



I • S E O U L • U

# SEOUL

Seoul, the capital of the Republic of Korea, is a city with a millennia of history. Seoul was the capital of an ancient dynasty Baekje, from 18 BC to 475 AD. After a long time had passed, Seoul has been serving again as the capital of the country since the Joseon Dynasty in 1394 until now for more than 600 years.

The Republic of Korea is surrounded by seas on three sides, and Seoul is in the west of the country, with Hangang River stretching across it. A number of bridges are connecting the southern and northern part of the city, boasting beautiful sceneries of their own. Seoul is full of cultural heritages with unique stories, and you can find traditional villages in their original forms on one side of the city and ultra-modern buildings on the other, existing in a perfect harmony.

Seoul's population is 10,112,070 as of January 2018, and its housing supply rate is over 96%. Seoul is a city of world's best public transportation, with safe, accessible, relatable and interconnected subway, bus and railway systems. What makes the city even more special is its high-speed information and communication infrastructure and the citizen-driven urban development strategies for a happy city.





# SEOUL: TRADITION & MODERNITY MIX IN THIS CITY



Royal palaces with a history of 600 years meet the forest of high-rise buildings.

In alleys where the use of Wi-Fi is readily available, the quiet stillness of Korean traditional houses packed snugly side-by-side amazes people.

With the beautiful Hangang River as its background, citizens' festivals are held all year round, and the exciting buzz of youthful streets is generating creative energy and spreading the wave of Korean pop culture across the world.

We would like to share the story of Seoul, the city of sustainable urban regeneration that is opening up for the future of contemporary cities.





# LEE KUAN YEW WORLD CITY ○ PRIZE

## About the Prize



*“Through the Prize, we hope to draw inspiration, share experiences, and progress together as a global community.”*

— Dr Cheong Koon Hean  
Nominating Committee member  
(2010 — present)

The Lee Kuan Yew World City Prize is a biennial international award that honours outstanding achievements and contributions to the creation of liveable, vibrant and sustainable urban communities around the world. The Prize is awarded to cities and recognises their key leaders and organisations for displaying foresight, good governance and innovation in tackling the many urban challenges faced, to bring about social, economic and environmental benefits in a holistic way to their communities.

To facilitate the sharing of best practices in urban solutions that are easily replicable across cities, the Prize will place an emphasis on practical and cost effective solutions and ideas, for the benefit of cities around the world. Through this prize, Singapore hopes to promote exemplary thought-leadership and exchange of ideas among cities, so as to spur further innovation in the area of sustainable urban development.

The Lee Kuan Yew World City Prize Laureate will be presented with an award certificate, a gold medallion and a cash prize of S\$300,000, sponsored by keppel corporation.

## 2018 Prize Laureate: Seoul



Seoul is recognised as the role model for megacities with a will to change. With a leadership that dares to take bold decisions and a government that devises innovative problem-solving methods, the city has successfully turned itself around from a highly bureaucratic top-down city with rising tensions between the government and its people, into the inclusive, socially stable, and highly innovative city found today. As shown in Seoul's successful and impactful high quality projects to repurpose urban infrastructure, the city has proven itself as an excellent example where leadership, commitment to citizen engagement, data-supported problem-solving decisions, and creative designs can transform the built environment, add vibrancy and improve quality of life.

Like many other cities that experienced a very fast pace of urbanisation, Seoul found itself confronting many urban challenges at its peak. Following the city's democratisation in the 1990s, the government faced increasing resistance from a citizenry which had been largely left out of development decisions in the past, which could have brought the city's developments to a screeching halt. Moreover, Seoul was burdened at that time with the task of providing for a burgeoning car-based society, which in turn led to other issues such as environmental degradation.

The city recognised that its relentless pursuit of economic success over a relatively short period of time was at the expense of quality of life, which could make the city lose its appeal quickly. Seoul overcame this through its election of successive visionary leaders in the 2000s who demonstrated strong political will to take on these challenges, and displayed foresight to implement a series of catalytic projects — such as Dongdaemun Area Regeneration to shift Seoul's focus from traditional manufacturing to design — that would bring about benefits for the entire city. The city leaders understood that proper communication under the new circumstances was the way forward to achieve buy-in from both the people and stakeholders. Through rigorous engagement and negotiation with conflicting parties representing various interests including traffic disturbance, business losses, and historic restoration, the city formulated a set of conflict management strategies, which eventually led to a dedicated team of negotiators within the Seoul Metropolitan Government today and became the city's “modus operandi” in urban development projects. These strategies help the city achieve impactful and effective results, and in turn win over even the most reluctant citizens over time, and align their aspirations with the city's vision.

The Seoul Master Plan 2030 is a highly remarkable turning point in the city's planning processes. Under the inspiring leadership of Mayor Park Won-soon, the city made the bold move to make citizen participation the norm of all plans, and bottom-up processes its primary focus. Ground-up processes are incorporated in day-to-day operations under the Community Governance Project where residents are given a say over local issues that affect their communities directly. Citizens can also decide the use of up to 5% of the entire city budget (or 55.5 million KRW) under the Public Participatory Budget System. Through regular monitoring and publishing of results in the press, and its exemplary use of big data in its decision-making to focus even on minute details, the city has ensured utmost transparency to its citizenry; no one is left out. The city not only managed to build trust with the citizens, but also assured them that engagement is not merely a token gesture, but one that will truly shape and reshape the future of the city.

Seoul, particularly in its urban core areas, demonstrates boldness in shifting away from car-oriented transportation to people-centric spaces, a challenge that many cities are struggling with today. Seoul recognises that the transition from private cars to mass transit is not an overnight task and tackles this through a comprehensive set of measures and the use of big data, to make public transport as seamless and convenient as possible. Most notably, through the reclamation of public spaces for people from cars, such as the removal of an elevated highway to restore the former stream at Cheonggyecheon, the pedestrianisation of Yonsei-ro, and the conversion of the Seoul Station Overpass into Seoullo 7017 — a 1 kilometre-long lushly planted elevated walkway with pockets of activities along the way, the city sends a strong signal that the future of the city is one where people come first, not cars.

As megacities continue to mature and age, deterioration of its urban infrastructure is inevitable. Seoul is highly innovative in its approach to rejuvenate its modern heritage and is constantly seeking creative ways to inject vibrancy and a breath of fresh air into its urban environment, which the city termed as “development without demolition”. The projects Makercity Sewoon — a rehabilitation of seven commercial superblocks built in the 1970s through the sensitive insertion of new interventions and uses, and Mapo Culture Depot — a conversion of disused oil tanks into a cultural venue and public space, offer new perspectives in repurposing infrastructure while preserving collective memories of the people.

As cities become larger and more difficult to manage, achieving social sustainability may be a much bigger challenge than extending economic and environmental sustainability. Should Seoul not have taken the bold and unusual step to make its citizens the creators of their own city plan, it could have further aggravated the already built-up tensions between the people and the government, and orchestrated its own decline. By turning the people into active participants of the city's development, Seoul demonstrated that a truly bottom-up city is possible, where the citizens own their shared city.

Co-organisers:



Prize Sponsor:



# WELCOME MESSAGE



Mayor of Seoul  
**Park Won-soon**

*We shape the city, and the city shapes us*

I am delighted and honored to be able to receive the Lee Kuan Yew World City Prize, on behalf of the 10 million citizens of Seoul. The citizens are the true heroes, and they deserve to be recognized.

The true owners of Seoul are the citizens, and they are learning, working, and pursuing their dreams in the city. The remarkable growth of Seoul of the past decades can be attributed to the citizens. And the side effects of the rapid development are also being experienced and overcome by the citizens as well. I am very proud of the citizens of Seoul.

Citizens of Seoul are very passionate, and are firm believers in democracy, actively participating in the policy making process and bringing about real changes in their lives. Sometimes, they make suggestions, sometimes, they make protests. In Seoul, citizen engagement is key. They are involved in the decision making process of creating playgrounds in neighborhoods, creating master plans for the city, and so on.

The 2030 Master Plan for Seoul was made by the collective efforts of the citizens, experts, scholars, and administrators. Before, any kind of plan for the city was made by the scholars and administrators. Now, however, despite some concerns at first, the citizens are included in the process, and the end result is much better and more accepted than before.



When I go for a run, I usually go to the Namsan Mountain, which is located at the very center of Seoul. And at the top of the mountain, I take a break, look down at the city, and think to myself, “Seoul is so blessed.” Seoul has so many beautiful mountains, both big and small, and it has the beautiful Hangang River flowing through the middle of the city. Probably, there is no city in the world that is quite like Seoul. Certainly, there is no city in the world with a population of more than 10 million that is quite like Seoul. Seoul doesn’t need a landmark building to make it special.

Of course, in the past, we thought that we needed a monument-like building. And that was because we wanted to emulate other advanced cities. But, over time, we came to realize, that the true landmarks of Seoul was its magnificent natural environment, its long and rich history, and its passionate and creative citizens. So we completely changed the direction of Seoul’s urban development, from demolishing everything and constructing it all again, to preserving and maintaining what we already have.

Winston Churchill once said, “We shape our buildings, therefore they shape us.” Likewise, we shape the city, and the city shapes us. Citizen participation brings about the democratization of public space, which, in turn, brings about more solidarity and collaboration among the citizens.

A good example is the Seoul Plaza. We believed that it should be a public space that can be used by the citizens whenever they want to. But before, when the citizens wanted to use the plaza, they had to apply for a permit. So we decided to change this system, and allow the citizens to just report to us when they wanted to use the plaza. Now, there are discussions among the citizens about how to better improve access to the Gwanghwamun Plaza as well, which was the location and venue of the very important candlelight protests in 2016.

Also, we are making the shift from a car-centered city to a pedestrian-centered city. And what made this shift towards a metapolis, which prioritizes relationships and sustainability over development and expansion, was the trials and errors of the past and the deep reflection of past mistakes.

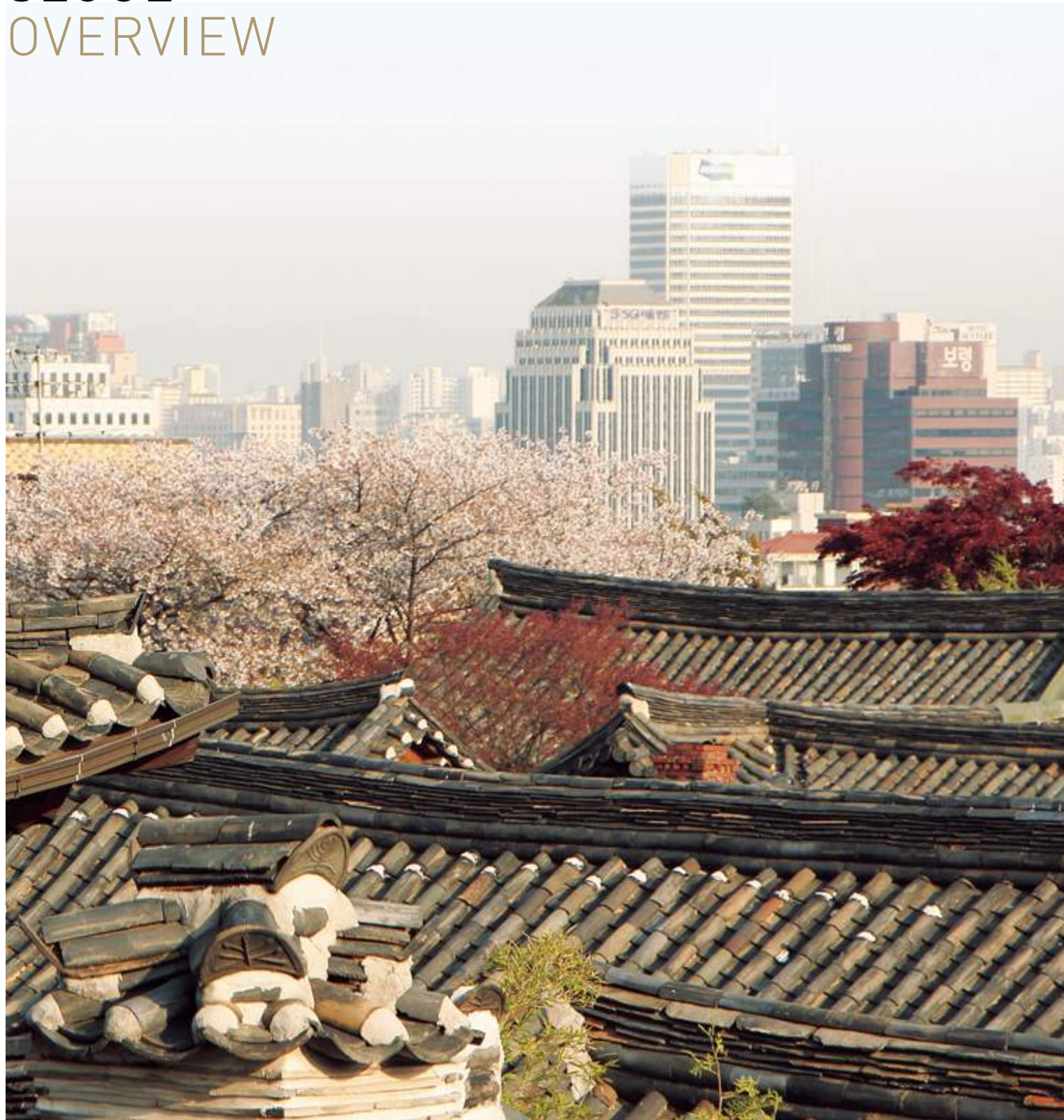
Seoul is changing. The meaning of living in Seoul is changing. In my new year’s speech, I spoke about how we should encourage social companionship among the citizens, as the citizens are increasingly feeling as if they have to fend for themselves with nothing and nobody to rely on. Last year, in an apartment complex in Seoul, a couple of janitors were about to be laid off, because the management office wanted to cut costs. The residents heard about this, and decided to pay more in maintenance fees, so that the janitors could keep their jobs. So the citizens of Seoul are reaching out to those in need and finding ways to live well together. They aren’t competing with each other and looking out for their own interests, but cooperating with each other and looking after one another. The citizens are filling the needs of each other, which aren’t being filled at the national level or the family level, and they are bringing about change in Seoul.

Change has already begun, and it will happen faster, stronger, and more sustainably. I ask all of you to look beyond the Seoul of today and look forward to the Seoul of tomorrow. Seoul will be a city where the lives of the citizens are shining, and the social companionship among the citizens is blooming. Moreover, Seoul will be a city that works closely with fellow cities in the world to tackle common challenges and ensure a sustainable future for all.

Once again, I would like to thank everyone for supporting Seoul and also bestowing this great honor to Seoul. Thank you very much.



# SEOUL OVERVIEW



008



009

## Seoul, a city with 2,000 years of stories to tell, works with citizens to open a city of the future

Seoul, the capital of Korea, is located in the center of the Korean Peninsula. Seoul has been occupied since the Neolithic Era, and it has a history of 2,000 years as a capital city. From the Joseon Dynasty (1392) to the present time, Seoul has gone through many changes and developments as the capital of Korea. Based on its long history and tradition, Seoul has been preserving its unique, beautiful cultural heritage and it is evolving into a highly advanced city through spectacular economic growth. Seoul is resolving various problems shared by global cities with a long history through eco-friendly and human-centered development and regeneration. In addition, Seoul is conducting research on creative ways to point the direction of a futuristic city. The beautiful city of Seoul is making efforts with its citizens daily in order to make a happier global city.

## Seoul's New City Brand, I•SEOUL•U

Seoul held an idea contest under the concept of "a passionate city which pursues co-existence and a leisurely life." Among the 16,147 works entered, three final candidates were selected, and I-SEOUL-U, which received the highest score at the 1,000-Citizen-Meeting held in a competitive audition style, was selected and declared as Seoul's new city brand.

I-SEOUL-U captures the concept of 'Seoul exists between you and me' and it symbolizes the global nature of Seoul. Centering around Seoul, you and me, citizens among citizens, people and the world all co-exist together. On both sides of the word, SEOUL, the red and blue colors symbolizing passion and relaxation are expressed in dots, and the letter 'O' in Seoul also stands for the Korean letter 'ㅇ,' symbolizing that Seoul is a representative city of Korea.



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An aerial photograph of Seoul, South Korea, at dusk. The foreground shows traditional Korean palaces (Gyeongbokgung) with dark tiled roofs and wooden structures, surrounded by trees with autumn foliage. In the background, modern skyscrapers are illuminated, and mountains are visible under a twilight sky. The sun is low on the left, creating a warm glow.

# SEOUL, A CULTURALLY DIVERSE CITY

- Nature
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SEOUL, A CULTURALLY DIVERSE CITY

# Nature

Seoul is a city with four distinct seasons.

People can find happiness when they visit the N Seoul Tower with spring flowers blossoming in the city. During the summer nights, citizens walk along the flowing Cheonggyecheon Stream.

Colorful maple trees come alive every autumn in Seoul Forest. While walking along the Seoul City Wall covered with snow in the winter, citizens fall in love with Seoul's attractions.







#### N Seoul Tower

N Seoul Tower is one of Seoul's representative landmarks. It is a broadcast transmitter that functions as an observatory. The tower itself is 236.7m in height, and compared to landmarks in other cities it is still relatively low, but it becomes 479.7m higher if you also incorporate the altitude of Namsan Mountain, which it stands atop. When cherry blossoms are in full bloom in spring, the trail leading to the tower becomes even more beautiful.





#### Hanyangdoseong, the Seoul City Wall

Hanyangdoseong, a fortress built during the Joseon Dynasty to defend the capital and its residents, has an average height of 5 to 8 meters and a total length of 18.6 kilometers. Hanyangdoseong operated as a city wall for the capital of Joseon for 514 years, from 1396 until 1910, setting a world record.





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#### Hangang River

Hangang River runs across the central part of the Korean Peninsula and flows into the West Sea. Along this big river that passes through the center of Seoul, unique bridges and parks have developed, making the scenery of Seoul even more attractive. At Hangang River, many parks serve as citizen's recreation areas and tourist attractions, and hold various events all year round.





**Seoul International Fireworks Festival**

The Seoul International Fireworks Festival is a leading event in Seoul that attracts over one million visitors per year. Since its inception in October 2000, the festival has been held in the Yeouido Hangang Park area between late September and early October. 100,000 rockets and fireworks are shot off by an internationally renowned fireworks specialists to represent fireworks from many countries.





**Cheonggyecheon Stream**

Cheonggyecheon is a newly restored stream that is now a famous place in downtown Seoul. At the entry point, there sits a candlelight fountain decorated with 3-color lighting and a 2-tier, 4m waterfall with interesting stepping stones, small bridges, and other various thematic spaces installed along the walking path.





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**Seoul Lantern Festival**

The Seoul Lantern Festival, established in 2009 in celebration of the 'Year of Visit to Korea,' has grown into a representative festival of Seoul visited by over 2.5 million people each year. The 2017 Seoul Lantern Festival was held over 17 days between November 3 and 19 at Cheonggye Plaza to light up the night sky of Seoul with hundreds of thousands of lights and lamps over the 1.3 kilometer waterway of the Gwansugyo Bridge section.





**Seoul Forest**

The construction and programs of Seoul Forest Park are being operated through citizens' participation, and even now the sponsorship and voluntary works are still continuing. The Park consists of four characteristic spaces: the Culture & Art Park, the Experiential Learning Park, the Eco Forest and the Marsh Plants Garden.





#### Seoul Silver Grass Festival

Since 2002, the Seoul Silver Grass Festival has been held every October when the silver grass is in full bloom at Haneul Park inside World Cup Park, known for being an ecology park. The Haneul Park is located at the highest altitude inside the World Cup Park, encouraging more and more visitors to come out and experience the festival and enjoy the silver grass while taking in the night views of Seoul.





#### Namsan Dulle-gil

Namsan Mountain, in the center of Seoul, has several walking trails. Namsan Dulle-gil was constructed in November 2015 and is a 7.5km-long trail. It used to be a road for automobiles, but after a park was developed in the area, the road was changed to a pedestrian path.







#### Seoul City Wall

Seoul used to be the capital of the Joseon Dynasty. The name of the capital of Joseon Dynasty was 'Hanyang' and the wall was built around Hanyang over a long period of time. The walking trail surrounds the wall of the old capital, connecting the ridges of the mountains in the outskirts of Seoul.



SEOUL, A CULTURALLY DIVERSE CITY

# Tradition

Seoul's cultural heritage began from the times of prehistoric relics and reached its peak when Seoul became the capital of Joseon. This heritage has carried on to this day.

It has several royal palaces and temples, boasting of the intricacy and elegant beauty of wooden architecture, Korean traditional houses, and markets which show the modern contemporary life and sentiment of Seoul.







#### Changdeokkung Palace

Changdeokkung Palace is a royal palace built during the Joseon Dynasty in 1405 as a secondary palace after Gyeongbokgung Palace and is the best preserved royal residence from this era. Changdeokkung Palace was listed as a UNESCO World Heritage Site in 1997 for its outstanding harmonious arrangement with nature.





#### Gyeongbokgung Palace

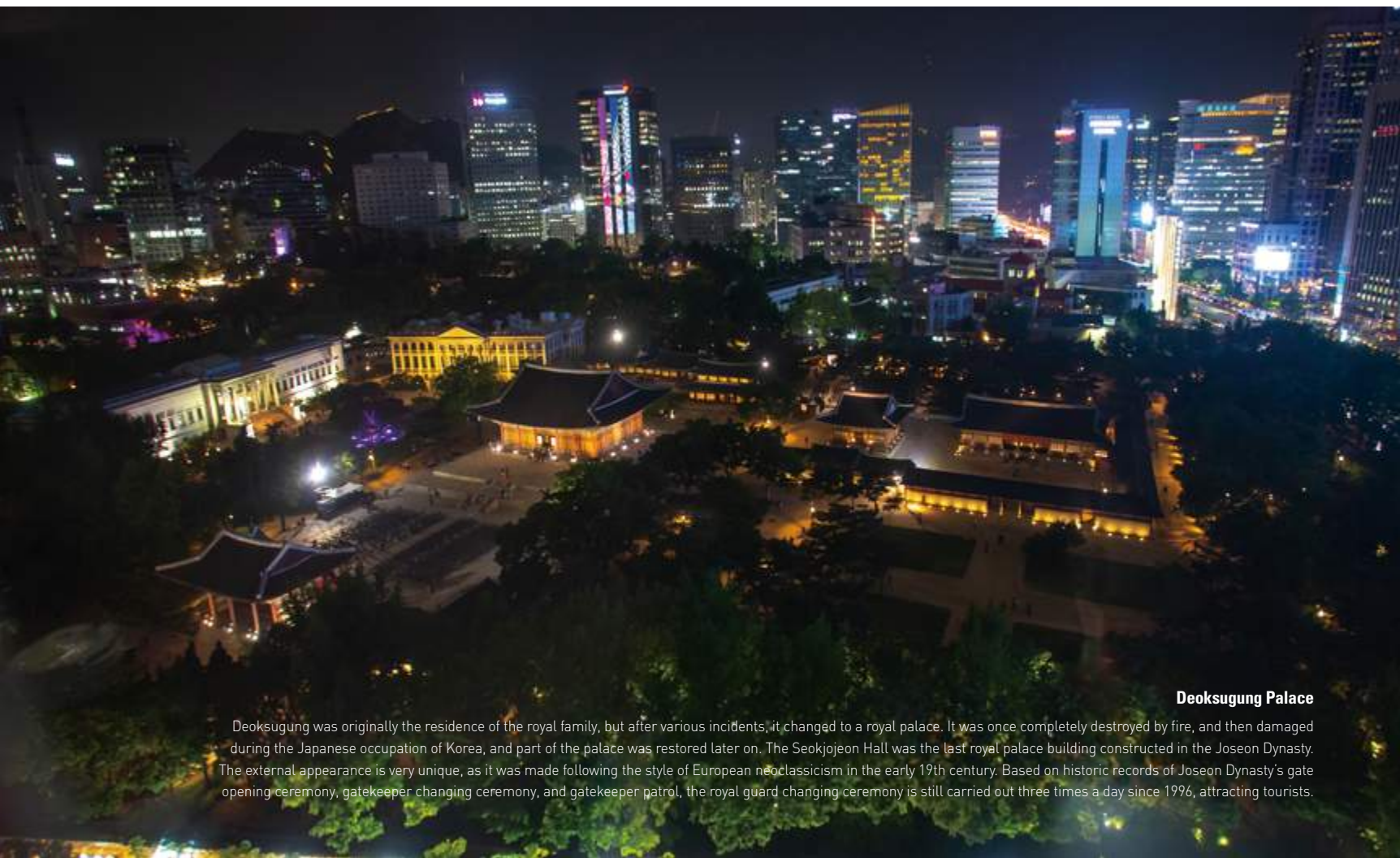
Gyeongbokgung was the first palace built during the Joseon Dynasty and it is the main official palace of Joseon. The construction began in 1394 and was completed in 1395. The palace was completely destroyed during the Japanese Invasion in 1592, but it was reconstructed during the late Joseon Dynasty. However, it was damaged again during the Japanese occupation of Korea and restored later. Gyeonghoeru Pavilion, which stands in the center of a man-made pond, is a beautiful wooden cultural heritage within the palace.





**Gyeongbokgung Palace**

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**Deoksugung Palace**

Deoksugung was originally the residence of the royal family, but after various incidents, it changed to a royal palace. It was once completely destroyed by fire, and then damaged during the Japanese occupation of Korea, and part of the palace was restored later on. The Seokjojeon Hall was the last royal palace building constructed in the Joseon Dynasty. The external appearance is very unique, as it was made following the style of European neoclassicism in the early 19th century. Based on historic records of Joseon Dynasty's gate opening ceremony, gatekeeper changing ceremony, and gatekeeper patrol, the royal guard changing ceremony is still carried out three times a day since 1996, attracting tourists.





**Deoksugung Stonewall Walkway (Jeong-dong)**

Deoksugung Stonewall Walkway, which was included in the precincts of the British Embassy in 1959, used to limit the access by public, but is now opened to locals and visitors. The walkway, where ritual ceremonies were held by the kings of the Joseon dynasty, is a place where visitors can feel the quiet atmosphere of a royal palace at the heart of the city.





King Jeongjo Tomb Parade Reenactment

King Jeongjo, who was a filial king of the Joseon Dynasty, frequently made visits to the tomb of his father Prince Sado. It is called the 'King Jeongjo Tomb Parade.' Based on historic paintings of the parade, reenactment of the costumes and processions of the visit is held every year, and the starting point of the event is Changdeokgung Palace.





### Tongin Market

Tongin Market took its current form as a marketplace for selling and buying goods as the need for a market increased in line with a growing population after the Korean War. Since January 2012, Tongin Market has been running “Lunch Box Café Tong” for customers to select and purchase foods from various stores around the market and create their own lunch boxes using vouchers.



### Namdaemun Market

Namdaemun Market, where the past meets the present, is visited by an average of 300,000 people daily. The market is close to city's landmark buildings and tourist attractions, so many visitors can easily find the place. Some 1,700 kinds of products such as clothes, accessories, kitchen utensils, folk crafts, foods, miscellaneous goods, and agricultural and marine products are sold at the market.



### Gwangjang Market

Gwangjang Market is Korea's first permanent market, and boasts a history of 100 years. There are many eateries that sell various foods, and new and vintage goods, including traditional Korean dresses, are being actively exchanged.





**1890 Namsangol Night Market**

The 1890 Namsangol Night Market is a themed night market with plenty to eat and see held at the Namsangol Hanok Village. The market is built to resemble Seoul during the enlightenment period in the 1890s in which the traditions of Korea and western culture came together at a late Joseon Period marketplace. At the market, a foreigner-only programs are offered to provide them with an opportunity to see the various cultures of Hanyang, the old name of Seoul when it was the capital of Joseon.





#### 1890 Namsangol Night Market

The 1890 Namsangol Night Market is a themed night market with plenty to eat and see held at the Namsangol Hanok Village. The market is built to resemble Seoul during the enlightenment period in the 1890s in which the traditions of Korea and western culture came together at a late Joseon Period marketplace. At the market, a foreigner-only programs are offered to provide them with an opportunity to see the various cultures of Hanyang, the old name of Seoul when it was the capital of Joseon.



#### Lunar New Year's Day Festival at Unhyeongung Palace

A variety of traditional and cultural events are held at Unhyeongung Palace every year in celebration of the Lunar New Year's Day for citizens to enjoy rewarding and meaningful holidays.





**Namsangol Hanok Village**

At the Namsangol Hanok Village, five traditional Korean houses were moved and restored as a folk record, and furniture reflecting the social class of the residents who used to live in the houses is placed inside to shed light on the life of Korean people in the past. Visitors can feel the Korean sentiment, and various festivals are held according to seasonal customs.





**Bukchon Hanok Path in Gahoe-dong**

Bukchon Hanok Village has traditional houses from the Joseon Dynasty, Gahoe-dong being one of the leading examples. The ally near the 31st Street[W 1] in Gahoe-dong is one of the most well-preserved hanok ally where traditional houses are packed to the south and north of the alley.





#### Bongeunsa Temple

Bongeunsa is a temple that represents Korea's Zen Buddhism. It was built by State Preceptor Yeon Hoe during the Silla Dynasty in 794, and a qualification test to become a national monk was held at this temple during the Goryeo Dynasty. Various cultural heritage relics including national treasures are being preserved here.





SEOUL, A CULTURALLY DIVERSE CITY

# State of the Art

Seoul is the center of Korea's politics, economy, culture, banking, and industry.

Seoul has achieved the miracle of the Hangang River through amazing growth, and is now developing into a world-class IT city.

Citizens can use public Wi-Fi on their smartphones while riding the subway, and innovative changes are occurring in people's lives and businesses through their super-speed Internet network that is the fastest in the world.





**Seoul Sky**

With the height of 555 meters, the Seoul Sky is the tallest building in Korea as of July 2017 and the fifth tallest in the world. Three features, including an observatory with a 360 degree view of Seoul's cityscape and night view from a height of 500m, tallest sky deck in the world with a glass floor, and a Sky Shuttle elevator that moves between B2 and 121F at a speed of 600 meters per minute, are listed on the Guinness World Records.







**Gocheok Sky Dome**

Gocheok Sky Dome was built as Korea's first dome baseball stadium and it boasts an impressive hybrid roof structure. In addition to baseball games, the dome holds various cultural events including K-pop performances.



**Seoul World Cup Stadium**

The Seoul World Cup Stadium used to be a venue which held the 2002 FIFA Korea-Japan World Cup. It is one of the top 10 beautiful soccer stadiums in the world, as selected by the British global soccer magazine, 'World Soccer.'





#### Some Sevit

This is a group of three artificial islands and a composite cultural space built in an area of 9,995 square meters on the Hangang River at the southern end of the Banpo Bridge in 2011. This is the world's first floating architecture built on water. It is comprised of three islands connected with overpasses and a Media Art Gallery.





#### Olympicdaegyo Bridge

The Olympicdaegyo Bridge is Korea's first cable-stayed bridge. The four foundation towers on the center of the bridge were built 88 meters high in celebration of the Seoul Olympics in 1988. The architecture that is built in the shape of Olympic Torch on the upper part of the bridge is another interesting point worth noting.





#### Yongsan

Yongsan Station is the starting station of the Gyeongbu High Speed Railway and New Airport Railroad, making Yongsan a new major transportation point. Yongsan used to be a place where many electronic stores were densely located, but now it is currently changing into an advanced banking business complex.





#### Yeouido

Yeouido used to be a sand island on the banks of the Hangang River. After bridges were placed along the river, it has achieved high speed growth. It is home to the National Assembly building, broadcasting companies, press organizations, various banking-related companies and high rise buildings such as 63 Building and LG Twin Tower.





63 Building

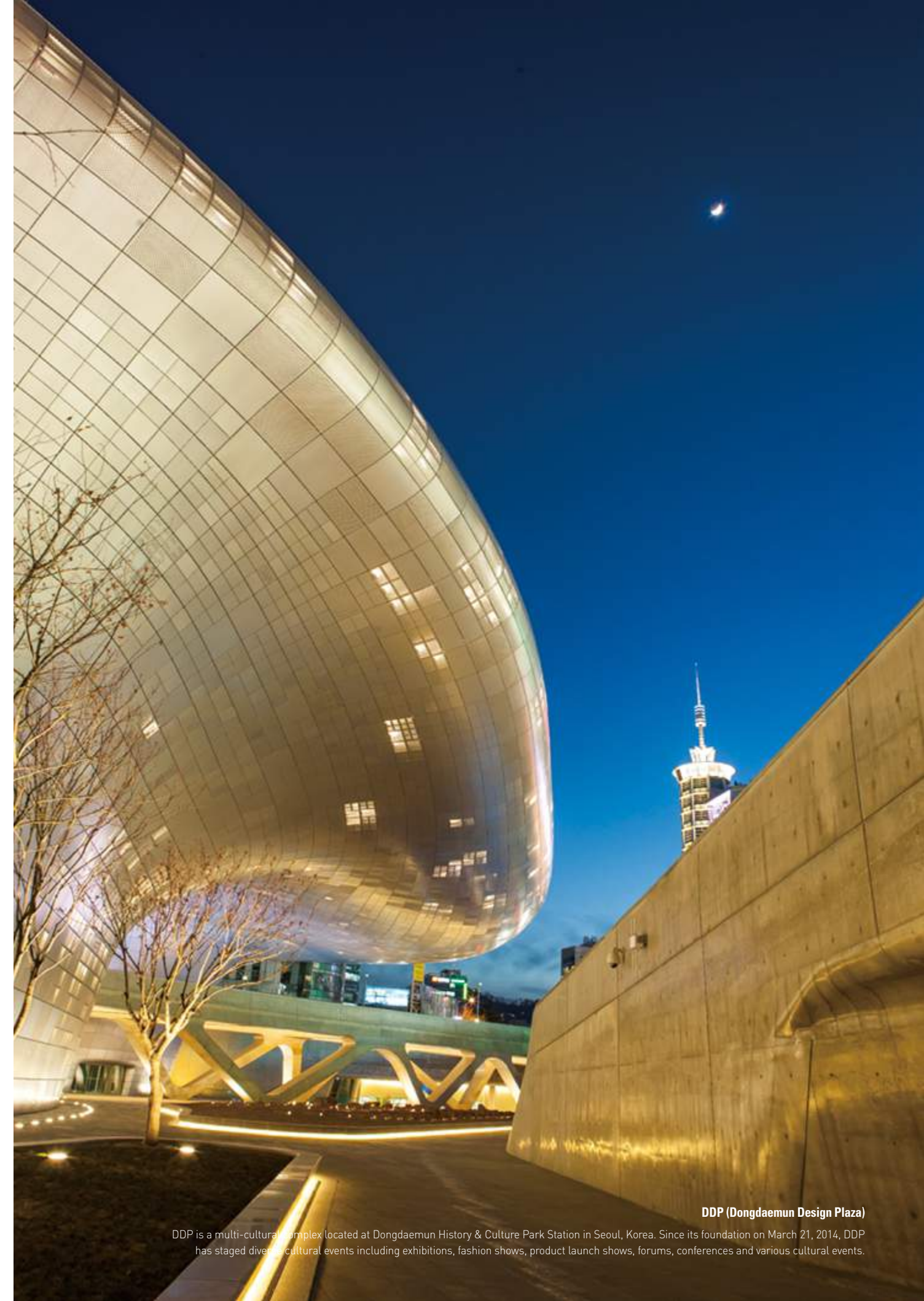
63 Building was completed in 1985. At that time, it was the highest building in Asia. Along with the Seoul Olympics which were held in 1988, it was the representative architecture that portrayed Korea's economic growth called 'the Miracle of the Hangang River.'



Coex

Coex is Korea's largest comprehensive exhibition hall, and was opened in March 1979 in order to offer a venue for international trade and cultural exchange. As a center of global business equipped with transportation, telecommunication and the most advanced business infrastructure, Coex is a famous tourism site in Asia for culture and exhibitions.





DDP (Dongdaemun Design Plaza)

DDP is a multi-cultural complex located at Dongdaemun History & Culture Park Station in Seoul, Korea. Since its foundation on March 21, 2014, DDP has staged diverse cultural events including exhibitions, fashion shows, product launch shows, forums, conferences and various cultural events.



**Gangnam**

Gangnam, which appears in PSY's hit song "Gangnam Style," is a hot spot for Hallyu culture where both young people and foreigners like to hang out. Gangnam is the focal point of the city's transportation, and its main street Gangnam-daero is connected to Teheran-ro which is the center of finance.



# SEOUL, A CITIZEN-CENTERED SMART CITY

- Innovation for People
- Development without Demolition
- Beginning of New Future





SEOUL, A CITIZEN-CENTERED SMART CITY

# Innovation for People

Large cities in modern times that have played a central role in their countries are faced with various problems.

In order to be born again as a reformed city that resolves such problems, Seoul is opening a new path for communicating with its citizens.

In particular, it is making innovative efforts to construct a pleasant, convenient public environment and to achieve fair and sustainable development.







### Public Transportation

Seoul buses are divided into blue, green, yellow, red, customized, and nightrider buses. Airport buses operate in Seoul. Subways are a part of the urban railroad system that provides transportation throughout Seoul. Since the opening of Line 1 on August 15, 1974, 9 lines now are currently operating. Two international airports Gimpo and Incheon are easily accessible from Seoul. Limousine buses, subways, and airport railways are available for getting to the airports. To get to the outskirts of Seoul, the following four stations can be used: Seoul Station, Cheongnyangni Station, Yeongdeungpo Station, and Yongsan Station.

Using the express buses is one way of getting to the outskirts of Seoul. The express bus terminals in Seoul are as follows: the Seoul Express Bus Terminal, the Central City Terminal, Nambu Terminal, the Dongseoul Terminal, and the Sangbong Intercity Bus Terminal.



### Owl Bus

Owl Bus is a resident-tailored policy that began from the idea of citizens. The Seoul Metropolitan Government analyzed about 0.3 billion pieces of big data on citizens' request for call taxis and decided on bus routes that focused on areas with a high floating population at dawn. The Owl Bus is mostly used by passengers who had experienced inconveniences due to the transportation system not being available late at night or early in the morning other than taxis.

The Owl Bus also contributed to revitalizing the city as it revitalized late-night culture and economic activities including movies, tourism, and markets. Other cities are also benchmarking the system and it was also selected as one of the best 10 policies of Seoul.





**Measures to Improve Air Quality**

Seoul Metropolitan Government is keeping in mind the citizen's health and life while promoting more fundamental and decisive policies such as environment-friendly heating facilities and other customized policies per cause, as well as cause-bearer policies, such as restrictions of polluting vehicles. We will continue to cooperate with the government, communicate with citizens and solve the issues caused by particulate matter.

Particulate matter is one of the greatest hardships that citizens have to face in their daily lives. Because it is an issue directly connected to the health and safety of its citizens, Seoul Metropolitan Government will continue to promote the promised "10 Measures to Improve Air Quality" while also constantly improving them along the way.





**The World's First Digital Mayor's Office**

Seoul has implemented the world's first 'Digital Mayor's Office.' It represents the innovative effort of Seoul City leading the e-government in digital era as well as the starting point of becoming the global smart city.





**City of the Sun**

In the future, solar energy will become a part of our everyday life in Seoul as it develops into a trademark of the city landscape. Everyone will be able to produce renewable energy and in turn consume the clean, safe energy produced. As we reduce greenhouse gas and fine dust emissions thanks to our solar energy, we will make of our home a clean and sustainable city.

In 2022, once “Seoul, City of the Sun” is complete, the power generated is expected to be able to supply about 310,000 households (9% of the total households in Seoul). With this, we will see a reduction of 540,000 tons of greenhouse gas per year, and the economic benefits will be at around KRW 532.7 billion, creating about 30,000 jobs.

**One Less Nuclear Power Plant**

One Less Nuclear Power Plant’ means the energy-related policy of Seoul Metropolitan Government aimed at saving 2 million TOE, which is equivalent amount of energy generated by a nuclear power plant.

Even now, Seoul Metropolitan Government is promoting new & renewable energy generation using photovoltaic, wind and waste heat; energy efficiency projects (such as installing LED lights) and energy saving campaign. Through these efforts, 3.6M TOE of energy in total has been saved so far.





**WEconomics**

Seoul Metropolitan Government is implementing 'WEconomics' ('economy for all of us') policy to remove inequality and bipolarization. Since Seoul Metropolitan Government declared 'Sharing City, Seoul' in 2012, the city has been promoting various sharing projects for cars, parking lots, tools, and Ttareungyi (Seoul Public Bike). The public bicycle of Seoul, 'Ttareungyi' was introduced in 2015 in earnest and rental stations were installed near major community spaces including subway stations, bus stations, schools and public offices.



SEOUL, A CITIZEN-CENTERED SMART CITY

# Development without Demolition

The Seoul-style urban rehabilitation refers to a warm-hearted urban rehabilitation focused on people, where the local residents and their neighbors are principal agents – it rejects the old-style of urban rehabilitation focused on tearing-down buildings and excluded people.

The basic direction of Seoul-style urban rehabilitation points at ‘creating, living well and becoming happy TOGETHER’. Seoul is working with its citizens to create sustainable environment and achieve a geographically well-balanced development, to ultimately create a happy city.



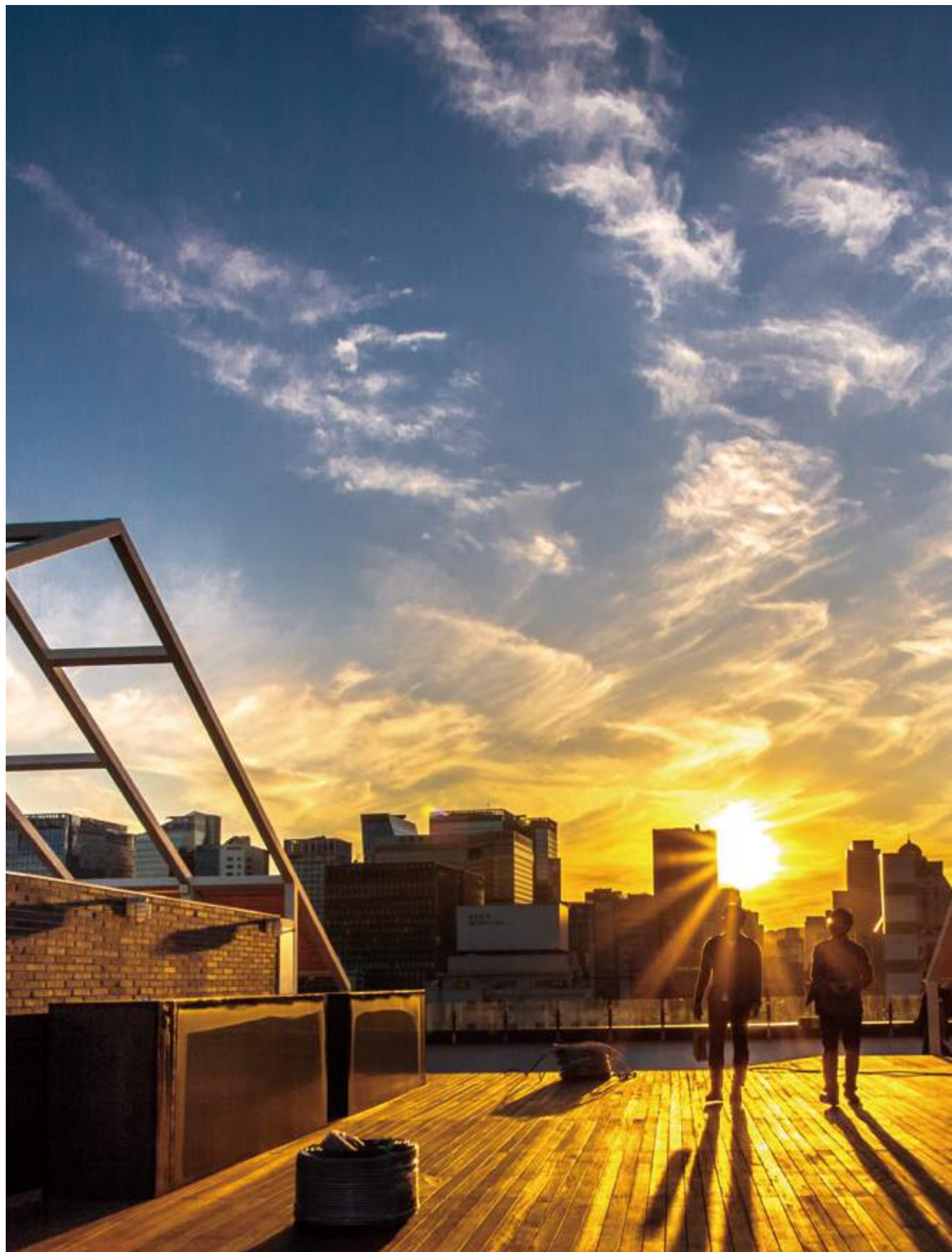




#### Seoullo 7017

Seoullo 7017 is a pedestrian walkway that has been transformed from the old Seoul Station overpass created in 1970! The overpass was a vehicles-only road in 1970. In 2017, it transformed into a pedestrian walkway.





#### Sewoon Shopping Center

The first residential and commercial complex built in Korea in 1968 was reborn from a deteriorated electronics industrial complex into the center of the 4<sup>th</sup> Industrial Revolution.







#### Cheonggyecheon Stream

Cheonggyecheon Stream used to be a natural stream located in the center of Seoul where the altitude was low. Many sub-streams gathered to Cheonggyecheon Stream, and it was used as a canal during the Joseon Dynasty. As Korea went through industrialization, Cheonggyecheon Stream was paved and an overpass was built above it, making it a hidden stream existing to represent the nation's modernization. The paved road and the overpass got deteriorated after four decades, and Seoul Metropolitan Government decided in 2003 to tear them down and restore the original 22 Joseon Dynasty bridges.

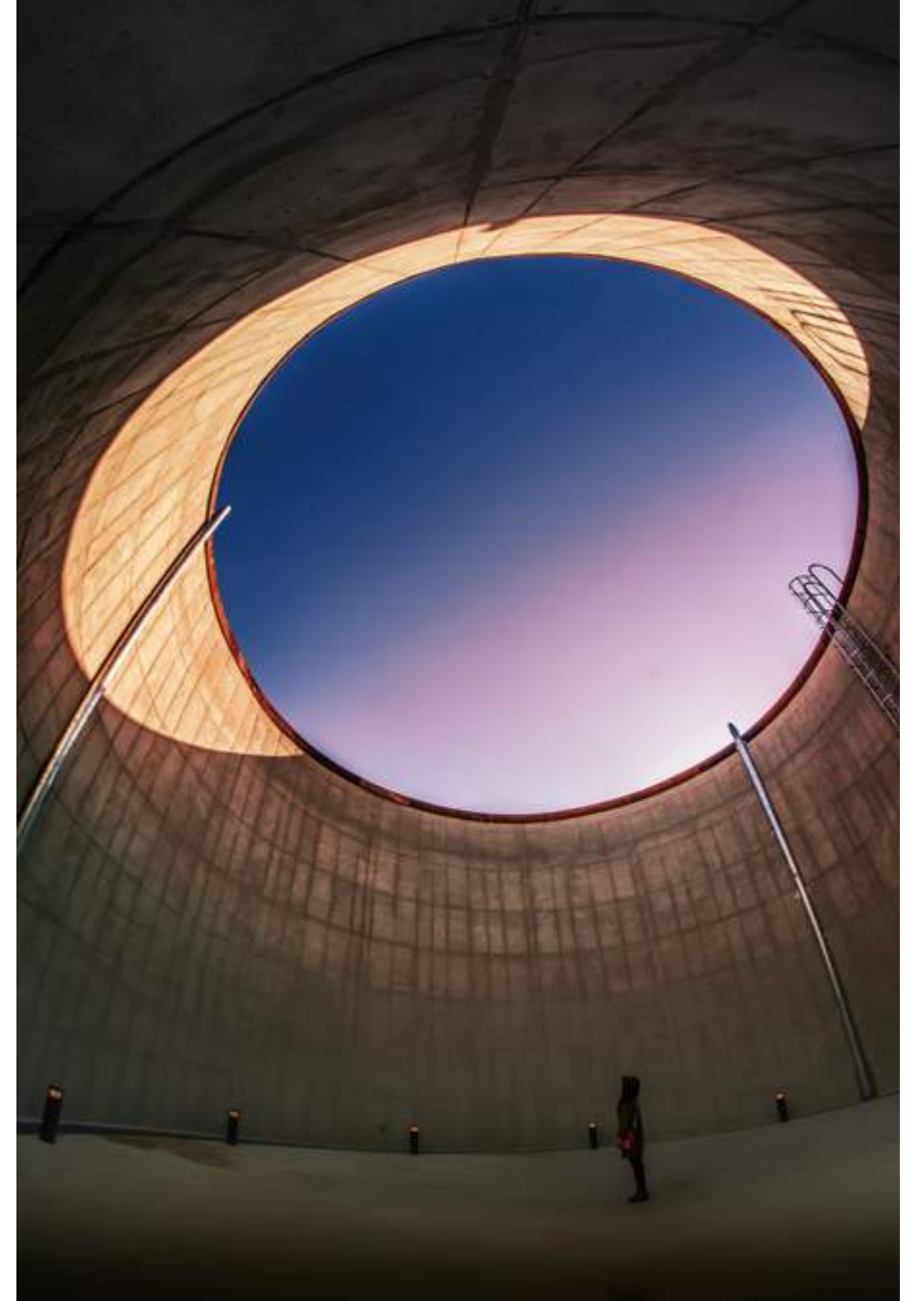




**Oil Tank Culture Park**

The Oil Depot Base with restricted access for the past 40 years has been transformed into an environment-friendly cultural facility. Now, the old oil depot base has been remodeled into an environment-friendly cultural multiplex that retains the unique spatial qualities of an oil tank while offering cultural experiences to visitors.

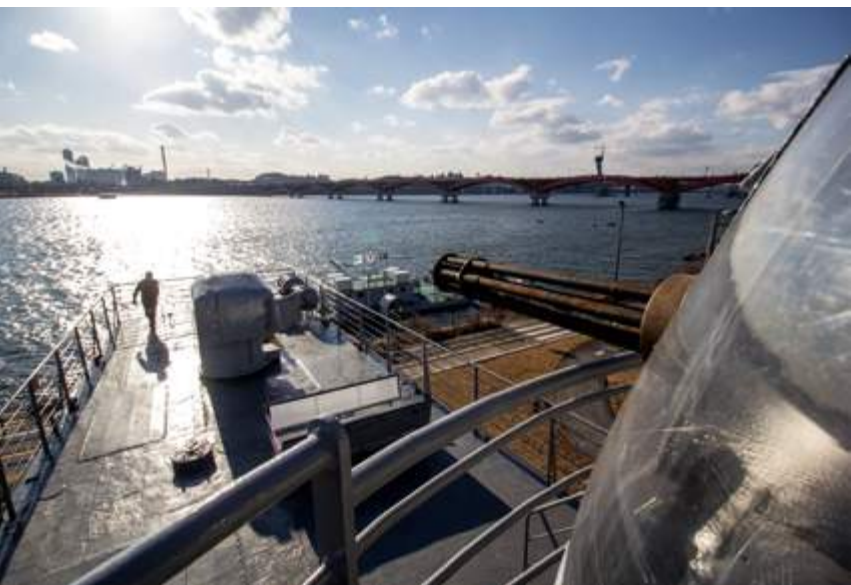




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#### Seoul Battleship Park

Three retired naval vessels on the Hangang River and riverside at Hangang Mangwon Park together form the Battleship Park. The ship hosts exhibitions on the history of the Hangang River and provides first-hand experience on marine life aboard Seoul Battleship, a high-speed boat and a submarine.





#### **Gyeongchun Line (Railroad) Forest**

6.3km of disused Gyeongchun Line railway has turned into parks for residents. The Gyeongchun Line was the first railway built using Korean capital during the Japanese colonial era and is preserved in its entirety.





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**Seoul Sewerage Science Museum**

With an area of 2,365m<sup>2</sup>, Korea's first sewage exhibition and experience facility combined with green open spaces consists of sewage treatment facilities, sewage exhibition hall, experience and participation facilities, and water cycle theme park, to provide visitors with a variety of attractions and educational programs.



**Donuimun Museum Village**

Donuimun Museum Village is a historic culture village created by remodeling 40 various buildings ranging from hanok of Joseon Dynasty to architectural structures of the 1980s.

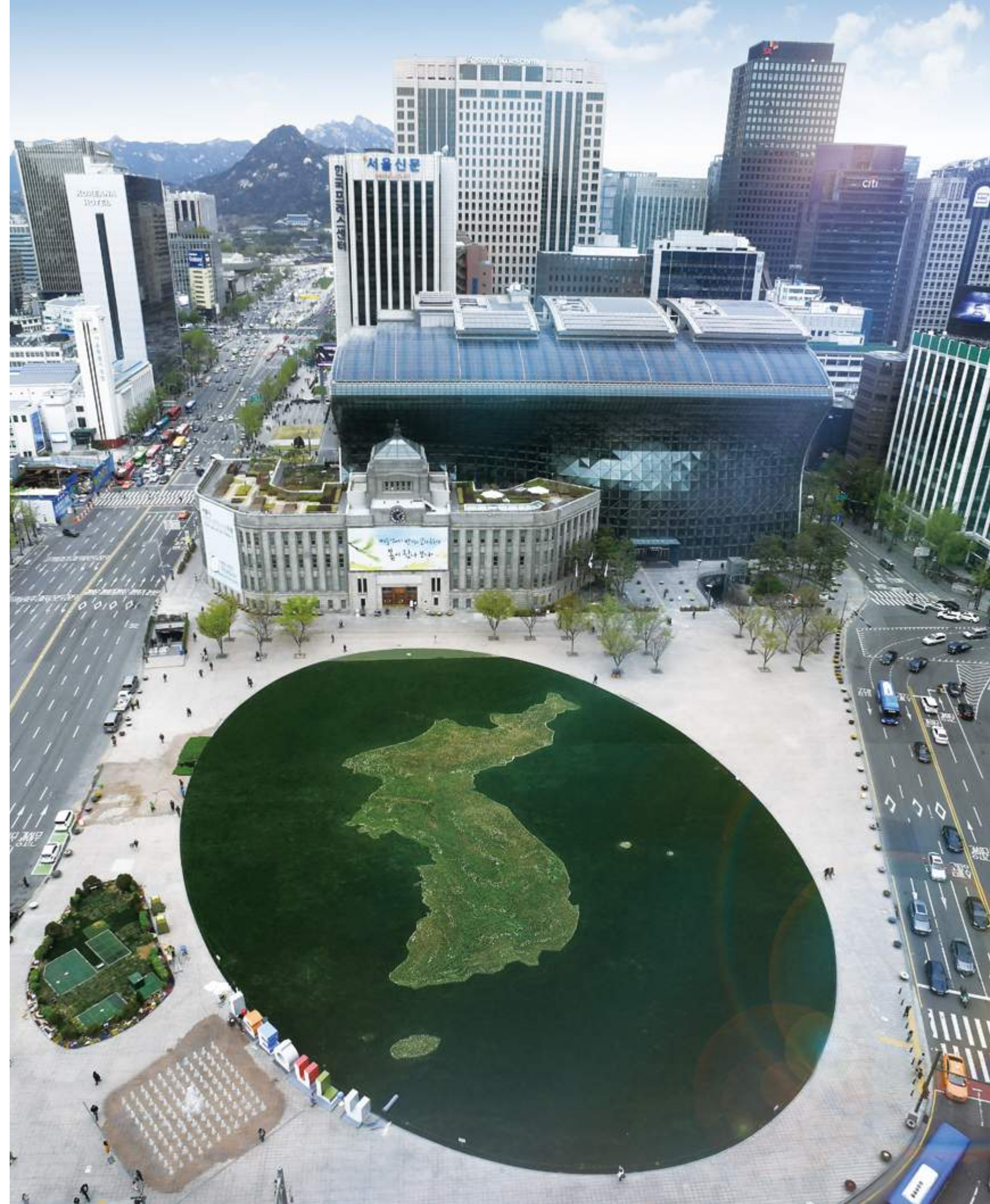


SEOUL, A CITIZEN-CENTERED SMART CITY

# Beginning of New Future

Seoul City is suggesting and sharing policy visions through various international activities with various global organizations in order to become a world-class city with a bright future. As such, it is operating cultural exchange projects with a number of cities around the world.

In addition, in the coming peaceful era between North and South Korea, it is preparing an inter-Korean economic cooperation promotion program, as well as human and cultural exchange programs.







#### A Vision for Inter-Korean Peace

Seoul is building a solid foundation for urban exchange between Seoul and Pyongyang by operating Inter-Korean Cooperation Committee and Inter-Korean Cooperation Fund.

By announcing comprehensive urban cooperative projects between the two cities and offering citizen participatory program, Seoul is gaining public interest and the appreciation for peace and unification.





#### International Exchange

Seoul, beginning with its sister city agreement with Taipei in 1968, has entered into agreements with 23 sister cities and 39 friendship cities as of today and is promoting human and policy exchange programs spreading across many areas including tourism, environment, safety and disaster prevention, while also building out a desirable urban exchange model.



Look Forward to  
Seoul's Tomorrow!





# PHOTOGRAPHS



**Changgyeong Palace**  
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**Seoul Sky from Hangang River**  
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**Seoullo 7017**  
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**63 Building from Hangang River**  
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**Bukchon Hanok Path in Gahoe-dong**  
<http://english.seoul.go.kr/category/get-to-know-us/seoul-views/photos/>



**I SEOUL U in front of Seoul Plaza**  
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**Hyangwonjeong of Gyeongbok Palace**  
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## NATURE



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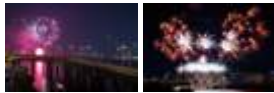
**N Seoul Tower**   **Hanyangdoseong, the Seoul City Wall**  
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**Hangang River**  
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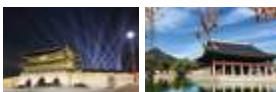
## TRADITION



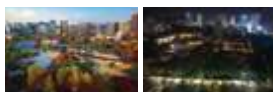
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**Lunar New Year's Day Festival at Unhyeongung Palace**  
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**Bongeunsa Temple**  
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# PHOTOGRAPHS

## STATE OF THE ART



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## INNOVATION FOR PEOPLE



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## DEVELOPMENT WITHOUT DEMOLITION



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**Sewoon Shopping Center**  
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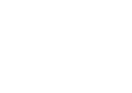
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**Donuimun Museum Village**  
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## BEGINNING OF NEW FUTURE



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**Seoul's Wish for Peace**  
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**Seoul Metropolitan Library**  
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**International exchange**  
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**Seoul Friendship Fair**  
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**Cheering Event in Seoul Plaza**  
Photo by Park Cha-gyun



**Foreign Supporter Cheering for World Cup**  
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**Look Forward to Seoul's Tomorrow!**  
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## Into SEOUL

**Publisher:** Seoul Metropolitan Government ([english.seoul.go.kr](http://english.seoul.go.kr))

**Address:** 110, Sejong-daero, Jung-gu, Seoul

**Planned by:** City Branding Division, Public Communication Bureau  
Global Urban Partnership Division, International Cooperation Bureau

**Edited & Designed by:** FOMANDESIGN

**Seoul Metropolitan Government Publication No.:** 51-6110000-001832-01

**ISBN:** 979-11-6161-361-1

Published on June 30, 2018

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