

2019 CAPE LOCAL DESIGN WORKSHOP

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Campus
Asia
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Environment innovation

KOREA



CHIBA UNIVERSITY

Bangsan Market

Bangsan Market is a traditional market located in the Jugyo-dong neighborhood of Jung-gu, Seoul, South Korea. The market is famous for its pressed wrapping paper and includes more than 550 stores. The name of the market comes from the location's former condition during the Joseon Dynasty. At that time the area was not well maintained, and therefore became infamous for its bad smell. People began calling this place Bangsan, bang being Korean for fragrant. Bangsan market has got shops selling bakeware and packaging materials.

According to the Seoul Metropolitan Government, Bangsan Market has been designated a tourist destination since 2011. The government decided to keep the feel of a natural traditional market rather than modernize it. The government stated that it will continue to improve the market's image

Workshop Theme

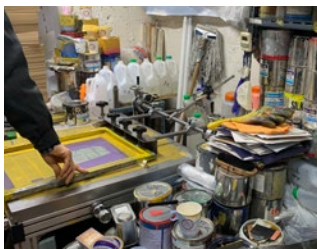
Workshop 1
Making Bangsan Market's goods by using market's printing skill



Workshop 2
How can we improve Bangsan Market more designer Friendly?

Bangsan Market's Printing Skill

1. Silk Screen



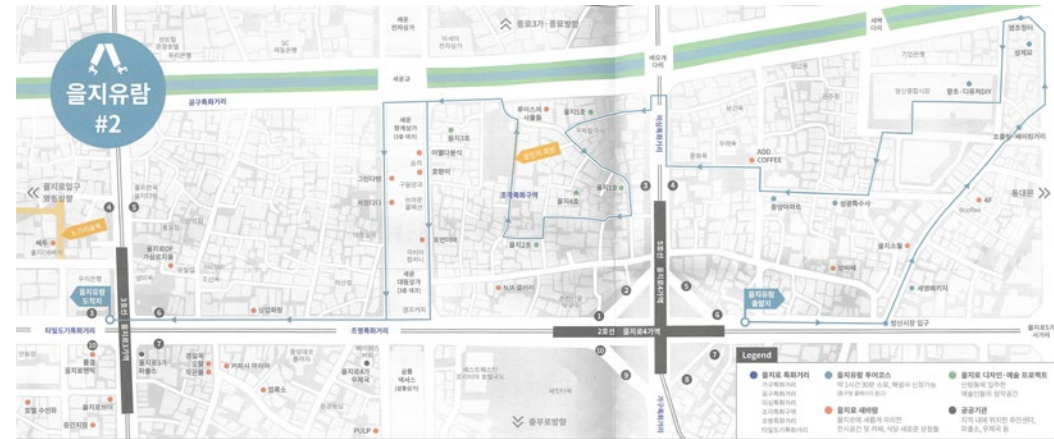
2. Epoxy



3. PVC Printing



Eulji Tour (Euljiro Alley Tour in Seoul)



Euljiro in downtown Seoul bears witness to Korea's miraculous industrialization. It was said that anything can be made in Euljiro. The area is a nostalgic urban enclave of stores that deal with a wide range of industrial components, from tools, lights, sewing machines, tiles and ceramics to sculptures, furniture, printing, and machinery. Walking through the alleyways of Euljiro is a great way to see what Seoul had looked like in the 1970s and 80s. Let's travel back in time by touring the alleyways in the Euljiro neighborhood.

Teams

Students were divided into the following teams.

Abbreviations:
 CU-Chiba University;
 SNU-Seoul National University;

Team A.

- Nakajima Sai -CU
- Moriyama Natsuki -CU
- Kim Sungjun -SNU
- Song Seoin -SNU

Team B.

- Minori Sueyoshi -CU
- Natsumi Ando -CU
- Son Hyoyeon -SNU
- Kim Junglim -SNU

Team C.

- Hsiwen Fan -CU
- Ishizaki Kengo -CU
- Choi Jiho -SNU
- Son Seokmin -SNU

Final works of Workshop 1: Making Bangsan Market's goods by using market's printing skill

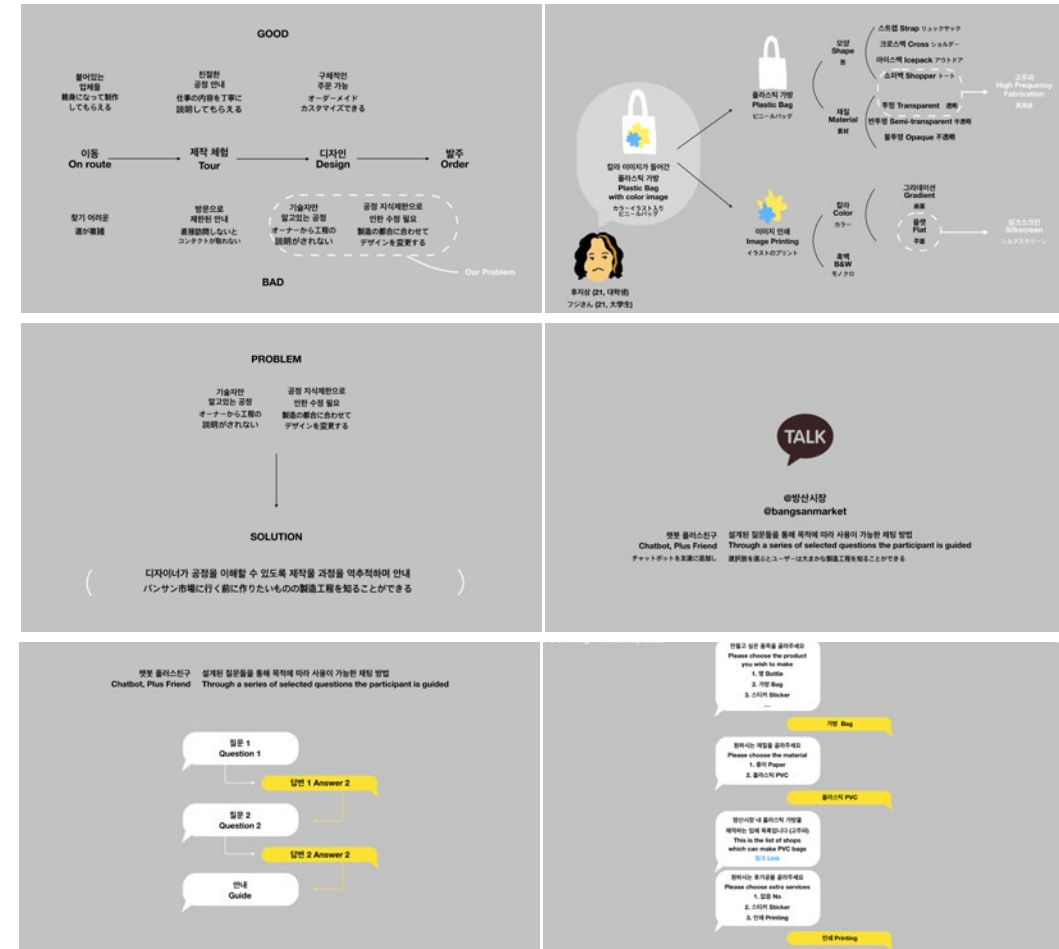
PVC Printing



Member of Team A
 Nakajima Sai -CU
 Moriyama Natsuki -CU
 Kim Sungjun -SNU
 Song Seoin -SNU

Final works of Workshop 2_How can we improve Bangsan Market more designer Friendly?

An automatic answering application for Bangsan Market



We thought the limited information of the printing system makes designers more tough situation. Also, figuring out all process of the printing system in Bangsan Market is difficult things for designers. Therefore, we suggest this application, which supplies the reversed order process. Designers don't have to think about the whole process; they choose products that they want. An automatic answering system will give them useful information for making process of products and also website links for each stores.

Final works of Workshop 1: Making Bangsan Market's goods by using market's printing skill

Silk Screen Printing



Member of Team B
 Minori Sueyoshi -CU
 Natsumi Ando -CU
 Son Hyoyeon -SNU
 Kim Junglim -SNU

Final works of Workshop 2_How can we improve Bangsan Market more designer Friendly?

Suggesting Bangsan Market's Pamphlet & Tour Program



**이 팸플렛의 내용은 무엇인가요?
 팸플렛의 주요 특징**
 What is main feature of this pamphlet?

들어가기엔 좋은 내용	先輩と工房からのヒント
가격 어떻게 만들어지는가 (세부적인 과정)	例 価格 作り方(具体的なプロセス)
어느 가게를 방문해야하는가	どこの店に行けば作れるか
관장 수량 주의사항	適切な数量 注意点
데이터 파일 제작 방법 주요 주소의 연락처	データの作り方 住所と連絡先
1 2	1 2

작은 워크샵에서 자투리를 활용한 샘플 스크랩북
 提案：端切れを利用した制作物のサンプルをまとめた本をつくる
 Idea for small workshop: Make a scrap book using leftovers for samples

실물 제작까지 하는 워크샵이 부담스럽거나,
 짧은 시간에 할 수 있는 간단한 활동이 필요할 경우

제작 과정에 대한 설명과 함께
 버려지는 자투리를 작은 가방에 풀어서 수집합니다.

나중에 학생들이 직접 구상 단계에서 지프를 활용할 수 있습니다.

버려지는 재료를 재활용하기에 환경친화적입니다.

**팸플렛은 무엇인가요?
 どんなパンフレットか?**
 What is pamphlet?

만드는 사람: 방산시장 워크샵을 끝마치고 경험을 쌓은 학생 디자이너
提供者: 방산시장에서의 워크샵 경험のある 大学の上級生

Provider: Students in the university who already joined the workshop of Bangsan.

누구에게 전달하나요?: 방산시장 초심자인 새내기 학생 디자이너들
誰に向けたものか?: 大学の下級生や新入生

For whom?: Junior or Freshman in the university

**투어와 워크샵은 무엇인가요?
 どのようなツアー・ワークショップか?**
 What is Tour & Workshop?

진행자: 주회하기를 원하는 방산시장 사장님
提供者: ツアーを主催したい工房

Provider: Producer who wants to host tours

누가 참여하나요?: 방산시장에 대해 궁금한 것이 많은 학생 디자이너
誰に向けたものか?: 방산시장について知りた学生デザイナー

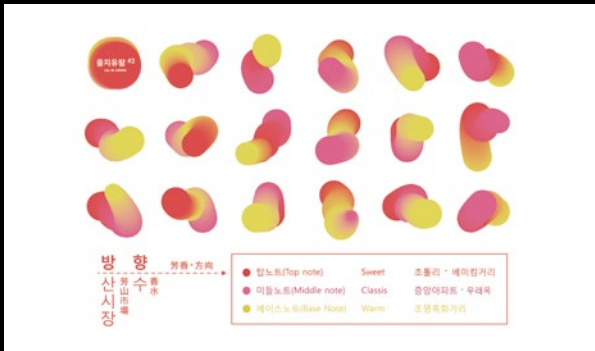
For whom?: Student designers who wants to get to know Bangsan



Through the workshop, even though Bangsan Market has a great connection inside, young designers feel a high wall to approach Bangsan Market. We think that it is not inherent disadvantages, just the problem of accessibility. Our target is young designers that include students. As a solution, we suggest Pamphlet and Tour or Workshop. We believe that these kinds of "Cycle" will provide a good connection with the Market and Designers.

Final works of Workshop 1_Making Bangsan Market's goods by using market's printing skill

Epoxy Printing



Member of Team C
 Hsiwen Fan -CU
 Ishizaki Kengo -CU
 Choi Jiho -SNU
 Son Seokmin -SNU

Final works of Workshop 2_How can we improve Bangsan Market more designer Friendly?

3 Suggestions: Pictogram System, Tour Program, and Collaboration Project

1. 제작과정에 대한 소통이 어려움 | 課題困難

2. 어떤 가게인지 알기 어려움 | どの店が分かりにくさ



Use Pictogram to guide designer to proper place.

Experience in Bangsan market

We hope Bangsan market could provide some **interesting thing** for visitor, let more and more people know the market.

Combien among culture experience, food, cafe, and famous spot to **make a brand-new experiment tour**, not only for the Korean, but also for foreigner.

전통과 역사가 있는 공간 | 伝統と歴史のある空間

14:00

Traditional printing press and packaging



제작자들의 기술력/장인정신 | 製作者の技術力/職人精神

제작자들의 기술력/장인정신 | 製作者の技術力/職人精神



디자인이와 향신품 제작자 협업 사례

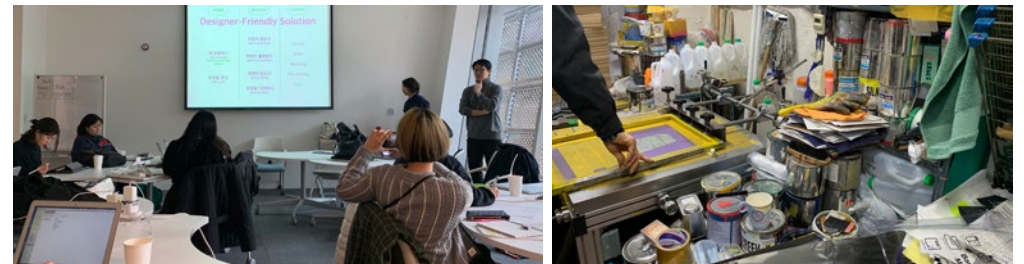


제작한 방산시장 상인분들의 사진과 작업 과정 함께 전시

1) Use pictograms for designers who are not familiar with Bangsan Market. Making pictograms for each type of shop or factory can help them. 2) Tour program for visitors which can provide an enjoyable experience in Market(factory tours, shops, restaurants...etc). 3) Suggest collaboration project with designers and Market. We believe that it makes a good circulation relationship between both.

Workshop Schedule

DATE	TIME	EVENT	LOCATION
JAN 13	10:00 - 11:00	Registration&Orientation	Bangsan Market &Head Office
	11:00 - 12:00	Introduction to Each University& Team Building	
	12:00 - 13:00	Break Time	
	13:00 - 14:00	Introduction of Bangsan Market	
	14:00 - 17:00	Filed Research 1 _ Eulji Tour	
	17:00 - 19:00	Greeting	
JAN 14	10:00 - 11:00	Filed Research 2 _ #1. Silk Screen	Bangsan Market &Head Office
	11:00 - 12:00	Filed Research 2 _ #2. Epoxy	
	12:00 - 13:00	Break Time	
	13:00 - 14:30	Filed Research 2 _ #3. PVC Printing	
	15:00 - 18:00	Workshop(Team Work)_ Making Goods	
JAN 15	10:00 - 12:00	Workshop(Team Work)_ Making Goods	Bangsan Market &Head Office
	12:00 - 13:00	Break Time	
	13:00 - 18:00	Workshop(Team Work) & Field Research(Team Work)	
JAN 16	10:00 - 12:00	Workshop(Team Work)_ Designer-Friendly Market	DDP CREA DDP, D281, Eulji-ro, Jung-gu, Seoul
	12:00 - 13:00	Break Time	
	13:00 - 15:00	Professor Review Time	
	15:00 - 18:00	Workshop(Team Work)_ Designer-Friendly Market	
JAN 17	10:00 - 12:00	Workshop(Team Work)_ Designer-Friendly Market	Bangsan Market &Head Office
	12:00 - 13:00	Break Time	
	13:00 - 16:00	Final Presentation	
	16:00 - 18:00	Ceremony & Closing	



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SEOUL NATIONAL UNIVERSITY

2019

CAPE LOCAL DESIGN WORKSHOP

KOREA

JAN. 9 – 18, 2020

CHIBA UNIVERSITY JAPAN

SEOUL NATIONAL UNIVERSITY KOREA

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