

# 2019 WINTER DESIGN WORKSHOP

cape

Campus  
Asia  
Plant  
Environment innovation

—  
KOREA



## Teams

Students were divided into the following five teams.

Abbreviations:

CU-Chiba University

SNU-Seoul National University



## Professors

CU  
Ikjoon Chang

SNU  
Kyungsun Kymn

SNU  
Jangsub Lee

## T.A. & Translator

SNU  
Dahyun Go

## A

Yuki Hashimoto -CU  
Yunseon Oh -SNU  
Seoin Song -SNU

## B

Nana Yokota -CU  
Daeun Im -SNU  
Jinyeong Yang -SNU

## C

Xinlu Tong -CU  
Seongjun Kim -SNU  
Ajeong Kim -SNU

## D

Takumi Sato -CU  
Dogyeong Kim -SNU  
Minu Song -SNU

# Objectives of Design Workshop

The workshop asks students to explore new 'ways of thinking and expression'.

The key steps that will guide student's tasks are:

Part 1. Finding inspiration from a wide range of observations

Part 2. Express 'a pattern of thinking' as 'a word'

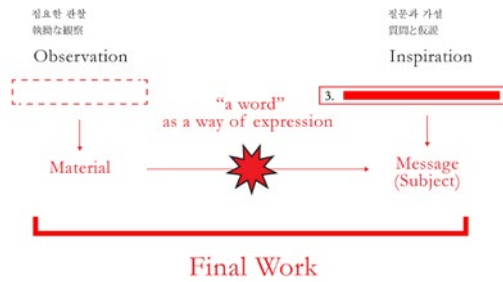
Part 3. Using 'a word', represent the final work as a way of new expression <https://music.line.me/trend>

\* The workshop was conducted in Japanese and Korean.

Part 1.  
「 관찰」이 「영상」을 「발견」하다  
「觀察」が「映像」を「発見」する。

Part 2. "a word"  
「생각의 패턴」을 「한 단어」로 표현하다  
「思考のパターン」を「一つの単語」で表現してみよう。

Part 3. "a word" as a way of expression  
「생각의 패턴」이 새로운 「표현의 방식」이 된다  
「思考のパターン」が新たな「表現の方式」になれる。



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# A

## VARIATIONS OF SELF-IDENTITY

### Observation

Jjirashi(street leaflet) 「ちらし/찌라시」

Jjirashi in Yongsan-gu

### Inspiration / Message(Subject)

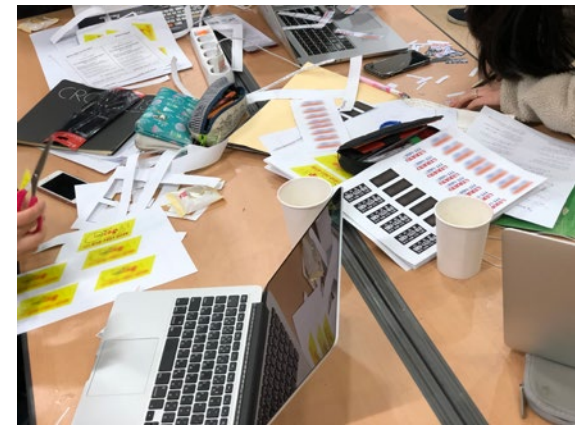
Jjirashi exists in various form and size in different places. From the Jjirashi that we researched, we found it gives various characteristic things about those areas.

### Final Work

We found a common feature of Jjirashes from 3 different places.

Then sorted it as six types, we recreated the area by using it.

Design Outcome



observe

### 찌라시 ちらし

자기주장이 강하지만 눈에 띄지 않는 홍보물



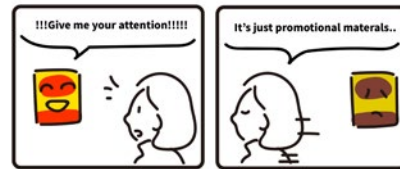
거리의 찌라시들은 지나가는 이들의 주목을 끌기 위해 강렬한 디자인을 가지고 있다. 그러나 오히려 그런 강렬한 디자인이 찌라시의 형식이 되어버려, 사람들은 그런 강렬한 디자인에도 불구하고 오히려 더 신경을 쓰지 않는다.

派手な色と大きい書体を使っているにもかかわらず、目立たないステッカー。

observe

### 찌라시 ちらし

자기주장이 강하지만 눈에 띄지 않는 홍보물



DAY 1

### 이태원 경리단길

itaewon gyeonglidangil



아티스트의 개인 홍보물이 눈에 띄었다. 길가에서 벗어나 골목으로 들어가면 주택가가 있는데, 주택가에는 인터넷 세터스, 학우도, 송돌집 광고가 많았다. 메인스트리트에는 아티스트의個人的인 스티커가 눈에 띄고, 주택가로 들어가면, 주택가로 들어가면, 인터넷 스티커 광고가 눈에 띄었다.



DAY 2

### 이태원 메인길, 퀴논길

Itaewon main street kwinnongil



가장 찌라시가 많은 거리. 이태원 특성 상 아티스트의 홍보물이 눈에 띄었다. 여기저기에 설치되어 놓여있는 벽돌이 많았고, 다른 두 장소와 달리 유용업소 광고가 발견되었다. 대부분이 광고도 길거리 벽에서 많이 발견되었다.

チラシが最も多かった。アーティストのステッカーが目立った。壁一面の壁紙のチラシがあり、壁面のチラシも多かった。

# B

## EMPATHY IN IMAGINATION

### Observation

We observed the people who are waiting on the streets.

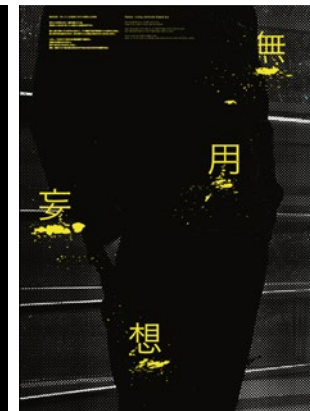
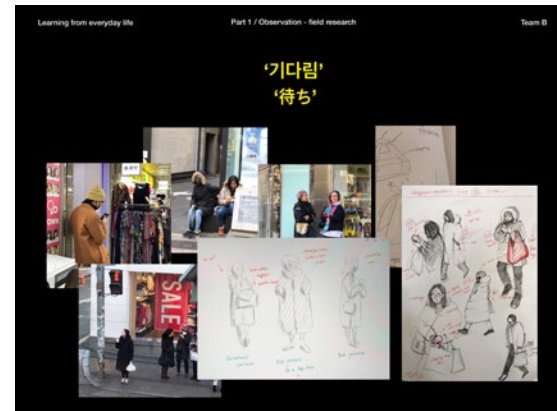
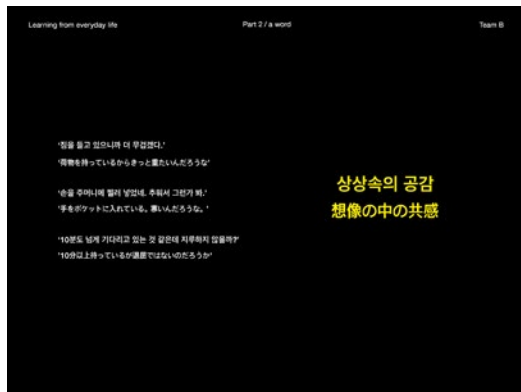
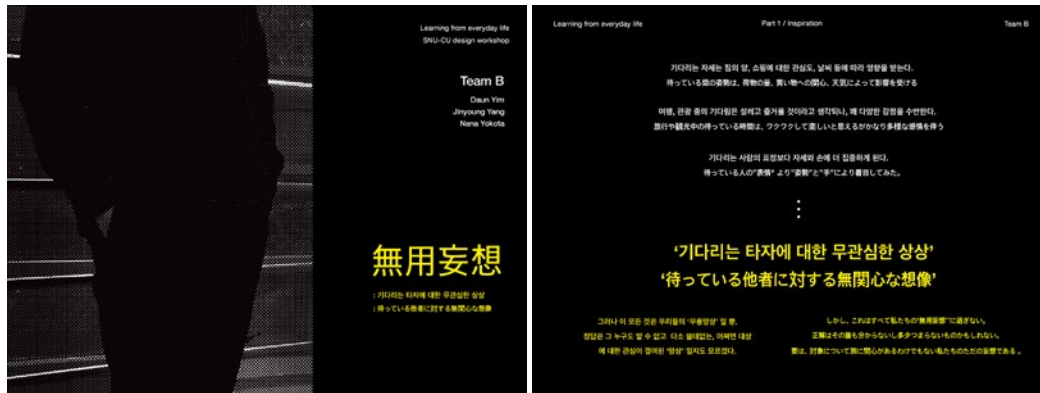
### Inspiration / Message(Subject)

Through the observation, we had imagined those people's situations, characters or their actions. It leads us to find the message, Useless Delusion 「無用妄想/무용망상」

### Final Work

Poster and post-card have selected as the final work medium.  
We visualize the word 'Useless delusion' based on our experiences.

Design Outcome



# PROJECTION

## Observation

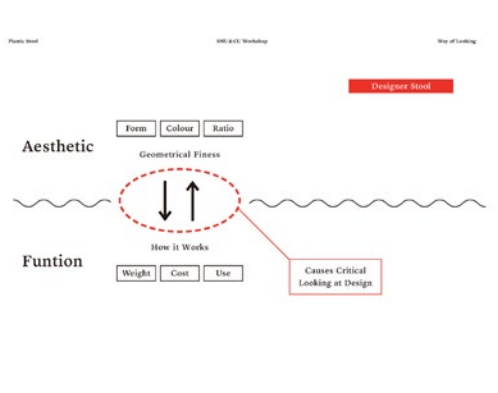
Bluse Plastic Stool 「プラスチック椅子/플라스틱 의자」

## Inspiration / Message(Subject)

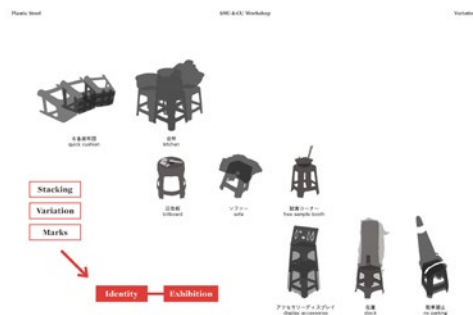
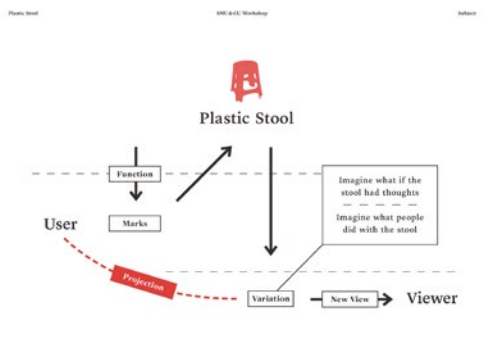
Through the observation, we had imagined those people's situations, characters or their actions. It leads us to find the message, Useless Delusion 「無用妄想/무용망상」

## Final Work

Overlap the pictures of a plastic stool in various ways. Each shape presents all different meanings. We expect this work could give a chance to think about the inherent identity and characteristic of objects.



- Why** they are stacked in a particular way  
plastic stools always support something
- What** is the ratio of colour in Seoul  
kind of birth marks exist
- How** did plastic stools survive without persuing beauty
- Can** we find the use from marks  
we sort shops with the colour of stools



# D

## DEJA VU

### Observation

Steet promotion things.  
Promotion painting of ladder truck.

### Inspiration / Message(Subject)

Focusing makes its or owns presence.  
Deja Vu 「既視感/기시감」

### Final Work

We have made the "fake concert" for making people feel the Deja Vu 「既視感/기시감」

Design Outcome



step 1

step 1

"a word" >>> "message"

<영감으로부터 나온 메시지>  
<인스피레이션으로부터 온 메시지>

집중이 무언가 혹은 누군가의 존재감을 결정한다.  
注目・着目が何かあるいは誰かの存在を決定する。

step 3

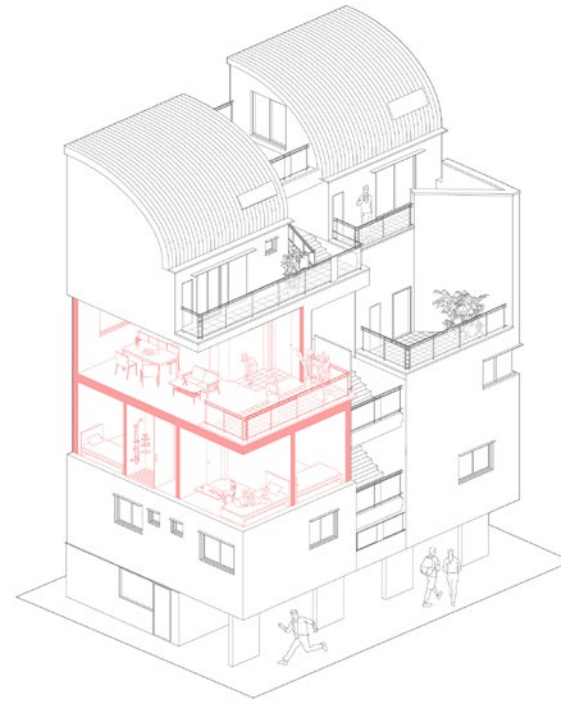
step 3



Special Tour and Lecture in Mangwon-dong



[ 'Eojjeoda' House ]



During the workshop, students attended a special lecture about 'Eojjeoda' project, a successful sharing business model. Eungyeong Shin, the owner of 'Eojjeoda' house, deliver a two-hour speech on community design.



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CHIBA  
UNIVERSITY



서울대학교  
SEOUL NATIONAL UNIVERSITY

2019

CAPE Winter Design Workshop

Korea

JAN. 21 – JAN. 30, 2019

CHIBA UNIVERSITY JAPAN

SEOUL NATIONAL UNIVERSITY KOREA

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