

# **Branding Strategy of 'Seoul' as a Historic City**

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# Location of Seoul



# 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 7<sup>th</sup> 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).

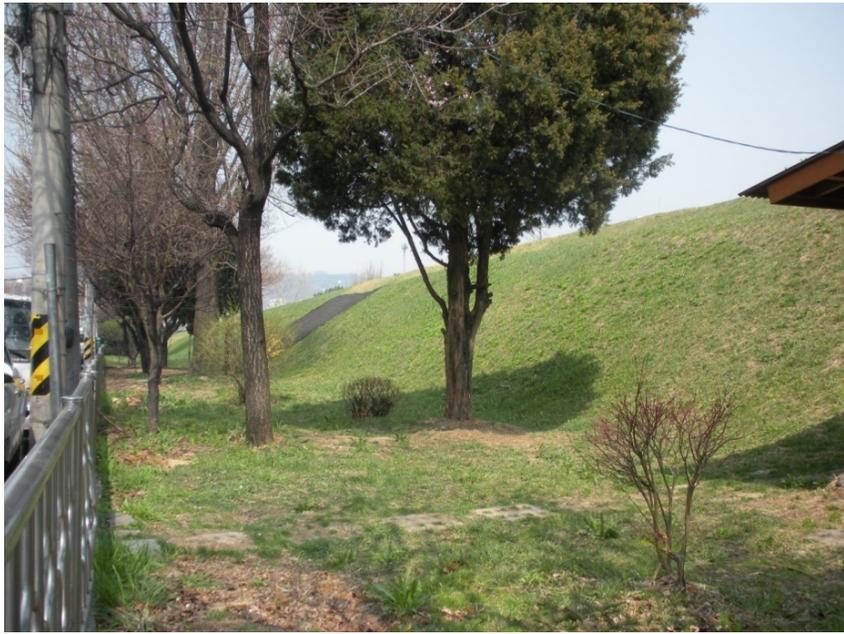


Pungnap-toseong  
Historic Site 11

Mongchon-toseong  
Historic Site 297

Ancient Tombs in Bangyi-dong  
Historic Site 270

Ancient Tombs in Seokchon-dong  
Historic Site 243



# United Shilla Kingdom Period

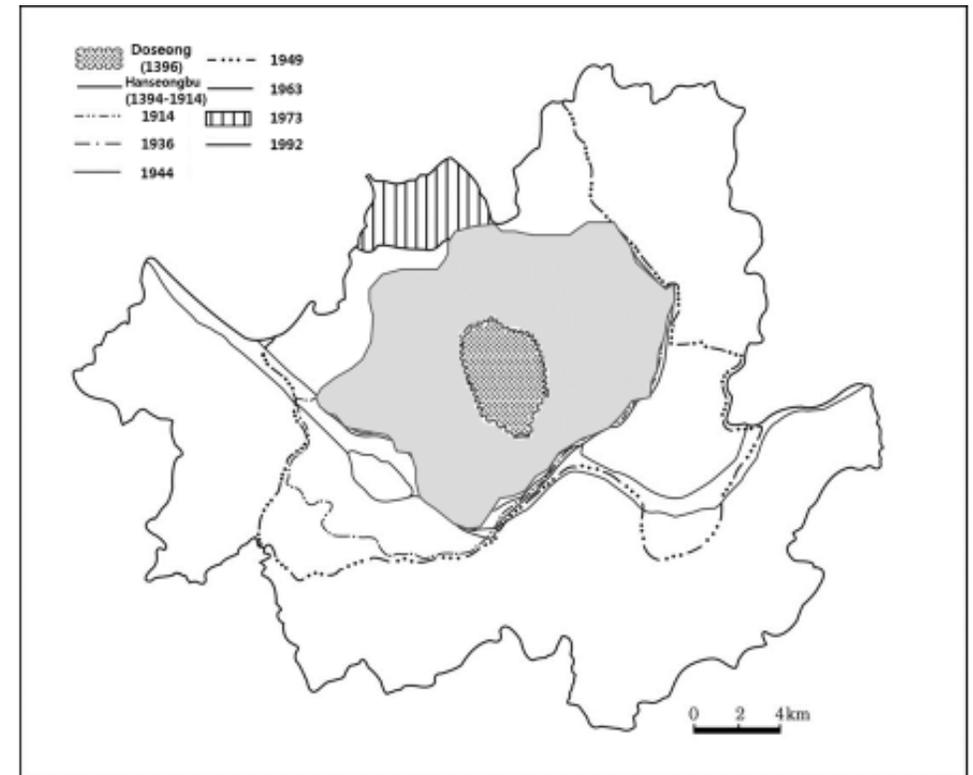
- Gyeongju city over 1,000 years was the capital of Shilla Kingdom and United Shilla as well.
- After united three kingdoms, Seoul was not an important battle field any longer.
- But it was regarded as an important regional center.
- Thus, Seoul area was decided as one of five small (regional) capitals.

# 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<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup> 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

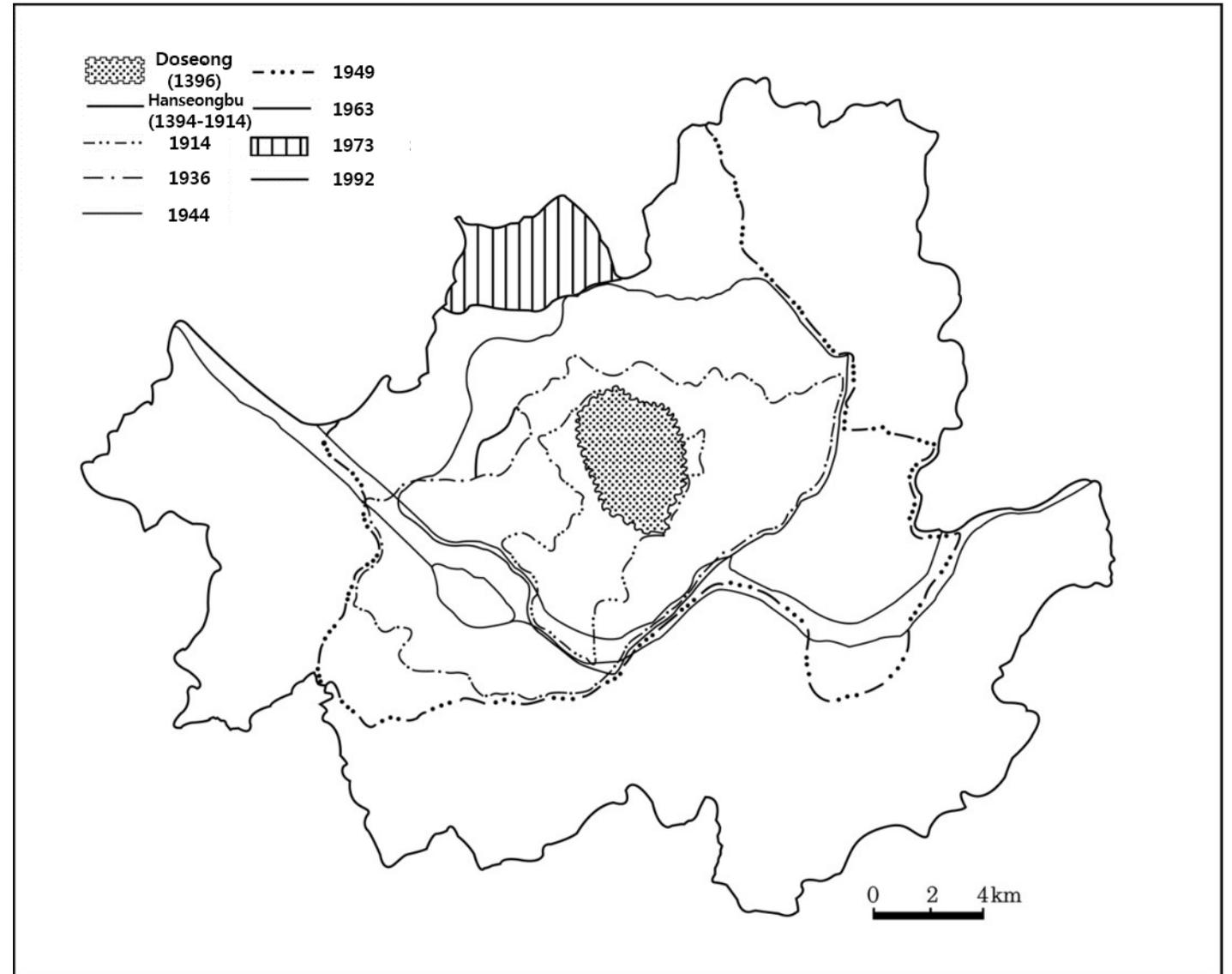
- Joseon Dynasty (1392-1910) was founded in Gaeseong (present in North Korea), the capital of Goryeo Dynasty.
- But the capital was moved into the present Seoul site in 1394.
- Hanseong-bu was the capital of Joseon Dynasty and Hanyangdoseong, the Seoul city wall was built in 1396 to divide the urban 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 change during the Joseon period.
- Inside Hanyangdoseong area has been played as a symbolic area and is still played as a 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 19<sup>th</sup> Century, the public transportation was introduced and made change the urban spatial structure.

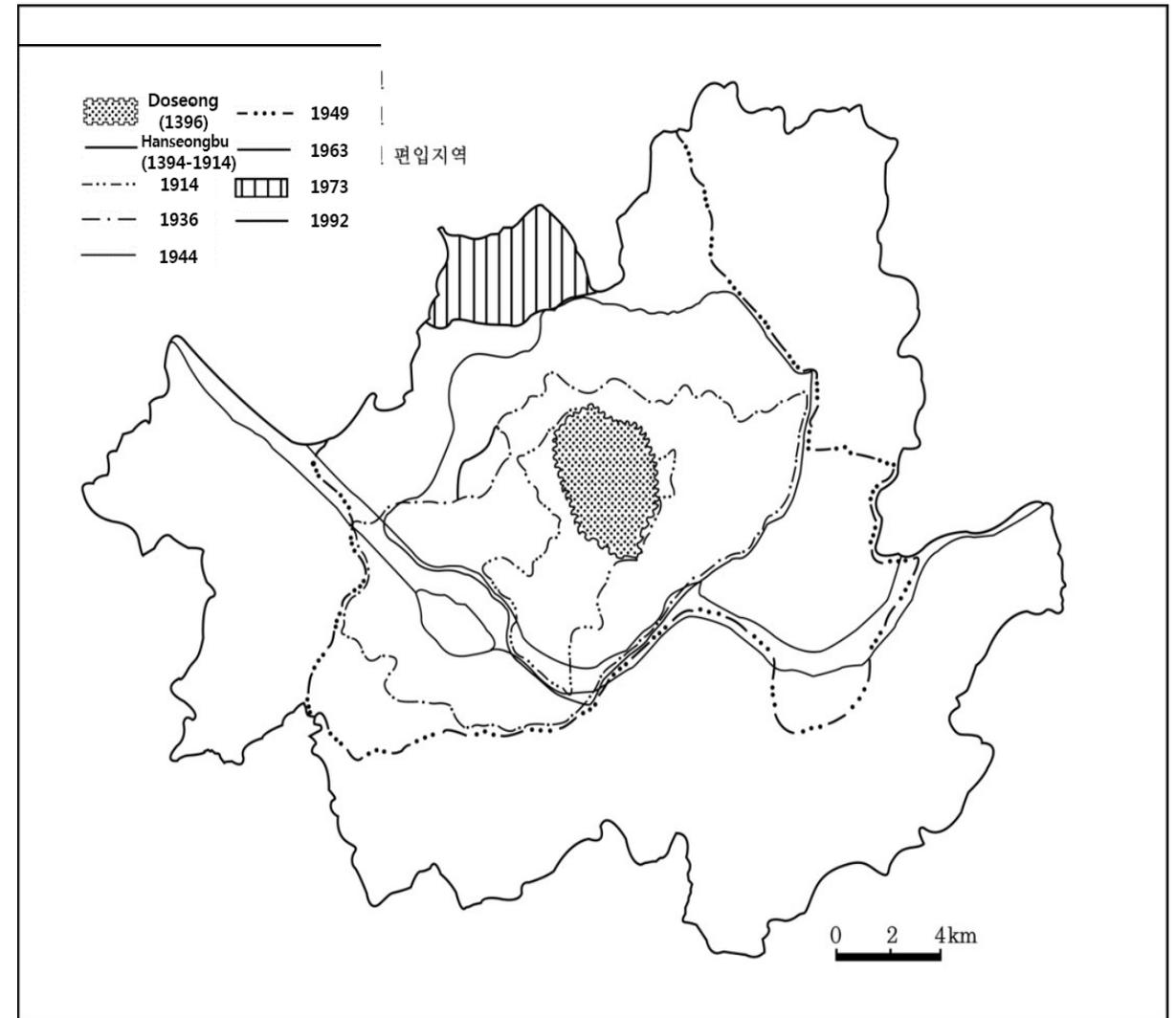
# During 20<sup>th</sup> Century

- 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

	National Treasure	Treasure	Historic Sites	Scenic Sites	Natural Monument	Total
Seoul	164	672	67	3	11	917 (100.0%)
Jongno-gu	14	138	25	2	9	188 (20.5%)
Jung-gu	8	42	8	-	-	58 (6.3%)
Youngsan-gu	97	252	3	-	-	352 (38.4%)
Seongbuk-gu	16	31	5	1	-	52 (5.7%)
Seodaemun-gu	4	52	6	-	-	62 (6.8%)
Kwanak-gu	17	84	2	-	1	104 (11.3%)

- 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.

(October, 2016)

Category	Number
Political History	45 (12.1%)
Industry and Labor	62 (16.7%)
Citizens Life	123 (33.1%)
Urban Management	95 (25.5%)
Culture and Art	47 (12.6%)
Total	372 (100.0%)

# 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<sup>st</sup> & 2<sup>nd</sup> 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
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- ❖ 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)



An aerial view of a university campus. In the foreground, there are several traditional Korean buildings with dark tiled roofs and wooden walls, surrounded by lush green trees. A large, open courtyard is visible. In the background, a modern city skyline with various high-rise buildings is visible under a clear blue sky. The text "감사합니다" and "Thank you." is overlaid on the image.

감사합니다  
*Thank you.*