

Branding Strategy Seoul as a Historic City

Rll, Hae Un

(Professor, Dongguk University; ExCom member, CIVVIH; President, ICOMOS-Korea)

Seoul, the capital of Republic of Korea, has been played as an important and central city of the nation since 1394 when Joseon Dynasty(1392-1910) moved the capital to the present site. But, when we consider the history of Seoul from the establishment of first Baekje Kingdom in the southeast part of the present city boundary near Han River, it has about 2000 years history.

Seoul is multidimensional city in many aspects. Especially in terms of cultural heritage, many relics and heritages – the Neolithic residential areas with pit houses, ancient tombs, fortresses, Hanyangdoseong, palaces, etc.– are found and discovered from the Neolithic period to the present time. Such a circumstance, Seoul was declared to make a brand as a historic city.

Persons who visit Seoul, they will find the modernized city to the ancient city in one city of Seoul. It is because the historical layers are cumulated over 2000 years. To create a brand name “Seoul as a Historic City”, the City Metropolitan Government makes plans and works with Seoul citizens in many ways.

In this presentation, I will focus on the branding strategy of the city government to make ‘Seoul as a Historic City’

Brief Curriculum Vitae

Rll Hae Un studied Geography in Ewha Womans University, Seoul, Republic of Korea for BA and MA, and obtained the doctoral degree in Urban Historical Geography at Michigan State University, USA. Since 1984, She has taught at Dongguk University in Korea, and actively involved in ICOMOS activities including CIVVIH. Now she is Co-opt ExCom member of CIVVIH, the president of ICOMOS-Korea. officer of Advisory Committee, and the president of PRERICO.