AUG / SEP 2012
DCD @ SEOUL
Design Can do is a project that started in 2012 by three designers in New York, London and Seoul with a Can-Do attitude, that through design, anything is possible.

Design Can do provides a platform where professionals from various disciplines can contribute to the development of their society through design thinking. By encouraging voluntary participation from a range of different backgrounds the project aims to change the false notion that design’s role is mainly to beautify and develop products for manufacture and to show that design processes can be applied to social problems to come up with real solutions and outputs that are more than just making things look good.

Starting with a workshop in Seoul, Korea, in August 2012 and a workshop in Cape Town, South Africa in November 2012, Design Can Do plans to hold workshops around the world annually and to become a world wide interdisciplinary design event that gets local professionals to tackle local social problems using a design approach.

Design Can Do는 디자인을 통해 어떤 것도 가능하다는 Can-Do 정신을 바탕으로, 2012년 미국 뉴욕, 영국 런던, 한국 서울을 기점으로 세계 각지에서 디자인 프로젝트를 시작하였다.

Design Can Do는 여러분이 가지고 있는 아이디어를 통해 사회 문제에 기여할 수 있는 플랫폼을 제공한다. Design Can Do 워크샵은 다양한 분야의 전문가들의 창의적인 참여를 유도함으로써 기존의 생산품 개발이나 마케팅업에 기여한다. 디자인의 역할에 대한 인식을 개선하고, 디자인 프로세스를 이러한 사회적 문제해결에 접목하여 실제 구현 가능한 결과물을 도출해 내는데 활용하기 위하여 기획되었다.

2012년 8월 서울과 11월 남아공 케이프타운의 워크샵을 시작으로, 매년 세계 곳곳에서 지속적인 워크샵을 개최하며, 지역 전문가들과 함께 지역 내의 사회 문제를 디자인적 접근 방식으로 개선하는 데 중점을 둔다.
Design Can Do follows the style of a hackathon where a variety of creative types gather for a short fixed amount of time to collaborate and share ideas to act as a positive stimuli for each other. The workshop is comprised of 6 hours of research and 30 hours of development that takes place over 6 hours on a Friday, starting at 6pm, then for 30 hours from 9am Saturday to 3pm Sunday.

Design Can Do, an interdisciplinary workshop where professionals of diverse disciplines come together, is made up of 30 Maximizers and 6 Catalysts.

Design Can Do not only welcomes the participation from designers but also professionals from other wide disciplines such as science and engineering, business and humanities and a mix of 5 of such professionals make up a group during the workshop. The 6 Catalysts take on a more active role in the workshop. They are professionals who have a keen interest in the subject area, and they rotate around the different teams taking on the role of the facilitator at times.
A workshop toolkit and manual are given out to each Maximizer and catalyst and it is used throughout the workshop. The toolkit contains a basic set of stationary useful for the workshop along with two decks of cards, one, a pack of quotes for general inspiration and the other, a deck of images used for lateral thinking. The tool kit comes with a work in progress manual that can be plugged and played for solving various problems with the intention of not only guiding a participant through the workings of this workshop but to encourage and inform them to organize and host such workshops themselves in the future. DCD believes such a project needs to be open to change and adaptation, and are constantly looking to improve the manual after each workshop.
Design Can Do took its first steps in Seoul. Seoul, a complex mega city, has as many problems as much it is dynamic. Seoul City and Seoul Design Foundation has been trying hard to find design solutions to the city’s various problems and has been listening to the voice and suggestions of the Seoul citizens. But how many of those ideas and solutions actually make it to become a reality? Design Can Do aims to turn ideas into real solutions with the experts of Seoul. Using Facebook to crowd source ideas for a subject area for this workshop, Seoul’s alleyway culture was selected as the area of focus. We invited a diverse set of experts to spend 36 hours to collaborate on developing ideas that would create and sustain a socially/culturally/economically and environmentally positive and viable alleyway culture and to search for a way to make these ideas into reality.

The subject ‘Alleyway’ has complex problems. When people think of the word ‘alleyway’ they think of the alleys between houses, but we could also think about the space between buildings, the corridors of apartment blocks, the space under bridges, and all those in between spaces left from the infrastructures of the city. The DCD@Seoul workshop looked at ‘alleyways’ not as streets with a particular address but more as a shared space between neighbors and discussed the social problems presented in that light and searched for solutions. The workshop participants redefined alleyways that are sustainable and looked for ways of creating a positive culture. Rather than look for an ideal perfect answer to the problems, DCD@Seoul workshop focused on searching for practical applicable solutions.
In the induction on Friday evening, Design Can Do and the subject of the workshop was introduced. A mini Pecha Kucha was held to introduce and share the thoughts of the participants and the Inspire Phase of the workshop kicked off with research into the subject.

Saturday and Sunday’s schedule was carried out in teams and using the breaks for meals, three mini lectures were organized. Tree Planet’s CEO, Hyungsoo Kim, ex-Art Director of The NY Times, Junmo Kang and DCD@Cape Town’s local coordinator, Sune Stassen lectured at DCD@Seoul.

On the following Monday, to ensure a wide dissemination of the results of the workshop and for the continuous development of Design Can Do, a post-workshop mini-seminar was planned. In addition to those who took part in the workshop, interested parties from Seoul City and Seoul Design Foundation as well as various experts were invited as panels for the event.
At the Design Can Do Seoul workshop, 6 results were presented and judged using the following criteria.

**Social Value**  Whom will benefit from it and how many will enjoy the benefit? How much will they benefit?

**Practicality**  Can it be done and is this the best way?

**Sustainability**  Will it last socially, culturally and economically and environmentally?

**Creativity**  Is it new and innovative?

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Design Can Do 서울워크샵을 통해 주제 서울공공문화에 대한 6가지의 결과물이 제안되었으며 다음과 같은 항목으로 평가되었습니다.

사회적 가치: 누군가, 얼마나 많은 사람들이 이익을 얻게 되는가? 얼마나 이익을 얻게 되는가?

실용성: 실현 가능한 가장 좋은 방법인가?

지속가능성: 사회적으로 문화적으로 경제적으로 지속가능한가?

창의성: 새로운 혁신적인 방법인가?

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**Jury list**

Bae Jongwon / President of SDF

Hyukil Kwon / President of NHN Happybean

BahnSeok Yoon / CEO of DAREZ Inc.

Inae Jung / CEO of DOMC

Sune Stassen / DCD Cape Town Coordinator
THE GIVING SHADE
아름없이 주는 그늘

Identified Problem
Cultures start under shades. How could we provide such 'shades' where people can stop, rest, and create culture?

Expectations
Facilitation of communication between residents by using alleyways as a community space.

Maximizers
Je Jin Kim
Je Sung Park
InnGook Cho
Juhee Cho

Catalyst
Yeeook Im

Concept Summary
In the west, people used plazas and squares for sharing information and communicating with each other. Similarly, in Korea, people gathered around wells making a community to share stories. Over time, wells have slowly disappeared and so have the shared spaces for communication.

However, alleyways, a shared space that has a close relationship with people could be used a place of communication. Based on the concept ‘cultures start under shades’, the sheltered space in ‘shades’ can act as a medium that will bring a positive effect on people's lives.

Using the ‘Shade Kit’ residents can make a tent-like ceiling, creating new type of shared space in the alleyways. We plan on providing the residents and passersby a shade under which they can talk, exercise and share their lives with each other.

Embrace
Alleyway for health
Can alleyways be a place where people can exercise together?

Alleyway for gathering
Can alleyways be a place where people can gather around and talk, like in a cafe?

Alleyway for open market
Can alleyways be a place where people can exchange used goods?

아이디어개요
과거 서양의 광장이라는 공간은 사람들이 모여 각종 커뮤니티 활동이 일어나는 지역의 가장 잘라웠다. 우리나라 마을들은 마을의 가운데나 있는 우물에서 모여 소통하고 정보를 공유했다. 하지만 요즘 이러한 공간은 사라지고 소통의 장소 또한 사라졌다.

‘The Giving Shade’는 사람들과 일치한 관계를 가지고 있는 곳에이라는 공동공간을 활용하여 소통의 장을 만들고자 했다.

‘그늘’이라는 공간 아래에서 문화가 시작된다’라는 개념을 바탕으로, ‘그늘’이 사람들에게 긍정적인 효과를 가져다 줄 수 있음을 ‘마당’이라는 태개를 통해 제시하고자 하였다.

‘Shade Kit’은 곳곳에 쉽게 설치할 수 있는 천막으로 주민들은 ‘그늘’이라는 새로운 공동의 문화공간을 만들어 나간다.

‘The Giving Shade’는 각 주민의 ‘마당’에 설치한 ‘그늘’을 연결하여 개인의 공간을 지역 공동 공간으로 확장하고, 그 아래에서 지역주민들이 함께 나눌 수 있는 다양한 교류 프로그램을 제공하고자 한다.
THE VERY FIRST STEP

Identified problem

The alleyways of Seoul have a lot of problems, but changing the infrastructure alone without changing the people inside it has its limits.

Expectations

By getting the residents to become friends through shared allotments, we can expect them to take ownership of their shared space, resolving many of the problems that exist in the alleyways due to negligence.

Concept Summary

Problems in the alleyways of Seoul can be resolved by the participation of its residents. To reach this state of working together to better their neighborhood, people have to start by becoming friends.

Alleyway Allotments, The very first project, proposes a program where adults can become friends as its first step and a more long term road map to follow.

Alleyway Allotments, The very first project

− An overall service process design that includes play
− An allotment kit that takes into consideration the physical characteristics of alleyways
− Creation of touch points between people of the alleyways
− Differentiation from a personal allotment by adding a fun and attractive play pattern.
WRITE THE LIGHT
소외된 계층에 대한 사회적 접근

Maximizers
- 강보라
- 박수진
- 임채광

Catalyst
- 김소연
- Eugene Park
- JaeKwang Lim
- San Baek

Concept Summary

Based on notion of public involvement and interest, this concept is about connected communities that facilitates the residents of a typically neglected area, ‘Moon-villages’, to find their own identity.

Our proposal is to have empty houses scheduled for redevelopment at alleyway intersections be selected as a contact point for locals and transform them into ‘moonlight alleyway libraries’.

‘Write with the light’ libraries are ‘living libraries’ where locals who visit can not only read stories but the emphasis is on telling their stories, for their lives to be recorded on site.

With the support of Seoul City, the local residents can grow their own identity and use this to spread a positive message of hope in alleyways cultures in place of their spoiled image and create a cultural asset to society.

Identified problem

Today, movement and change is more familiar than tradition and stillness. We live in a place where neighbours can’t open up to each other. The community spirit in neighbourhoods have long disappeared.

Expectations

Delivery of a message of hope through alleyways with a positive culture that sheds light on the neglected.

문제인식

마무림보다는 미남이 약속한 시대,
주변 이웃과 마음 놔두고 지날 수 없는
각박한 세상. 커뮤니티로서의 기능을 상실한
글목길.

기대효과

골목에 희망의 메세지를 전달하고,
소외계층에 해당하는 이들을 새롭게
조명하여 긍정적인 골목문화를 형성하고자 한다.
### Concept Summary

The concept focuses on the most important issue in alleyways for residents: safety.

A web-based platform is chosen for sharing numerous ideas and opinions as well as to enable fast feedback.

A way of searching for a real and practical solution from residents.

Starting from a small select area, such as the floors or steps of certain boroughs, the activities will expand gradually.

Interest and opinions from various residents and experts are induced.

A system to shed light on where investment is needed: local government budget can be used efficiently.

Continued interest created by sharing on and off-line.

Objective: to settle as a sustainable system that can self support and develop.

### Identified problem

It is difficult for the residents to report the problems in the alleyways to the local governments and too many for the government to tend to each problem.

### Expectations

The concept provides a way of shedding light on the alleyways in need and a platform for people to provide solutions. This way, the inhabitants of the alleyway come up with ideas for their problems and are able to resolve the issue.

### Objective

By showing before and after photos of the alleyways and interviews of residents in the area on a web-based platform, the problem solving process and feedback from locals can be shared.
Identified problem
Once a place for communication, alleyways are now riddled with problems of parking, crime and waste disposal. Using the walls of alleyways which have no other function, the proposal aims to solve such problems and better the lives of citizens.

Concept Summary
Transform Wall: A digital signage that allows for a different experience depending on the user and their context.

Main experience
- Communication between residents: Residents can easily leave messages via a touch screen and can also send and receive messages with the wall using a smart phone.
- Safety: In times of danger, the emergency button can be pressed for an instant report and links up to the local police via a video chat.
- Children’s play area: Children can use the touch screen to draw or play.
- e-flyers: The screen can display the local shops’ discount vouchers
- Viewing of media: Football games and such can be viewed together forming an alleyway culture.
- The wall can expand further infinitely to better the lives of the local residents.

아이디어개요
Transform Wall: 사용하는 사람에 따라, 사용 상황에 따라 다른 경험을 제공하는 디지털 사이니지

요소 사용자 경험
- 주민 간 소통: 탄력스 크린을 통해 편리하게 메시지를 남길 수 있으며, 스마트폰을 통해 메시지를 주고 받을 수도 있음.
- 안전: CCTV 캠으로의 기능을 하며, 위기 상황에서, 비상 버튼을 누르면 즉시 신고가 접수되며, 경찰사와 형사통화가 연결됨.
- 아이들 놀이 공간: 아이들이 탄력스 크린을 활용하여 그림 그리는 다양한 교육 콘텐츠 이용할 수 있음.
- e-전단지: 근처 쇼핑몰의 다양한 할인 전단과 소식을 스크린에서 확인
- 광고 프로그램: 월드컵 거리 광고, 주말 영화상영 등의 프로그램을 통해 흥미로운 생동
- 그 외에도 지역 주민의 삶을 개선하는 기능의 무한 확장이 가능

User Scenario A
Help!
Someone’s following me!
도와주세요!
누가 따라오세요

User Scenario B
My son’s outgrown his shoes, if you’d like it get in touch!
아이 신발이 작아졌네, 필요하신 분~

User Scenario C
Mom, I drew this!
아, 내가 그리 gördüğü~
**Concept Summary**

To develop individual alleyways through bringing out their own characters, two areas ‘Daehakro’ and ‘Naksan Park’ were chosen and we looked at the alleyways connecting these two areas.

We looked at alleyways as a way of connecting two places and looked at how to unfold the way finding in a fun and easy way.

The basic idea is to direct attention naturally to the destination while respecting the characters of each alleyway.

Our proposal is to make alleyways more approachable and ultimately turn them into landmarks themselves by having them communicate, and show direction rather than being only visually pleasing.

We can expect the shop owners and residents of the forgotten alleyways to benefit from such developments.

**Identified problem**

There are a lot of little alleyways that connect developed areas A and B. However, due to the lack of awareness and information these alleyways have been neglected from development.

**Expectations**

By connecting popular areas with little alleyways, development in the through routes can be expected. These alleyways can develop with a unique character as a place to gather and share benefits.
This publication has been produced as a result of the DCD@SEOUL workshop in August/September 2012

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Contents

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Design Can Do Organization is supported by the Korean Ministry of Knowledge Economy and KIDP.

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백종원 Jongwon Baek
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Sune Stassen

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강찬희 Chanhee Kang
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최진영 Jin Young Choi

Video

따뜻한 볼날