

# Creative Application of Urban Heritage : Japan's Record of Promotion and the Implications for Korea



14th November 2016

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# Introduction

## Self introduction

- **Born in the center of the Seoul City Wall, Hanyangdoseong**
- **Japanese Government (MEXT) Scholar at University of Tokyo (Cultural Resources)**
- **Grand Prize winner of the Tourism Planning Contest on Urban Renaissance**
- **Previous Overseas Correspondent of Seoul Metropolitan Government**
- **Acquired World Heritage License of Japan**



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- Heritage management and promotion in Japan

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- Lessons for Hanyangdoseong



## Part 1

- An overview of Hanyangdoseong as a piece of urban heritage



**“Reproduced”  
Five-arched Floodgate  
(Gansumun)**

*Tangible cultural property No.77*, 御前瀋川題名帖 / 18th century

Source : [www.cha.go.kr/korea/heritage/search/Culresult\\_Db\\_View.jsp?](http://www.cha.go.kr/korea/heritage/search/Culresult_Db_View.jsp?VdkVgwKey=21,00770000,21&queryText=)

[VdkVgwKey=21,00770000,21&queryText=](http://www.cha.go.kr/korea/heritage/search/Culresult_Db_View.jsp?VdkVgwKey=21,00770000,21&queryText=)

## The Seoul City Wall, Hanyangdoseong

- Built in 1396 under the command of King Taejo, the first king of the Joseon Dynasty
- Functioned as a defensive fortification reflecting **five cardinal virtues of Confucianism**:

(1) benevolence (仁)

(2) justice (義)

(3) courtesy (禮)

(4) wisdom (智)

(5) faith (信)

- At a length of 18,627 km, the Wall has embodied the living history of city's residents for 620 years

Source: "Hanyangdoseong" Seoul Metropolitan Government [seoulcitywall.seoul.go.kr/front/eng/index.do](http://seoulcitywall.seoul.go.kr/front/eng/index.do)

The Night View of the Wall Source : Seoul Story





# An overview of Hanyangdoseong

## Images of Hanyangdoseong



**An old map of Hanyangdoseong**  
 ( City-designated  
 tangible cultural heritage, No.297 )

Source : Cultural Heritage Administration [www.cha.go.kr](http://www.cha.go.kr)

## The Wall in 1910~1920

Source : SEOUL MUSEUM OF HISTORY



## The Wall at present

Source : SEOUL MUSEUM OF HISTORY

## Excursions Along the Wall, *Sunseong Nori*

- Koreans developed a tradition of *Sunseong Nori*, which has played a vital role in the recognition of national identity
- Classical scholars popularized the custom under certain rules in their aspirations to pass the exam
- However, the tradition and the Wall itself faced threats in the 20th century

### “Peddlers by the Castle Wall” (負商圖)



Kim Hong-do, 金弘道 (1745~1806?)  
late 18th~early 19th century

Source : [www.towooart.com/oldart/old\\_korea/kimhongdo/kimhong\\_22.htm](http://www.towooart.com/oldart/old_korea/kimhongdo/kimhong_22.htm)



# An overview of Hanyangdoseong

## The Revival of Tradition : Past and Present



**A traditional Sunseong Nori**

Pictured by Lee Mu Sung, a contemporary artist  
Source : New Korean Culture Newspaper  
[www.koya-culture.com](http://www.koya-culture.com)



**Walking Tour with the Mayor of  
Seoul City, Park Wonsoo**

Source : seoulwonsoo blog  
[blog.naver.com/PostView.nhn?blogId=seoulwonsoo&logNo=220508774905](http://blog.naver.com/PostView.nhn?blogId=seoulwonsoo&logNo=220508774905)





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# An overview of Hanyangdoseong

**Picture of me participating in the Walking Tour during the Hanyangdoseong Festival in October, 2015**

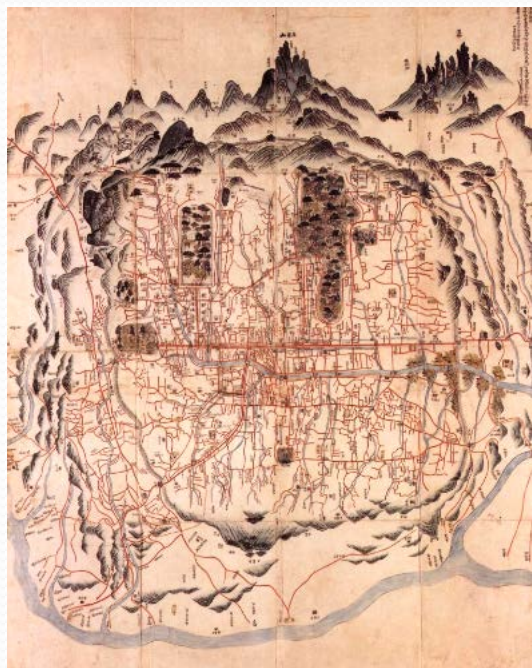


Me

source: Seoul KYC

# An overview of Hanyangdoseong

## The Revival of Tradition : Past and Present



**Hanyangdoseong-do**  
(漢陽都城圖)

Map of the Capital City / Anonymous / 18th century



**New Hanyangdoseong-do** (新漢陽都城圖)  
produced as a public campaign (2016)

Source : Korea Database Agency

[terms.naver.com/entry.nhn?docId=1568969&cid=46707&categoryId=46707](https://terms.naver.com/entry.nhn?docId=1568969&cid=46707&categoryId=46707)

Source : Cheonggyecheon Museum



## Part 2

- **Heritage management and promotion in Japan**

### **The case of Himeji Castle:**

**A global perspective on world heritage**



**Source : Himeji Convention & Visitors Bureau**  
[www.himejikanko.jp/en/sightseeing/himeji\\_castle.html](http://www.himejikanko.jp/en/sightseeing/himeji_castle.html)

### **The case of Gifu Castle:**

**A local perspective from the  
Japan Heritage Promotion Project**



**Source : Gifu Convention and Visitors Bureau**  
[www.gifucvb.or.jp/en/01\\_sightseeing/01\\_02.html](http://www.gifucvb.or.jp/en/01_sightseeing/01_02.html)

# The case of Himeji Castle

## The case of Himeji Castle : A global perspective on world heritage

- **Dates from 1609 and has earthen walls and a six-story central tower**
- **Finest surviving example of Japanese castle architecture between the 16th and 17th centuries**
- **Became a symbol of hope for locals in the post-war reconstruction , since it remained undamaged during the Second World War**
- **Inscribed as a UNESCO World Heritage in 1993 as the first Japanese property**



**Himeji-jo**

Source : Japan Guide

[www.japan-guide.com/e/e3501.html](http://www.japan-guide.com/e/e3501.html)



# Images of Himeji Castle

## During the Second World War



空襲の目印にならないように  
黒く擬装された姫路城

Himeji Castle covered with  
black camouflage netting to  
avoid being bombed

西の  
The  
(We



## Present

Photographed in March 2013  
by Akira Matsuda

source: Geomedian  
[komekami.sakura.ne.jp/archives/2533/p1020673](http://komekami.sakura.ne.jp/archives/2533/p1020673)



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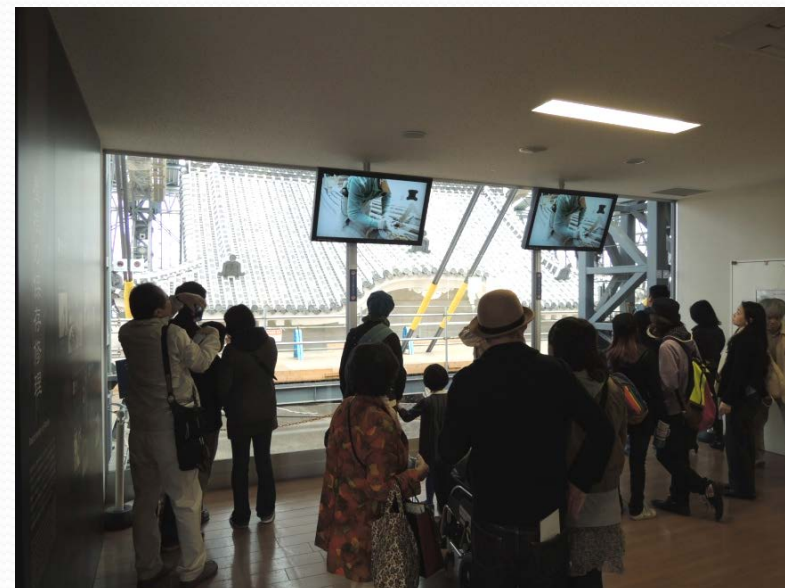
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# Restoration of Himeji Castle



**Himeji-jo under renovation**

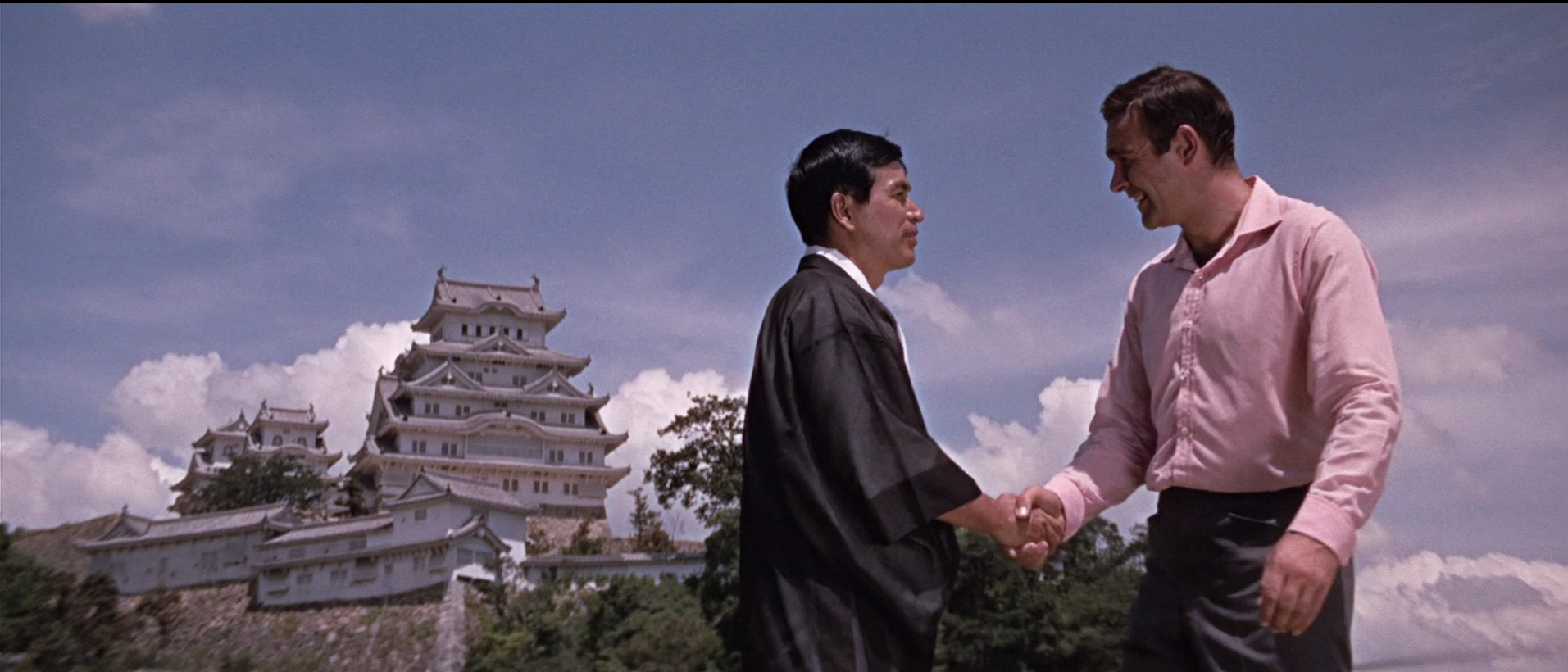
**Photographed in March 2013 by Akira Matsuda**





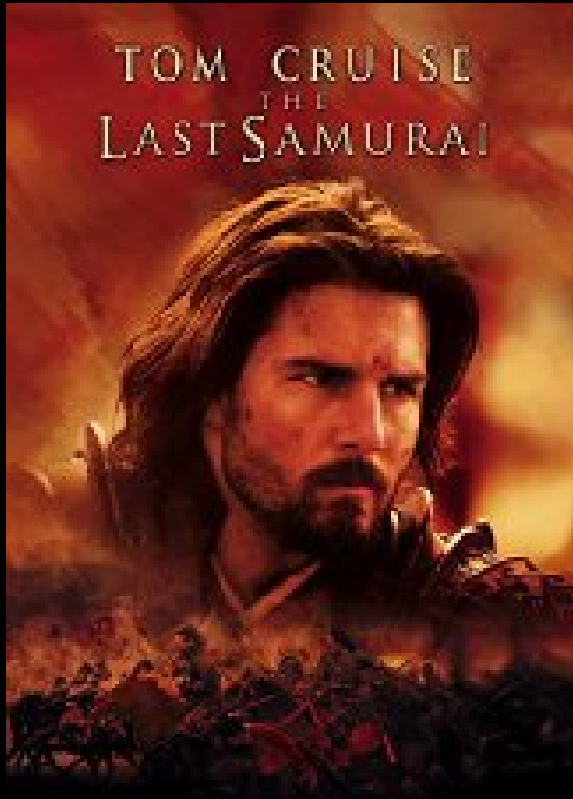


# Himeji Castle in the movies



**Himeji-jo in the movie *You Only Live Twice* (1967) from the James Bond series**

# Himeji Castle in the movies



**Himeji Enyoji Temple in the movie, *The Last Samurai* (2003)**



# Promotion of Himeji Castle

## Himeji-jo being used as a stage for the opera *I Pagliacci* (2015)



京都国立博物館  
 中庭特設ステージにて  
 2015年  
 9/13(日)  
 18:00開演 (17:30開演)

姫路城  
 大天守特設ステージにて  
 2015年  
 9/17(木) 19(土)  
 19:00開演 (18:30開演)

日本に、本物のオペラ文化を  
 日本が誇る世界の文化遺産を背に  
 世界最高レベルの演奏家たちによる野外オペラ公演  
 2015 日伊オペラ国際共同制作「道化師」  
 平成27年度文化庁国際芸術交流支援事業

指揮  
 吉田裕史  
 演奏  
 ボロニャ歌劇場  
 フィルハーモニー

特別支援:  特別協賛:  協賛:  大和合全株式会社  OMRON  
 主催: 2015日伊オペラ国際共同制作実行委員会  共催: 京都国立博物館、姫路市



## Related Brochure

Source: [ameblo.jp/yumiko-uta/](http://ameblo.jp/yumiko-uta/)

## Opera Event held at Himeji Castle

Source : [newspect.jp/detail/26919](http://newspect.jp/detail/26919)



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# Promotion of Himeji Castle

## Light-up events to raise public understanding of diseases







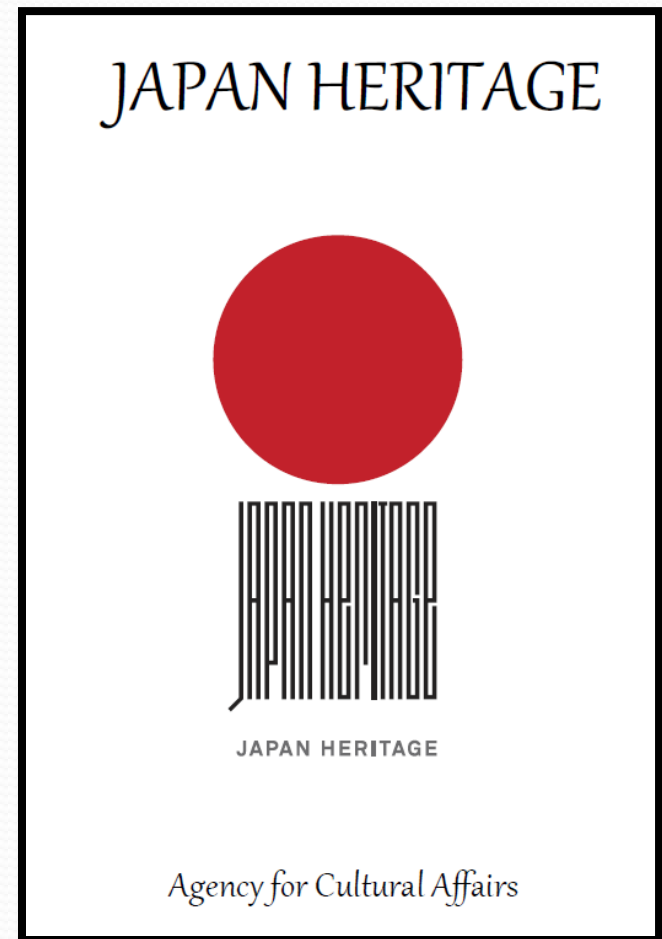
# The case of Gifu Castle

## An Overview of Japan Heritage Promotion Project

- In preparation for the 2020 Tokyo Olympics and Paralympics, the Agency for Cultural Affairs initiated the project of **Japan Heritage** in 2015.
- Japan Heritage aims to publicize cultural properties through “**narratives**” based on regional histories and traditions.
- The main purposes of the project are to enhance publicity, education, and to revitalize local economies by highlighting exemplary cases of preservation.

Source : *Japan Heritage Brochure*

[www.bunka.go.jp/seisaku/bunkazai/nihon\\_isan/pdf/nihon\\_isan\\_pamphlet\\_english.pdf](http://www.bunka.go.jp/seisaku/bunkazai/nihon_isan/pdf/nihon_isan_pamphlet_english.pdf)

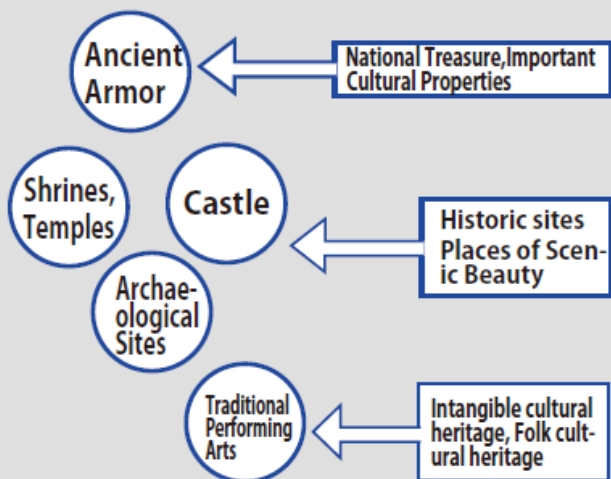


# The case of Gifu Castle

## An Overview of Japan Heritage Promotion Project

### Previous Administration on Cultural Properties

Designate and preserve each  
property as a 'Site'



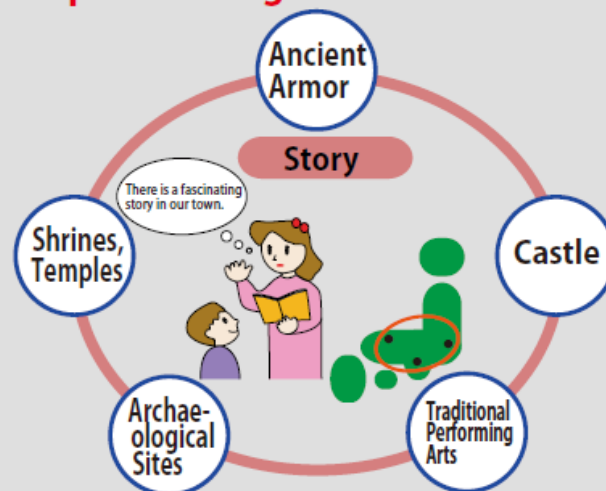
Focus on "Preservation"

effect

- Fails to communicate area's appeal

### Japan Heritage

Link each narrative, region and  
Cultural Property to promote  
Japan Heritage



Focus on "Site Utilization"

effect

- Local branding promotion and regional identity recognition



# The case of Gifu Castle

## “An Ancient Castle Town with the Spirit of Nobunaga’s Hospitality”



- The story shows promotion strategies that enhance the identity of the historic city of Gifu.
- **The narrative of this Japan Heritage** features **Oda Nobunaga**, a leader of the Warring States period in the 16th century.
- Gifu City was **Nobunaga’s hub to unify the nation**, and he changed the name of the land from “Inokuchi” to “**Gifu.**”

A 1,300-year old tradition,  
Cormorant fishing in Gifu City



Source : *Nobunaga's Omotenashi*

[www.nobunaga-kyokan.jp/gifu.japan-heritage](http://www.nobunaga-kyokan.jp/gifu.japan-heritage) 21



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# The case of Gifu Castle

## The Narrative of “Nobunaga’s Hospitality”

**Oda Nobunaga  
(1532~1584)**



**An image of Nobunaga’s  
“Paradise on Earth”  
around Gifu Castle**



**Sample dishes of the  
Nobunaga’s services to  
special guests at the castle**



**Pictured by Koei Souchin in 1583**

Source : Kobe City Museum,

[www.city.kobe.lg.jp/culture/culture/institution/museum/meihin\\_new/410.html](http://www.city.kobe.lg.jp/culture/culture/institution/museum/meihin_new/410.html)

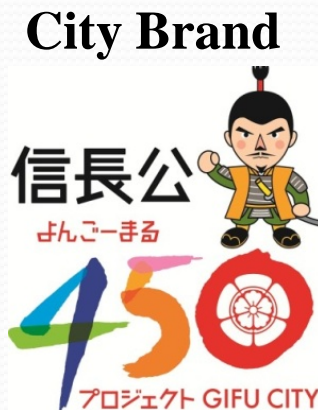
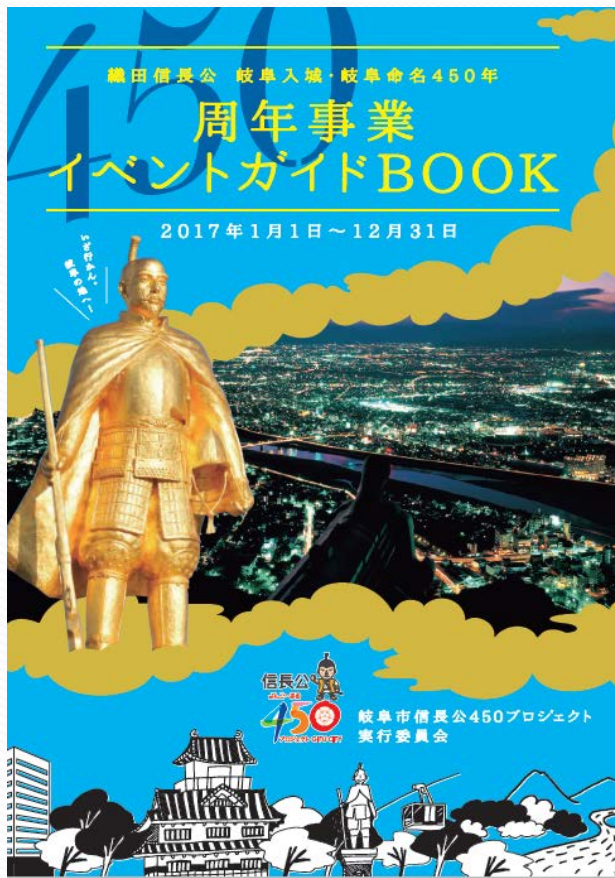
Source : Nobunaga's Omotenashi

[www.nobunaga-kyokan.jp/gifu.japan-heritage](http://www.nobunaga-kyokan.jp/gifu.japan-heritage)



# The case of Gifu Castle

## “Gifu City Nobunaga 450 Project”



## Nobunaga's Battle Recipe Contest

岐阜市信長公450プロジェクト実行委員会 × 岐阜調理専門学校 連携企画!!

信長公  
450プロジェクト  
プレイベント

### 信長公いにくさめし レシピコンテスト

2017年 織田信長公岐阜入城・岐阜命名450年

450年前、織田信長公は岐阜に入城し、天下布武の足がかりを整えました。また本市産業政策を積極的に推し進め、食文化の振興にも力を入れています。各地から食材も豊富に集まり、岐阜のまちには「食のまち」の雰囲気が漂っています。信長公の「いにくさめし」のレシピは、その土地の食材を活かすことで、信長公の「いにくさめし」の味を再現し、岐阜のまちを盛り立てていくことに貢献します。

あなたが考える“信長公いにくさめし”を大募集!!

「信長公いにくさめし」を題材に、スポーツ等に関する試合や受験、入社試験等“いにくさめし”の時に必ず食べる料理、また岐阜の食材を活用し、客をもてなす料理のアイデアを募集します。岐阜市内の旅館や飲食店等で提供される地域の食材を活用し、客人や観光客をもてなす一品料理。

2016年 10月31日 必着

◆審査員  
小川 宣子 (中部大学応用生物学部)  
石井 亮一 (石井学園)  
平井 良樹 (ひらふ)  
森田 敏明 (岐阜市信長公450プロジェクト実行委員会)

◆アドバイザー  
野崎 洋光 (分と山 総料理長)  
日本料理店「分と山」(岐阜市信長公450プロジェクト実行委員会)  
「ミシュランガイド岐阜2016」に掲載。

◆募集内容 (既に公表されているレシピでないもの)  
① 家庭料理部門  
現代社会における“いにくさめし”のレシピを募集。例えは試合など力が必要になる場合にパワーが出る、受験などストレスに打ち勝つ栄養があるものなど、煮・焼・揚げ・炒め・煮込み・揚げ物など、自由なアイデアで構いません。② おもてなし料理部門  
岐阜市内の旅館や飲食店等で提供される地域の食材を活用し、客人や観光客をもてなす一品料理。

◆応募方法  
所定の応募用紙に記入の上、下記応募先に電子メールでの送付、郵送、持参

① 家庭料理部門、② おもてなし料理部門それぞれ  
グランプリ1品 (副賞: 図書カード5万円分)、優秀賞2品 (副賞: 図書カード3万円分)

◆審査  
審査は一次 (書類) 審査、二次 (実食) 審査を実施します。一次審査は、①部門はコンセプト、アイデア、普及性について審査し、②部門はコンセプト、アイデア、盛り付け、普及性について審査します。二次審査は、応募されたレシピをもとに石井学園 岐阜高校・岐阜調理専門学校で生地の調理を行います (調理過程において疑問等が生じた場合、調理方法等詳細を説明させていただきます。アドバイザーのアドバイスを加えてレシピを完成させます。)

◆賞状  
①部門のグランプリ作品には、アドバイザーのアドバイスを加えてレシピを完成させます。

◆発表  
入賞作品について、直接応募者に連絡します。(発表は2017年3月を予定)

◆その他  
本会により応募のあったレシピ等 (写真を含む) の一切の権利は実行委員会に帰属するものとします。「信長公いにくさめし」普及のために広く活用します (具体的な、社・店への掲載、主催者が実施するイベントや市内飲食店及び旅館等での提供、レシピ集の配布等)。

◆応募された個人情報は本コンテスト関係業務以外には使用しません。ただし、入賞作品については、氏名・年齢・居住の市町村・職業・レシピの提供を希望する旨を記載してください。

◆応募されたレシピ等 (写真を含む) は返却しません。

◆応募に関する制作費、送付費用等の費用については、応募者の負担とします。詳しくは下記のHPをご覧ください。

【応募・問い合わせ先】  
〒500-8701 岐阜市今沢町18番地 岐阜市企画部信長公450プロジェクト推進課 総務係  
岐阜市信長公450プロジェクト実行委員会事務局  
TEL 058-213-0450  
E-mail: nobunaga450@city.gifu.jp

信長公 450 受付時間 平日/9:00~17:00  
http://www.nobunaga450.jp

Source : Nobunaga450 (Guidebook, city brand)  
[www.nobunaga450.jp/wp-content/themes/nobunaga/pdf/event\\_guidebook.pdf](http://www.nobunaga450.jp/wp-content/themes/nobunaga/pdf/event_guidebook.pdf)

Source : Nobunaga450 (Students, recipe contest brochure)  
<http://www.nobunaga450.jp/news/post-689.html>





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# Part 3

## Part 3

### • Lessons for Hanyangdoseong



Night View of Heunginji-mun (興仁之門)

Source : Seoul Metropolitan Government



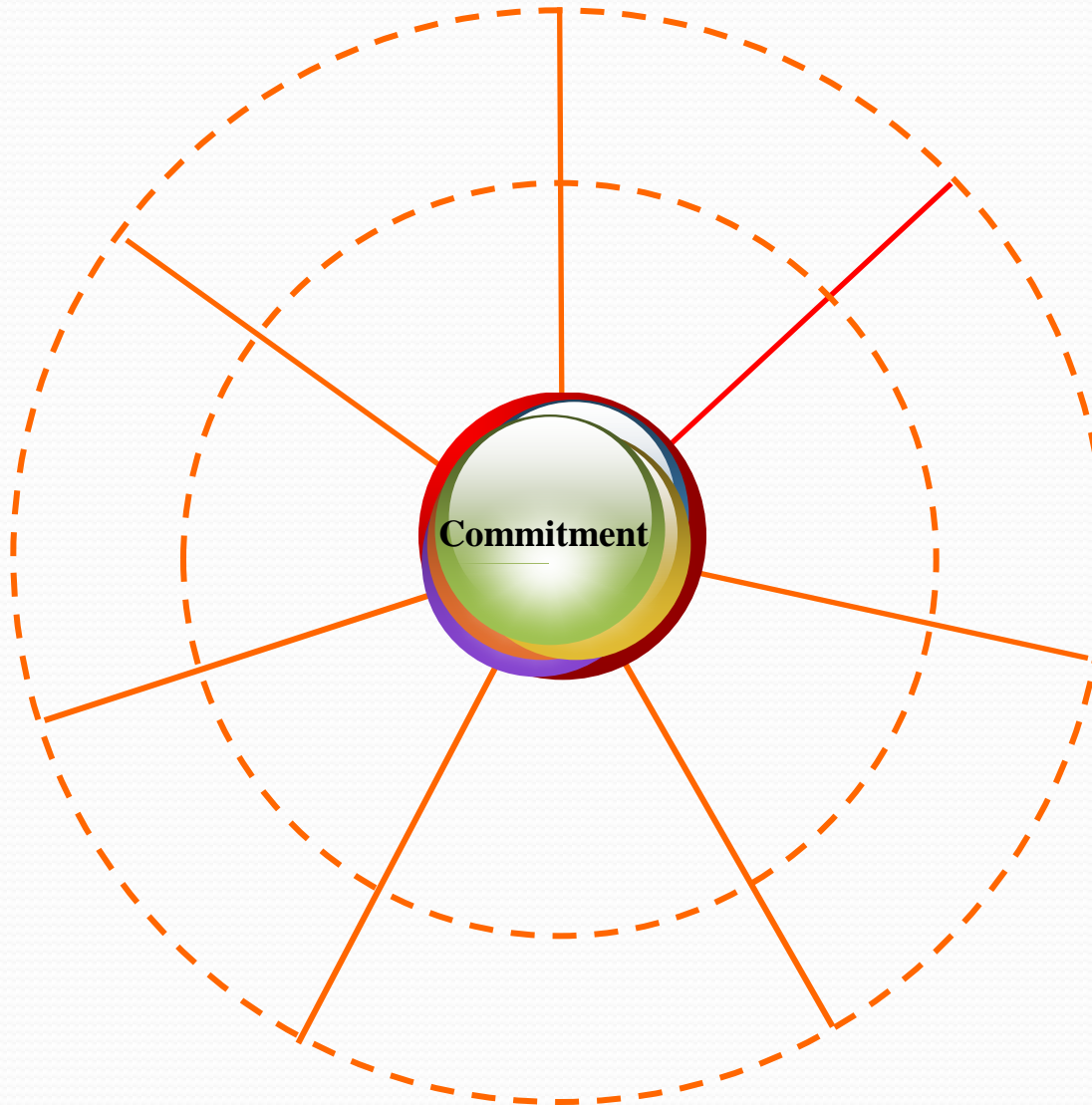


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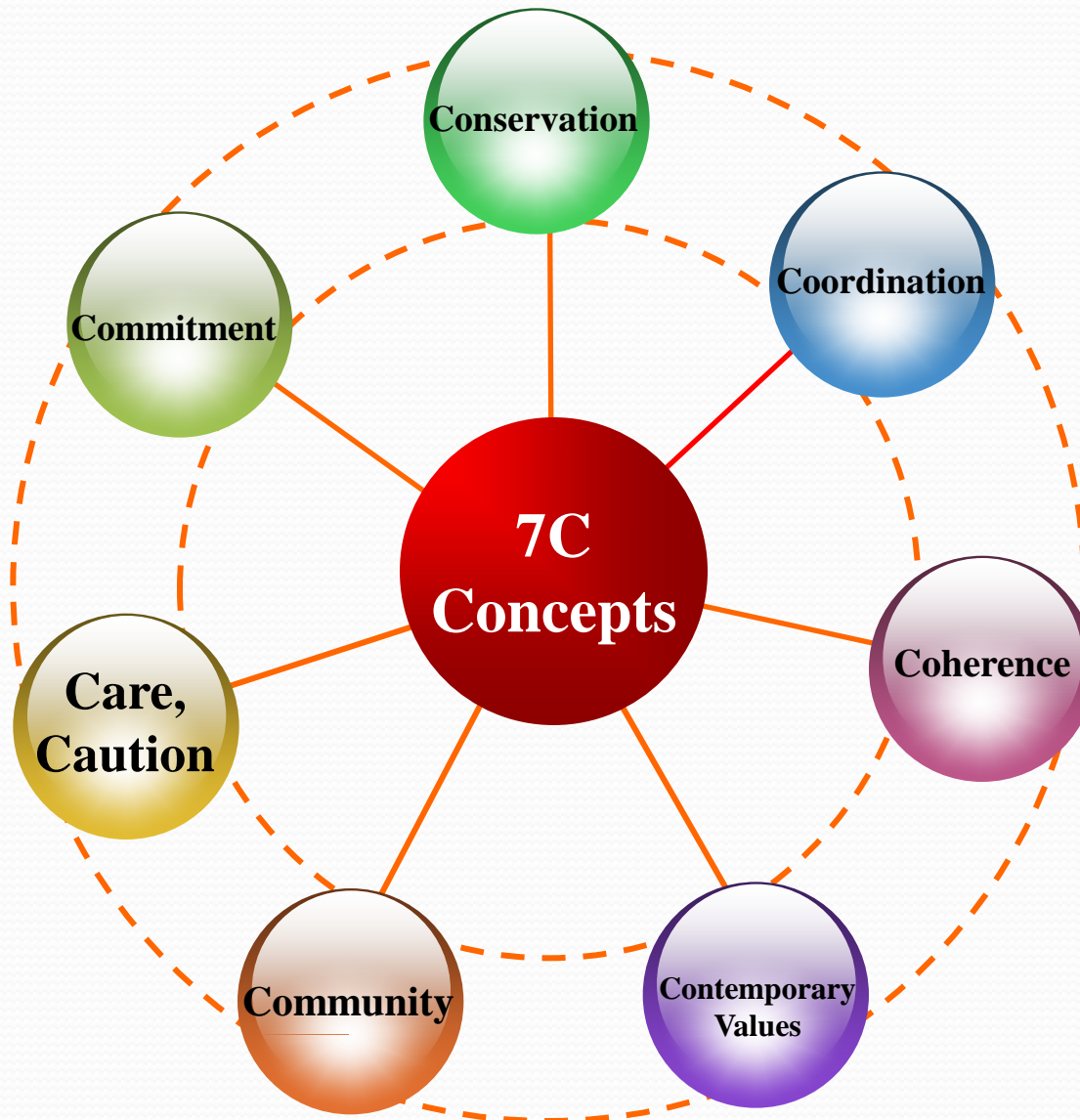


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# Lessons for Hanyangdoseong



# Lessons for Hanyangdoseong






## 1. Conservation



### Conservation

The current Strategic Objectives (referred to as “the 5 Cs”) includes :

1. Strengthen the **Credibility** of the World Heritage List;
2. Ensure the effective **Conservation** of World Heritage Properties;
3. Promote the development of effective **Capacity-building** in States Parties;
4. Increase public awareness, involvement and support for World Heritage through **Communication**.
5. Enhance the role of **Communities** in the implementation of the World Heritage Convention.

- 
- Hanyangdoseong should be supplemented with **long-term feasible conservation plans from both local and global angles**
  - **Develop a network for sharing information with IcoFort, along with the private sector**

#### Reference :

*Decision : CONF 202 9 Budapest Declaration On World Heritage*, <http://whc.unesco.org/en/decisions/1217/>

*Dr Mechtild Rossler (UNESCO World Heritage Centre): World Heritage and Cultural Heritage Management: New Conservation Challenges* [www.kx.hu/kepek/ises/anyagok/MechtildRossler.pdf#search='credibility+conservation+capacitybuilding+communication](http://www.kx.hu/kepek/ises/anyagok/MechtildRossler.pdf#search='credibility+conservation+capacitybuilding+communication) 27

## 2. Coordination

### Coordination

The **coordination** by various stakeholders is a prerequisite for effective management and promotion.

The cases of Japan demonstrate that heritage promotion is based on recognizing the city's identity by local residents; therefore, **balanced coordination** strengthens the foundation of urban heritage.

- Major purpose of building Hanyangdoseong was to protect the people living inside the four great gates, not the king alone.
- Consequently, **it is necessary for all actors to cooperate in management and promotion.**




## 3. Coherence



### Coherence

**Coherence** is essential for **linking residents' identity to the city's resilience.**

Coherence includes terms surrounding scenic views and tangible assets, tangible and intangible elements, core zones and buffer zones.

- 
- Considering that Hanyangdoseong encircles the capital, **it is of utmost importance to manage the Wall's coherence with the surroundings.**
  - Due to the recent climate changes and development, Seoul city should map out **strategies to strengthen the Wall's resilience based on coherence.**

## 4. Contemporary Values

Contemporary  
Values

Promoting heritage includes creating **contemporary values**.

The cases illustrated that fortifications can be valid “**edutainment arenas for the public**,” thus reflecting society’s modern needs.

- As for Hanyangdoseong, I suggest Seoul City come up with unique contexts related to Taejo and Confucian virtue ethics, and **generate edutainment** by connecting visitors with certain virtues at each gate.
- Inspired by the traditional Sunseong Nori, Seoul city could promote the Wall by **converging traditional beliefs with present-day ones**.




## 5. Community (1)



### Community

- **Community** lays the groundwork for urban heritage
- The current Strategic Objectives emphasizes to enhance the role of **Communities** in the implementation of the World Heritage Convention.
- Cases of Japan illustrate the **importance of the community** (via public donations) and promotion in conserving the city's tangible assets.

- 
- Since surviving castles are the achievements of community resilience, policymakers should strike a balance between policy goals and public interests.
  - Various methods should be devised to increase the public's opportunities to interact and coexist with Hanyangdoseong.



# Lessons for Hanyangdoseong

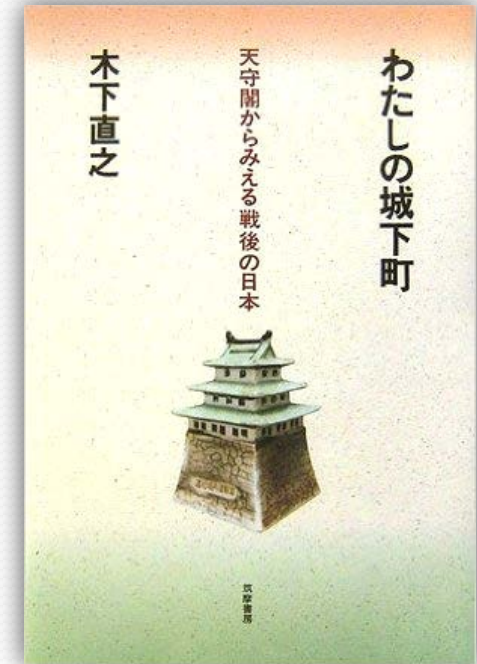
## 5. Community (2)

As for Himeji-jo, the 2.4-billion-yen renovation was partially paid for by donations from 3,000 citizens.

Also, regarding the maintenance of Gifu Castle, Kinoshita (2007) states that the reconstruction of its castle tower was carried out in 1910 by a local community group “Gifu Conservation Association (Gifu Hoshokai, 岐阜保勝会)”, which attests to the **long-standing relationship between the castle and the residents.**



an early example of community-based engagement by the public in heritage conservation



Reference: Kinoshita, N., (2007) *My Castle Town*, Chikumashobo, p.279

[木下直之 (2007) 『私の城下町—天守閣から見える戦後の日本』 筑摩書房 p.279]



## 6. Care and Caution

### Care, Caution

All stakeholders involved with urban heritage should be encouraged to consider **care and caution**.

Now that the management of heritage focuses more on “utilization” rather than “preservation” alone, **care and caution** have become more important than ever.

- Considering Hanyangdoseong’s proximity to local residents, both of the core and buffer zone should be equipped with facilities to prepare for all risks.

## 7. Commitment



### Commitment

**Commitment** is a precondition for administering and advancing urban heritage.

The term requires the engagement of various stakeholders, and **their fulfilled missions to make continual contributions.**

- 
- To maximize the identity with Hanyangdoseong as a piece of urban heritage, stakeholders should **involve with ongoing commitment which leads to the sustainability of heritage.**



## 8P Marketing Mix Model

### Positioning Strategy

**Product**  
(the Wall)

**Price**  
(costs)

**Place**  
(zones)

**Promotion**

**People**  
(Policymakers, Professionals,  
**PUBLIC**)

**Process**  
(Networking with IcoFort, public sector)

**Physical Evidence** (Environment)

**Film Industry**

**Cultural Programs  
and events**

**Education**

**Restoration  
Tourism**

## A new excursion for future generations



**Ewha Girls' School students in front of the Wall (1920s)**  
**Source : Seoul Metropolitan Government**

**Young Children on top of the Wall near Heunginji-mun (1900s)** **Source : SEOUL MUSEUM OF HISTORY** 36



**“Hanyangdoseong,  
a happy excursion to make your wishes come true”**





## Preamble to the Constitution of UNESCO

“Since wars begin in the minds of men,  
it is in the minds of men that the  
**defences of peace** must be constructed;”

“戦争は人の心の中で生まれるものであるから、  
人の心の中に**平和のとりで**を築かなければなら  
ない。”

“전쟁은 사람의 마음에서 시작되기에,  
**평화의 방벽** 또한 그곳에 세워야 한다.”

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Constitution of the United Nations  
Educational, Scientific  
and Cultural Organization | A

Adopted in London on 16 November 1945 and amended by the General  
Conference at its 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 12th, 15th, 17th,  
19th, 20th, 21st, 24th, 25th, 26th, 27th, 28th, 29th and 31st sessions.

The Governments of the States Parties to this Constitution on behalf of  
their peoples declare:

That since wars begin in the minds of men, it is in the minds of men that the defences of peace must  
be constructed;

That ignorance of each other's ways and lives has been a common cause, throughout the history  
of mankind, of that suspicion and mistrust between the peoples of the  
world through which their differences have all too often broken into war;

That the great and terrible war which has now ended was a war made possible by the denial of the  
democratic principles of the dignity, equality and mutual respect of men,  
and by the propagation, in their place, through ignorance and prejudice,  
of the doctrine of the inequality of men and races;

That the wide diffusion of culture, and the education of humanity for justice and liberty and peace  
are indispensable to the dignity of man and constitute a sacred duty which  
all the nations must fulfil in a spirit of mutual assistance and concern;

That a peace based exclusively upon the political and economic arrangements of governments would  
not be a peace which could secure the unanimous, lasting and sincere  
support of the peoples of the world, and that the peace must therefore  
be founded, if it is not to fail, upon the intellectual and moral solidarity  
of mankind.

For these reasons, the States Parties to this Constitution, believing in full and equal opportunities  
for education for all, in the unrestricted pursuit of objective truth, and in  
the free exchange of ideas and knowledge, are agreed and determined  
to develop and to increase the means of communication between  
their peoples and to employ these means for the purposes of mutual  
understanding and a truer and more perfect knowledge of each other's  
lives;

In consequence whereof they do hereby create the United Nations Educational, Scientific and  
Cultural Organization for the purpose of advancing, through the  
educational and scientific and cultural relations of the peoples of the  
world, the objectives of international peace and of the common welfare



## Defences of peace

平和の砦

평화의 방벽



Himeji Castle

Gifu Castle

Hanyangdoseong



source: Incruit Corporation (14th October, 2016)

[people.incruit.com/news/newsview.asp?gcd=22&newsno=3131073](http://people.incruit.com/news/newsview.asp?gcd=22&newsno=3131073)



**Thank You Very Much For Your Attention.**

**ご清聴誠にありがとうございました。**

**경청해 주셔서 진심으로 감사 드립니다.**



**Photographed with Irina Bokova, Director-General of UNESCO  
at United Nations University, Tokyo in May 2016**