

---

# **‘Seoul Animation Center’**

## **Design Competition Guideline**

---

**2016. 8. 11.**

**Seoul Metropolitan Government**

**I. Competition Terms and Conditions**

- 1.1 Title of Competition
- 1.2 Summary of Project
- 1.3 Type of Competition
- 1.4 Language & Units
- 1.5 Eligibility
- 1.6 Competition Timetable
- 1.7 Registration
- 1.8 Site Briefing
- 1.9 Q & A
- 1.10 Technical Committee
- 1.11 Review Committee
- 1.12 Jury Evaluation
- 1.13 Winner Selection
- 1.14 Provided Supplements
- 1.15 Design Contract
- 1.16 Copyright, Publication, Publicity
- 1.17 Return of Entry
- 1.18 Dispute
- 1.19 Anonymity

**II. Design Guideline**

- 2.1 Design Goal
- 2.2 Urban Context
- 2.3 Design Scope and Background
- 2.4 Basic Design Guideline
- 2.5 Construction Cost Estimation

**III. Entry Guidance**

- 3.1 The Submissions
- 3.2 List of Materials
- 3.3 GuideLines
- 3.4 Scheme

**IV. Appendix**

- 4.1 Site Relevant Facts
- ✂ Forms for Registration

# The Foundation

## Namsan, The Reinterpretation of Nature and History

Mt. Namsan (South Mountain) was named as such during the Joseon Dynasty, after Seoul (originally named 'Hanyang') was appointed as its capital city, realising its presence to the south of 'Gyeongbokgung' during its construction at the foot of Bugaksan. Namsan was thought to be one of most important, spiritual mountain according to the nation's geomantic theory, revered as a sacred subject to pray for national prosperity and welfare of people, patriotism and safety.

During the Japanese occupation, it was overrun by the Japanese force with the Joseon jingu (Shrine) and Japanese residents. Following the nation's independence, it had been occupied with the Korean Military Unit Headquarters and Central Intelligence Agency for a long period of time. on that reason, Nevertheless its existence as major organ as lung, Namsan didn't has longing with citizen.

A good amount of time have passed and through the recent initiation of its regenerating phases, Namsan shall recover its nature and history while functioning as a healing platform for the citizens. All the while, the Animation Center must stand as a yard stick which demonstrates the agony of how the foot of Namsan must develop.

## The Master Plan of 'Animation Town' and 'Yejang Jarak'

Animation Town is a project with a goal of connecting the industries of resourceful content production ranging from animations, webtoons to characters with other industries, structuring a cluster of imagination industry which aims to vitalise and develop 'Seoul's Imagination Industry,' and support such public services systematically.

Since February of 2015, the city of Seoul has put large efforts in leading the Namsan area around the Seoul Animation Center, the cartoon museum 'Jaemirang (opened in December 2013),' and cartoon street 'Jaemiro,' into a cultural space of urban content applied with comics, animations and characters. The Animation Center is highly expected to function as the core anchor facility of Animation Town, which is scheduled to open with strong ties and cooperation with new facilities planned to line up in 'Yejang Jarak', along with intimate connection with 'Jaemirang' and 'Jaemiro'.

Animation Town will link to the networked walk from and to the Seoul Station Overpass -> Namdaemun -> Myeong-dong <- Chungmuro <- Saewoon Arcade. The Town shall possess possibilities of growth as the core foothold of future imagination industry by the integrated effect of related facilities along with the combination of the regionalism and integrated content environment.

## The Image

The current Animantion Center is aged significantly for over 50 years since its construction in 1962. The blank white walls have served as canvases for many creative groups and such practices have built a gradual change of personality of the space. Such changing perception and personality of the structure today shall be projected to the future building.

the image of new Animation centre is restoring landscape of time laps that stands as a 'background,' which comes to its completion by imaginations and participations of users. Through a good blend of nature, facilities, people's activities, it shall layer with time and accomplish a narrative sight. The current structure has feared the kaleidoscopic phenomenons and limited and closed itself from diversity immediately after its open. In the contrary, life is indefinite and it usually accompanies an indescribable attribute. As such, the new center is. Hopefully through this,

## The Programs

The life has variety property such as unpredictability and unspeakable. Architecture has been interpreted as closed and solid notion of great fear of social transition. The programs of Seoul Animation Center shall be rendered into three major sections - 'Creative Factory,' 'Market Convention' and 'Imagery Playground.' 'Creative Factory' shall become a productive section as a space for creative companies, with the aim to perform rearrangement and alteration of functions of Animation Town, a core figure of Seoul Imagination Industry. 'Market Convention' is a communicative section as a circulation platform in which the 'market,' signifying the long-term goal of industrial function, is joined with 'Convention,' a spatial idea with a modern reinterpretation of a market that serves as a temporary and integrated event space. 'Imagery Playground' is an enjoyment (play) section that shall attract citizens and experiences, composed of a theatre, contents playground, a library and many more. There is a need for the two former sections, 'Creative Factory' and 'Market Convention,' to be arranged into a flexible space that responds to the possible changes the programs may generate. The architecture shall become an infrastructure that embraces prearranged activities as well as those of the unexpected.

## Traffics and Circuit Plan

Nevertheless of the further predictions on increasing traffic from Animation Center's function as the facility that opened to a wide range of groups as space of creativity, Contents Distribution and play, protecting the environment of Namsan by public transportation centred urban planning. it is shared value with city of seoul.

## New Competition and Expectations

As a project of public participations, the structure must stand as a sustainable architecture in terms of social, environmental and economic aspects rather than to focus on maximizing economic feasibility and efficiency. Participants must refer to the programs the guideline indicates and the essential points of basic plans, but all of the contents of this guideline shall not precede the architect/designer's creativity. The basic design for the Animation Center must conduct direct or indirect application of all of the above matters and correspond to the broad principle of design that incorporates the periodical and situational changes.

1. To portray spacial openness adjacent to the streets and a imaginative image which possess capability to promote globally.
2. To host an open, sustainable platform for architectural form and experiences that shall inspire joy and learning of all visitors and users.
3. To reflect experimental architectural elements for an open design that embraces such aspects and lead to execution of advanced technology.

# 1. Terms and Conditions

## 1.1 Title of Competition :

Seoul Animation Center Design Competition

## 1.2 Summary of Project

### A. Site Location :

8-145, 8-20 Yejang-dong, Jung-gu, Seoul

### B. Total Scale of Project

(1) Site Area: 8,340.2m<sup>2</sup>

(2) Gross Floor Area: 21,000m<sup>2</sup> (possible adjustments of  $\pm 2\%$ )

(3) Building Coverage Ratio: less than 30%

(4) Floor Area Ratio: less than 150%

(5) Levels: 3 underground levels / 3 levels above ground (elevation limited to 3 levels above ground, 12m)

(6) Number of Parking: Number of parking spaces must gratify legal standards

(7) Local and District: Historic Cultural Aesthetic District, Maximum Height Limited District, Natural Landscape District, Type 1 Local Residential Zone.

(8) The Purpose of Building : Education & Research Facility (Research Lab, main purpose), Culture & Meeting Facility (Exhibition Hall), District Unit Plan class 1&2 (Retail Store, Snack & Restaurant, Event Hall)

### C. Estimated Cost for Construction:

(overhead expenses and tax included)

**-KRW 43,607,000,000.00 (Forty Three Billion Six Hundred Seven Million Korean Won)**

### D. Design Fee:

(tax included)

**-KRW 2,205,000,000.00 (Two Billion Two Hundred Five Million Korean Won)**

### E. Design Term:

2016 December ~ 2017 October

### F. Scheduled Date

for Construction Completion: 2019 December

## 1.3 Type of Competition:

### Standard Open Call

An open call subjected to domestic and foreign architectural experts.

## 1.4 Language & Units

All entry materials and documents are allowed only in both Korean and English. The competition guideline provided in both Korean and English. In the case of misinterpretation between two languages, the review and evaluation shall put Korean as priority language. All measuring units must be indicated in metric system.

## 1.5 Eligibility

A. The competition is open to joint domestic and foreign experts of architecture, urban design and landscape related criteria. If entering as a team, it will be limited to maximum of 5 team members. To register as a team, a team leader(delegate) must be appointed among the team members and take charge of all registration steps. Please be noted that the team leader must be a licensed architect, who holds legal responsibility of creating and delivering architectural construction drawings.

B. Minimum of one member of the team must hold either domestic or foreign license of architect.

C. At the time of registration, the license of architect must maintain valid conditions of eligibility which corresponds to domestic law and participant must provide proof of license.

D. For foreign architect license holders, the competition is open to enter individually, but please be noted that if selected as winner, the participant must partner with a domestic architectural firm and form a joint supplier according to domestic architectural legislations and related law in order to conclude private contract of design service(outsourcing).

E. For joint entries (joint venture), minimum equity ratio must exceed 5% per participant involved in contract.

F. Any person related to the competition organisation, the review committee or the technical committee are not eligible to register.

## 1.6 Competition Timetable

※ The above schedule is subject to change according to the organisor's circumstances and will further announce revised dates on 'Building Seoul' (<http://project.seoul.go.kr>).

List	Dates	
Notice of Competition	2016 August	.11 (Thu)
Registration	2016 August	.11 (Thu) ~ October 14 (Fri) 17:00
Site Briefing	2016 August	.22 (Mon)
Receipt of Inquiry	2016 August	.25 (Thu) ~ August 31 (Wed) 17:00
Inquiry Feedback	2016 September	.9 (Fri)
Submission of Entry	2016 October	.27 (Thu) 17:00
Technical Review	2016 October	.31 (Mon)
1 <sup>st</sup> Screening	2016 November	1 (Tue)
2 <sup>nd</sup> Screening	2016 November	.7 (Mon)
Winner Announcement	2016 November	10 (Thu)
Award & Exhibition	2016 November	14 (Mon) ~ 25 (Fri)

## 1.7 Registration

A. Participants must sign up and register through the integrated Public Architecture Design Competition of Seoul website 'Let's Design seoul .' (<http://project.seoul.go.kr>)- (Log on to and sign up on integrated competition website -> Competition -> select corresponding Competition -> Registration procedures found at lower section)

B. Dates for Registration: 2016 August 11 (Thu) ~ October 14 (Fri) 17:00

C. Note: Change of team member is allowed but team leader cannot be substituted.

## 1.8 Site Briefing

A. Date and Time : 2016 August 22 (Mon) 10:00

B. Venue : **Ani Cinema** at Seoul Animation Center

C. Note: Attending the site briefing is not a requirement but it is highly recommended; the briefing will provide key information of the background and goal of the competition along with the idea of the facility and feasible programs.

## 1.9 Q & A

A. Throughout the duration of inquiry submission, participants may register inquiries online through the noticeboard of the 'Building Seoul' website. Email or phone inquiries will not be accepted. All inquiries are eligible for feedbacks only when submitted in Korean and English and registered through required steps before the deadline.

**B. Receipt of Inquiry: 2016 August 25 (Thu) ~ August 31 (Wed) until 17:00**

**C. How to submit Inquiry:** Log on to competition website 'Building Seoul' (<http://project.seoul.go.kr>) -> competition -> corresponding competition -> inquiry submission

### D. Q&A

(1) Date of Feedback : 2016 September 9 (Fri) 10:00

(2) Methods of Feedback: All feedbacks shall be uploaded on 'Building Seoul' website(<http://project.seoul.go.kr>) in both Korean and English (log on to website -> competition -> corresponding competition -> download)

(3) Note: Feedback date may change and will further be noticed on website. All feedbacks shall be regarded as additional/revised terms and conditions or guidelines of the competition

## 1.10 Technical Committee

A. The technical committee will be composed of corresponding experts, providing the review committee with written opinion that states reviews of any violations performed by participants, according to terms and conditions and guideline of the competition and related legal matters.

B. Focusing Issues on Technical Review

Type	Review Elements	Review Steps
Violation of legislation	<ul style="list-style-type: none"><li>· Violation of construction code(installing direct/evacuation stairway, access road, public open space, elevator, parking lot etc.) or Urban planning</li><li>· Violations of other related laws</li></ul>	<ul style="list-style-type: none"><li>· Review of technical matters of all entries</li><li>· Document a statement of technical review and submit to the Review Committee</li></ul>
Violation of Guideline	<ul style="list-style-type: none"><li>· Entry indicating a specific code or symbol that may bring recognition of the participant</li><li>· Exceeding Cost Estimation</li><li>· Failure to comply with specified type of paper, size and binding methods for entry</li><li>· Exceeding pages of design specification</li><li>· Lack of entry or documents</li><li>· Other facts that violate the terms and conditions of guideline</li></ul>	<ul style="list-style-type: none"><li>· Review Committee reviews statement and makes agreement on applying the decisions</li><li>· Review Committee makes decision to apply any disadvantages to entry if necessary</li></ul>



## 1.11 Review Committee

A. The review committee shall be composed of five juries and one preparatory jury, as listed below.

JURY	PREPARATORY JURY
Seon-Ah Kim, Studio SAK inc.	Euijung Woo, METAA Architects Inc.
Yumi Lee, Seoul National University	
Young Jang, WISE Architecture	
Sung Hong Kim, University of Seoul	
Eun Kyung Lee, EMA Architects	

B. The opening session of the review committee must include all juries and preparatory jury. A jury president shall be selected by a mutual vote during the initial meeting.

C. The jury president shall collect opinions of all juries and finalise the review regulations for the evaluation and winner selection. Also, the jury president must provide the organiser with a final commentary of evaluation on behalf of all juries.

D. The preparatory jury may attend the evaluation session, provided with the same condition of the other juries but cannot exercise voting rights, with exclusions listed below.

**(1) Absent of jury at the opening session shall disqualify as jury member and will be substituted with the preparatory jury.**

**(2) If a jury temporarily un-attends the evaluation, the substituting preparatory jury shall be granted with all reviewing rights.**

E. Participants cannot raise any objections to the final result of evaluation.

F. The jury discussions for winner selection shall remain closed-doors but the procedures may recorded.

G. Final result (commentary) of evaluation shall be released publicly (names of jury members will stay private).

H. If the winner or runner-up entry is regarded inconsistent against the goal of competition or thought to present poor quality, the final selection can be invalidated.

※ Result of evaluation shall be unloaded on 'let's Design Seoul' website '<http://project.seoul.go.kr>'

※ To ensure transparency and fair judgement, the evaluation procedure shall be accompanied by the civil audit ombudsman, which corresponds to 「Seoul Civil Audit Ombudsman Management and Civil Audit Demand Regulations」 Section No.25, as an audit for clean contract of public services/projects and assessment activities

## 1.12. The Evaluation

- 1) The review committee's evaluation of all entries shall be processed in two phases (1st and 2nd screenings).
- 2) The 1st screening will review all entries and select qualifying entries for the 2nd screening. The quantity of qualifying entries shall follow the review committee's agreement.
- 3) The 1st screening will select qualifying entries by a vote, and the review committee shall document proper evidence for the selection on official paper provided by the 'Seoul Animation Center Design competition Initiative'.
- 4) The 1st screening shall review the review statement provided by the technical committee and conclude the decision of whether or not to reflect the review facts in the screening of entries.
- 5) The 2nd screening makes final selection of winner and runner-ups among the qualifying nominees from 1st screening.
- 6) The 2nd screening shall require participants to make presentation of entries, according to details indicated below at clause A. Entry Presentation.
- 7) The review committee is required to finalise the selection of winner and the four runner-ups corresponding to the mutual agreement of all jury members, by reviewing statement from the technical committee, entry presentations and roundup of evaluations.
- 8) Once the winner and runner-ups are selected, each jury shall provide a commentary of evaluation in written form provided by the 'Seoul Animation Center Design competition Initiative'.
- 9) The operation director of the competition shall assist solely on the procedures of evaluation and cannot perform any actions that may effect the evaluation.

### A. On Presentations

#### (1) Presentation Methodology

- ① Means of presentation must be the pre-submitted drawing sheet. All participants are provided with 10 minute presentations and 10 minute Q&A sessions each, unless the review committee considered else wise.
- ② Presenter must be a previously employed architect/designer(company president or practical worker is advised) since the official notice of the competition, and a member who participated in the planning of the proposal. The presenter is required to provide proof of employment on the day of presentation.
- ③ All contents of presentations must stay anonymous and are restricted to outline only the distinct features and goal of design.

### B. General Informations

- ① In orders to keep fair competition, the presentation order is pick on the day of the presentation.
- ② Presenter must arrive at the announced time and venue of the presentation. Unattended participant(s) shall be excluded from subject of presentation.
- ③ In the case of acts conducted that may disrupt the fairness of presentation, such as use of expressions that may impede the anonymity of the competition or descriptions in comparison with other entries, or exceed of time, the organiser may call an immediate halt to the presentation.

## 1.13 Winner Selection & Announcement

A. The result of evaluation shall be announced on 'Let's Design Seoul' website (<http://project.seoul.go.kr>) and winner and runner-up prize winners shall be noticed individually.

### Competition Prize

Winner	Granted with Contract Priority
2 <sup>nd</sup> Prize	Prize Award 40,000,000.00 KRW
3 <sup>rd</sup> Prize	Prize Award 30,000,000.00 KRW
4 <sup>th</sup> Prize	Prize Award 20,000,000.00 KRW
5 <sup>th</sup> Prize	Prize Award 10,000,000.00 KRW

B. For foreign runner-up prize winners, prize money shall be exchanged into USD according to the currency exchange rate on the date of the transfer (payments shall be made within 30 days after the award ceremony) according to amount of prizes in Korean Won (\*KRW). For team participants, the payment will be transferred to the team leader.

C. The prize award includes direct costs such as travel for award ceremony, copy right registration, tax etc. For tax issue, all award winner is guided to follow the regulation under the Korean tax system.

D. The winner is granted with the priority right to have negotiate with host for contract on design right for new seoul animation center. the 'Design contract' must be signed within 10 days after the announcement of winners.

E. If the winner renounces the priority negotiation right or if the priority negotiation comes to a rupture, the host, shall pass the right to the 2nd prize winner. In this case, the corresponding runner-up must return the prize money, which the host shall provide to the winner. If the competition ceases to continue with the project, all costs and payments employed up to the point of suspension shall be compensated.

F. The winner must comply with all contents of the competition guideline throughout the period of contract performance.

## 1.14 Provided Supplements

A. Competition Guideline, registration forms and Q&A for the competition shall be provided in Korean and English and found on 'Building Seoul' website.

B. When registration is complete, participants will be provided with supplements found on website. (provided in Korean only)

**(1) Site Floor Plan (CAD)**

**(2) Site Aerial Photos**

**(3) Current Site Conditions (including photos, videos, ground survey of site and status survey data)**

**(4) Task Instruction**

**(5) Design Specification Form**

**(6) Panel Layout Form**

**(7) Plans related to the Namsan area (Seoul Plan 2030, Standard Historical Urban Plan, landscape plan, Restoration of Urban Environment Plan 2025)**

## 1.15 Design Contract

A. The architect/designer of the winning entry is required to sign contract of standard and design execution service (outsourcing) with the Commissioner for the corresponding construction. Nevertheless, it does not apply to the case when the organisation face circumstances and ceases to operate the outsourcing service of the corresponding construction.

B. The design contract operates in accordance with the related Korean law and includes licensing act of attending standard and design executions.

C. Contract is provided in Korean only and its content is based on the Task Instruction which corresponds to the regulations appointed by the city of Seoul.

D. The supplemented Task Instruction states list of tasks the winner must follow after the conclusion of contract. Winner's participation with ample comprehension of the Task Instruction is strictly required. The agreement to follow the Task Instruction is automatically confirmed upon entry registration.

E. Signing of contract is made solely with the winner but if winner lacks engagement with an architectural firm based in Korea, the winner must select a domestic firm as partner and make a joint contract in presence with the president of partnering firm. This is to follow the Korean architectural law and carry amicable procedure for approvals.

F. Costs related to the construction of this project includes all expenses necessary for the actual measurement of current structure, standard and design execution and additional reviews and approvals, if needed.

G. When signing contract, winner must supplement eligibility and license through joint contract (consortium method) with experts in fields of rescue·electricity·machinery·information & communications · facilities · landscape · civil engineering · fire services. The winner must comply to fulfil the task indicated in the contract.

H. The host of this competition shall request the modification of awarded design & work. Thus the award winner have modest obligation to accept therequest of host.

## **1.16 Copyright, Publication and Publicity**

A. All entries must be of original work of participant (team) and not infringe copyright of others. All responsibilities to take in the case of infringement are subject to the participant (team).

B. Claiming of all rights of entry (including copyright and ownership) shall belong to participant (team). If necessary, copyright of entry can be transferred to or approved for usage to organiser under further agreement.

C. According to copyright law copyright of winning entry belongs to winner (team). Yet, the city of Seoul shall be permitted to exhibit winner and runner-up winners' entries without further compensation nor agreement, to promote winner and runner-up winners' entries under the condition that it does not amount to any commercial profit, by posting online on SNS&website and publishing competition booklet, without further compensation nor agreement. The participant (team) is required to provide full cooperation with exhibition, postings and publication mentioned above, and submission of entry shall be considered as an agreement to comply to such requirement.

## **1.17 Returns of Works**

A. Submitted works for competition must be recollect within 7 days after the winner announcement. All Participants are responsible with all costs that related to the re-collection.

B. Un-collected participant's work within the deadline that noticed by mail shall be subjected to the organiser's random disposal. Participants cannot rise any questions regarding methods of disposal.

## **1.18 Conflicts & Disputes**

The competition will be operate within related law & regulation. if any issues are occurred, it shall be proceed upon within the State of the competent court orders.

## **1.19 Anonymity**

A. All contents registered through the website shall stay closed-doors until the winner announcement. All documents in relation to the participant's personal data must be sealed for submission.

B. For the purpose of impartial evaluation, all participants must agree not to disclose entries or evidence related to the entries through social media prior to the winner announcement.

C. If a personal briefing of an entry has been made to any person related to the evaluation prior to the official screening sessions, the corresponding participant shall face disadvantaged circumstances or disqualify for the competition.

## 2. Design Guideline

### 2.1 Design Goal

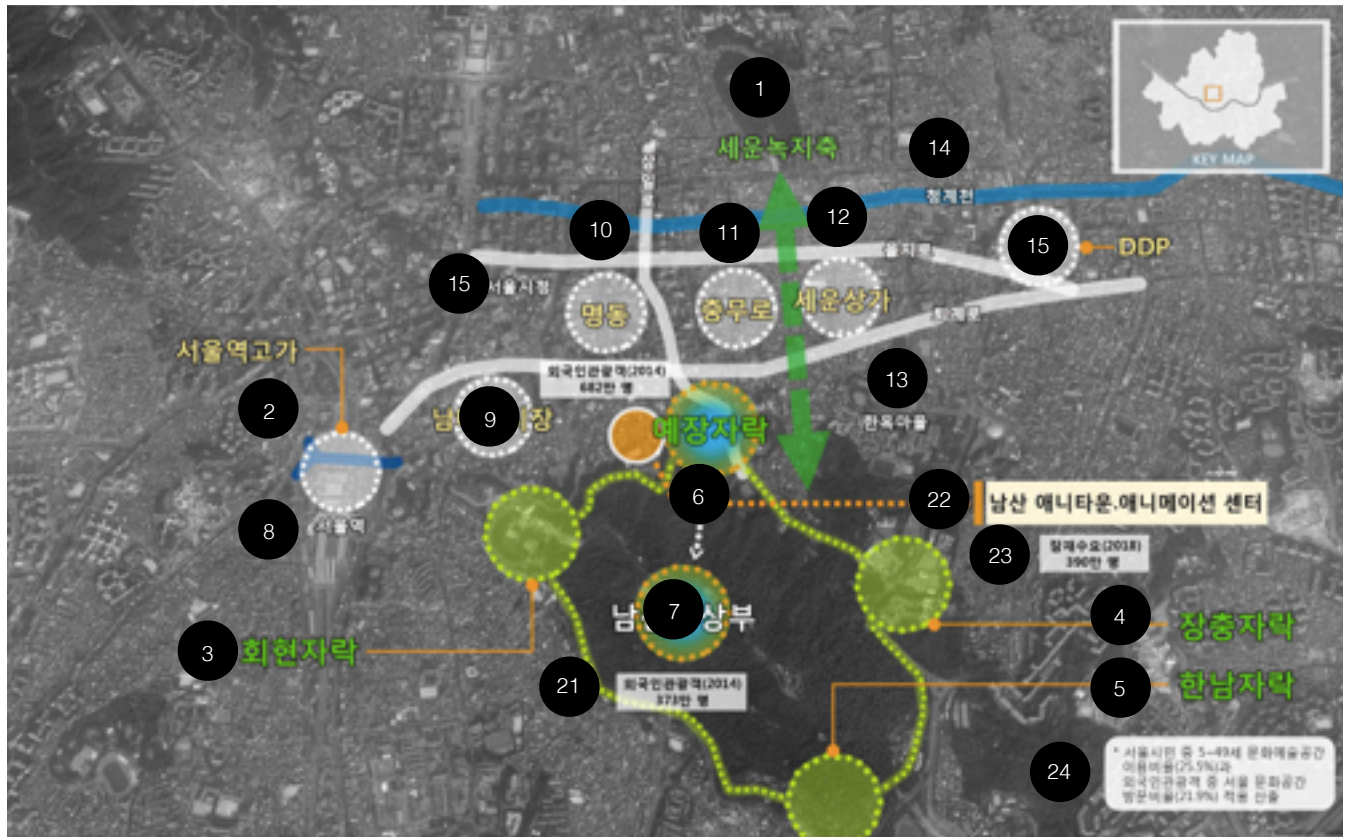
Seoul Animation Center is Korea's initial space that found the facility in 1999 with the goal to provide cultural enjoyment and support for the creativity of domestic cartoon, animation and character industry. It had played a major role in giving birth to the nation's most representative characters and cartoons, such as 'Pororo', 'Little Bus Tayo' and many more, greeting 400,000 visitors every year. But, since the building built in 1962 has aged significantly and has repeatedly been emerging safety problems of the current residing creative groups, related companies and visitors, along with the continuity of low grade assessment in overall safety, regardless of constant repair and maintenance efforts.

the Seoul Animation Center is located nearby 'NamSan' area within heart of city and has close proximity to tourist areas. Considered its geographical and historical resources, it has enough eligibility for lot of the axis of contents industries such as cartoon, animation and game. Especially, following the city's plan to create Namsan Animation Town, it shall bring intimate relationship and collaboration, allowing the henceforth reconstructed Animation Center a great potential to stand as a core anchor facility.

The facility is expected to create new content through existing tour resources, differentiated services and the fused vitalizations of cartoon & animation criteria together with other criteria (industries), and to lead a new paradigm of multi-cultural complex that shall embrace all ages, from children to the elderly, providing interesting experiences continuously. Joined together with the rich historic area of Namsan Yejang Jarak, the reconstruction of Seoul Animation Center is highly expected to bring significant change in the Namsan region, filling it with great imaginations and liveliness.

## 2.2 The Urban Context

The facility is highly anticipated to act as the heart of the connected walking network ranging from the Seoul Station Overpass, Saewoon Arcade to Nagwon Arcade and the green network, along with the city's cultural and tour resources. It is also expected to stage a core role of founding Seoul's creative industry, centered around cartoon, animation, character and game industry, regarding the geographic, historic and cultural clustering aspect



### ※ Indications

- 01 Saewoon Green Network
- 02 Seout Station Overpass
- 03 Hoehyeon Jarak
- 04 Jangchung Jarak
- 05 Hannam Jarak
- 06 Yejang Jarak
- 07 Top of Namsan
- 08 Seoul Station
- 09 Namdaemun Market
- 10. Myeong-dong
- 11 Chungmuro
- 12 Saewoon Arcade
- 13 Hannok Village
- 14 Cheonggyecheon Stream
- 15 Seoul City Hall
- 16 Euljiro
- 17. Toegye-ro

### ※ Box

- 21 Potential Demands (2018) \*390,000 Person
- 22 Namsan Animation Town, Animation Center
- 23 6,820,000 foreign tourists(2014) / 3,730,000 foreign tourists (2014)
- 24 The output is based on utilised rate of culture & art related spaces by Seoul citizens of age 5~49 (25.5%) and the visiting rate of Seoul's culture&art related facilities made by foreign tourists (21.9%).

## 2.3. the Design Scope and Background

The site is a region with great potentials, located within the perimeter of the Animation Town surrounded by Sogongno, Toegyero, Samildaero with close proximity to the residential living area of 'Sogong-dong', 'Hoehyeon-dong', 'Pil-dong', and 'Jangchung-dong'.

The current Seoul Animation Center is composed of four annexes (built in 1962) and two House of Cartoons (built in 1967), which is emerging an increase of structural safety problems due to significant ageing of the building. Also, the lack of connection between the separated layout of its box-frame structures leads to obstacles in arrangement and use of combined space purposes, the absence of a rest area for today's users, creators, industry-involved workers constantly pose a high demand for a reconstruction.

Thus, the new construction of Seoul Animation Center, which shall embrace new spatial demands, has gained justification in replacing the current structure.





## 2.4 The Basic Design Guideline

### 2.4.1. Space Program

The guidance for space program is listed below. The basic required space for each programs on lists are essential. Listed sections and space are basic requirement for technical assessment. Depends on applicant's design concept, the revision of scale within limits of gross floor area is permitted within +/- 2%.

Type	Space	Use of Space	Minimum sections	Amount of Required space(m²)	Use of Purpose
A. Creative Factory	Seperate Creative Space	· Contents research & Creative companies	50	3,500	Education & Research Facility
	Collaboration Space & Studio	· Smart office, flexible meeting room, sharing studio & office pantry	1	500	Education & Research Facility
	Academy	· Medium-sized (max. of 50 seats)	1	300	Education & Research Facility
		· Small-sized (max. of 20 seats)	5		
B. Market & Convention	Market Convention	· Flexible space & special exhibition venue	2	5,000	Culture & Meeting Facility (Exhibition Hall)
C. Imagery Playground	Playground	· Eco elements, exterior space (contents playground), photo zone · Focus on Myeong-dong and Namsan with cartoon,animation characters · Events platforms for external exhibition	-	-	Exterior Space
	Theater, Cinema	· 3D screening and staging performance concerts (less than 300 seats)	1	480	District Unit Plan class 2 (Event Hall)
	Retail	· Character goods and book, amenity (resting area) · Nursery	1	1,100	District Unit Plan class 1 (retail store, snack&restaurant)
	Cartoon Library	· Comics & professional books, video references	1		Education & Research Facility
D. Supporting Facility	Management Office	· management office, meeting room, contents assistant room	1	420	Education & Research Facility
	Common Space	· From underground Level 3 to Ground Level 3	-	5,700	-
	Machinery·Electrical Room	-			
	Parking lot	parking capacity is minimum 120 lot ( underground )	1	4,000	Attached parking lot
Total				21,000	

---

## A. 'Creative Factory'

### • Functions

Composition of residing companies, creative spaces, collaborative spaces, education facilities and offer total platform of creation-distribution-consumption

To act as an ecological system of 50 innovative firms, assisted by competitiveness increased through collaborations with R&D, sharing information/knowledge, co-production, exchange of manpower and marketing.

To act as collaborative blast furnace supporting artists such as single creators, pre-entrepreneurs, aiding free network and cooperation.

### • Issues

- To take into consideration the coexistence and cooperation of the 50 residing companies and 100 pre-entrepreneurs and creators (membership system is expected)

- To provide a cafe-resembling, collaborative space to support free network of artists and creations stage-specifically.

- To plan a 'flexible space' which shall respond to necessary arrangements of individual spaces.

- To plan a space for organising and managing academies that support various educations and accelerating programs (a facility or program that focuses on short-term education of beginner entrepreneurs)

- To secure sufficient space for residing companies for integration of culture content companies

- To propose space plan that applies share & experienced spaces to enable expansion of various forms of creative activities. To propose an alternative space which shall allow expansion of various forms of creative activities by utilised spaces.

- To arrange alternative space that doubles as research&development space, enabling expansion of various forms of creative activities and formation of integrated cluster and testbed, circulation related educations and networking.

- To take into consideration the diversity integrated with the fine arts criteria along with a variety of culture&art criteria.

Space	Use of Space	Function
Individual Creative Space (Aid of residentials)	50 innovative companies, contents research & development, form integrated culture contents cluster New paradigm of company education, serves as supporting center of start-up companies	Task
Academy	·Provides various education targetted to citizens and creators, lecture room	Culture/Task
Co-work Space/Work Studio	·A collaborative and networking space aimed for residing companies & rising creators(a smart office concept) ·A standard studio enabling brief practices, a flexible meeting room and office pantry	Culture/Task

---

## B. 'Market & Convention'

### • Functions :

Pioneering distribution networks of contents industry and contributing in vitalising the industry by hosting culture contents, exhibitions, festivals, markets and fairs.

To arrange collaborative special exhibitions with companies (participation of residing companies) and promotion of new products and test beds.

To host renown events such as SICAF, Character Licensing Fair etc. and nurture representative brands such as 'Comicon Seoul.'

### • Issues.

- Propose the plan that satisfies innovative expansion of ties among citizen-creator-company

- Provide the effective and compatible space that platforms small-scale permanent(minimum duration of 3months) exhibitions and large-scale special exhibitions(duration of 1~2 weeks).

- Contains flexible space intended for attraction and arrangement of diverse exhibitions, events and secure sufficient floor height.

Space	Use of Space	Function
Market Convention	<b>Host contents-specific exhibitions/festivals/markets, occupying 74% or more of pure operation rate</b> <b>Host medium to large-scale events (SICAF, Character Fair, Art Toy Culture)</b> <b>Arrange exhibition, convention and markets specialised in contents of Animation Center</b> <b>Provide space to hold small-sized PR marketing of residing companies and/or rising companies</b>	Culture

---

## C. 'Imagery Playground'

### **Functions :**

A space for participation and experience of eco-friendliness, photo zones, outer exhibitions, performances stages, playgrounds and archives.

### **issues**

- To render the outer entrance space of Seoul Animation Center into a playground to illustrate a fun access to the facility.
- To reflect the eco-friendliness elements of 'Namsan', forge additional function of platforming external exhibitions, focus on 'Myeong-dong' and 'Namsan' with substitute of animation elements  
Develop the various expression for guide local sites such as Jaemiro and Yejang Jarak.
- The theatre must contains over 300 seats with creative design that could provide comfortable environment for both adult and child.
- Arrange the various retail shops for visitors of all ages with intension on main entrance
- To place a cartoon cafe in the form of an open-type cartoon library to function as various spaces for animation, multimedia and archives.
- Utilise common space(wall) to put diverse exhibitions such as 'Hall of Fame of Korean Animation.'

## **2.5 Construction Cost Estimation**

Construction cost estimation for the project is KRW 43,607,000,000.00 (overhead expenses and tax included). All participants must compose a feasible proposal based on the stated cost estimation and include a summary of construction cost in the design specification.

## 3. Entry Guidance

### 3.1 The Submission

#### A. Place

Dept of Urban Space Improvement. 5th Floor, City Hall, 110 Sejong Bvd. Jung-Gu, Seoul.

#### B. Date

2016. 10.27. Thur. 17:00 (Korean Standard Time)

### 3.2. List of Entry Materials

#### A. Design Sheet

- (1) Design sheet must be composed of
  - three foam boards (depth - 10.00mm) drawn lengthwise
  - A0 size (841mm × 1189mm)
  - Edges are excluded.
- (2) Layout must indicate north in accordance with the CAD drawing provided on website. Layout of masterplan must be drawn by scale of 1:400, and floor plan by scale of 1:300, placed within the design sheet.
- (3) Marking of personal identification number and sheet number as stated in the guideline is required on the back of the design sheet.
- (4) Details including content, composition, letter type of design sheet must follow the provided panel layout form. Other details of composition and expressions not indicated shall be left to the participant's discretion.
- (5) Colors and 3D work of design sheet must follow 3.3 Terms of Documentation.
- (6) Guideline for layout of design sheet shall be indicated as below.
- (7) Must put one of floor plan, elevation plan, layout as priority which shall heighten quality of the blueprint.
- (8) Floor plan must include parking and access route plans.

## B. Design Specification:

**maximum of ten pages, written in A4(210mm x297mm) size, ten copies**

(1) Design Specification must be conducted in A4(wide 210mm x height 297mm) size printed format.

(2) For binding, staple upper left corner of document and wrap with black paper tape (this shall leave a triangular shape on the upper left corner).

(3) Cover : Must print only the title,  
'Design Specification for Seoul Animation Center Design Competition Proposal'

① Edging, printing of letters and symbols other than the title are restricted.

② Font size 48, font 'Malguen Gothic' for Korean, Arial for English, written in center alignment both horizontally and vertically.

(4) Number of pages shall correspond to the provided form, not exceeding ten pages, excluding cover and table of contents pages.

(5) Both cover and document pages must be printed on white photocopy / printing paper.

(6) Contents, composition and font of design specification must follow 'Design Specification Form.'

(7) Colors and 3D work of design sheet must follow 3.3 Terms of Documentation.

(8) Cover must follow the provided 'Design Specification Form,' and the 'identification number' must be printed on upper right corner of the back of form, as based on the guideline.

(9) Contents to include

① **A cover**

② **Table of Contents**

③ **Design Outline (form provided)**

**Must include structure overview, area sheet per level, area sheet per space, review of major regulations, detailed statement of summary of construction cost estimation.**

**Must include major focus for design per criteria and miscellaneous design focuses.**

## C. USB

(1) Create new folder, naming it according to required format "AB-00000\_name of participant\_project title".

(2) All files including image file of design sheet (300dpi, pdf), design specification (pdf, high quality print), 3D image (300dpi, JPG) and other document form files (scan and convert to pdf format) must be saved in USB for submission.

(3) 3D image submissions must be titled "file name - company name." (e.g. Bird-eye View Image-company name)

(4) Should submitted images in files differ from the 3D image in the documents submitted, it shall be considered as violation against the competition guideline.

## D. Documents

Documents to Submit	Form List
(1) Design Competition Registration Form	Form 1
(2) Design Sheet: three (3) sheets (size A0)	
(3) Design Specification: ten (10) copies (required document forms provided)	
(4) USB	
(5) Copy of Architect License of representative participant *Verification of copy with original is required and for participants from countries that do not issue license must provide proof documents issued from relevant architect associations as an alternative	
(6) Representatives Senior System	Form 2
(7) Joint Registration Agreement	Form 3
(8) Contract Status of Joint Supply and Demand Agreement	Form 4
(9) List of Competition Participants	Form 5
(10) Power of Attorney (when submitted by legal representative)	Form 6
(11) Oath	Form 7

## E. Notes

- (1) All entry documents, including Design Competition Registration Form (Form 1), must be submitted to complete registration.
- (2) Participants (or participating teams) that are not registered are not eligible to submit entry.
- (3) Each participant (or participating team) shall be able to submit one (1) entry, delivered only by person or by post.
- (4) Should an entry be delivered by a person, design sheet, USB and Design Competition Registration must be packaged separately and sealed. Each package must mark PIN number on upper right corner and all packages must be bundled together and sealed as a single package and be delivered to the registration office. Loss or damage of package shall not be subject of responsibility of the host of project.
- (5) Submissions shall be not be allowed for modification, change or supplementation once registered.



### 3.3 Guideline (for Identification Number and Indication Number)

A. To maintain anonymity of all entry submissions until the result of evaluation have been announced, all applicants shall mark personal identification number (hereunder PIN) of choice on upper right corner on the back of each of design sheet, design specification as illustrated below.

B. the PIN number will be composed of one (1) capital alphabet letter and three (3) Arabic numbers. ※ it will be automatically generate on 'let's Design Seoul' <http://project.seoul.go.kr>

C. Design sheet number (number to indicate order of display) shall be marked on lower right corner on the back, as illustrated below.

D. Font of PIN and sheet number must be printed in Arial, size 24, in black, in center alignment.

<PIN>

※ unit: mm

10	10	10	10	10	30

<div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; padding: 5px; margin: 0 10px;">A</div> <div style="margin: 0 10px;">-</div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin: 0 5px;">0</div> <div style="border: 1px solid black; padding: 5px; margin: 0 5px;">0</div> <div style="border: 1px solid black; padding: 5px; margin: 0 5px;">0</div> </div> </div>	
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 40%;"> <p>&lt;sheet number&gt;</p> <p>※ unit: mm</p> </div> <div style="width: 20%; text-align: center;"> <div style="border: 1px solid black; padding: 5px; margin: 0 auto;">1</div> </div> </div>	

	30
	10

30	20

	30
	20

### 3.4. Scheme

A. All entries and documents for submission is required to use 'Malgeun Gothic' type for Korean and Arial for English.

B. Other than scale indicated, scale of plans shall be decided upon participant's discretion, yet plans of similar types must illustrate identical scales. All scales and points of compass must be indicated accurately.

C. All submissions are restricted from containing any codes or symbols that may bring recognition of participants.

D. All areas and names of space must be indicated in the plan. In particular, should proper nouns including name of site and surrounding areas, streets and buildings be indicated in both Korean and English, participants are prohibited from marking them on their discretion and instead are required to make reference to English guidelines and follow them for clarity.

E. All markings on plans are allowed in Korean, English or Arabic numerals, and Form 1-8 can be filled and submitted in Korean or English.

F. Violation against all items mentioned above including adjustment of size of buildings and lands for visual effects shall be reported. Decision shall be made by the Review Committee whether or not to exclude the participant from the competition.

H. 3D image (hereby indicates aerial view and three dimensional view) shall be limited to no more than five (5) cuts (permitted to use for both design sheet and design specification).

## 4. Appendix

### 4.1 Site Relevant Facts

#### 4.1.1 Historical Background

##### A. Basic Principle

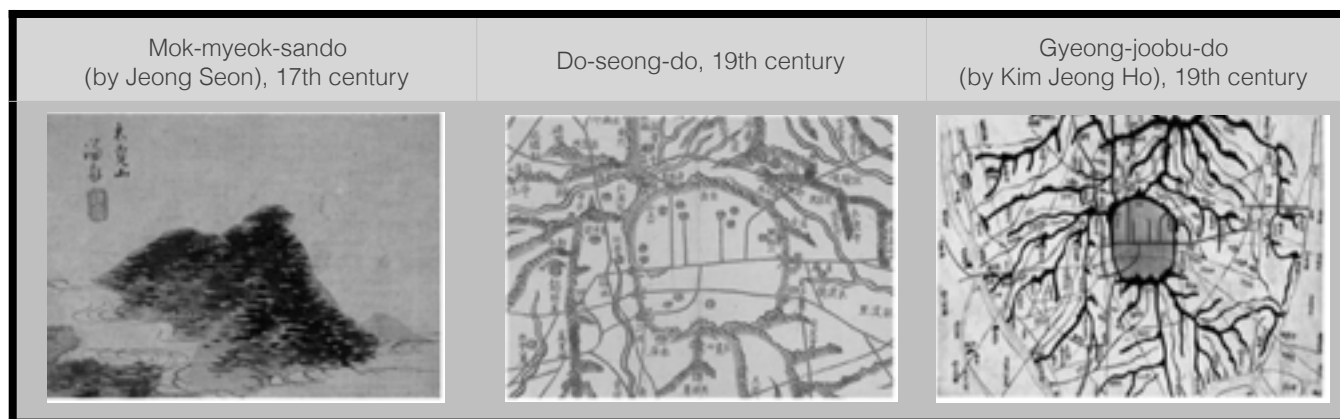
- The target area of the competition is the city of Seoul's one of the key landmark and major tourist attraction.
- Thus deal consideration the historical and cultural value of the area within designs are highly recommended in this competition.
- In terms of its character of Namsan, cultural and ecological approach to 'Namsan' is basic necessary.

##### B. The Historical Background

###### (1) The 'Joseon' Dynasty



Originally named 'Inkyeongsan', the 'Namsan' was given its current name after the founder of the 'Joseon' Dynasty, Lee Seong Gye had relocated the capital to Hanyang in 1394 and constructed Gyeongbokgung on the foot of Bukak and found the mountain standing tall in the south of the palace. Namsan, according to feng shui, bears its significance and is revered as a sacred mountain, praying for the welfare of the Dynasty.

The site is part of Yejang-dong and Juja-dong, and King Taejong had continued the tradition of book printing agency from the later years of Goryeo Dynasty and thus established a typefoundry named Jujaso, which is Chungmuro today. The typefoundry was later relocated by King Sejong in 1435 within Gyeongbokgung but the area where it first began its operation was continued to be named after the agency, Juja-dong.





###### (2) The occupation Period by Japanese regime

In order to make full use of real estate in Namsan area, Japanese regime abolished then existing facilities including Hangyangdoseong (the Fortress Wall of Hanyang), Bongsudae (Beacon Fire Station), and Guksadang; damaged landscape of the area by developing the neighborhood by closing down Hangyang Park in order to construct Joseonshingung Shrine (Joseon Great Shrine); and further, to discourage the national spirit of Koreans, which had been considered sanctuary, Jongmyo and Sajikdan was designated to build facilities for Japanese residents including shrines, official residences and residential areas. Yejang-dong had once been occupied by 1,500 Japanese troops for about a year during the Japanese occupation, for which the local residents once named the area "Oejangteo", referring to the past. Further, in March 1897, the Japanese Minister to Joseon Dynasty negotiated with the government for permanent lease to name the area "Oeseongdaegongwon(Oeseong Grand Park)", and paved roads and planted cherry blossoms. In 1898, with construction of Namsan Daeshingung, Yejang-dong became the pivotal area for Japanese regime.

Tongamgwangjeo in 1914 (official residence of Resident General)	Japanese Residential Area in Namsan (neighboring the former Japanese Government General in Korea )	Namsandaeshingung (Namsan Great Shrines)
		

### (3) Rapid Growth Period

After liberation from the Japanese colony, throughout 1950 ~70s, Namsan underwent more severe damage. With establishment of private schools and encroachment of makeshift housing, forests were severely damaged. The damage continued as the former Joseon Shingung converted into a ski resort and a plan once established to build the National Assembly, but fortunately, during the 1990s, active campaigns including the Namsan Rehabilitation Project contributed to the stabilisation of the area. In particular, the target area was once where the Central Intelligence Agency and the National Security Planning which were restricted facilities to the public.

Ski Resort (formerly Joseon Shingung)	Groundbreaking Ceremony of the National Assembly	National Theater of Korea (1973)
		

## 4.1.2 Current Condition of Site and Local Areas

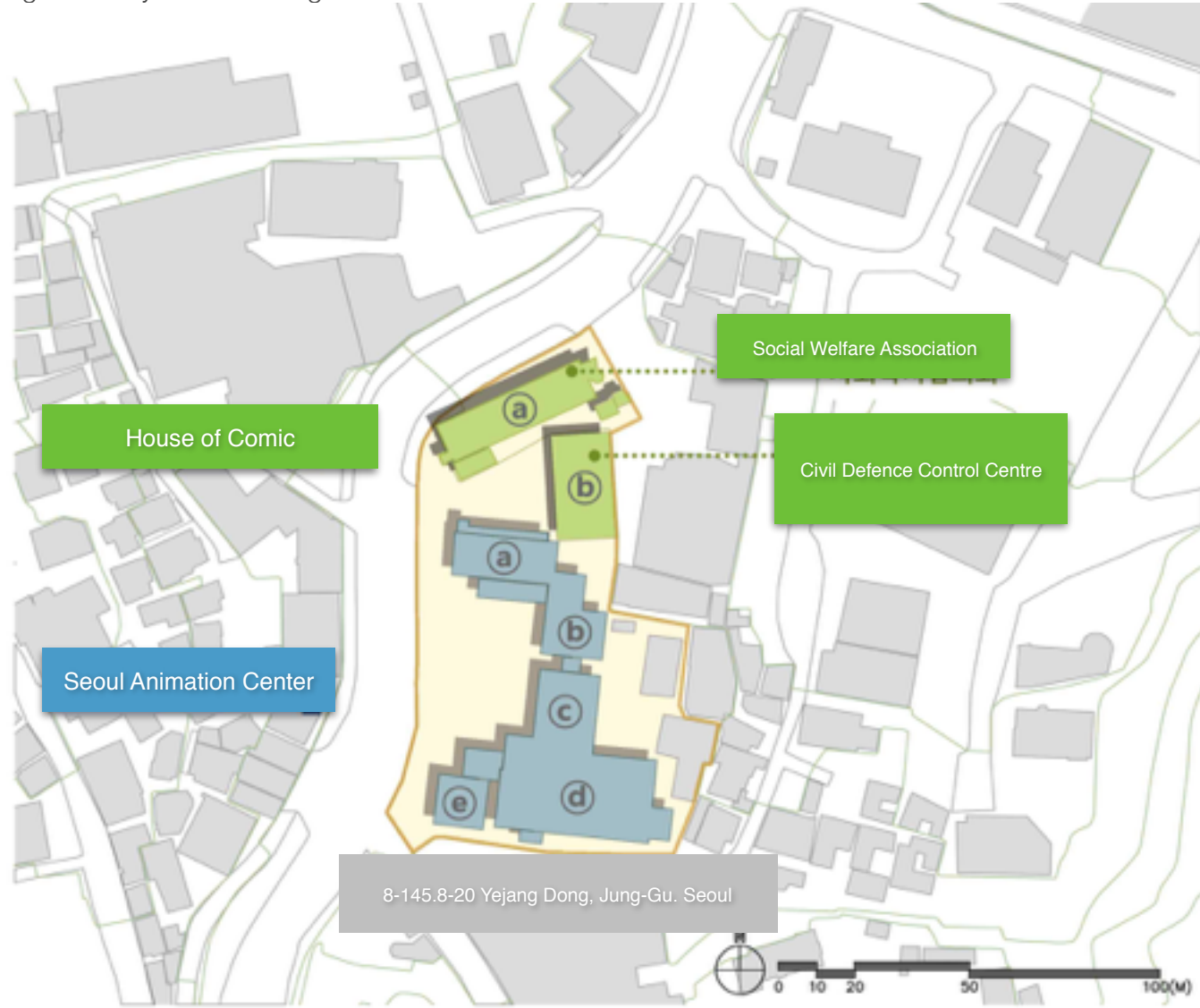
### A. The Condition of Sites

#### (1) The Status of Current Structure

The site of Seoul Animation Center is composed of land area of 8,340.2m<sup>2</sup>, and gross floor area of 7,080m<sup>2</sup> and details are as below.

	(Current) Seoul Animation Center	Cartoon Library
Year of Completion	1962	1967
Construction	ferroconcrete, masonry	ferroconcrete, steel frame
Number of Floors	two (2) floors, four (4) floors (one (1) basement floor)	three (3) floors (only first and second floors in use)
Land Area	5,948.8m <sup>2</sup>	2,391.4m <sup>2</sup>
Gross Floor Area	4,461m <sup>2</sup>	2,619m <sup>2</sup>
Building-to-Land Ratio	63.4%	37%
Floor-to-Site Ratio	73.4%	104.9%
Misc.	1,482m <sup>2</sup> (21% of gross floor area) is leased to other organizations (Social Welfare Council, Civil Defense Control Center, Division of Information of Seoul Metropolitan Police Agency)	

Figure 1. Layout of Buildings





## (2) Traffic conditions

- 1 Namsan Turnel N.1
- 3 Namsan Turnel N.3
- 4 Chungmuroh Station
- 5 MyungDong Station
- 6 Sejong Hotel
- 7 Red Cros Korea
- 8 Defence Agency & TBS
- 9 NamSan Squire
- 10 JungBu Tax office
- 11 Soparoh
- 12 ToigyueRho - 8 Lane
- 13 ToigyueRho, 36 gil
- 14 ToigyueRho - 7~8 Lane
- 15 Walk Path
- 16 Vehicle Path

## B. Plans and Projects Related to 'Yejang Jarak' of Namsan

- Goals: Restoring Namsan that had been damaged by sprawling development and construction of apartment buildings.

- Major Projects : Deconstruction of Namsan Foreigner Apartment, restoration of 'Bongsu-dae', construction of 'Namsan-gol', the Hanok Village.



Figure 3. Demolition of Foreigner's APT



Figure 4. Namsan Hanok Village.1998

### (2) Namsan Renaissance (2000s)

- Goal : continuing efforts in restoring ecological and historical assets and further, revive traditional image and symbolics of Namsan as a landmark of Seoul. Connecting forests of north and south of Seoul and Han River, and further, providing ground for interacting with citizens to thus create unique culture pivoting around Namsan so called Namsan Jarak Culture.

- Major Projects:

restoration of ecological system, historical sites, and foot of mountain → overhaul of foot of Namsan in Hoehyeon, Jangchung and Hannam areas.



Figure 5. Overhaul of Jangchung Area (2009-2010)



Figure 6. Overhaul of Heohyeon Area. (2009\_



### (3) Designation of Namsan to Air Clean Zone (2016)

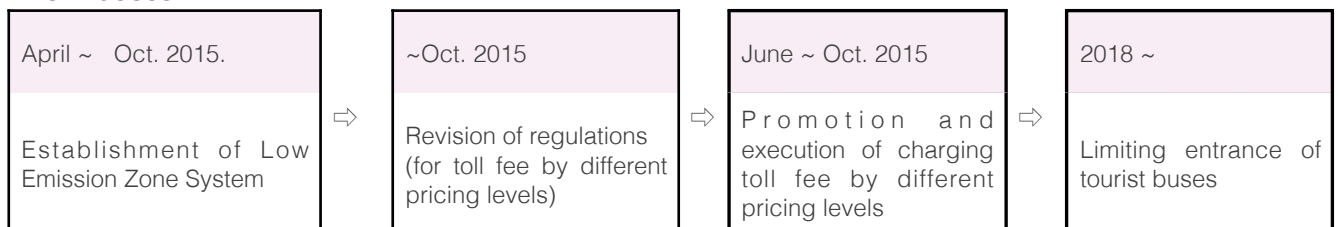
- Target: designating Namsan, the symbol of Seoul, to "Air Clean Zone" to overhaul into a landmark of air quality policy of Seoul Metropolitan Government.
- Date of Designation: August 2016
- Major Plans

- With revision of enforcement regulation of City Park Regulation (to be enforced on the date of Oct. 22, 2016), superannuated diesel vehicles shall be subject to raise of toll fee.

- Fines to be imposed for drivers violating against order to take measures for low pollution, intensified enforcement on idling and securing parking space in neighbourhood areas

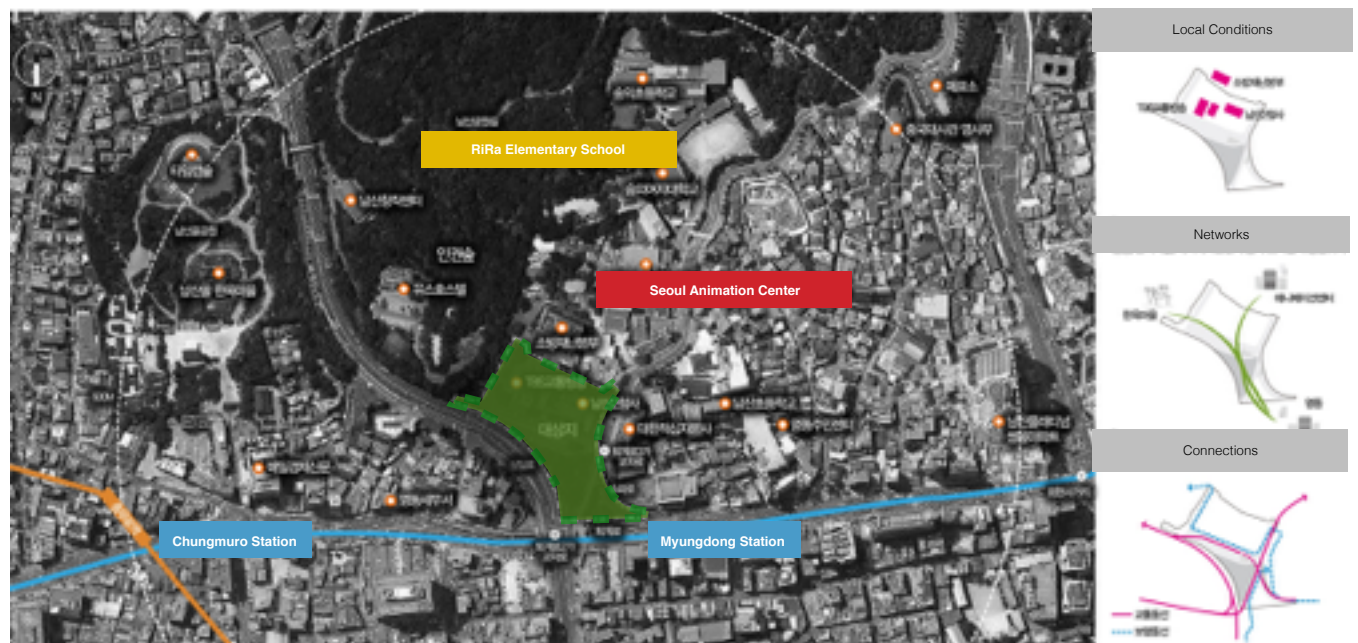
- With completion of projects in Yejang area, all tourists buses, except public transportation, shall be banned from entering.

#### ○The Process



### (4) Regeneration Project for Yejang Jarak of Namsan

- Goal : To act as a foothold of cultural tours by restoring the ridge of Namsan's Yejang Jarak and recovering its original scenery by and making improvements for access from downtown.
- Scale : Park 22,330m<sup>2</sup>, Tour Bus Parking Lot 5,600m<sup>2</sup>
- Construction Cost : 1,540 million KRW
- Major Execution Plans
  - Make into public park to provide a leisurely venue for citizens
  - Create underground parking lot for tour buses beneath the park
  - Improve pedestrian walk and render a scenic trail



Location Map





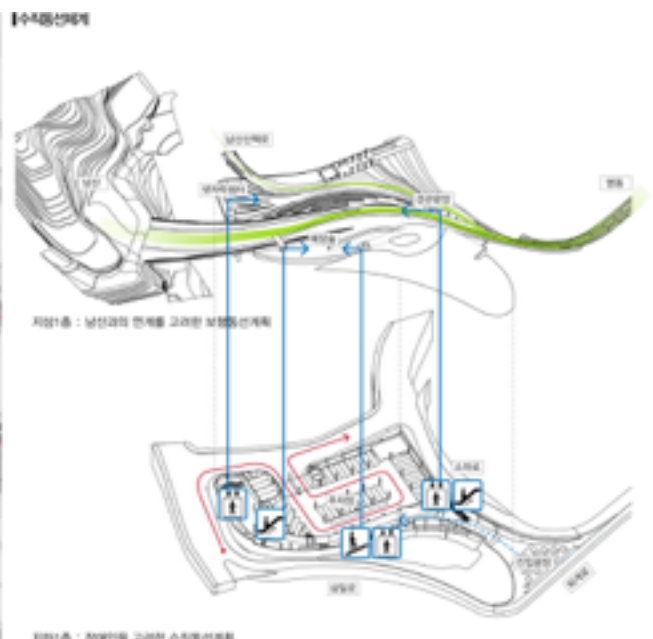
1. Vegetation
2. PathWay
3. Retention Facility
4. Underground

## Walking Road Improvement Plan

- Reconstruction of Computable Walking Path to Connect Namsan
- New Detour for connect Samil Roh ~ Sopa Roh
- Walker Friendly Road Construction



Multi-Path Plan



Horizontal Path System

## Master Plan

To create a cluster and scenic trail with links to neighboring historic and cultural tour resources



1) 보행브릿지	Pedestrian Bridge	9) 예장공원	Yejang Park
2) 남산 한옥마을	Namsan Hanok Village	10) 충무로역	Chungmuro Station
3) 탐방로 1	Scenic Trail 1	11) 남산창작센터	Namsan Creative Center
4) 탐방로 2	Scenic Trail 2	12) 산림박물관	Forest Literature Museum
5) 문화/예술 클러스터	Culture/Art Cluster	13) 문학의집	Literature House Seoul
6) 재미로	Jaemi-ro	14) 애니메이션센터	Animation Center
7) 명동역	Myeong-dong Station	15) 남산예술센터	Namsan Arts Centre
8) 경관광장	Landscape Plaza	16) 만화의집	House of Cartoons

To extent Pedestrian Network East ~ West, South~North with links to local projects and businesses



1) 예장자락	Yejang Jarak	11) 세운상가	SeunSangga
2) 종로	Jongroh	12) 서울성곽	Seoul Wall
3) 을지로	Euljiroh	13) 종묘	Jongmyo
4) 서울역	Seoul Station	14) 인사동	InsaDong
5) 회현자락	Hoyhyun Jarack	15) 자하문로	Bahaman Roh
6) 한옥마을	Hanock Village		
7) 장충자락	Jangchung Barak	16) 서울역 예장자락 동대문	Seoul Station to Yejang Jarak till Dongdeamun
8) 동대문역사문화관	Dongdea99mun Historic Centre	17) South - North Walking Path	
9) 흥인지문	Heungin Jimun	18) East - West Walking Path	
10) 대학로	Deahack Roh	19) Central Circuit	



## C. Namsan Animation Town: Three Major Plans

### (1) Aim

- Establishing Seoul Imagination Industry Cluster in one of the most under privileged areas along Namsan and Toegye-ro, with combination of diverse functions including business, residence, industrial, commercial, education and tourism.
- Industrial synergy by connecting major business and industrial districts including Myeongdong, Namdaemun Market, Chungmuro and Saewoon Arcade.
- Attractive public space for creative talents and center of contents tourism and leisure space for public by creating spaces for leisure time and cultural activities.

### (2) Spacial Scope

- Yejang Jarak, including the site for Seoul Animation Center is divided into Jaemiro in the east, the site for Namsan Yejang Jarak Regeneration in the west, Myeondong in the south. With Animation Town Masterplan, the site for Seoul Imagination Industry Cluster will be expanded.

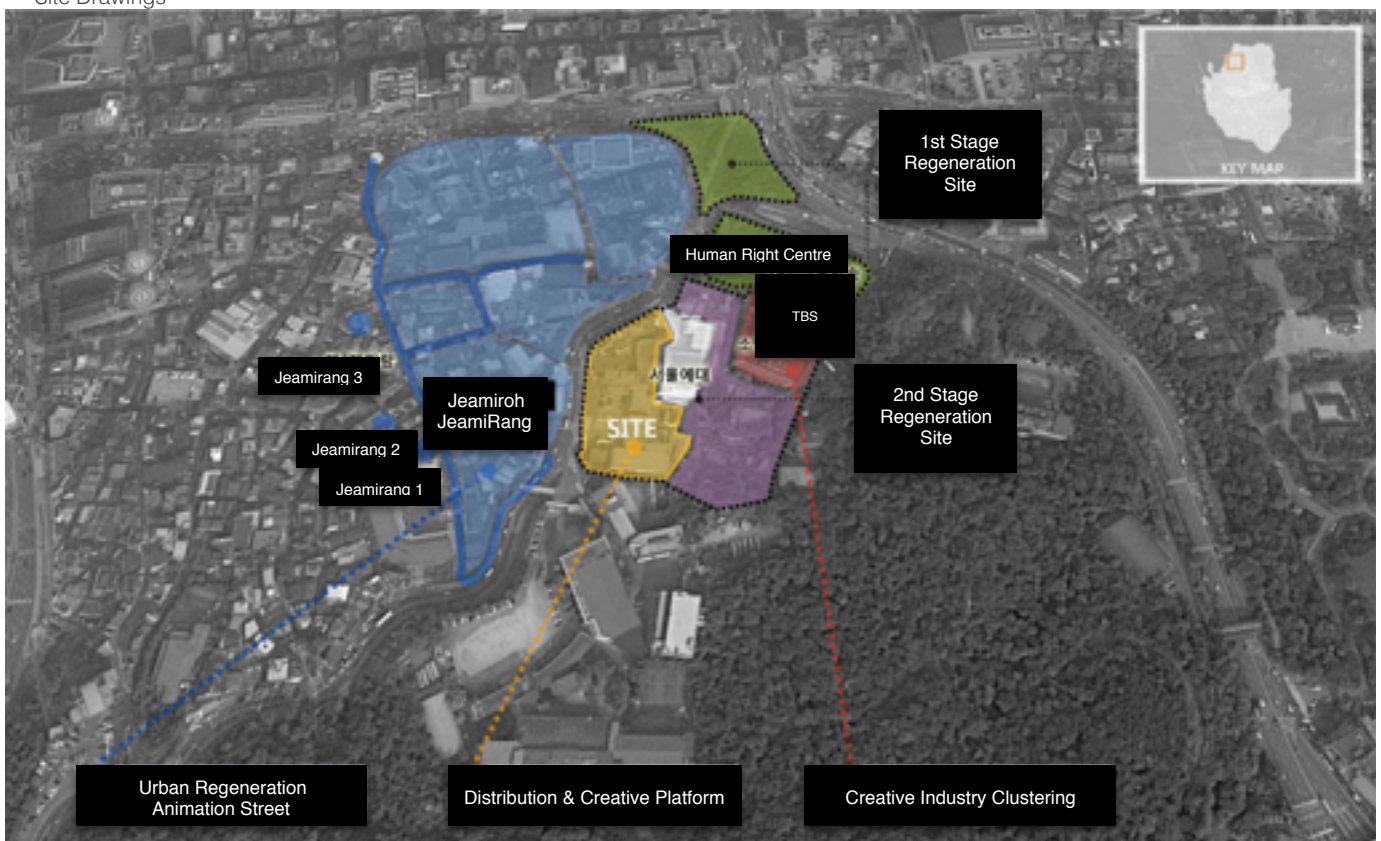
▶ **Stage 1: Centering at Jaemiro connecting between Myeongdong and Seoul Animation Center, south of Myeongdong including Teogyero, Samildaero, Namsan, and Sogongro**

▶ **Stage 2: Hoehyeon-dong area, the south of Teogyero stretching to Sowolro to connect between Seoul Station Highway and Namdaemun Market.**

### (3) Major Plans

- Projects of constructing urban regenerative cartoon streets including Cartoon Street (Jaemiro) and Cartoon Museum (Jaemirang)
- Establishing platforms for distribution and creation via reconstruction of Seoul Animation Center
- Clustering creative enterprises by making full use of Seoul Metropolitan Fire & Disaster Headquarters located in the site of Yejang Jarak regeneration

Site Drawings



#### (4) Progress and Plan by Stages

○Since 2013, as small-sized anchoring facilities in the target site of Animation Town, “Jaemirang (Cartoon Museum, planned to be built with a series of six facilities)”and “Jaemiro”stretching from Exit 2 and 3 of Myeongdong Station and Seoul Animation Center in Namsan have been opened to the public.

○In 2016, “Webtoon Space”is planned to be opened on the first floor of Seoul Metropolitan Fire &Disaster Headquarters in the site of Yejang Jarak regeneration in Namsan.

○In the site of Yejang Jarak regeneration in Namsan, as a substitute for Seoul Animation Center throughout its reconstruction stages, an animation character-themed park is being proposed for review.

#### Animation Town Formation Procedure

[Stage 1] (2013 ~14) Construction of Cartoon Street and Cartoon Museum in the area connecting Myeongdong and Namsan

[Stage 2] (2015 ~17) Reconstruction of Seoul Animation Center and Establishment of Plan for Construction of Animation Town

[Stage 3] (2018 ~20) Transforming Namsan into Animation Town, a Pivotal Area of Creativity and Fun



#### Animation Town Formation Road Map

Animation Town Formation Road Map				
Y13	Y14	Y15	Y16	Y17-18
<b>Opening of Cartoon Street</b> 250,000 visitors Expectation  Construction of Cartoon Street (Jaemiro)  Stage 1 Opening of Cartoon Museum (Jaemirang) (Dec. 19, 2013)  Attraction of SICAF	<b>Activation of Cartoon Street</b> 350,000 600,000 Visitors Expectation  Attracting unique shops Construction of Cartoon Alleys Hosting street festivals Attracting lottery fund Reporting to the mayor on reconstruction of Seoul Animation Center	<b>Preparation for Reconstruction of Seoul Animation Center</b>  500,000 Visitors Expectation *Basic plan for reconstruction of Seoul Animation Center* Expansion of anchors of Cartoon Street* Creating a landmark for Cartoon Street* Improvement of Sign of Cartoon Street* Expansion of Jaemiro	<b>Building a Foundation for Animation Town</b>  600,000 Visitors Expectation * Design for Seoul Animation Center* Expansion of anchor for Cartoon Street* Construction of Character Alley* Hosting street festivals on a regular basis * Global Week in Jaemiro	<b>Construction of Global Animation Town</b>  5,000,000 Visitors Expectation Reconstruction of Seoul Animation Center* Remodelling of Seoul Metropolitan Fire & Disaster Headquarters* Connecting Namsan and Yejang area with gondolas* Construction of animation character-themed park in Namsan* Construction of Animation Town* Building Namsan Cultural and Tourism

## (1) Plan for Activation of Cartoon Street for Urban Regeneration




### ◦ Signature Attractions for Cartoon Street

- Galleries and shops specializing in webtoons (Jaemirang #3): including demonstration of process of creating figures, and autograph events
- Artist workshops: studio for artists, sales of works, programs to experience creation process

		
<b>Gallery and Shop Specializing in Webtoons</b>	<b>Process of Creating Figures</b>	<b>Artist Workshops</b>

### ◦ Creation of Streets Themed Around Animation Characters

- Creating a landmark: installation of artwork and street arts inspired from animation characters
- Replica of popular street scenes from around the globe : Global Week In Jaemiro, Shigeru Street in Dottori, Japan
- Animation characters on streets: exhibition and artwork themed around animation character in Myeongdong station, installation of TAYO bus stops, and street signs inspired from animation characters

		
<b>Artwork Inspired from Animation Characters</b>	<b>Global Week in Jaemiro</b>	<b>TAYO Bus Stop</b>

## ◦ Activation of Street Festivals and Related Communities

- Hosting street festivals on a regular basis: hosting "Play for Fun Festival" to improve cognition level
- Building local communities: communities shall involve local community members, and creative and contents enterprises
- Spread of value of contents sharing: attracting power contents including Pororo, Poly, and Larva to public service projects

		
<b>REGULAR STREET FESTIVALS</b>	<b>ESTABLISHMENT OF LOCAL COMMUNITIES</b>	<b>SPREAD OF VALUE OF CONTENTS SHARING</b>

## (2) Clustering Creative Companies

- Clustering creative and innovative companies by concentrating one hundred (100) creative engine drives
  - The new construction of Seoul Animation Center is anticipated to attract fifty (50) companies and if using the former building of the Fire & Disaster Headquarters, after its relocation, fifty (50) companies.
  - After relocation of Fire and Disaster Headquarters in Yejang area, the building shall be overhauled to convert into a cluster.
  - By attracting one hundred fifty (150) creative and innovative companies, job creations and investment shall be expanded
  - Completion of Animation Town which shall enable production and consumption of creative industry.

# SEOUL ANIMATION CENTER DESIGN COMPETITION

[Form 1]

Competition Registration Form					
PIN #					
Delegate	Name of Company and Delegate			Telephone (FAX)	
	E-MAIL			Address	
Participants	1	Name of Company and Participant		Telephone	
				E-MAIL	
	2	Name of Company and Participant		Telephone	
				E-MAIL	
	3	Name of Company and Participant		Telephone	
				E-MAIL	
	4	Name of Company and Participant		Telephone	
				E-MAIL	
<p>Hereby I pledge to comply with all related laws and regulations and register for "Seoul Animation Center Design Competition."</p> <p>2016. ____ . ____ .</p> <p>Delegate (signature)</p> <p>Participant (signature)</p> <p>Participant (signature)</p> <p>Participant (signature)</p> <p>Participant (signature)</p> <p><b>To the Mayor of Seoul Metropolitan Government</b></p>					
<p>※ Submissions</p> <p>1. Design Sheet for evaluation (A0, three (3) copies)</p> <p>2. Design Specification (A4, ten (10) copies)</p> <p>3. One (1) USB 【design sheet, design specification, 3D image, and miscellaneous documents】</p> <p>4. One (1) copy of architect license of delegate (verification required)</p>					
<p>----- (stamp) ----- (cutoff line) ----- (stamp) -----</p>					
Registration Receipt					
PIN #				Stamp of Receipt	
Name of Architectural Firm		Corporate Registration #			
Delegate (Architect)		Ordering Agency	Seoul Metropolitan Government Bureau of Urban Space Improvement		



## Representatives Senior System

<For an architectural design company with more than or equal to two (2) representing licensed architects>

Hereby, as a (co)representative of ○○○ Architectural Design Company, shall delegate all rights to (co) representative of the Company, ○○○, with regards to 'Seoul Animation Center Design Competition' by Bureau of Urban Improvement of Seoul Metropolitan Government.

<For applicants in a form of joint implementation and shared implementation>

Hereby all rights all rights to (co) representative of the Company, ○○○, with regards to the Seoul Animation Center Design Competition by Bureau of Urban Improvement of Seoul Metropolitan Government.

<For applicants from an identical employer>

Company Name

Representative:

(stamp)

Representative:

(stamp)

"hereunder" by joint signature

<For joint applicants>

Company name:

Representative:

(stamp)

Representative:

(stamp)

"hereunder" by joint signature

<For applicant in a form of shared implementation>

Company name:

Representative:

(stamp)

Representative:

(stamp)

"hereunder" by joint signature

2016. \_\_\_\_\_. \_\_\_\_\_

※ Should a architectural design company with more than or equal to two licensed architects or more than or equal to two (2) architectural design companies submit design work, the applicant shall be obliged to appoint its representative.

※ Should an architectural design company apply in a form of shared implementation with electrical service, communication service, and fire protection service companies, an licensed architect of the applicant architectural company should be appointed as a representative.

# Joint Registration & Consortium Method Agreement

Article 1 (Purpose) The Agreement outlines items that applicant companies and applicant should comply to in ( ) and ( ) conducting business in joint implementation and shared implementation for participating in Seoul Animation Center Design Competition.

Article 2 Hereby indicates company name, and address of joint applicant company (hereunder "Representing Company").

1. Company Name :
2. Address :
3. Name of Representative :

Article 3 (Member of joint application and ratio of participation) hereby indicates member company (member) of joint application and ratio of participation.

- |                  |                               |                              |
|------------------|-------------------------------|------------------------------|
| 1. Company Name: | (Address:<br>Representative : | ) Ratio of Participation (%) |
| 2. Company Name: | (Address:<br>Representative : | ) Ratio of Participation (%) |

Article 4 (Member of shared implementation company) hereby indicates shared implementation companies including member company (member).

- |                  |                               |   |
|------------------|-------------------------------|---|
| 1. Company Name: | (Address:<br>Representative : | ) |
| 2. Company Name: | (Address:<br>Representative : | ) |

"hereunder"by joint signature

Article 5 (Authority of representative company) a representing company, on behalf of leading organization and third parties, shall have rights for declaration of intention including submission and receipt of documents, and acquisition and relinquishment of rights.

Article 6 (Period of effectiveness) the Agreement shall be taken into effect at the time of signing by the Company, and be terminated with conducting service business by the Company. However, with decision on prize winner, should basic design and execution design be prepared, effectiveness shall be terminated with completion of execution design.

Article 7 (Obligation) members of joint applicants, to achieve the goal indicated in Article 1, with good faith, shall pledge to make use of all knowledge and technology.

Article 8 (Responsibility among members) all members, regarding conducting tasks, shall consult and compensate for damage incurred to third parties and other members.

Article 9 (Limitation on transfer of rights and obligation) members shall not transfer rights and obligation of this Agreement to a third person.

Article 10

- ① With withdrawal of Representing Company or members, should the Applicant be unable to meet condition for application, the Applicant shall not be able to submit its application work.
- ② Should one of applicant members withdraw, report shall be made in written for to supervisor of design competition, and the withdrawn company (member) shall not be substituted with other company (member).

Article 11 (Documentation of Agreement and storage) Joint Application Agreement shall be signed and as a proof, ( ) copies shall be documented with each copy signed by participating members for storage.

. 2016 .

Representative Company

Company Name : (Telephone)  
Address :  
Representative : (stamp)

Joint Applicant Company

Company Name : (Telephone)  
Address :  
Representative : (stamp)

Company Responsible for Shared Implementation

Company Name : (Telephone)  
Address :  
Representative : (stamp)

“hereunder” by joint signature

To Head of Bureau of Urban Improvement of  
Seoul Metropolitan Government

# Contract Status of Joint Supply and Demand Agreement

Category	Company Name	Address	Representative	Telephone	Investment Ratio		Note
Joint Implementation							
Shared Implementation	Company Name	Address	Representative	Telephone	Task to Share		Areas
					Type of Business	Percentage (%)	
Total					100%		

# List of Competition Participants

(unit: number of persons)

#	Roles and Responsibility	Name	Age	Highest Level of Education Completed	License (Type/Date of Acquisition)	Level of Engineer	Experience
1	Chief Engineer for Business						
2	Chief Engineer for Construction						
3	Participating Engineer by Fields						

All participating engineers shall be listed, and detailed career history and evidential documents are to be submitted at the time of start of service business.

Date of documentation: date of announcement

Experience of engineers refers to sum of dates participating in service business (including academic and technical service) in related fields.

Level of engineer shall be in accordance with provision of Table 4 of Article 11 in "Standard of Compensation for Engineering Business."

# Power of Attorney

Representative of Participant Company	Name		Date of Birth (DD/MM/YYYY)	
	Address			
	Company Name		Telephone	☎ : HP :
Agent	Name		Date of Birth (DD/MM/YYYY)	
	Address			
	Company Name		Telephone	☎ : HP :
<p>Hereby the person indicated above shall be an agent of the participant company and delegate all rights related to the 'Seoul Animation Center Design Competition.'</p> <p style="text-align: right;">Applicant : _____ .2016 (Stamp)</p> <p style="text-align: center;">To Financier of Seoul Metropolitan Government</p>				

Proof of Employment			
Name		Identification #	
Employer		Position	
Address			
Period of Employment			
<p>Hereby the document proves employment of this personnel.  . .2016</p> <p style="text-align: right;">Name of Company :  Address :  Representative : (Stamp)</p>			

- ※ Attachment: one (1) copy of personal identification card
- ※ Stamp used for the Power of Attorney shall be identical to the stamp of the representative.
- ※ For all issues incurred from proxy reception, representative and /or applicant shall take all responsibility

## Oath

Hereby the applicant (or applicant team) pledge, in registering for the 'Seoul Animation Center Design Competition,' to comply to regulations and guidelines, submit documents and related evidential documents under good faith principle, and should documents submitted be confirmed to have been filled by dishonest means or with false entry, accept any disadvantages.

.2016

Representative (stamp)

To the Mayor of Seoul Metropolitan City