Branding Strategy of ‘Seoul’ as a Historic City

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Location of Seoul

Republic of Korea
Introduction

• Seoul, the capital city of Republic of Korea, has been an important and central city of the nation over 620 years since 1394 when Joseon Dynasty moved the capital to the present site.

• When we consider the history of Seoul, we count 2,000 years from when the Baekje Kingdom was established in the southeastern part of the present city boundary of Seoul.

• The site of Seoul was considered as the important location to hold the power of the Korean peninsula. Because of this fact, the area was the battle field to hold among Three Kingdoms till 7th century when Shilla united the three kingdoms.
Settlement

• People started to live in the present boundary of Seoul from the Neolithic period, because of the beneficial and outstanding location of the area connecting the river and sea.
Amsa Pre-history Settlement Area
Baekje Kingdom in Seoul

• Baekje Kingdom (BC18-AD660) was established in the southeastern part of the present city of Seoul in BC18 and lasted till AD475 when Baekje Kingdom moved the capital to the south, Woongjin (present Gongju city).
United Shilla Kingdom Period

• Gyeongju city over 1,000 years was the capital of Shilla Kingdom and United Shilla as well.
• After united three kingdoms, Seoul was not an important battle field any longer.
• But it was regarded as an important regional center.
• Thus, Seoul area was decided as one of five small (regional) capitals.
Goryeo Dynasty

• Gaeseong was the capital city of Goryeo Dynasty.
• Seoul was abandoned and its status kept changed depending upon Kings’ order. With changing the status, the name of Seoul was also changed many times.
• It was appointed as one of three secondary capitals, Namgyeong (south capital) in 11^{th}, 12^{th}, 14^{th} century.
• But the role as the second capital city was not accomplished and Kings are enjoying this place as a hunting place.
• The site of palace was not founded yet.
Joseon Dynasty

- Joseon Dynasty (1392-1910) was founded in Gaeseong (present in North Korea), the capital of Goryeo Dynasty.
- But the capital was moved into the present Seoul site in 1394.
- Hanseong-bu was the capital of Joseon Dynasty and Hanyangdoseong, the Seoul city wall was built in 1396 to divide the urban sector and rural area.
- The boundary of Hanseong-bu was reached outward 4 km from the wall.
• The spatial structure inside Hanyangdoseong was planned and did not changed during the Joseon period.
• Inside Hanyangdoseong area has been played as an symbolic area and is still played as major CBD area of Seoul.
• Settlements and commercial places were made and expanded outside the wall during the Joseon Dynasty.
• Some clan villages were settled in the rural area of the capital.
• At the end of 19th Century, the public transportation was introduced and made change the urban spatial structure.
During 20th Century

- During the Japanese period, the spatial structure and physical environment had been changed.
- After the Korean war, infrastructure of the city was almost destroyed.
After the Korean War (1950-1953)

• Seoul was started reorganized in spatially with the urban planning.

• In 1963, Seoul was expanded the area nearly to the present size of the city.

• With the economic development, the city was changed to the modern city with the high-rised buildings.
## Cultural Heritage in the city of Seoul

<table>
<thead>
<tr>
<th></th>
<th>National Treasure</th>
<th>Treasure</th>
<th>Historic Sites</th>
<th>Scenic Sites</th>
<th>Natural Monument</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seoul</td>
<td>164</td>
<td>672</td>
<td>67</td>
<td>3</td>
<td>11</td>
<td>917</td>
</tr>
<tr>
<td>Jongno-gu</td>
<td>14</td>
<td>138</td>
<td>25</td>
<td>2</td>
<td>9</td>
<td>188</td>
</tr>
<tr>
<td>Jung-gu</td>
<td>8</td>
<td>42</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>58</td>
</tr>
<tr>
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<td>3</td>
<td>-</td>
<td>-</td>
<td>352</td>
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<tr>
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<td>31</td>
<td>5</td>
<td>1</td>
<td>-</td>
<td>52</td>
</tr>
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<td>52</td>
<td>6</td>
<td>-</td>
<td>-</td>
<td>62</td>
</tr>
<tr>
<td>Kwanak-gu</td>
<td>17</td>
<td>84</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>104</td>
</tr>
</tbody>
</table>

- Jongno-gu and Jung-gu were inside the Hanyangdoseong, the city wall.
- National Museum of Korea and Leeum, Samsung Museum of Art are located in Youngsan-gu.
- Private or University Museums are located in Seongbuk-gu, Seodaemun-gu, Kwanak-gu.
Heritage for the Future

- Seoul City Government surveyed the future heritage which we should preserve for our next generation.
- Number of heritage for the future is kept changing.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political History</td>
<td>45</td>
<td>12.1%</td>
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<tr>
<td>Industry and Labor</td>
<td>62</td>
<td>16.7%</td>
</tr>
<tr>
<td>Citizens Life</td>
<td>123</td>
<td>33.1%</td>
</tr>
<tr>
<td>Urban Management</td>
<td>95</td>
<td>25.5%</td>
</tr>
<tr>
<td>Culture and Art</td>
<td>47</td>
<td>12.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>372</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

(October, 2016)
Seoul as a Historic City

• The Seoul Metropolitan Government declared ‘Seoul as a Historic City’.

• It is quite changing the policy from the UNESCO Creative city to the Historic City.

• As a UNESCO Creative city was concerned by the former City Mayor, buildings were constructed very different from the traditional Korean style architecture.

• Those buildings are far from the urban historic landscape in the 2,000 years history of the city.
Dongdaemun Design Plaza (DDP)

- Ms. Zaha Hadid Architecture
Seoul City Hall
Proclamation Ceremony of ‘Seoul as 2,000 years Historic City’

November 1, 2016

- All Seoul residents
- All generation with gender equality
Reasons

• Many people who lived in the city of Seoul do not recognize the history of Seoul correctly. Most of them understand the history of Seoul started from 1394 (Joseon Dynasty), not BC18 (Baekje Kingdom).

• Because of such a circumstance, it is important thing to let Seoul residents know the real history of Seoul through the excavation, protection, conservation and promotion of the historical and cultural heritage in Seoul.

• It is because most Seoul residents at present times are 1\textsuperscript{st} & 2\textsuperscript{nd} generation of immigrants from other parts of Korea.
To accomplish this plan

- **Surface Survey** to find out the possible buried heritage places
- **Excavation** in the capital of Joseon Dynasty
  - the area 4km outside from the city wall (old capital of Joseon Dynasty)
- Open to the public for the result of excavation as a site museum: changing the policy for buried heritage
- Introduction of **Historical and Culture Impact Assessment System**
- Establishment of **Cultural Heritage Conservation Center**
- Establishment of **guidelines for the conservation and management of buried heritage**
Establishment of Seoul Intangible Heritage Center
Establishment of Seoul History Research Institute
  Educational Information Center for History and Culture
Opening for the thematic Exhibition Halls
Cooperation with other Baekje cities like Buyeo, Gongju and Iksan and with capital cities in foreign countries

SMG made the basic plan for the Historic City according to the Ordinance on Historic City made in March, 2016.
Such a plan will be revised every 5 years.
SMG created a new Committee dealing with such a plan.
Publication of the Series Book on the 2,000 years History of Seoul (2012-2016)
감사합니다

Thank you.