5-1 Cultural Properties

Seoul has many cultural properties as well as historic and cultural resources, as it case the history of 1400-year-old Joseon Dynasty and 2300-year-old Hanseong. Seoul boasts of various historical figures, events, histories and treasures, including 5 royal palaces, ranging from the prehistoric age to modern times. This is why efforts should be made to restore and utilize these valuable resources.

Seoul has opened up efforts to preserve its historic and cultural scenes, including palaces. Despite the efforts, however, many of cultural properties are not properly protected. It is needed to wisely utilize Seoul’s cultural resources while restoring Seoul’s historic scenes.
5-2 CULTURAL FACILITIES

Explosive growth in Seoul’s cultural facilities led to the establishment of 307 performance facilities and 560 art centers, museums and galleries. This is attributable to the policy support of Seoul Metropolitan Government, growth of performance art, and revitalized arts market. Nonetheless, many of them are small-sized facilities crowded in specific regions. It means that there are not balanced services available on the basis of a region, and brand name, image and equipments of existing facilities do not meet the international standards. In this regard, the quality of facilities need to be in line with that of internationally recognized cultural facilities. The government should come up with a policy to preserve a cultural cluster, and develop a cultural service that narrows a regional grid.
5.3 CULTURAL REGION

There are many cultural clusters in Seoul, as shown in Figure 32. Bukchon, Samcheong-dong, and Yongsan-gu have many galleries and art spaces, and their performances are concentrated in Gangnam-gu. As the density of cultural resources in Seoul is higher than anywhere else, in such an area, cultural and art styles are more refined and attractive.

Many regions show a characteristic atmosphere, thanks to the concentration of specific resources, including food, fashion, and life style. Seoul needs to preserve this cluster and extend its function to a functional place, in an effort to make Seoul equipped with more and more attractive streets.

Figure 32: Region of Cultural Resources

- Figure 33: Street of Culture, Walking-Friendly Street, Historic-Cultural Street

Figure 34: Specialized Street (Furniture, Fashion, Food, Living)

- Figure 35: Furniture Street
- Figure 36: Fashion Street
- Figure 37: Food Street
- Figure 38: Living Street

Specialized Street (Furniture, Fashion, Food, Living)

- Furniture Street
- Fashion Street
- Food Street
- Living Street
5-5.3 Festival of Seoul

Seoul is a city of various festivals. There are many performances, visual art festivals as well as regional and traditional culture festivals. Recently, events marketing, regional brand and image are emphasized. "Festival as preference" came to capture public attention.

In line with this trend, Seoul pushes ahead with a policy to transform representative cultural festival, into a four-season festival in 2008. According to the plan, spring festival will be held in spring, Honggang festival in summer, performance festival in autumn and visual art and media festival in winter.

### Seoul’s Festivals

#### Performing arts Festival

- Theater Festival
- Film Festival
- Jazzahead Festival
- Gugghenheim International Film Festival

#### Visual arts Festival

- Busan International Film Festival
- Dragon Ball Film Festival
- International Film Festival & Awards
- Jeju Film Festival
- Jeonju Independent Film Festival
- Jeonju International Film Festival
- World Film Festival
- Jeonju International Film Festival
- Seoul International Film Festival
- Korea International Film Festival

#### Music Festival

- Busan Music Festival
- International Festival and Exhibition of Traditional Music & Dance
- Seoul International Jazz Festival
- Seoul International Arts Festival
- South Korea Music Festival
- World Music Festival

#### Visual festival

- Busan International Poster Art Festival
- International Poster Art Festival
- International Poster Art Festival
- Seoul International Poster Art Festival


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**Figure 5.6: Seoul’s Festivals, 2008**

![Map of Seoul's Festivals](image)

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**Figure 5.7: Map of Seoul’s Festivals**

![Map of Seoul’s Festivals](image)
5-5 DESIGN OF SEOUL.

Seoul’s urban environment falls short of that of an advanced nation, as its sidewalks, signboards, street vendors and posters are not kept in order. According to a survey of Seoul citizens, most respondents think that Seoul’s environment itself has reciprocal characteristics.

In an effort to clean up the urban environment, Seoul city launched ‘Design Seoul Project’. Its core concept lies in making attractive Seoul by innovating the design of Seoul. Seoul designated 10 model streets and is promoting a project to improve Seoul streets.

It also pushes ahead with a city-salery project with the aim of decorating the urban environment, including an overpass, retaining wall, and subway. Citizens will see a new design and art decoration throughout Seoul in the foreseeable future.

Figure 55. Distribution of City Salery Project 2007

Figure 55. 도시설계의 도시화 개선 현황 2007

Figure 56. Design Seoul Street, 2007

Figure 56. 도시설계의 도시화 개선 현황 2007