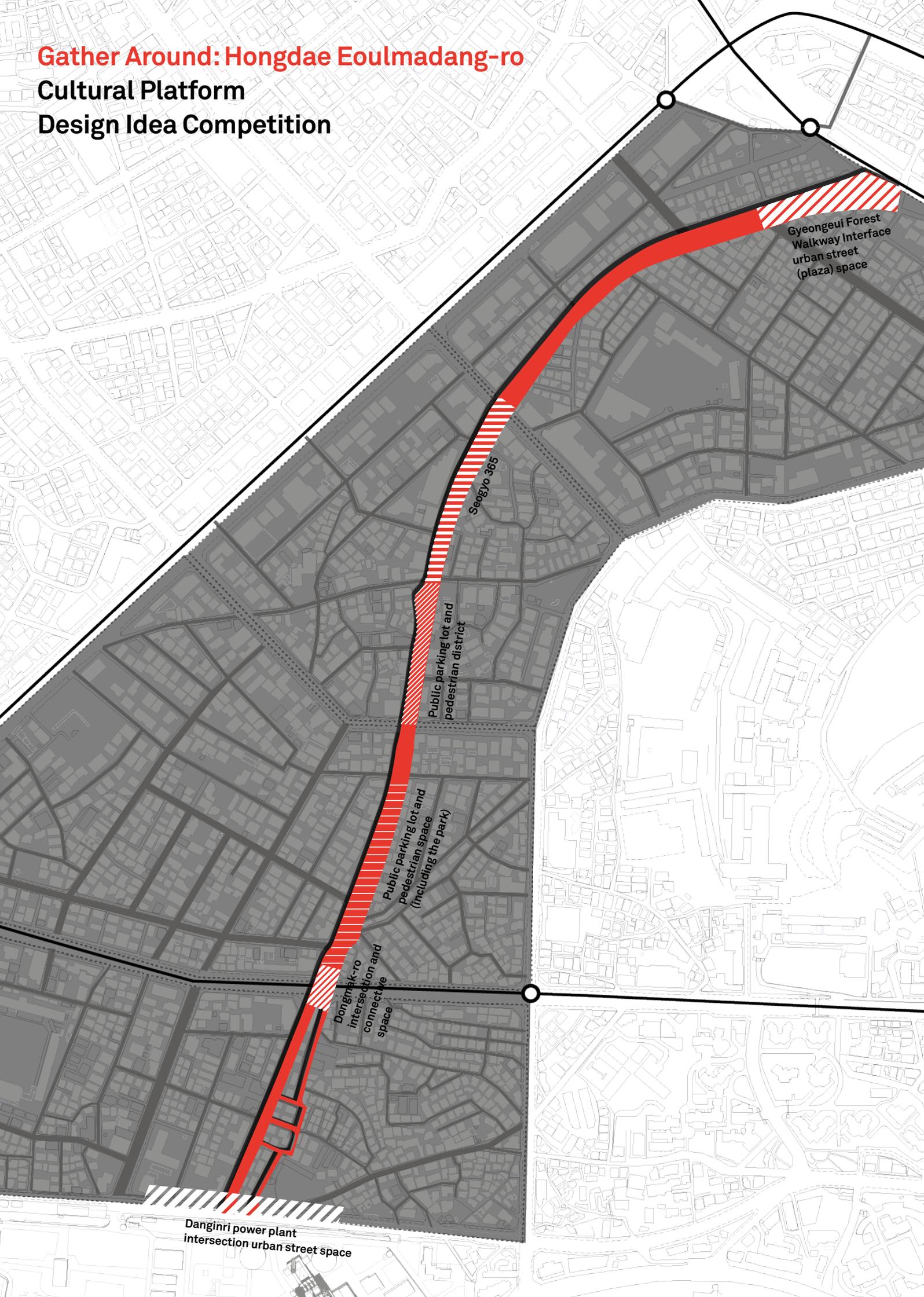


Gather Around: Hongdae Eoulmadang-ro Cultural Platform Design Idea Competition



Gyeongui Forest
Walkway Interface
urban street
(plaza) space

Seogyo 365

Public parking lot and
pedestrian district

Public parking lot and
pedestrian space
(including the park)

Dongmak-ro
intersection and
connective
space

Danginri power plant
intersection urban street space

Gather Around: Hongdae Eoulmadang-ro Cultural Platform Design Idea Competition

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Hongdae; The memory of the Danginri Line

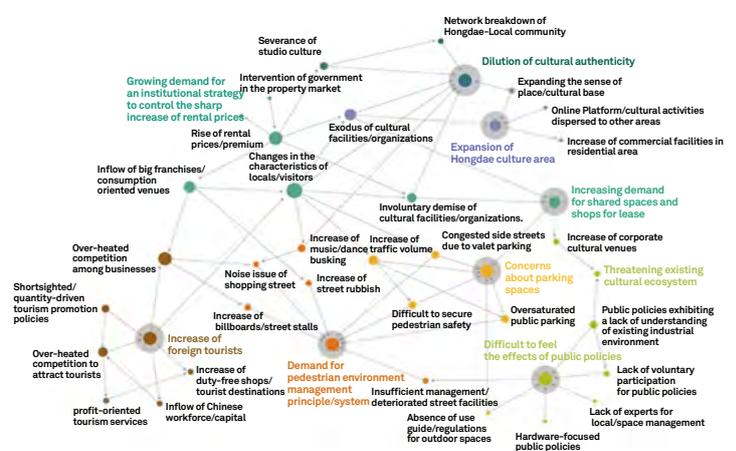


Until the 1970s, Eoulmadang-ro which is now running across Hongdae was used as a railroad for trains carrying people and cargo to the Danginri Power Station. In 1982, the line was closed, and the railway was removed. But still, their traces can be found on the pavement of Juchajang-gil, from the precarious form of 'Seogyo 365' building, and in the memories of people who remember Hongdae in those days.

The past and present of Hongdae Culture

Built on the combination of tolerance and openness toward new cultures from art, music to design, 'Hongdae Culture' spread through numerous studios and experimental culture venues during the 80s and 90s and established a unique sense of place. On the other hand, a rapid commercialization which caused a superficial consumption of cultural contents spawned side effects such as the decline of cultural industry and the exodus of the main agents of culture and art. And these have become social issues now. A cultural declination due to the spatial expansion of Hongdae, public policies not responding to the demand of the main body of culture for communal spaces, a street structure threatening pedestrian environment and a fast increase in the number of foreign tourists. All of these are woven together and completing the present atmosphere of Hongdae.

Creating a cultural platform for Hongdae



This design competition aims to create a cultural platform which will work as a tool to restore Hongdae's cultural identity accumulated around Eoulmadang-ro and encourage a reciprocal coexistence of local community, the main agents of culture and art and tourists. And the competition process itself will give clues to resolve all the issues above one by one.

1. Competition Rules and Regulations

1.1. Competition Title

Gather Around: Hodaedoulmadang-ro Cultural Platform Design Competition

1.2. Competition Outline

Client | Seoul Metropolitan Government

Site | Eoulmadang-ro and its vicinity, Mapo-gu, Seoul, South Korea

Design objects | Eoulmadang-ro and its paths and streets as well as all internal/external and public spaces that can be found in the area

1.3. Competition Type

This competition is a space design and its operation scheme competition

1.4. Language and Unit Standards

The official languages of the competition are both Korean and English. All official documents should be published and distributed in Korean and English. All proposals should use the metric system.

1.5. Eligibility

The competition is open to any people described as below. A person or a company can submit their proposal as an individual or as a team entry.

1. All domestic and overseas professionals and students in the areas of architecture, landscape, urban design and design.

2. All domestic and overseas individuals involved in cultural production or in the field of culture & art.

3. Any planners, activists, organizations (nonprofit independent organizations, social enterprises, cooperative associations, civic groups and etc.) who have an interest in public space design and its operation in Seoul.

· A team entry of both an individual or a company can have up to 5 members.
· All team entries should choose one of its members and register him/her as a team representative.

· For the fairness of competition, an individual or a company described as below should not be allowed to enter the competition.

- The client of competition and its person in charge and its affiliated employees
- Any individuals and companies involved with the jury committee or competition management

1.6. Competition Schedule (to be confirmed)

Competition Announcement | 2016.10.5(Wed)

Registration | 2016.10.5(Wed) — 2016.11.8(Tue), close at 5:00 PM

Proposal Submission Period | 2016.11.9(Wed) — 2016.11.14(Mon), close at 5:00 PM

Question Submission | 2016.10.24(Mon) — 2016.10.26(Wed), close at 5:00 PM

Question Feedback by the Client | 2016.11.1(Tue)

Assessment | 2016.11.17(Thu) — 2016.11.21(Mon) (If necessary, a second assessment stage may be conducted in the form of an individual presentation-mutual discussion)

Announcement of Winners | 2016.11.25(Fri)

Award Ceremony | 2016.12.2(Fri)

Exhibition | 2016.12.2(Fri) — 2016.12.6(Tue) (venue TBA)

Publication of Competition Portfolio | 2016.12.16(Fri)

* The times above are based on Korean Mean Time, and the schedule is subject to change according to the host's circumstances. In such cases, changes will be informed through the website 'Project Seoul' (<http://project.seoul.go.kr>)

1.7. Registration

— Entrants should make an account on the website 'Project Seoul' (<http://project.seoul.go.kr>), official website for design competition information of public projects in Seoul, and process their registration. Once the registration is completed, a PIN number will be given automatically. (Access the website 'Project Seoul' and log in competition. Select the title of competition. Find the registration button at the bottom)

— There is no registration fee.

Registration period | 2016.10.5(Wed) — 2016.11.8(Tue), close at 5:00 PM

Note | Once registered, the team representative is not allowed to be changed whereas team members can be altered.

1.8. Questions

— Entrants can submit their questions through the message board on the website 'Project Seoul' during the question submission period. Any questions received via emails or phone calls will not be answered.

— Only questions written in either Korean or English and submitted through the given guideline will be answered. And question submissions can be made only during the specified question submission period.

— Answers to submitted questions will be openly posted in both Korean and English all together on the website 'Project Seoul'

— Those answers will be regarded as an addition or revision for the competition rules or regulations.

Question submission | 2016.10.24(Mon) — 2016.10.26(Wed) close at 5:00 PM

Submission method | Access and log-in the website 'Project Seoul' (<http://project.seoul.go.kr>) > Competition > Select the title of competition > Register on the Q&A board

Question Feedback | 2016.11.1(Wed)

1.9. Reference Materials

Reference materials (the competition guide, drawings, photos and etc.) will be provided through the website 'Project Seoul'.

1.10. Submission

— Each entrant should submit only 1 proposal, and the submission should be made only through online.

— Entrants must submit their proposals through both the website 'Project Seoul' and a e-mail account. On the website, upload a proposal title image (2M or less) while submitting all other submission documents through a mail account (mail address : iccph@gmail.com).

— All submission documents must be made in a pdf file, and the files must be compressed in the form of a zip file and named as "PINnumber.zip".

Submission period | 2016.11.9(Wed) — 2016.11.14(Mon) close at 5:00 PM (in Korean time)

1.11. Anonymity

- Until the announcement of winners, anonymity should be guaranteed in order to protect the identity of an entrant from being exposed.
- All submission materials should be marked with a PIN number given after registration for the purpose of identification of entrants.
- Other than the PIN, any marks exposing the identity of an entrant should not be used.

1.12. Jury Committee

- The members of jury committee will be announced through the competition website.
- The jury committee should be open in the presence of all the members. At the 1st meeting, the president of the jury committee should be elected.
- The president of jury committee decides the assessment criteria for the competition submissions based on the opinions of the juries. And on behalf of all the juries, the president should make an assessment report and submit to the client.
- Under an agreement made by the jury committee, the juries can drop submissions corresponding to the following cases regardless of the assessment process. If any violation is found at a later date, the jury committee can forfeit a given prize upon their agreement.

-
- An entrant who has submitted more than one proposal
 - A submission which doesn't follow the competition regulations or guidelines, which has breached the rule of anonymity, or which is made public (including posting on private SNS) prior to the announcement of the final result.
 - A submission which is the same or similar to a work designed by the submitter or someone else before the competition.
-

1.13. Assessment

- As occasion demands, the assessment process can be divided into 2 stages; the 1st stage will be led by the jury committee and the 2nd stage will be organized in the form of a studio with an individual presentation and discussion. The opening of the 2nd stage will be determined by the jury committee, and if the 2nd stage is agreed to proceed, the selected entrants for the 2nd stage will be notified individually.
- The details and procedures of the 2nd stage are as below.

-
- Only selected proposals among the entire submissions at the 1st stage will get through to the 2nd stage. The number of selections is 7, yet it can be changed upon discussion of the jury committee. At the 1st stage, the selection should be made by vote, and the jury committee should make a report explaining a basis of selection and put it on the record.
 - At the 2nd stage, through a presentation and an interactive discussion of selected entrants and a final assessment of the jury committee, the 1st, 2nd and 3rd prize proposals will be determined upon common consent of all the members of jury committee.
 - The selected entrants at the 1st stage earns a qualification to join the 2nd stage to make a presentation for their proposals and to participate in an interactive discussion and in voting. Only a selected entrant him/herself or the representative of a selected team is permitted to attend the 2nd stage. The 2nd stage presentation only covers the characteristic of a proposed space and the intention of design. If a selected entrant is not available for physical attendance, he/she is allowed to make a substitution with a video presentation (10min or less) (venue, time, schedule, TBA)
-

1.14. Awards and Exhibitions

- The final result will be posted on the official website. The winners will be individually informed.
- The prizes and rewards are as follows. The prize money will be awarded within 30 days after the award ceremony. For a team entrant, the money will be awarded to the team representative.
- For a foreign entrant, the prize money will be awarded in USD, converted according to the currency exchange rate as of now.
- Fees for copyright, tax and miscellaneous charges are included in the prize money, and tax issues should be subject to Korea's Tax Law.

First Prize 1 entry 15,000,000 KRW
Second Prize 1 entry 5,000,000 KRW
Third Prize 5 entries 1,000,000 KRW each

- After the announcement of the winners, the awards ceremony and exhibition will be open, and after those events come to an end, a portfolio of the competition will be published. If necessary, high resolution image files can be requested to design and print the portfolio.
- The winning proposal can be reflected in the Seoul Metropolitan Government's 'Integrated Urban Planning and Public Cultural Platform Development Project for the Hongdae-Eoulmadang Area'.

1.15. Copyright and Publication/Exhibition

- The copyright of a submission belongs to its submitter, and the ownership and the right of use belong to the client. The client reserves the right to use submitted proposals free of charge for publication, portfolio making and exhibition, or for publicity purposes through newspapers, broadcasting and other media.
- Entrants should ensure that they will not infringe the exclusive rights protected by intellectual property rights of third parties (in case of using a third party's intellectual property, the user must submit a document such as a written consent of the third party as a proof of his/her rights to use). For all disputes related to copyright, only the accused entrant should hold all responsibility.

1.16. Dispute

- This competition is subject to the law of the Republic of Korea. All disputes related to the competition should be arbitrated or judged in the courts of law in Korea.

2. Design Guide

2.1. Project Background

- Public spaces defined along the streets is a basic element of a city. And the character of public spaces becomes the character of their city. So such public spaces can be regarded as a vital element for urban communities and civil society promoting a communal living.
- Eoulmadang-ro was converted into a public space after the abolition of the Dangunri Line, but for a long time, it seemed to have lost its orientation and wandered on the border of public and neighborhood living areas. Around this area, profit-oriented fragments are colliding into each other and filling the area with commercial structures, street installations, complicated road flows and low-quality pavement materials. And while creatives who contributed to enhancing the charm of the area are moving away, the area is turning into a monotonous commercial space. This 'Public Cultural Platform' development project will help restore the unique public and cultural character of Eoulmadang-ro

2.2. Design Goal

— The competition aims to develop a design idea for ‘Public Cultural Platform’ in the Eoulmadang-ro area for the purpose of restoring the cultural publicity of the area. This ‘Public Cultural Platform’ means a cultural asset or venue helping the restoration and cultivation of local identity, and it includes both physical and non-physical elements.

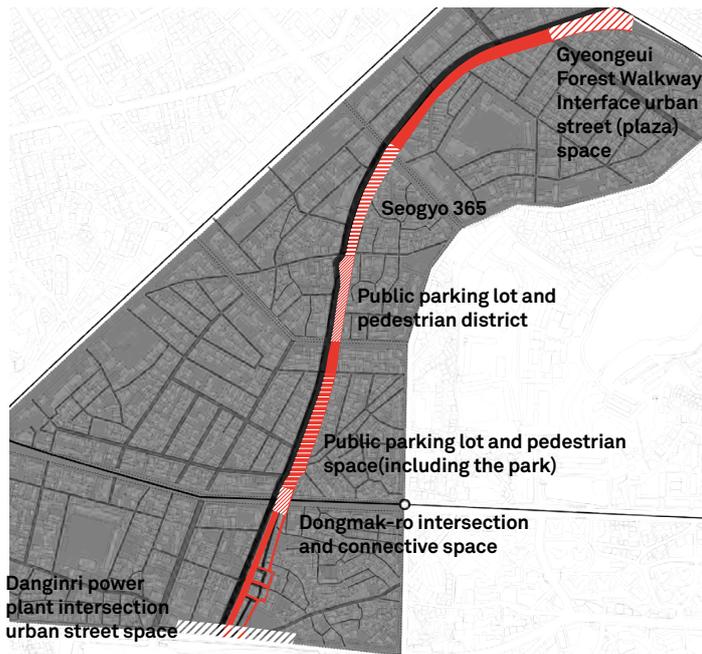
— The Eoulmadang-ro area is not only a womb of the studio culture and the music industry developed by live-music clubs but also a famous cultural and tourism attraction in Seoul. Especially, as this area will become a cultural and pedestrian axis connecting Hongdae Station, Danginri Creative Power Plant and the Hangang River, its locational importance in terms of urban fabric is expected to elevate.

— All competition entrants must fully understand the characteristics and values of the Eoulmadang-ro area and must present a new possibility and vision for the area by designing a public cultural platform.

2.3. Site and Objectives

— The site is Eoulmadang-ro and its paths and streets as well as all internal/external and public spaces that can be found within the area. (See the image)

— Entrants must select one among 4 divided sectors as a site for ‘Public Cultural Platform’ and must present a detailed proposal containing a space design and its operation scheme.



2.4. Design Guide and Brief

1) Current conditions and issues

— The current conditions and issues of the site are as below.

— They are derived from an environment analysis including deep interviews with 20 onsite experts from various fields (culture&art, music, publication/design, business, shared platform and etc.) who are in practice based in the Eoulmadang-ro area.

— Note that different conditions and issues are working as both a cause and an effect at the same time within the area. However, it is strongly recommended for entrants to actively explore another new conditions or issues during their design process.

1. The ‘Hongdae’ area is expanding its domain. In addition to the Eoulmadang-ro area, Yeonnam-dong and Mangwon-dong are now being regarded as part of Hongdae

2. The cultural authenticity of Eoulmadang-ro is being diluted. Due to the increase of consumption oriented entertainment facilities and commercial branches of big global brands/franchises

3. The demand of main agents of culture for a shared platform is getting stronger. For the establishment and management of shared platforms which are difficult to find a business model, there is a call for interventions from the public sector.

4. Public policies are required to embrace an existing cultural ecosystem. A public policy which encourages engagement and cooperation with the main agents of cultural activities as well as pursues harmony with the existing cultural ecosystem is required

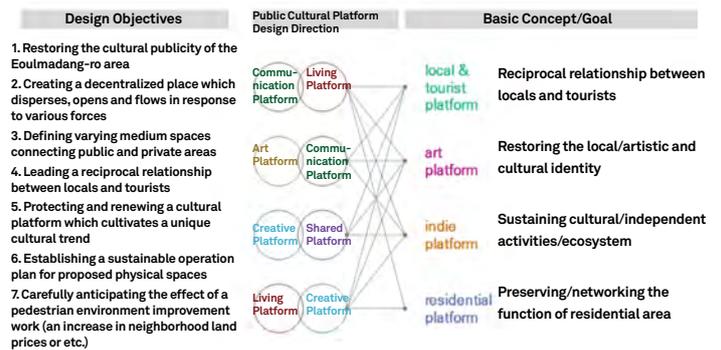
5. There are conflicting claims about the utilization/preservation of existing parking spaces. One says to close/move public parking spaces to resolve safety and congestion issues, the other side insists on preserving them for vitalization of local businesses

6. A call for a pedestrian facility/environment management principle/system is getting high. Due to the issues of noise from promotion events/street performances/ business facilities, illegal trash dumping, reckless distribution of flyers and illegal billboards

7. The sharp increase in the number of foreign tourists is causing a huge impact. Concerning about losing local characteristics on account of the proliferation of shops or mini duty free shops of big brands, targeting foreign tourists, the innovative vision about tourist industry is required.

2) Basic Direction

— Based on an understanding of the definition and basic concept of ‘Public Cultural Platform’, propose a space design and its operation scheme. The ‘Public Cultural Platform’ is a cultural asset and venue which contributes to the restoration and development of Eoulmadang-ro area. It will be built on four basic concepts, and its design guide, brief and basic concepts and goals are specified below. Read and follow these guidelines, but it’s allowed to suggest a new extended or integrated concept.



① Local & tourist platform - Establishing a reciprocal relationship between locals and tourists.

— As the Eoulmadang-ro area became a hop spot attracting foreign tourists, shops and retails of big brads started filling the area. A concern has been raised that the local characteristic is being diluted. In this regard, there is a call for a tourism system linked with local resources as well as for a reciprocal relationship of the local community and tourists.

— Through a network of neighborhood stores and guesthouses as well as through service facilities for FIT, this local & tourist platform will provide a tourism/travel service which guides tourists to experience the culture and characteristic of Eoulmadang-ro area while giving an opportunity to the local community to celebrate its unique contents.

② Art Platform – Restoring the sense of place as well as the artistic and cultural identity

— Shaping an iconic venue exhibiting the sense of place (the railroad, studio culture and etc.) in the Eoulmadang-ro area. And restoring the artistic and cultural identity of the area by controlling the uses/programs of outdoor space.

— Using Seogyo365 displaying a sense of place defined by the old railroad and studios as a physical symbol/key point for Art Platform, and establishing a use procedure/guideline for the streets/parks to encourage voluntary use of outdoor space as well as cultural and artistic activities.

③ Indie Platform – Preserving the cultural/independent programs and existing ecosystem

— On account of the commercialization and increase in rental price in Hongdae, there is a concern about the destruction of cultural ecosystem which has been built up for a long time by creatives and the main agents of culture.

— Introducing Indie Platform to cultivate independent/experimental activities such as indie publishing/indie music while giving a new life to the Eoulmadang-ro area.

— Proposing a shared platform so that independent/experimental activities can be continued. Supporting live music clubs/performing places to strengthen the infrastructure of production/consumption of the music industry.

④ Residential Platform -Preserving/networking the function of residential area

— As the business/cultural domain of Hongdae continues to expand, the residential area within the Eoulmadang-ro territory are recklessly turning into a commercial district. Implementing a system to control the spread of such phenomenon is necessary.

— While keeping the identity of remained residential area within the Eoulmadang-ro territory, constructing a central district where locals lead their everyday lives. Also developing this Residential Platform into a new hub for cultural and artistic activities/exchanges.

3) Space Design Proposal

— Target areas can be divided in 4 sectors by each character. We recommend you suggest space design proposal for cultural platform referring to including proposal about main target area in each sector.

— Entrants select the one of main sites as below and suggest proposal for cultural platform.

— Entrants can select the space that is not proposed area but can be possible in constructing cultural platform and suggest proposal.

— Entrants aim at design that embrace and get in relationship existing urban space environment.

Sector A | Main target area and proposal guideline



A1. Gyeongueui Forest Walkway Interface urban street (plaza) space

- It should increase connectivity Gyeongueui Forest Walkway and constructing composition history space.
- It suggests the utilizing, managing, operating measures of urban street plaza that residents and tourists can make positive relationship like Outdoor performance, small sales etc.
- Maintenance or improvement of existing backward street furniture and screen plantation is reconsidered.
- It should be the stereoscopic space considering the level difference of point –to-point.

Sector B | Main target area and proposal guideline



B1. Seogyo 365

- Entrants suggest the measure of securing placeness and cultural publicity of Seogyo 365.
- It considers the creation of space and the management plan that can give artistic value to old-established building including Seogyo365 consistently.
- It complements structural safety of Seogyo 365.
- It connects the walking activity from main street to narrow alleys of inner surrounding blocks.



B2. Public parking lot and pedestrian district

- It creates urban street environment that the flow of the vehicle and the pedestrian can be in safety.
- Through efficient management and improvement of public parking lot, many people who visit these area experience a variety of cultural activities.
- It considers the measure of creating flexible space relating surrounding buildings.

Sector C | Main target area and proposal guideline



C1. Public parking lot and pedestrian space(including the park)

- It is the urban street environment that the flow of the vehicle and the pedestrian can be in safety.
- Through efficient management and improvement of public parking lot, many people who visit these area experience a variety of cultural activities.
- It improves availability of existing public area. (ticket lounge, park, etc)
- It is the basement that self-sustainable culture environment maintain and extend. (like design / publication and indie culture)
- Entrants consider the measure of creating flexible space relating surrounding buildings.



C2. Dongmak-ro intersection and connective space

- It reconnects the walking flow of the Eoulmadang-ro and the Danginri intersection.
- Entrants consider the availability of underused space streets intersect.
- Entrants understand the changing process of district that is the result of expanding commercial area, and aim at maintenance of local residents living space and small scale retail shops.

Sector D | Main target area and proposal guideline



D1. Danginri power plant intersection urban street space

- It consider the measure of increasing contact surfaces that the Eoulmadang-ro and Danginri power plant site have connectivity in various ways.

- It considers the inflow of the pedestrian flow through Eoulmadang-ro and Dongmak-ro.

- It maintains the environment of small scale buildings that most of them are resident spaces and considers the measure that a variety of subjects can coexist.

- Entrants should review the plan of constructing Danginri Creative Power Plant. And the function of space(work-space, small scale circulation space etc.) and management plan are established by relating the reviews.

Etc | Eoulmadang-ro site main target and proposal guideline

E1. Guesthouse, liveclub, small retail shop etc

- It supports that facility is the private space but function as cultural platform.

- It forms mediation region that occurs the connectivity of inner and outer space through replacing and constructing existing facilities.

- The measures are realized by discovering and associating small-scale retail shop that is based on community and make their own cultural character.

— Take one or more of those given sectors and regard all indoor/ outdoor spaces and public spaces within as a design object. Use multidisciplinary approaches to organize space. Exemplary design approaches are as below, yet another new approaches can be suggested.

· New construction | Create a new space for Public Cultural Platform on the streets or in an outdoor area (architectural design, facility design or etc.)

· Upgrading an existing space | Choose an existing facility or something that has potential to work as a public cultural platform, and propose an upgrade/ remodeling plan which satisfies the competition objective (architectural façade remodeling design, interior design or etc.)

· Networking with existing public cultural platforms | Explore exiting facilities which are currently working as a public cultural platform, and propose a network system connecting existing facilities and venues (street environment improvement or design, urban planning/ urban design or etc.)

— In a space design proposal for ‘Public Cultural Platform’, every possible material such as drawings, sketches and 3D images is allowed to use to describe a proposed design. Choose an appropriate material or method without constraint to present ideas.

4) Operation Scheme

— Along with a space design, present its operation scheme as well as a content and program strategy for the proposed space. The aim of this operation scheme is to ①secure the feasibility and the sustainable management capability for a proposed space, ② vitalize the local area and space.

— The detailed operation plan must include specified contents as below. Other contents can be suggested in accordance with the nature of a proposed space.

· A content and program strategy

· A cooperation and network plan for artists, producer, business owners and private organizations based in Hongdae

3. Submissions and Documentations

3.1. Submission Documents

1) Proposal

— A proposal must be made in A3(in landscape format, 300dpi or over) size and must not be more than 12 pages (the title page and slip sheets will not be counted toward the total page count)

— A proposal must include specified contents as below, be based on the guideline proposed on guide.

Interpretation of Public Cultural Platform and Reasons for site selection

Space design proposal for Public Cultural Platform | The title of proposal, a research or space design (available to use every material and method to describe a proposed design)

Operation Scheme for Public Cultural Platform | content and program ideas

— Entrants have a free choice of presentation method, the title and inner pages must be composed according to given templates and guidelines.

2) Submission Document

- Application form – Download from the official website
- Power of Attorney – Form 1

3.2. Documentation Guideline

· Entrants are given a full freedom of expression in composing presentation documents, and there is no limit for use of color.

· All proposed space must be marked with its name.

· All documents should be written in Korean or English and Arabic numerals. All measuring units should follow the metric system.

3.3. List of Forms

- Power of Attorney – Form 1

3.4. List of Reference Materials

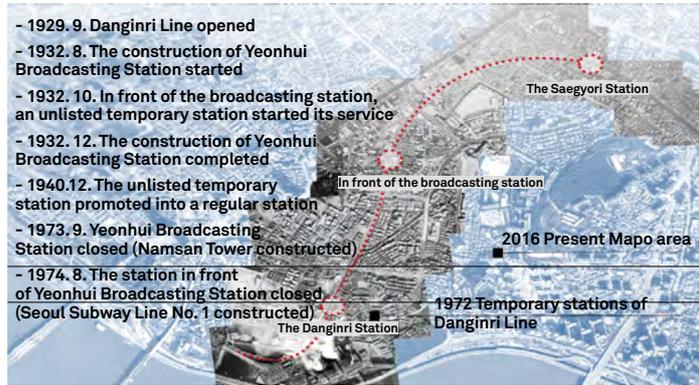
- Current situation about city construction data for the site area (DWG and PDF files)
- Photos and video images of the site area
- Templates and guidelines for proposal title and inner pages

* The provided materials are reference for the competition, so it may differ to a real situation.

4. Appendix

4.1. History of the Site Area

1) Danginri Railway Line: The womb of Eoulmadang-ro



2) History of the Area

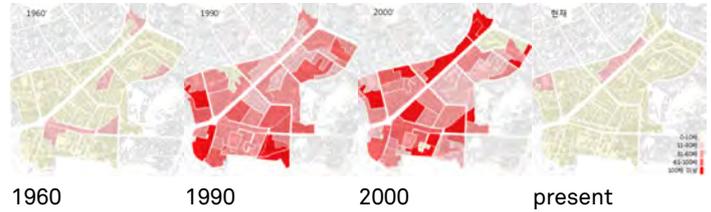
— The development of Eoulmadang-ro area started from 1929 when the Danginri Railway Line (present Eoulmadang-ro / a 6.7km section of Yongsan~Seogang~Danginri route) began its service in the Japanese colonial period.

— Due to its great accessibility, the area become home to many educational facilities and universities as well as residential buildings. And since the opening of subway line No.2 in 1984, its commercial value soared up, and so the area started being regarded as a new prestigious area.

	1919	- Opening of Daninri Railway Line (1929)
	1936	- Establishment of Hongik University (1955) - Establishment of the School of Art of Hongik University (1961) - Abolition of Daninri Line (1982) - Opening of Subway No. 2 (1984)
	1989	- University town improvement project by Seoul City (1992) - Subway station area development (1994) - Mapo urban development plan (1996) - Dangsang Railway Bridge repair work (1997)
	현재	- Pedestrian-Friendly Street Development Project (1st phase) (2002) - Opening of Airport Railroad (2010) - Opening of Gyeongui subway line (2012)

— After the abolition of Danginri Line, Eoulmadang-ro was developed into a pedestrian-centered street in 2002. Since then, the area started appearing as a unique cultural hub in which educational, cultural and commercial elements exist together.

— Currently, the area is attracting new attention for its commercial and tourism value as many foreign tourists are visiting here. The opening of Airport Railroad in 2010 gave the area a great connectivity and accessibility to the airport, so the area has become a major hot spot for tourism.



The number of new construction projects by time period | 2010-Present < 1960s < 1990s < 2000s

3) Transformations of cultural environment around the Eoulmadang-ro area

Before the 1990s	The early 1990s	1994-the late 1990s	The early 2000s	The late 2000s
Studio culture	Subdivision of consumption space and Emergence of new entertainment culture	Music culture based in live music clubs	Alternative/indie culture against consumer culture	Coexistence and proliferation of varied main agents of culture

— Since the 1990s, the Eoulmadang-ro area has been working as a hub for cultural activities for art and music, and it is keeping its unique cultural identity until now.

— Implemented around The 2002 World Cup, the ‘Club Day’ event made the Eoulmadang-ro area into a new venue for entertainment and culture, and so the area’s status as a cultural hub was escalated even further.

— After the 2000s, against the accelerated commercialization and the inflow of gigantic commercial facilities, discourses about alternative and indie culture started being raised. Now the area is often referred to as a gentrification site where live music clubs are shutting down and the main agents of art and culture are leaving.

4.2. Current Status of Each Sector

1) Current Urban and Architectural Issues



— The site for the competition is divided into 4 sectors according to physical characteristic. The current urban and architectural issues of each sector are as below.

Sector A | Pedestrian-Friendly Street section, Gyeongui forest Walkway and the Hongdae subway station area

- Lack of public facilities which can actively engage with Hongdae Culture; Commercialization of the streets.
- Hongdae Complex Station development project: Physical severance of urban fabric, which may result in the decline of existing businesses

Sector B | Honik-ro - Jandari-ro section between Seogyo365 and Sangsang Madang

- The linear character and pedestrian flow of Eoulmadang-ro are very clear to read
- Seogyo365: Disappearance of diversity and identity due to a rapid commercialization. Continuous complains caused by illegal developments and reckless extension or renovation works

Sector C | Public On-Street Parking section. Design and Publication Industry Promotion District

- Congestion issue due to dense traffic; Concerns about the termination, division and safety of pedestrian network
- Many user activities around adjacent alleys and blocks

Sector D | Dongmak-ro – Tojeong-ro section. The Danginri Power Plant site

- Poor pedestrian environment in the Danginri Creative Power Plant ~ Hongdae section; Difficult to introduce a mutual connection
- Concerns about the friction with locals due to a redevelopment project and about the decline of culture and art industries due to a rapid commercialization

Sector A	<ul style="list-style-type: none"> - Lack of public facilities which can actively engage with Hongdae culture. - Passive amenity facilities- sham publicity. Commercialization of the streets to enhance local business - Increasing demand of locals and the cultural industry for public spaces - Hongdae Complex Station development project: Physical severance of urban fabric due to a gigantic mixed-use development, which may result in the decline of existing businesses
Sector B	<ul style="list-style-type: none"> - The linear character and pedestrian flow of Eoulmadang-ro are very clear to read - Disappearance of diversity and identity due to a rapid commercialization. - Difficulties in maintenance and operation of existing deteriorated facilities - Continuous complains caused by illegal developments and reckless extension or renovation works
Sector C	<ul style="list-style-type: none"> - Termination and division of pedestrian network due to dense traffic - Safety and congestion issues due to narrow roads - Part of Design and Publication Industry Promotion District: For reconstruction works, the setback regulation from the streets will be posed in exchange for an incentive on floor area ratio. This opens a possibility of expanding pedestrians' domain.
Sector D	<ul style="list-style-type: none"> - Difficult to introduce a mutual connection in the Danginri Creative Power Plant ~ Hongdae section due to a poor pedestrian environment and the lack of content. - Concerns about the severance in urban network due to development projects introducing a large scale complex - Concerns about the friction with locals due to redevelopment projects and about the decline of culture and art industries due to a rapid commercialization.

Sector A

Public Policies



■	Mapo Lifelong Learning Center
■	Hongik-ro Crosswalk Construction and Transfer Project
■	Gyeongui Complex Station and Gyeongui Forest Walkway Development project
■	Pedestrian-Friendly Street and tourist attraction development project
■	Mapo-gu Zonal development Plan

- The most public projects for Eoulmadang-ro have been concentrated in Sector A. Gyeongui Forest Walkway development project and Mapo Special Tourist Zone development project are currently underway
- Apart from them, various projects including Witjandari Park development project are pending or approved for this area. Therefore, a complementary design which reflects a relationship between those projects is required.

Public Transport



■	Airport Bus	9 lines
■	Express Bus	8 lines
■	Blue Bus	11 lines
■	Green Bus	1 lines

- Close to Hongdae Station(subway No.2, Airport Railroad, Gyeongui Line). Convenient for transportation and so has a large floating population owing to many bus lines running by way of Yanghwa-ro, including Airport buses, and red, blue and green buses.
- Hongdae Complex Station development and Gyeongui Forest Walkway extension projects can increase the inflow of population even more and move the central axis of pedestrian flow. These changes must be considered in design.

Major Streets



■	Gyeongui Forest Walkway
■	Pedestrian-Friendly Street
■	Vintage Street
■	Hongik-ro
■	Art School Street

- Around Pedestrian-Friendly Street, 4 major streets are formed in a close distance (Hongik-ro leading toward the gate of Hongik University, Vintage Street, also known as Coffee Prince Street, and Gyeongui Forest Walkway)
- Based on this network of major streets, it is required to achieve a cultural proliferation through decentralization as well as a territorial expansion by means of extending spatial flow.

Pedestrian environment



■	Pedestrian-only street
■	Shop entrance
■	Building entrance
■	Tree
■	Shrub
■	Crosswalk
■	On-street parking

- Noises from street shops and buskings huddled throughout the streets make a rather uncomfortable pedestrian environment. An improvement plan is required regarding this situation.
- To enhance flexibility in use of space, a reorganization work for scattered facilities and plants is required.
- For Pedestrian-Friendly Street, the 'Vehicle-free street policy' is implemented, and it is being carried out at specific times to embrace varied pedestrian flows.

Age of existing buildings



■	1950'
■	1960'
■	1970'
■	1980'
■	1990'
■	Crosswalk
■	On-street parking

- The percentage of newly constructed buildings is relatively low, and old buildings are making up the majority. Most of them have 3-5 floors and are standing along narrow and long alleys.
- Many buildings facing major streets have been converted into a commercial venue and so architecturally remodeled accordingly.
- Changing their façade/appearance can bring changes in streetscape.

Use of existing buildings

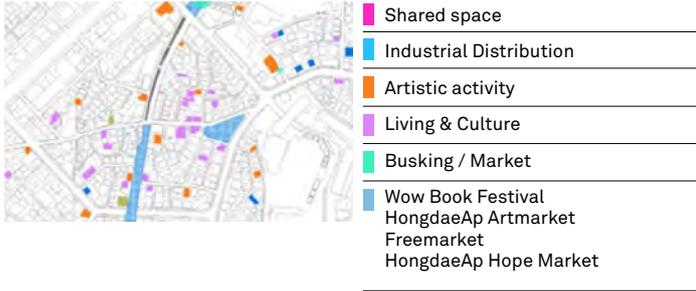


■	Shopping
■	Grocery
■	Living
■	Culture
■	Accommodation
■	Education
■	Residence

- Except a section of the roadside of Yanghwa-ro, most area is formed as a residential district, yet many buildings on major streets are being used as a commercial facility.
- Various commercial facilities for different lifestyles and tastes are concentrated in the sector, and they are creating a huge inflow of population as well as informal meeting and communal places.
- Aside from the roadside, in the inner area of each block, there are still residential buildings, and many of them have been turned into a guest house.

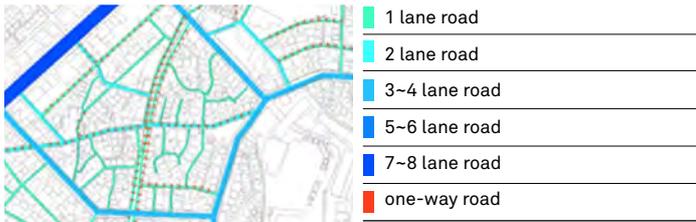
Sector B

Cultural Platform



- Very close to the main gate of Hongik University. The birthplace of Hongdae street culture.
- Especially, Seogyo365 is standing on the site of old railway/studios, and it is an iconic building exhibiting the unique character and identity of the area.
- While highlighting such characteristic, the building's safety, outdated facilities and inconvenient pedestrian environment have to be improved.
- Close to Hongik Children's Playground, a venue for varied cultural programs including Hongdae Free Market.

Road Environment



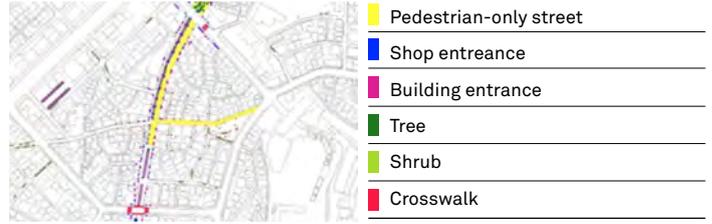
- Around Eoulmadang-ro, there are various streets connecting the main gate of Hongik University and Hongdae subway station, and along those streets, many small businesses are concentrated.
- Hongik-ro and Jandari-ro have a huge volume of traffic for their size.
- The Seogyo365 area is very narrow for cars to get through and has no pedestrian-only path. This needs to be changed.

Main Streets



- Picasso Street and Seogyo365 (Hongtong) Street are the birthplace of Hongdae's street culture, but they are losing their own characteristics through commercialization.

Pedestrian Environment



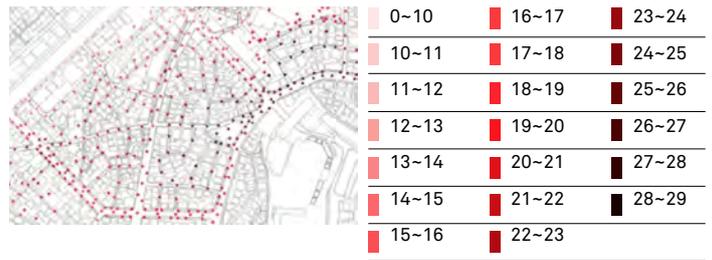
- Congested due to narrow roads and kiosks, causing many crashes between cars and pedestrians.
- An improvement solution for such pedestrian environment is required
- Connected with sector A, Hongik-ro is even more chaotic due to jaywalkers.

Parking



- Some public parking lots on an intersection leading to Parking Street (Sector C).
- Parking spaces belonged to Hongik University and other big buildings are located nearby. There are some residential permit parking spaces.

Elevation Analysis



- There is Wausan Mountain on the east to the site area, so the elevation rises up toward the east.
- There is about a 5m level difference between both ends of the Eoulmadang-ro section, and between both ends of Seogyo 365, there is a level difference up to 3m.

Sector C

Public Policies



- Mapo Design-Publication Industry Promotion District Association

- Mapo Design-Publication Promotion District Zonal Development Plan

- Assigned as Design and Publication Industry Promotion District 1. The relevant association is located in the sector.
- In April, 2016, a zonal development plan was approved/announced. Therefore, recommended design or publication business can benefit from moderated floor area ratio/height control regulations which are mitigated up to by 1.2 times. And in case of providing a public rental space, a moderated building code will be applied to their parking space construction. Such policies and plans must be taken into account.

Parking



	Eoulmadang-ro	Inside of Eoulmadang-ro
■ Residential permit	-	29
■ Public on-street parking	128	146
■ Attached parking	-	-
■ Private offstreet parking	-	7

- In addition to a park and some facilities (Ticket Lounge Xindie and amenities for street cleaners), the whole streets are filled with 128 public parking bays.
- Mixed traffic streets and speed bumps are existing throughout the sector, nevertheless, concerns about pedestrian safety are being raised continually. Improvement measures and an enhanced pedestrian network are required.

Building Stories



■ 1~2 stories
■ 3~5 stories
■ 6~9 stories
■ 10 stories or over

- Most buildings have a low-rise structure with 3-5 stories, but there are some buildings with 6-9 stories along Juchajang-gil(Eoulmadang-ro).
- A number of 1-2 storied buildings still exist in inner alleys.

Sector D

Public Policies



- Hangang Zonal Development Plan

- Danginri Creative Power Plant Development Project Public Amenity Facility Development Project for the Danginri Power Plant site

- Danginri Power Plant Park Development Project is underway, and there is a plan to build Danginri Creative Power Plant.
- An urban restoration project is suggested for the vitalization of creative and cultural industry, and a zonal development plan is in progress. In addition to this, a network plan connecting resources like Yanghwajin Park and Jeoldusan Martyrs' Shrine around the riverside of Hangang River is required.
- Hangang River Basic Management Plan for creating living spaces around the river is established.

Use of Existing Buildings



■ Shopping
■ Grocery
■ Living
■ Culture
■ Accommodation
■ Education
■ Residence

- Most of the sector is occupied by a residential area. Compared to other sectors, it shows a calm atmosphere. Around Dongmak-ro, there are some commercial facilities.
- Most buildings are built in the 1990s~2000s. All buildings in the upper area of the Danginri Line were born in the early 1990s.
- Several issues have been raised due to a rapid commercialization which has caused for some buildings an increase in rental price. The nature of the existing residential area and the Hongdae culture area must be considered in design.

Plant Distribution



■ Tree	66
■ Shrub	1

- Trees are planted along Eoulmadang-ro, and some residential buildings have small landscape spaces or vegetable gardens.
- Together with Tojeong-ro and the park within the Danginri Power Plant site, the sector is a famous picnic spot for the cherry blossom season.