



T H O U S A N D S

O F



I M A G I N A T I O N S



B E C O M E

A R E A L I T Y



Seoul Innovation Park

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Today, Let's Meet at Seoul Innovation Park

Greetings

October 2016

It has been around one year since Seoul Innovation Park opened its wide space to 10 million Seoul citizens on its opening ceremony in April 2015. When I walk through streets with trees in the park on a warm day, a phrase comes across my mind:

“桃李不言下自成蹊”

Cited from “General Li Guang,” *Shiji*, Sima Qian, it means that peach and prune trees don't talk, but trails naturally form underneath them.

For me, a peach tree is innovation. It is much more important than my characteristic large projects.

Innovation is required to make Seoul a city where human beings are the center. Innovation is required to enable citizens to play a central role in administration and to enhance citizens' quality of life. Innovation is required to give the youth an equal opportunity and help them realize their dreams. Most of all, innovation is required to resolve bipolarization of our society.

Seoul Innovation Park is a great soil of all citizens where numerous peach trees of innovation will take roots. This is the place where citizens and innovators who dream of a better future put their minds and heads together and attempt amazing experiments and connection in an effort to resolve inequality, injustice, and imbalance. May it be difficult and take time to achieve, fruits that we help them bear will be meaningful and sweat.

Please visit Seoul Innovation Park anytime and feel innovation yourself that is unfolded all year around. You can read thousands of stories that innovators share on every wall of buildings including the Future Field. You can also enjoy citizens' laughter from the buildings in the park. Then you will come across ideas that change the world, like stones or wild grass.

Today, let's meet at Seoul Innovation Park.



Park Won Soon
Mayor of Seoul

Social Innovation, Considerate Change Responding to Everyday Question



Some Good Cases for Social Innovation in Seoul



Change that protects women

Safe Parcel Delivery Service for Women

This system allows women to collect their parcels when they want to do from unmanned parcel boxes installed around their home. The Seoul Metropolitan Government first introduced this service in 50 areas in July 2013 and expanded a total of 160 as of 2016. A step with deep concern toward disadvantaged groups, it is the beginning of social innovation.



Change that attracts sympathy

Generation Sympathy under One Rooftop

This project encourages the elderly who live in a university town to lend spare rooms to university students. It offers a regular income to the elderly and a residential space to university students at an affordable price. For the elderly and the youth who are faced with a gloomy future, their unexpected cohabitation can be the beginning of a surprising change.



Change that protects environment

Seoul Bike

Public bicycle rental system, Seoul Bike, started in 2015 when 150 rental stations were set up in five areas, including Sangam-dong, Yeoui-do, and Sinchon with 2,000 bicycles. In 2016, it attracted approximately 100,000 citizens as members enjoying high popularity. Normal life with Seoul Bike, it is the environment that we have to protect for long.



Change that solves social problems

Crime Prevention Through Environmental Design

Crime Prevention Through Environmental Design (CPTED) was first adopted in Yeomni-dong, Mapo-gu and now expanded to 10 areas in Seoul. Character wall paintings, lightings, music, SOS emergency bell, and CCTV cameras all help protect residents on the streets. According to the Korean Institute of Criminology, the CPTED proved effectiveness in crime prevention by 73.8%.



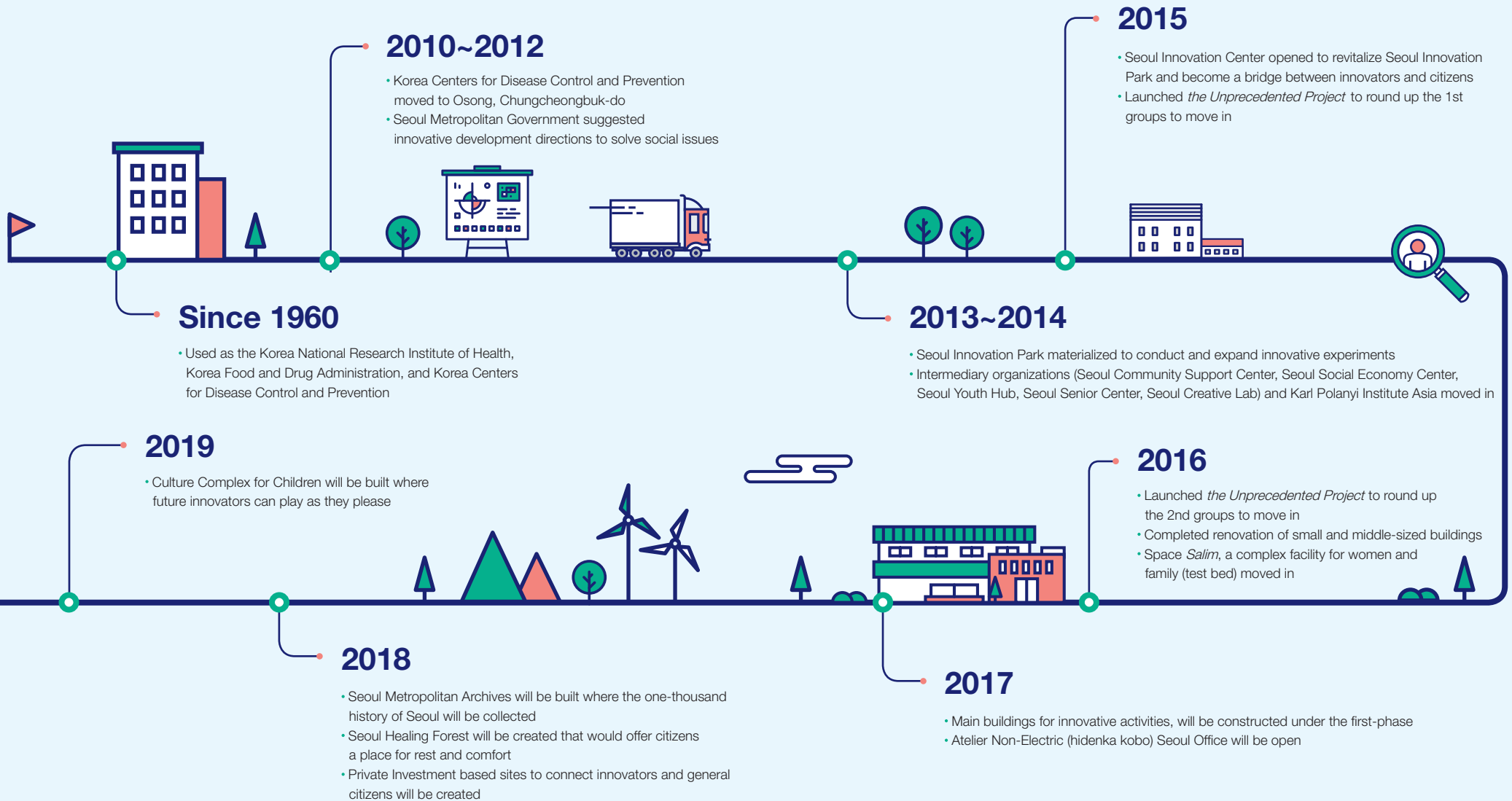
Change that thinks of sustainability

Energy-Independent Villages

What do you think about changing fluorescent lights in the underground parking lot and each household to LEDs? What about installing a mini solar power plant in the rooftop and veranda of your house? Energy independence that will guarantee a bright future starts on our fingertips. Energy-independent villages started from approximately by 1,000 households—residents of *Seongdaegol* Village and members of *Seongdaegol* Children's Library at Sangdo 3 and 4-dongs, Dongjak-gu in 2012 and now a total of 55 villages have adopted the system.

From Health Innovation in the Past To Social Innovation in the Future

Seoul Innovation Park History



"We need to correct wrong civilization painstakingly that human beings have created in each field."
Ham Seungho (atworkshop)

Seoul Innovation Park At a Glance

Seoul Innovation Park Structure

Groups that move in

- Culture / Art
- Education / Consulting
- Manufacturing / Production / Distribution
- Environment / Ecology / Energy
- Welfare / Human rights
- Network / Support
- Construction / Space

Innovators
People who connect imagination to reality

Intermediary organizations

- Seoul Innovation Center
- Seoul Social Economy Center
- Seoul Youth Hub
- Seoul Community Support Center
- Seobuk 50 Plus Campus

Additional organization

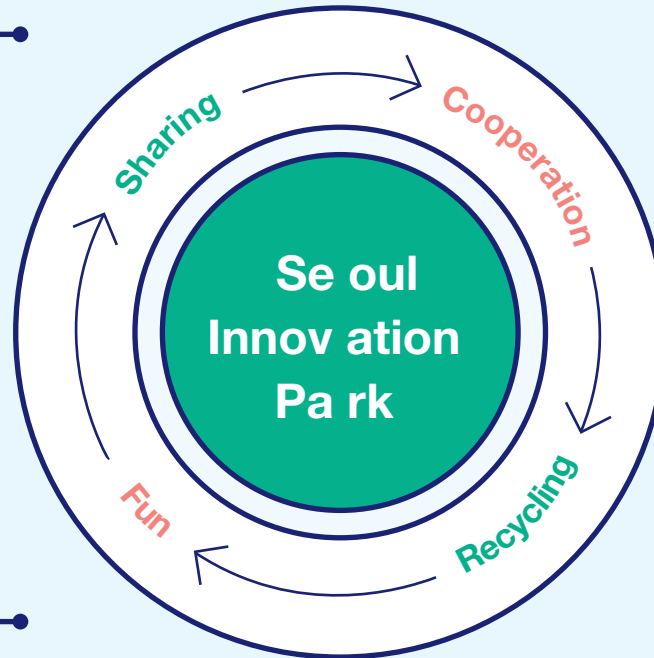
- Space *Salim* (test bed)

Collaboration / Networking

Innovative activities support

- Start *Jakdang* Project
- Living Lab* Idea Contest Project
- Outdoor Places Revitalization Projects

Activities
Moment when imaginations become a reality



“ **Social Innovation Platform**
For Innovators to Solve Civil Issues

Creation Park
For Citizens with Opportunities to Learn and Play ”

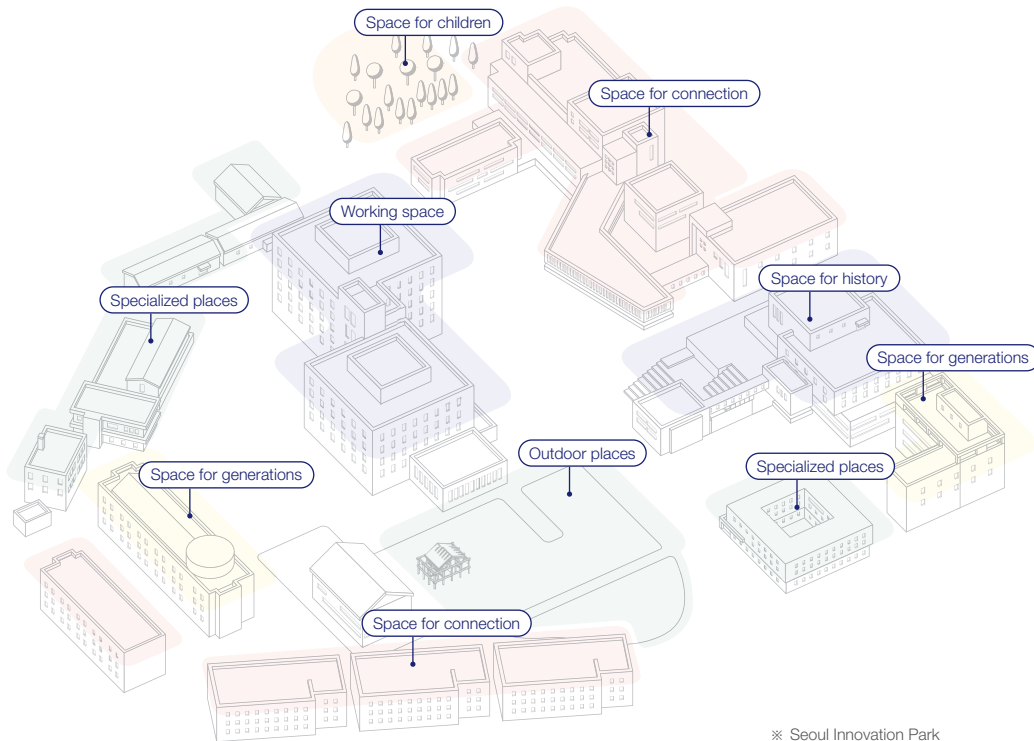
Space
Laboratory where imaginations become a reality

Working space	Future Field
Specialized places	Theater Park Food Park Wood Park Art Park Upcycling Park Maker Park Community Park SeMA Storage
Outdoor places	Hello, Innopark Inno Square and Piano Forest Artist Garden Innovators' Village Innovators' Playground
Space for generations	Youth Field Seobuk 50 Plus Campus
Space for connection	Buildings under the first-phase Business sites based on private capital
Space for children	Culture Complex for Children
Space for history	Seoul Metropolitan Archives

Stage

Everyone Become a Star

Spaces of Seoul Innovation Park



※ Seoul Innovation Park
space organization by sector
(by 2019)

Working space

Discussing and researching solutions to complicated social issues

Future Field

Office space for groups that moved in Seoul Innovation Park. Facilities are prepared where a variety of activities are available, including Co-Working Space, conference rooms and seminar rooms, as well as separate offices.

Specialized places

Experiencing innovation in person

Theater Park

Pop culture-based space where citizens can learn, make, and present a play in a joint workshop under various subjects, including media, pictures, and music.

Food Park

Food-themed space including a food community and a joint studio to discuss a new paradigm of food culture.

Wood Park

Wood-working space where professional experts reside with working tools and offer classes on carpentering according to the level of expertise of students. One can make furniture by oneself.

Art Park

Once a waste water disposal facility. Cultural art projects and art experiments are conducted by integrating and collaborating in various genres.

Upcycling Park

Space where various activities are conducted to come up with ways to use abandoned resources, e.g. toys, banners, and pianos, for different purposes.

Maker Park

Space shared by Seoul Innovation Fab Lab, which focuses on digital equipment, including 3D printers, laser cutters, and Appropriate Technology Lab, which is looking for solutions for social issues, e.g. energy, housing, and environment, focusing on appropriate technologies.

Community Park

Handmade sellers' works are displayed and a sharing library is operated in the citizen's participatory space with a charming resting place in the empty space of the building.

SeMA Storage

An exhibition space that uses old building structure, e.g. wood shelves and walls. Various art programs are running all year round with Seoul Museum of Art.

"I want to make things that I cannot even dream of doing in normal times."
Kwon Jiyoung, Nam Jihyun

Outdoor places

Fostering various innovative activities

Hello, Innopark

The gateway to Seoul Innovation Park. It boasts unique structures, including 5V House, an observatory while listening to music, and Nomadic Garden made of recycled electronic products.

Inno Square and Piano Forest

There is an old piano in Piano Forest and parking lines exist no longer in the Seoul Innovation Park. This unique space is used for a resting place for citizens during weekdays and a special place for a variety of cultural events.

Artist Garden

A space surrounding Light Pole House, which was created using the lighting tower of an old tennis court. Experiments are conducted from time to time to fill structures with no purposes with art and imagination.

Innovators' Village

Innovators experiment innovation in life while residing, e.g. Honey Root House to raise bees, or Energy Self-contained House to live independently with no electricity or gas.

Innovators' Playground

From children to adults, citizens can meet innovations while playing and having fun in a hard-to-find, imaginary place.

Space for generations

Where young and old men have their own voices

Youth Field

Run by Seoul Youth Hub and young people in an effort to encourage young people to carry out more activities. A variety of youth groups are working in this place for those who are ready to do something great.

Seobuk 50 Plus Campus

A place where those aged 50 or more (50~64) can learn together and make by themselves. Operated by Seoul 50 Plus Foundation, it runs facilities available for a variety of meetings and learning.

Space for connection

Where innovators and citizens meet and exchange

Building under the first-phase (by 2017)

Citizens and innovators exchange in freedom across fields and nationalities and create and experiment agenda for social innovation in this participatory place.

Business sites based on private capital (by 2017)

Walls that surround Seoul Innovation Park will be removed and open to the public for more innovation experiences. Innovation comes a step closer to citizens.

Space for children

For future Innovators

Culture Complex for Children (to be built in 2019)

Culture Complex for Children with a new concept will be built that cultivates children's creativity and imagination and develops them for future innovators.

Space for history

All history of innovation of Seoul in one place

Seoul Metropolitan Archives (to be built in 2018)

A record management institution will be built where citizens can read Seoul's main records from public to private ones.



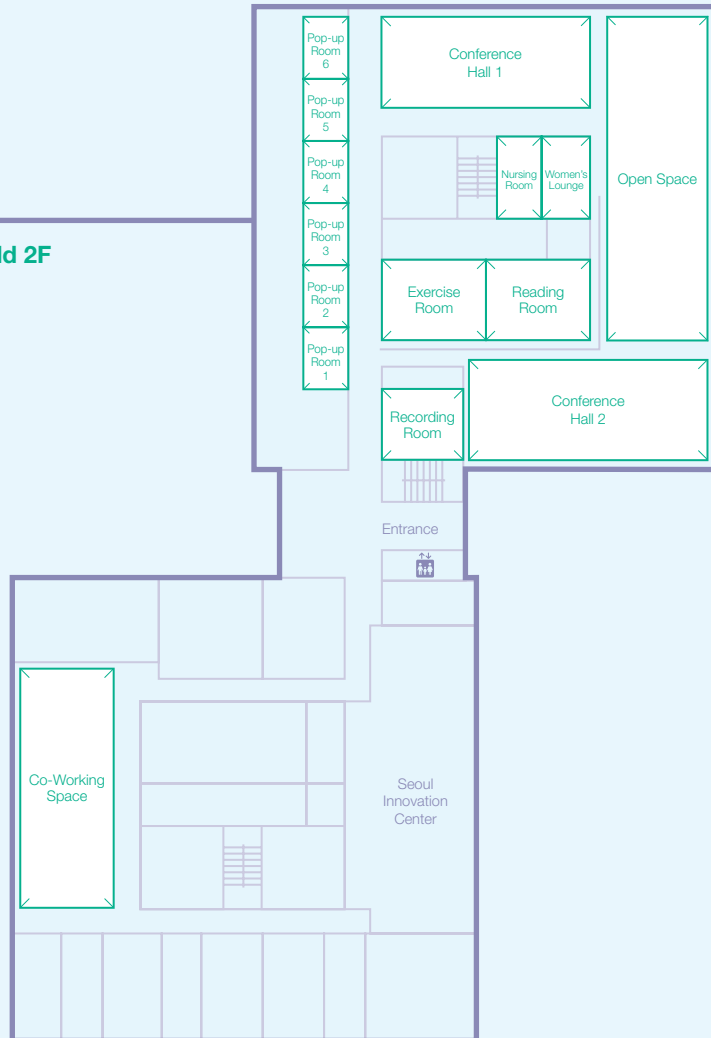
"I hope mothers and children can enjoy every part of this wide space."

Yang Misun

Find Your Innovation

Future Field Public Space

Future Field 2F



Public Space

Diverse activities are available in small or big meetings. It is open to groups that have moved in Seoul Innovation Park and all citizens. Innovators present their ideas and citizens can participate in person in Seoul Innovation Park programs up and running all year round.

- **Open Space** Cook and eat food, or chat with people
- **Conference Hall 1-2** Hold seminars or classes using audiovisual equipment
- **Pop-up Room** Hold various meetings or do individual work
- **Reading Room** Sit comfortably or lay down to read books
- **Exercise Room** Move freely for stretching, dance, or yoga
- **Women's Lounge** A warm space for women who need to take a rest
- **Nursing Room** A place necessary for pregnant women as well as moms and babies
- **Recording Room** Record podcasts using professional equipment, or record small-scale broadcasting



Co-Working Space

A shared office for one-man business or independent workers where innovators from various fields work together and share ideas. One can use the space through the formal process to enter and pay the monthly fee. The resident can participate in the regular networking events and exchange ideas with various innovators of Seoul Innovation Park.



"I want to enjoy this space where various keywords are mixed up."
An Gyoung-jin (Sculptor)

People who Think about Better Tomorrow

146 groups,
649 innovators

※ As of October, 2016

Groups That Have Moved in Seoul Innovation Park

Lead alternative culture that does not exclude human beings and nature, based on art that can breathe with the public.

Culture / Art
45

Share and learn beneficial experiences, wisdom, and knowledge for humanlike life.

Education / Consulting
40

Build up ecology that helps innovation groups develop and suggest necessary services.

Network / Support
15

Reflect on indiscriminate environment destruction and aim for life that co-exists with nature.

Environment / Ecology / Energy
12

Think about the value of human beings, labor, and environment that have been long forgotten under the mass-production system.

Manufacturing / Production / Distribution
13

Contemplate urban regeneration that restores forgotten community and nature.

Construction / Space
8

Protect rights of all neighbors including persons with disabilities, refugees, and minorities that we live together.

Welfare / Human rights
6

Dream of a world where everyone can experience benefits of technologies based on information open to the public.

IT
4

Create a world where rights of fair press for citizens and all one-man creators are protected.

Media
3

Council of tenant organizations in Seoul Innovation Park

Tenant organizations in Seoul Innovation Park have formed their representative body council to make it together. They discuss key issues, for example, communication, sharing space, and cooperation in a democratic way and make decisions.

Change the Way That Changes the World

Intermediary Organizations and Additional Organization of Seoul Innovation Park

Seoul Innovation Center

Helps citizens and innovators who try to solve various social problems by connecting and experimenting their experiences. Built on April, 2015, in accordance with Ordinance on the Establishment and Operation of the Seoul Innovation Park of Seoul Metropolitan City, its management is committed to Social Innovation Platform *There*, a non-profit corporation, by 2018.

Seoul Social Economy Center

A network hub that promotes cooperation among social economic organizations. Builds up foundation for cooperative economy by vitalizing public-private cooperation and private to private network. Creates sustainable social, economic ecology by supporting for each step and linking financing.

Seoul Youth Hub

Seeks possibility of much better life for youth to create spaces that moves across boundaries and connects them. Focuses on life of youth and supports their activities, policies, jobs, community, and research fields.

Seoul Social Economy Center

Develops village communities based on public-private cooperation, and helps them be connected and grow. Cooperates with intermediary organizations (Village Center, Borough Organization for the ecosystem Building of the Village Community) and support citizens so that town communities can move closer to Seoul citizens.

Seobuk 50 Plus Campus

Provides various educational programs for those aged 50 or older (50-64) to change their perception toward old age, seek a new career and learn living skills. Helps get a job, establish a business, make social participation, and conduct leisure activities. It is a platform that helps the 50+ generation create a new life model and support their activities. It is also a shelter where they gather and learn together.

Space *Salim* (test bed)

A complex facility for women and family under construction at Daebang-dong to help develop women working in the handmade field, carry out economic activities in a sustainable way, improve relations of various families, and support their community activities. Before opening in 2019, it is experimenting a variety of programs with participation of citizens and developing the operating models.

"A different society needs individuals who live differently."
Je Hyunju (coop rollingdice)

A Step For Change



Seoul Innovation Park Activities

Warm technologies with human face

Appropriate Technologies Council

Out of concern about crises caused by the existing scientific technologies, Appropriate Technologies attempt to come up with more ecological and environment-friendly solutions. *Appropriate Technologies Council* consists of groups inside and outside of Seoul Innovation Park interested in appropriate technologies to share information and seek collaboration. Currently, ten groups including *Appropriate Technology Lab* (2F, Maker Park) are members making efforts to spread appropriate technologies to Seoul Innovation Park and people's life in general.

No better contents production than this!

TruePark Production + Gamsung Bootda + LIFUN

TruePark Production, which produces video contents using smart devices, *LIFUN*, a group specialized in photo-taking, and *Gamsung Bootda*, a calligraphy project team, have been developing and operating various video contents curriculum, for example "Youth Video Contents Production Program" (Yong-san-gu Employment Training Center) and "UCC Free-Learning Semester Program" (Korean Institute for Gender Equality Promotion and Education). In other words, experts in each field share their wisdom and expertise to help people produce quality video contents using smart devices. Now, a single smart device allows people to create their small world.

We support your independence

The Big Issue Korea + 1PY

1PY, founded to help vulnerable social groups set up micro enterprises and *The Big Issue Korea*, issued to help homeless people support themselves, are supporting salespersons' founding companies and reemployment. Experts offer coaching services that include preparation for founding to execution, and *The Big Issue Korea* salespersons test-operate food trucks and cook delicious stakes. This way their dream of "living independently" is a step closer to realization.

Dream playground by children

tpot + SEESAW + atworkshop

tpot, which designs public spaces, was operating Speak-Up Your Voice Project Group when it planned Culture Complex for Children of Seoul Innovation Park to reflect children's ideas. *atworkshop* made an incomplete playground using waste wooden pallet. *SEESAW*, which realizes a place for play using ropes, has helped children plan the playground by themselves that they are dreaming of. Culture Complex for Children, the real playground for children will be completed in 2019.

Can't we work smarter?

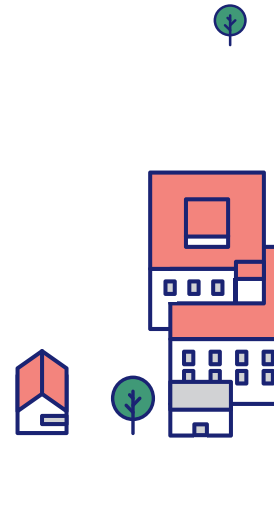
Dosirak Empire + Beautiful Coffee

Beautiful Coffee had difficulties in managing customers' requests in a systematic way that occurred when sending coffee beans on a regular basis. Fortunately, they met *Dosirak Empire* (Collabo Communications) in a meeting with groups that moved in Seoul Innovation Park and came up with "Coffee Bean Regular Sending Solution" using open-source software. Since then, the two groups have continued their collaboration, for example, producing and transmitting product promotion materials through SNS channels.

Connect a need and a need!

Park School Feel (yo) It (da)

Ten groups have come together in Co-Working Space specialized in different fields, including contents planning, social cook-dining, and IT. They make an objet that symbolizes a company, learn how to use DSLR or WordPress, and have time to reflect on themselves by reading tarot cards. Accordingly, communication is naturally made among groups and a new space is also made for cooperation. Connection is another power that moves us.



"I want to prove it: This is an important thing, and somebody should do it."

Rim Jihoon (Gogooma Edu-music)

Think The Next of Innovation



Innovative Activities Support Program

Start *Jakdang* Project

Seoul Innovation Center invites participation of groups in various social innovation projects and supports them. Collaboration among groups takes place naturally in enhancing their capabilities in connection with innovation resources inside and outside available. Around 50 projects are implemented every year in four fields: execution, research, networking and revitalizing location basis. Groups realize their dream of innovation step by step by planning and implementing projects.

Living Lab Idea Contest Project

A daily laboratory that identifies important and urgent social problems and finds solutions in daily life. Seoul Innovation Center is conducting *Living Lab* projects under various subjects: House Sharing to Solve Poor Single-Person Households, Developing Innovation Park Platform Online, and Creating Social Innovation Maker Culture. Seoul Innovation Center encourages citizens to solve various urban problems on their own by inviting them to select subject and lead research activities.

Outdoor Places Revitalization Projects

Seoul Innovation Center runs idea contests to utilize multipurpose variable structures in outdoor places of Seoul Innovation Park. Innovation groups that selected as the operational body of each place encourages local residents and people in general to use outdoor places and lay the foundation for collaboration and network among groups and innovators.

Operating body

Seoul Innovation Center

Helps citizens and innovators who try to solve various social problems by connecting and experimenting their experiences. Built on April, 2015, in accordance with Ordinance on the Establishment and Operation of the Seoul Innovation Park of Seoul Metropolitan City, its management is committed to Social Innovation Platform *There*, a non-profit corporation, by 2018.

2F, Future Field, Seoul Innovation Park

Contact

02-389-7512~3

hello@innovationpark.kr

Affiliated research body

Social Innovation Research Lab

Conducts research activities with citizens that are necessary to expand social innovation. Studies social innovation cases, theories, and policies and shares results so that little changes made by citizens can change Seoul.

No. 320, Future Field, Seoul Innovation Park

Website

soinnolab.net

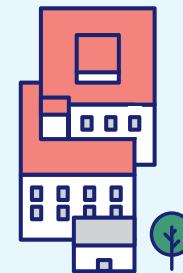
Facebook

fb.com/seoulinnovationlab

Contact

070-4771-0032

soinnolab@gmail.com



"Making a structure to create ideas and build up capabilities is important."

Park Changuk (Director General in charge of Outdoor Places Revitalization)

List of Innovation Groups

Groups · Intermediary Organizations · Additional Organization



Future Field

301A Amant Inc.	401H M&M International	507 THE ASSOCIATION KOREA YOUTH HUB
301B ZARI	401I POP-UP NORITER	508B Seoul Citizen's Solar Cooperative
302 JARAKDANG	402 Knowledge Circulation Cooperative Alternative College (KCCAC)	509 FAIR SPACE
303A Peace Education Project MOMO	403 Hyunsil Publishing co.	509 Nicemom
303B Eunbit	404A coop rollingdice	510 Social Economy Law Center TheHam LLC
304 tpot	404B designre;	511 Non Profit Organization Community & Humanity
305 21st Century productions	404C The Research Institute of Photographic Archives	5F006 whatcoop
306 WeAre	405 A company	5F008 Biun & Chaeum
307 Filmfactory NOON	406,	601 Silvernet TV
308 SENOON COMPANY	407, Beautiful Coffee	602A 1PY
309 media content creators cooperative	408	602B goodncompany
310 Jain Eco-Architecture&Design. Inc	409A mulpurecoeducenter	602C Ohmycompany Corp.
311 Toadhousing Inc.	409B ipool herb coop	603 Korea Traffic Disabled Association (Seoul Branch)
312 Dosirak Empire (Collabo Communications)	409D Korea Public Management Institute (KPMI)	604A Vegan Tiger, Inc.
313A The Big Issue Korea	410 FRIENDASIA	604B rotiproject
313B Futures Coop	411 RICOOP	604C SL:RE PROJECT (slow:re project)
314 EcoFemme	412 Citizen's Broadcasting Foundation	604D Unknownbook
315A Visionplan Eunpyeong Center	413 Art&society	604E SPACE SOOM Architecture & Urban Design
315B sesangi	414B The Bridge	605 Asia Fairtrade Network
315C Korean Barrier Free Films Committee (KOBFAFF)	414B SocialEQ	606A,B SEOUL COOP SUPPORT CENTER
316 Energy Welfare Social Cooperative	414C Community Human Resources Development (CHRD)	607 seoul social economy network
317A,C Seoul governance Lab	415 UNDERDOGS	
317B Seoul-Local co-prosper support Organization	4F001 Edumoney	
318 CREATIVE FACTORY LLC.	501 Marketing School for Public Interest	
319A OYORI ASIA Inc.	502B Encorebravono coops	
319B Center for Story Managing	503 Malgeun CPA	
401A Center for Refugee Rights in South Korea	504 Korean Lawyers for Human Rights and Public Interests (KLPH)	
401B Noninonda	505A AUD SOCIAL COOPERATIVE	
401C Check it out	505B ep coop	
401D Noh-Neun-Eom-Ma Cooperative	505C markers lab	
401E Tanberine	506A euiyeon	
401F booksense	506B make U big research center	
401G Village rainbow		

Future Field Co-Working Space

FAIRTRAVEL KOREA	A.LIVE
GONGGI handicrafts	yesaengdi
munyaconcert	WITHFREEMARKET COOP
Think Village	Eunpyeong Library Community Cooperative
communication woody	Eunpyungmomtoktok
k-road No. 1	jaja books
ARTLAB OH	BI CPG
Center for Growth & Healing	Merry Campaign
Gamsung Bootda	sajinbang
Gomusin school	WIMPLE (Women's Playground)
KIM SO EUN	Issack Arte Povera Inc.
Photo education and therapy, <Photography course to meet me>	hiddenbook
NeoNuro	G-ppul art company
New Media Public Art Experiment	GEOPLAY
LIFUN	Maeul Lab
micbus	a friend's rooftop ART
studio magenca	COMMUNITY HUB GONG GAM
People speaking	Curatorial Lab Seoul
Boosterc	Taecheonin
Bukhansan community woodworkshop	TruePark Production
BICHUM	Project Story Garden
Social Play Group Dolssatgi	Project C
institute for self-reliance and healthy living	Happy Eoulim
Changemaker School	COOP.ONRE
sori-D	Bona Liber Publishing Co-operative Ltd
The real hongdae	
Sparkling studio	
SEESAW	
ARISEOBJECT	

Specialized building

Theater Park	Gogooma Edu-music SENOON COMPANY Filmfactory NOON
Wood Park	WoodCoop
Art Park	Alternative Space Jungdabang Project
Upcycling Park	kumjadonge Art & Public Toadhousing Inc. Seoul Citizen's Solar Cooperative touch4good
Maker Park 2F (Appropriate Technology Lab)	Alternative Energy Laboratory Handz, Center for Village Technology atworkshop
Community Park	FAIR SPACE ZARI Nicemom

Intermediary organizations · Additional organization

Seoul Innovation Center	Future Field (2F)
Seoul Social Economy Center	Future Field (1F)
Seoul Youth Hub	Future Field (1F)
Seoul Community Support Center	Seobuk 50 Plus Campus (3F)
Seobuk 50 Plus Campus	Seobuk 50 Plus Campus (2F)
Space Salim (test bed)	Community Park (2F)

"I wonder if this relationship that we are forming in a different way, is indeed the beginning of change."

Jeon Sehyun (Peace Education Project MOMO)

Directions

684, Tongil-ro, Eunpyeong-gu, Seoul, South Korea
03371

Subway

Go straight by 200m towards Hongje
at the Exit No. 2 of Bulgwang Station (Line 3 and 6).
(5 minutes on foot)

Bus

Town Shuttle Bus Eunpyeong 02, 04, 07 **Green Bus** 7720

Blue Bus 471, 701, 703, 704, 705, 706, 720, N37

Regular Bus 99, 330, 567 **Nonstop Bus** 9709, 9710

Red Bus 9703, 9709 **Airports Bus** 6012



Meet
Seoul Innovation Park
Online!

Website
innovationpark.kr

Blog
s_innopark.blog.me

Facebook
fb.com/seoulinnovationpark

Instagram
instagram.com/s_innopark

Newsletter
innovationpark.kr/newsletter-signup

