293), Music Festival \_CCC (294), Cooking Class \_CCC (295), Media Wall \_Square (296), Exhibition (DJSet) \_Square (297), Sofa Sounds \_CCC (298), Concert Hall \_CCC (299), Exhibition (DJSet) \_Square (300), Plaza Market \_Vacant Space (301), Open Viewing (302), Vetting Trash Can (303)



## Group 5 for Zone C

# St. Art up Village



**Zoning**

**Concept**

The aim of planning this area is to support the residents, young people, and amateur artists to express their ideas and perspective. In other words, to change and improve people's lifestyle, behavior, and moral. Considering advantages of this area such as the low-rent and most of the residents being young or students who are adaptive and creative, our proposal will deliver new kinds of lifestyle and ideas that consist of art and design inspiration. The definition of creativity here is the freedom for people to start new things.

**Members**

Ms Jiwon Baek  
Ms Minso Shin  
Ms Miyu Ito  
Ms Kayoko Imai  
Mr Panyawat Terdikat

<b>Main Street</b>	<b>Physical: Street Graffiti and Street Music</b>	<b>Physical: Crafting Street for Start-up</b>	<b>Physical: Alley Exhibition Event</b>
<b>Physical: Murals on the Wall</b>	<b>Physical: Artistic Canopy Installation</b>	<b>Physical: Attraction Place</b>	<b>Physical: Meeting Place</b>
<b>Physical: Artistic Display / Sculpture</b>	<b>Physical: Make Access Signs</b>	<b>Physical: Library</b>	<b>Physical: Renovation Building</b>
<b>Social: Social Entrepreneur</b>	<b>Social: Co-working Space</b>	<b>Social: Design Market Events</b>	<b>Social: Rooftop Classroom</b>
<b>Social: Student Cafe</b>	<b>Social: Coin Laundry &amp; Cafe</b>	<b>Social: Make Posters</b>	<b>System: Limited Road Access / Walking Street</b>
<b>System: Car Sharing</b>	<b>System: Sharing Instruments for Building</b>	<b>System: Using Sustainable Energy</b>	<b>System: Garbage System</b>

## Group 6 for Zone C

# S-treet



**Concept**

Zone C is a residential area whose main residents are students and working people. The basic problem is that there is no community because of periodic change of residents. To solve this issue, our proposal aims at gathering various communities by using the various types of streets in the zone. Five different types of streets are found out in the zone and using and improving them effectively will come up with various solutions to the area. Finally, the streets will become a place for various activities and communities.

**Members**

Mr Sangcheon Han  
Mr Jun Ha  
Mr Keiko Kagawa  
Ms Supisara Khumruangrit

<b>Identity: Zone for Passage</b>	<b>Sharing Street Network</b>	<b>[S1] Wider Walking Space</b>	<b>[S1] Walkway Pavement and Entrance</b>
<b>[S1] Jumping Turn Box</b>	<b>[S1] Underground Power Lines</b>	<b>[S2] Connecting Commercial Area</b>	<b>[S2] Connection Nodes</b>
<b>[S2] Green Building Facade</b>	<b>[S3] Walking Street</b>	<b>[S3] Walking Street Arcade</b>	<b>[S3] Waste Sharing</b>
<b>[S4] Eyes on the Street</b>	<b>[S4] Safety Sign on the Street</b>	<b>[S4] Green Pavement Parking Lot</b>	<b>[S4] Co-housing Project</b>
<b>[S5] Water Axis for Disaster</b>	<b>[S5] Eco-friendly Building and Connection</b>	<b>[S5] Rooftop Green Campaign</b>	<b>[S5] Renouncing Space for the Community</b>
<b>Use of Children's Park</b>	<b>Car Sharing Parking Lot</b>	<b>Way Finding</b>	<b>Conclusion</b>

## Group 7 for Zone D

# Sustainable Shopping Park



**Concept**

After the relocation of the agricultural market in Zone D, the Lotte will do commercial development including a shopping mall in the vacant land. If no one does anything, there will be no local identity forever. Therefore, our proposal aims at making its brand-new image by protecting and developing surrounding environment such as river and parks. By connecting the park and shopping mall, and using eco-friendly technology as the district design, a brand-new image for sustainable future will be achieved.

**Members**

Mr Changwoo Chae  
Mr Donghyeon Choi  
Mr Hilaru Takumiya  
Ms Himeka Okamoto  
Ms Tanavara Chawansri

<b>Sustainable Shopping Park - Master Plan</b>	<b>Artificial Park</b>	<b>Extension of Seunggicheon River</b>	<b>Make a Connection for the Entire Zone - Chaperon</b>
<b>Enjoying Vehicles</b>	<b>Eco-friendly Purchase System</b>	<b>Green Rooftop</b>	<b>Make a Comfortable Place</b>
<b>Performance at Night</b>	<b>Connect Sports Entertainment and Eco by LED Screen Use Streaming</b>	<b>Air Zone - Flower Garden</b>	<b>Spring Free Tower</b>
<b>Wind Energy Education</b>	<b>Earth Zone</b>	<b>Geothermal Energy Education</b>	<b>Cafe Space in the Middle of Forest - Forest Space</b>
<b>Green Themed Commercial Building</b>	<b>Solar Panel Tree and Energy Education</b>	<b>Bus Terminal and Subway Station in Underground</b>	<b>Making Water Zone</b>
<b>Hydropower Education</b>	<b>Water Themed Building</b>	<b>Underground Parking Lot</b>	<b>Water Attraction: Boat</b>

## Group 8 for Zone D

# F(ol)low Seung-gi River



**Concept**

Our proposal intends to create the brand and identity by using existing resources. Currently, the zone has several issues, such as lack of awareness for the river, traffic confusion, and disconnection with other areas, and three approaches are found out to overcome these issues. First is the activation of green space and the active program using the river and Flower Complex. Second is the study on the bus terminal for solving traffic problems. Third is to create and accept flows of contents and people throughout the Gwang-dong area.

**Members**

Ms Minji Kim  
Ms Kyoung Park  
Mr Yuto Obayashi  
Mr Non Potinoun  
Ms Ramada Pittham

<b>Expanding the River</b>	<b>Valuable LED Parks</b>	<b>Picnic Zone</b>	<b>Green Glass House</b>
<b>City Farm</b>	<b>Eco Cafe</b>	<b>Designed Trash Can</b>	<b>Green Day Campaign</b>
<b>Green Free WiFi</b>	<b>Go Shortcut in Building</b>	<b>Underground Bus Terminal</b>	<b>Pedestrian-friendly Street Design</b>
<b>Media in the Tunnel</b>	<b>Go Walking Overpass</b>	<b>City Bus: Go Underground</b>	<b>Sharing Bicycle Using Bicycle II</b>
<b>Eco-friendly Parking</b>	<b>Night Market</b>	<b>Connect Linear Part</b>	<b>Outdoor Art Museum</b>
<b>Community Center</b>	<b>Health Care Center</b>	<b>Underground Storage</b>	<b>Day Care Center</b>



## STAFF

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Mariko Fujioka (Assistant Professor, Global Cooperation Institute for Sustainable Cities, Yokohama City University)



# 3

## 学生たちが学んだこと **Students' feedback**



# 学生の感想

## Feedback from Students

### Group 1



Youngwoo Choi

Having features in cities is one way to increase competitiveness.

Through the IACSC program, I think it is a very good experience to discuss the branding and sustainable future plans in the eyes of students that only Incheon can have something. Although it was hard for all participants because of the hot weather, the passion of all students was hotter than the weather. As for me, who participated in the second times, I felt that for the long-term development of the city, I needed a creative perspective of students, not workers such as urban planners, public officer and civil technicians.



Jieun Song

It is a good and rare opportunity to talk about practical and creative solution for the real place and city. It was difficult and I thought that I needed to study more about my major and the 'city'. Discussion with students of different majors was also impressive. I felt my sight became wider and I learned to respect and embrace other people and culture. I grew up through this workshop. Thanks to everyone for helping me.



Mananchaya  
Nomnumsub (KATIE)

This workshop was very meaningful for me. I got many new friends from Japan and South Korea. They were mostly 3rd and 4th year students. We had learned a lot from each other and exchanged our opinions, such as the city plan and management of Japan city, and some example of city branding in South Korea and Japan. I was getting along with my teammate very well and our teamwork was going quite well. The result of this work was quite satisfied but it could be better if we had more time to work. However, I believed that this workshop will be beneficial to me for my future career.



Mesa  
Chinavicharana (MAY)

In this workshop, UDDI went to visit Incheon for a week. I got very many experiences and international friends back. Since we got to work, play, stay and do everything together while communicating every single bit by using English, not only did I improve my English literacy but also learned new words in Japanese and Korean. I really enjoyed being with foreign friends and instructors that at the day back to Thailand I almost cried. Moreover, South Korea is pretty clean and now I am deeply familiar with Incheon as a sustainable and smart city. Lastly, I would like to join more workshop with Thammasat University because I hope to receive another good experiences like this again.



Satoshi Ogawa

South Korea is the closest country to Japan but there are few people who knows about Korea in detail. So, before coming to South Korea, I had a worry on various things because of lack of information about it, but INU student's great hospitality there finally relieved my anxiety. We spent a week in South Korea, but I felt it so fast. Contacting with other countries' students was interesting and difficult, but it will probably make my future brighter. I want to say thanks to all the Japanese professors, all the Korean professors and students, and all the Japanese students besides me.



Kanaho Wada

My first visit to Incheon was very memorable. I could learn lots of development in Song-do and urban systems to realize Smart-City. Furthermore, I saw examples of preserving and utilizing historical values like Chinatown. During the group work, I was in charge of Zone A that mainly contained public functions. As for me, I don't usually go to public places such as a city hall, so it was difficult to think about the meaning of the public and make a new concept and attractive ideas that make people willingly visit the site. Thank you members of team A for spending time with me. Someday I want to go to Incheon again!



## Group 2



Seunghoo Kim

Having discussion with students who came from different countries was great experience for me. And also I learned about different culture with those three countries. We had discussion about urban problems in Incheon, South Korea. It was helpful to understand them. On the other hand, If I had participated in a previous program in IACSC, it would be better to understand them. Finally, I heard that next program in IACSC will be held in Yokohama, Japan. I hope that the next program also be helpful.



Nayoung Kim

This activity was really valuable experiences in my school life. My major is architectural engineering, so I was not familiar with International Academic Consortium activities. But, I worked hard to help my team members. I was able to get a wider range of knowledge than the scope of existing major knowledge while doing activities other than my major. I am confident that I am able to communicate with others, though I am a scarce conversational ability. In addition, I was able to get closer to foreign friends and I am happy to meet good friends.



Eunsu Jo

Before the program, I didn't know what to look at concerning the urban design and place making, and what to do with it. Through the program, I learned that Thai and Japanese students had different ways to solve problems during the discussion and to come up with new ideas. And it was good to bring them around. I didn't have a chance to use foreign languages before, and this program gave me a better chance of speaking foreign languages and making foreign friends.



Manlika Gordon  
(JADE)

IACSC is my first workshop oversea. The workshop had taught me many things and it gave me a chance to work with foreigners (Korean and Japanese). It gave us opportunities to exchange ideas with each other and interact more with each other. The host university was very kind and they took very good care of us. They took us to many places in Incheon and Seoul. I have been to Korean before but the places that they took us to, is somewhere that I never heard about. These places also helped us to think about our 25 ideas and also gave us some knowledge on how they came up with the ideas and the concept of the design. This was also very helpful for my design class as well. Overall, this workshop was very fun, gave me experience and new friends.



Manus Janthik (SPY)

It was the first time in my life that I visited South Korea. This workshop brought me many new Korean and Japanese friends. I had a very great time and got a lot of knowledge from the group work. I started to learn how to work with other people who have different cultures, different ways of working and thinking. All valuable experiences that I got from the workshop are worth more than my time and money. It is the feeling that difficult to explain but hopefully I would feel it again somehow.



Tomoko Ihara

In this trip, I observed various activities of urban design and community design in South Korea. It was very special for me to create one thing for only three days with people who met for the first time. I could meet a lot of amazing people and enjoyed very well, but at the same time I felt regret in some points. By looking at many wonderful examples in South Korea, I have started considering what I can do for the development in Japan again.



Nao Miura

I had a good time every day during this program. Thanks to the students of INU and Thammasat University, and professors, and thank you for being good friends with me. Korean students took us to various shops and restaurants. So we could eat lots of delicious food. Thai students taught us various Thai words and were so energetic that it was a lot of fun to be with them. Finally, thank you Japanese students for supporting me every day. I enjoyed joining this program with you, and it was the biggest fun to drink together. Please come to Japan and let's hung out in Japan. I'm waiting for you here in Japan! Last of all, I would like to say a one words "komanechi!"

### Group 3



**Jonghyun Kim**

I participated in the IACSC program for the first time. I have a really valuable experience about international consortium. I think this program is a good time for students to interact. Because we interact with different cultures and ideas. It was interesting to understand about different things while talking about the city branding. The direction of city branding in Japan, Thailand and Korea is different. But we found our own solution. We exchanged a lot of opinions and feedback. As a result, we won the Idea Award. Thank you for professors. Also, appreciate my friends who made good memories for a week. Everyone will miss you. I hope you will meet again.



**Hyunwoo Jung**

This project was a valuable opportunity to get a lot of things. It was good experience that students majoring in architecture and urban design come to represent their respective countries and exchange and coordinate their opinions by directly seeing Korea's site. This site was a place that we had no fresh idea about because it was a place that we had seen so often for Korean students, but I was able to get fresh ideas from new perspectives through the thoughts of other school students. I am very grateful to the students and professors of Thammasat University and Yokohama City University who came from afar for this project. I would like to have a good opportunity to develop various ideas and buy various friends through similar projects in the future.



**Chaowat  
Chamnangit (TIME)**

I am very happy to participate in this workshop. From the activities, I got many new experiences, new friends, new cultures and new vocabularies. I learned to work with my new friends who use different languages and tried to use English to communicate with them. Teamwork was a key for success and listening to other people ideas was also important. This workshop taught me to be punctual and adaptable to different cultures, food and weather which were not similar to Thailand. When we had a lot of work and felt tired, we could see who are our real friends. The most important thing is that I want to say thank you to Korean students and professors who always took care of us like their families.



**Wipawee  
Khantikittikul (MOOK)**

From 4th to 10th August I had the opportunity to join workshop in Incheon, South Korea. This is my first workshop experience in my life that go abroad and join with students from other countries which are Korean and Japanese. I felt very excited the first time we met them and we were the youngest group in the workshop. We divided into groups with mixed country members. Having 6 people in my group, we did a very good job for the workshop project and we got the Best Idea Rewards. I was very proud of it. I think Korean and Japanese students were very nice and kind. They took good care of us and treated us with delicious menu in every meals. I was very impressed by Korean food and drink. It was my good experience. I hope to join more workshops and to see my foreign friends again.



**Yukari Ohno**

This workshop provided me with a lot of opportunities to work with international colleagues such as students from Malaysia, Japan and Korea. It was a great time to work with international students and also take care of them. It was a very good time to make international friends and consult with international professors on our community development project, through which I had exchanged ideas and skills within my group. This is already one of the best workshop for me. I wish I could have more time to hang out with international friends at least just one more day. Anyway I'm looking forward to going to workshop in Yokohama, Incheon and Penang in the future.



**Kanon Sato**

Before this workshop happened I felt so tired and was not excited with this at all because we had to do loads of work to serve all three countries that would come to this workshop. Now, it has already ended. After they went back to their countries, I felt so blank and talked to myself that it had already ended ... because while I'm working during the workshop it was a very hard and tired me but in the morning I felt that I had to wake up and do something not like the other normal school days. Working in team with unknown people is one of the most awkward situation, but as we are host so we have to start first. In my team there were some people who don't speak English well so we had to use body language but in the end I don't want it to end. The time has gone by so fast. Thank you all the professors that made this workshop happened. I wish there will be something like this again.



## Group 4



Jaehyun Kim

I participated in this program for the first time. Before I participated, I was worried that there would be difficulties in communicating, but when I met with foreign team members and talked, the worry disappeared. It was very interesting to see the solution while sharing the sites and sharing the experiences in each country. I think it was a great opportunity to have a meaningful review of this site and discussing with foreign students.



Jieun Eom

Through this program, there was no fear of English and a wider view of architecture. Before starting this program, I was worried that communication would be difficult. I was also worried that there might be a conflict with different opinions. However, the program did not cause any anxiety. The conversation went well because my friends talked to me first and wrote me easy English. And during the workshop, there was a lot of mutual opinion and even though they were different, the coordination was good. Looking at and listening to examples from each country, thinking about how to apply them in Korea led to a broader perspective. It was a week for me with good friends and good memories.



Fah  
Kaewsiwarit (FAH)

It was the first time that I join the overseas workshop. At first, I thought it was going to be boring and exhausted but I was wrong. Although it was very tiring at the end of 7-day workshop in South Korea, it was one of the most special time in my life and I had a good experience about it. I enjoyed my time with Korean friends during the site visit. I got 2 Korean friends who I called Onni because they took care of me very well like I was their sister. They explained to me about many things while visiting the site and took me to Korean restaurants that I wanted to try. We also went to a party together and it was very fun. We got along well together. Even if I already got back to Thailand, I still miss everyone there and remember every minute of my life in South Korea.



Natthatida  
Suwanyothin  
(NICE)

From this Incheon workshop, I received the most valuable and precious experiences in my student life. It was my pleasure to meet a lot of new friends and professors both from Korea and Japan. This workshop drove me to be confident to speak English fluently in public. The most important thing was that I improved my creativity a lot through group discussion. When I shared my own ideas and it worked with the project, I was very happy with the result. The group project was very effective because all of us could share our ideas and perspectives differently in order to create the best work. At the same time I also learned different cultures. Another aspect that this workshop taught me is that punctuality is very important. As we work as a group, we should not be late and be ready all the time. Moreover, Korean seniors are very nice and welcoming. They took care of us even after the workshop session. During 7 days in South Korea, I was extremely happy. Thank you for all professors to make this workshop happen.



Keito Yoshida

I had difficulties during the discussion that I could not speak out what I thought in English. However, it was a very valuable experience for me to participate in the workshop with students from three countries with different backgrounds. I think that I was able to deepen my understanding about town development and city planning through learning in a country different from Japan. I hope I can make use of what I learnt and experienced throughout the workshop in the future study.



Ayumi Saito

I participated in this workshop because I wanted to experience the special thing I can do only when I am a college student. Actually, it was hard to discuss and think a proposal and make the slides in short time. I think it was difficult to convey my opinion to foreign students in English, and I couldn't discuss as I wanted to do. However, I think it was interesting. Foreign students showed us some cases in their countries and said their opinion, and I could find some differences with our culture or thought. Foreign students have bolder ideas than Japanese, and that is surprising and fun for me.

## Group 5



Jiwon Baek

I have studied architecture only for four years, so I was interested in the city planning. Therefore I thought it was a very interesting program and I joined in this program. The city of Guwol-dong in Incheon was a place I thought I knew well, but through this program, I was able to learn various perspectives on problems and solutions to the city. Also, I made happy memories with many friends during a week together with them. I have a lot to gain through this program. So, I want to thanks to all of you.



Minso Shin

Before I started this program, I was very worried that I might encounter a language barrier. At first, I was poor at writing English, but as time passed, I felt my English ability was growing little by little. I had adventures with my foreign friends on a very hot summer day. However, as they depend on each other in difficult circumstances, the relationship became stronger. We learned about each other's culture by discussing site C. Everyone was enthusiastic about the program, and we came up with many solutions of site C's problem. I hope to meet my first foreign friends again.



Panyawat  
Terdkeat (POL)

From this workshop in Incheon, I have learned many new things. Songdo district is a very developed and well behaviour city which has the purpose to be an innovative city of South Korea to compete with Beijing and Shanghai. The city plan of Songdo is very impressive in managing their city, the traffic planning and safety. I learn how to work with foreigner people, get along with them, and perceive their culture. In the working process of this workshop, I tried to make the proposal of changing people behaviour and getting up the new culture for the city.



Miyu Ito

It was a great opportunity to face myself. I heard that the IACSC would be a great experience and so I wanted to know how good this experience would be. That is why I decided to join IACSC. We have done four kinds of workshops but it was really new for us to do it with other nationalities. The definition of "good experience" differs from people but I had a "good experience" of myself.



Kayoko Imai

It was a great opportunity to face myself. I heard that the IACSC would be a great experience and so I wanted to know how good this experience would be. That is why I decided to join IACSC. We have done four kinds of workshops but it was really new for us to do it with other nationalities. The definition of "good experience" differs from people but I had a "good experience" of myself.

## Group 6



Sangcheon Han

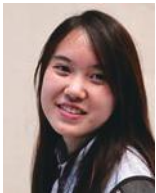
For the sustainable city, city need people and infrastructure. But I think most important thing of sustainable city is branding. Branding gather people and can purpose the way of infrastructure. In this workshop I can learn the importance of city branding and place making. And we can purpose creative and logical solution for city because INU, UDDI, YCU students have different aspect and cases for city and place. This workshop is 3rd time for me but I can learn new thinking in every work shop. Sincerely thank for this chances.





Before entering the program, I was very worried about talking with my friends from Thailand and Japan. I didn't talk much with foreigners, so I was worried about it. However, I saw myself trying to speak English thanks to my friends, spending a lot of time with my friends. Also, I was able to go to many places with my friends and it became a good study for me. And, I will not forget to discuss it with Japanese and Thai friends at school. As a student, I think I will have a chance to talk to foreign friends a lot. Through this experience, I felt a lot of my lack. I think I learned a lot from my friends. It was a meaningful time to hear and learn Japanese and Thai culture and thoughts directly. Despite my lack, I am grateful to my friends for their passionate support.

**Jun Ha**



From 2018 IACSC – Place Making and a City's Future workshop collaboration between INU, YCU, and TU at Incheon is actually my first opportunity to participate in the international workshop. This workshop gave me a chance to work together in the group of international colleagues, a chance for getting to know the new friends and professors, a chance for the new experience, opportunity, and obstacle. Improving the skills of analysis information, problem solving, and group working experience. During this workshop, it was impacting my attitude in term of being more professional working. Finally, I was very appreciated for joining this workshop and hopefully in the nearer future we will meet and work again.

**Supisara  
Khumruangrit (NEI)**



Actually, I was unable to make a decision whether I would participate in this workshop or not at the beginning of the semester. Now, I can tell I'm completely satisfied with my decision. This workshop was a great big opportunity for me not only to test my English ability, but also to test my knowledge and know-how which I had cultivated in my school life. I was also setting the goal on my own for this workshop. It was the most beneficial time of all other workshops. I appreciate everyone who worked for this meaningful six days.

**Keiko Kagawa**

## **Group 7**



I've met a lot of people studying architecture but it was the first time I had ever met a foreign student directly. As I expected, they had a different culture, and it was a very fresh inspiration. From urban perspective, it was quite different what people wanted. They had presented a more intuitive idea. I learned a creative process from them. But I think it is a biggest harvest from this IACSC that I met good foreign friends. We promised to develop together in the future. I was happy to be able to experience various perspectives through good people. I hope this program's topic will be concern about architecture as well as the urban planning.

**Changwoo Chae**



Before joining the program, I had little confidence in English, and I had never met friends of my age overseas, causing tension and excitement. When the program started to go on, all of my foreign friends were good and lacking in English, but I felt good to communicate. It was a great schedule for me to broaden my learning from a new point of view and to have a new experience. I would like to participate in these programs next time again.

**Donghyeon Choi**



IACSC was such a great workshop to be participating in. Not only that I got to explore Incheon and Seoul, but I also made a lot of friends over the past 7 days. The workshop was a great platform for us to experience new things, learning about the world in an urban designers' eyes, exchanging culture with other nationality participants and working together as a team. It was my first time experiencing overseas workshop and I am very delighted that everyone was very nice and supportive with everything from the small talks to the quite stressful period of working and the presentations. Despite slight headaches from coming up with ideas for our presentation, every minute was very much fun and worth it. To conclude, it was a school break trip well spent.

**Tanavara  
Chawanid (KAO)**



At first, I was so worried about many things because this workshop was the first time I studied with foreign students. Also, the subject of this workshop was so tough. It was so difficult for me to communicate with group members by using English. However, the professors and the students of Incheon National University and Thammasat University were so kind to us. I sincerely express my gratitude to them. In this workshop, we had to work hard and had sometimes difficulties but finally it had grown me a lot. I'll never forget what I experienced in this workshop.

**Hikaru Takumiya**



The workshop reminded me of my thought that I wanted to increase my knowledge to solve the problems in the world, which was the reason I chose my major. Of course, there were many things bothering me during the discussion, but the group work with Korean and Thai students who were cooperative and friendly brought me a lot of fun. I enjoyed all the time. In addition, all the site visits in Seoul and Incheon were interesting. This experience has made me think that I want to expand my perspective to look at overseas case as well when I think about city planning in future.

**Himeka Okamoto**

## **Group 8**



It was the first program with foreign students to me. Before the program started, I was worried that I would not be able to communicate. However, communication has been smoothed based on understanding each other during the period together. We all suffered from exploring in hot weather, but it was good to see foreign friends eating Korean food delicious. During the workshop, it was fun to share opinions among students in the same field. We studied and shared traditions and characteristics in each country. Through this program, I realized that even if the language is different, teamwork can be created. I will continue to contact these friends and hope to see them again someday.

**Minji Kim**



I think It was the best time when we were in a group meeting. When we created ideas for city branding, we introduced good examples of each own country. There were several different-named but similar-looking and purposeful facilities. I was very interested in introducing, understanding, and developing each other's ideas. I was worried when we started. But the more we talk, the more teamwork and friendship grew. I was afraid of talking to foreigners before IACSC. I talked about food, culture, and school life with friends. Through this program, I have more confidence in English conversation. And I'm glad to have good foreign friends.

**Kayoung Park**



In this 7-day workshop, our main site is Incheon which also known as the port city of South Korea. I have to admit that this workshop is not easy, but all the tiredness and struggles worth it. I have met a lot of new friends from different nations and cultures. This is a very good opportunity for me to have a new connection which not everyone can have this kind of experience. I also have exchanged the idea between the higher seniors from Korea and Japan. I have enjoyed every single moment in this workshop a lot. Thanks to Thammasat University that provides such a wonderful program and thanks to professor Promchan for taking care of us the whole trip.

**Non Potinoun  
(NON)**



What I gain when I got back from Incheon workshop is that this workshop have taught me a lot of things. Exchanging and learning other cultures with colleagues from Korea and Japan. It was inspired me many new ideas and gave me many new friends. Place making had offered me lots of new motivating ideas and I gained more experiences from teamwork with those who had different cultures from us. At first, I did not know what exactly the job urban designers are doing. I only learned just in theory but never in practice. This workshop showed that the best way to learn was to work in the real situation and to solve the problems as a team. At the first progress pin up for example, professors told us that the idea might not work, but by the teamwork of our group, finally we can achieved it. Professors from other countries really gave us useful advices and students can also give comments during the presentation. The Korean hosts (senior year students) were very kind to us. They treated us well with food and taught us how to adapt ourselves in the foreign land.

**Rinrada  
Pijitham  
(MINT)**





**Yuto Obayashi**

I think there was a lot of reflection points for this workshop. I regret not only my bad English skill, but also passive remarks. If I had researched a little more about my target area, I could easily understand issues of regional identity and characteristics. However, through this workshop, there were happy points too. What we have learned through practical training in our course of YCU gained understanding from overseas students. I hope I can make use of the skills cultivated in this workshop and use it for future research.

## **ASSISTANT**



**Chang Ho Kim**

IACSC made a big impression on me this summer. It was an opportunity to meet kind friends and competent professors. Especially at this program, I was more special because I participated as a helper, not a general student. It was a more special experience for me because I participated as assistant student, not a general student. Various cities in each country all have different characteristics. Sharing various ideas in one place has a great meaning. Our site boundary was Guwol-dong, Incheon. The site had a lot of issues in the city, and we were able to think various ways. This program has made my thinking smarter. I hope to see again the Thai and Japanese friends and professors.

# 2018 International Students Workshop on Urban Planning in Incheon

## Place Making and City's Future

### -City Branding, Regional Identity, and Sustainable Future-

Aug.4-10 2018, Incheon National University, South Korea

### Overview

The main focus of the workshop is to consider the branding and regional identity for a city facing the declining and expecting a typical large scale commercial development as a key of sustainable revitalization. Guwol-dong district in Incheon City, South Korea was picked up as the study site, and especially, its core area was selected for the students' work and divided into five zones. A total of 45 students from Japan, South Korea and Thailand were divided into eight groups. Among five zones, four zone except for the park zone were considered by two groups respectively. Each group created a set of 25 idea cards as the result of the site visits and in-depth discussion to present a proposal to make the study site more unique, attractive and sustainable.

### Study Site: Guwol-dong, Incheon

**Background:** The center of Incheon used to be the area currently known as the Incheon old town including China town. As the city has developed, however, the city's core was shifted to the western vicinity to make Guwol-dong area as the center. Guwol-dong district became to contain the city hall, two major department stores, express bus terminal and metro stations, and an agricultural wholesale market. However, experiencing the declining in population and economic activity, one department store decided to move out to somewhere newly developed in the city. Regarding the agricultural market, due to its deteriorated facility, the relocation to the city outskirts has been planned. Finally, another department store, Lotte, announced to purchase all the vacant lands after the relocation, and proposed to build multiplex, big box type large commercial facilities. It can be a chance to regenerate the declining urban core but at the same time it can be a risk of losing own local characteristics and identity if there will be no proper consideration.

**Zones:** Each zone of the study site has different characteristics. The center of Zone A is the city hall and a public square in front of the city hall. Also other public facilities, offices, and shops are there. Zone B is the commercial area and famous for entertainment places especially for young generation. Zone C is characterized with the concentration of housing units mostly for singles. Zone D having accommodated an agricultural wholesale market, express bus terminal and a large department store is the area expecting a large-scale redevelopment by Lotte.



Hosted by College of Urban Science, Incheon National University, South Korea

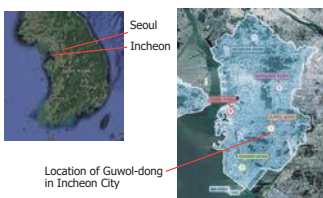
### Purpose

International workshop has the following purposes.

- 1) promote the mutual understanding among the international students
- 2) enhance the students' ability for urban planning proposal and communicating it in understandable manner
- 3) contribute to establishing a city branding and regional identity in the study site by suggesting various ideas towards a more sustainable future.

### Students

Incheon National University, South Korea (INU) --- 18  
Thammasat University, Thailand (TU) --- 13  
Yokohama City University, Japan (YCU) --- 14  
--- total 45 students from 3 countries



Location of Guwol-dong in Incheon City



### Introduction and Lecture

#### Day 1: Aug.4

The workshop started with a welcoming remark by Professor Eunuchul Shin, INU in a room of College of Urban Science, INU, which was followed by a lecture by Professor Hwanyong Kim, INU. Referring to recent urban issues in Incheon, Professo Kim explained about the workshop theme, the study site and the expectation to the students. Through his lecture, the students got basic information on the meaning of city branding and local identity especially in this workshop context and what has been or will be happening in the study site particularly in terms of regeneration. After the lecture, each university of INU, TU and YCU made a presentation about their home city and university, and a couple of city branding cases in their counties so that the students could know backgrounds of their new international friends. The students were divided into eight nationality-mixed groups, and then one-week workshop got kicked off.



### Site Visits

#### Day 2-4: Aug.5-7



Three types of site visits were conducted in the first half of the workshop. The first visit was to the study site. After the general walking tour guided by Prof. Kim to all the zones, each group carried out on-site group work in the zone assigned to find out issues and potentials there. The second visit was to other areas in Incheon to know its history, development strategy, and what images the city has had so far. In the Incheon old town, the students learnt that it used to be an entrance of diverse culture, and in Songdo that is a massive development area, they were given a lecture on the concept of smart city and ubiquitous city. Third is the visit to Seoul to inspect city branding cases. The visits to Dongdaemun Design Plaza, Gyeongui Line Forest, and Mapo Oil Tank Cultural Park gave the students some clues to consider how to keep local identity and brand the place when urban redevelopment or regeneration happens.

### Group Work & Presentation

#### Day 5-7: Aug.8-10

Group discussion started after the site visits. The students first worked on the site analysis to fulfill the task of setting a proposal concept, producing 25 idea cards to realize the concept and explaining the proposal in 100 words. All the students worked hard together on discussion, making slides, and brushing up the ideas. Although most groups faced with difficulties in setting the direction and contents of the proposal, close communication gradually lead to the formulation of their own proposal.

The presentation session was held on the final day. Each group presented the concept of the proposal and ideas, which was followed by the Q&A session with faculty members. At the end of the whole program, three groups received specific awards and all the participants received the program certificate.

<Awards>

Group 6: Best Presentation Award  
Group 7: Best Teamwork Award  
Group 3: Best Idea Award



## IACSC 2018 Urban Planning Unit

### Students Workshop Report

## Place Making and City's Future

### -Proposals for City Branding, Regional Identity, and Sustainable Future-

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