



2020 HUMAN CITY DESIGN AWARD

휴먼시티 디자인 어워드

Design for Sustainable City
towards a harmonious relationship
between human and the environment

Host



Organizer



Sponsorship / Cooperation

The UNESCO Creative Cities Network,
World Design Organization (WDO),
Human Cities Network,
Korean Federation of Design Associations etc.

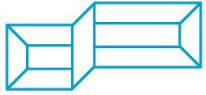


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**The Seoul Metropolitan
Government and
the Seoul Design
Foundation implement
the 2020 Human City
Design Award**



The 'Human City Design Seoul' Declaration

We have gathered here today to promote the sustainable vision of the 'UNESCO Creative Cities Network and Seoul as a City of Design,' which is an initiative that seeks to build a creative relationship between people and the environment.

The 'Human City Design Seoul' Declaration is a response to what the world needs now, with our society convinced that we must overcome the harmful effects of human alienation or materialism, and design a sustainable urban environment in which people can enjoy creative lives regardless of gender, age, financial wealth, and health or disability that one may have. To do so, the city of Seoul hereby proposes its vision and objectives for the 'Human City Design Seoul' Declaration that infuses the philosophies of the existing Human City Network with Asian design values.

The 'Human City Design Seoul' Declaration proclaims the following to ensure people and people, people and the society, people and the environment, people and nature can create even more harmonious and sustainable relationships.

One, **'Human City Design Seoul' cooperates with Human Network Cities to pursue the common objective of building sustainable urban ecosystems where people and the environment co-exist harmoniously.**

One, **'Human City Design Seoul' embraces the problem-solving and healing capacities of design for social issues as a creative way to solve complex issues that plague our cities today.**

One, **'Human City Design Seoul' supports people-oriented urban policies through which every individual citizen can become a principal agent of autonomous life based on the city's efforts to secure public use of the urban environment and to improve cultural diversity.**

One, **'Human City Design Seoul' will give out the 'Human City Design Award,' an award that combines the concept of social design and global outlook of Asia as an organic entity, starting in 2019.**

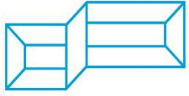
One, **'Human City Design Seoul' aspires to serve as a communication framework to build an urban ecosystem where people and the environment prosper together under a platform of coexistence that seeks sustainability and wellness for our civilization.**



September 17, 2018

Mayor of the Seoul Metropolitan Government,
Won Soon Park





Human City Design Award

expects to be an international design award contributing to efforts toward achieving the common purpose of human beings, which is to “create a sustainable urban eco-system while seeking for harmonious relationship between human beings, society, the environment, and nature.”

Cities in the world today have developed qualitatively and quantitatively as they have progressed through a materialism-oriented civil society. However, we are still facing various social challenges like the gap between the rich and the poor, issues regarding socially vulnerable groups, environmental pollution, resource depletion, and disasters. Those challenges have threatened the lives and the future of humanity in every corner of every world city.

Similarly, in this complicated and multilateral modern society, it is fair to say that design has played a pivotal role not only in improving urban environments but also in creating a sustainable future by forging harmonious relations between humans and the environment and in creatively resolving complicated urban challenges.

In light of this trend, last year the Seoul Metropolitan Government and the Seoul Design Foundation have declared our city the ‘Human City Design Seoul’ to reflect the needs of the times, that is, to design a sustainable urban environment in which all citizens can enjoy a creative life. And starting from this year, the ‘Human City Design Award’ has been established to fulfill this declaration.



‘Human City Design Award’ is for a designer or group contributing to the process of forging harmonious and sustainable relations among humans, society, the environment, and nature by resolving challenges that arise in complicated urban environments and by suggesting a new and novel vision through creative design.

I expect this international design award, which has been introduced for the first time this year, will make a significant contribution to pursuing the common purpose of human beings, which is to create sustainable urban ecosystems for harmonious relationships among humans, society, the environment, and nature.

What’s more, we would like to transform the concept of design into a social concept as a means of resolving and healing the social challenges faced by today’s cities as well as a means of securing publicity for the urban environment and as a means of pursuing cultural diversity.

Moving forward, I hope ‘Human City Design Award’ will become the barometer for suggesting new directions in the field of international design by evolving further, with the active participation of concerned persons from both home and abroad. Also, through this award I hope Seoul will be the design platform for mutual prosperity and will be the venue of communication to build urban ecosystems in which humans and the environment harmoniously coexist.

Mayor of the Seoul Metropolitan Government,
Won Soon Park

CEO of Seoul Design Foundation,
Kyung Ran Choi

Head of Steering Committee,
Soon Jong Lee



| Overview of Award

- **Title of Award** Human City Design Award 2020
- **Theme** Design for Sustainable City for a harmonious relationship between human and the environment
- **Host** Seoul Metropolitan Government
- **Organizer** Seoul Design Foundation
- **Sponsorship/ Cooperation** Human Cities EU Network, World Design Organization (WDO),
The UNESCO Creative Cities Network, Cumulus,
The Silk Road Universities Network(SUN),
Korean Federation of Design Associations, Etc.
- **Qualification** Individuals or organizations who have experience in design-related field(No limitation on career)
- **Selection** Grand Prize for One Winner [Human City Design Grand Prize]

* (※ Except one winner, Benefits of award will be awarded to around 10 people who qualified at a 1st review)
- **Prize Money** Prize Money 100,000,000 won (KRW) [Including Tax]

* Worth 85,000 USD (variable according to the rate of exchange)

- **Benefits of Award**
 - 1) Invitation to the "2020 Human City Design Award" Ceremony
 - 2) Participation as a speaker at 2020 Human City Design Conference or Global Workshop
 - 3) Invitation to the 2020 Human City Design Exhibition
 - 4) Support for a visit to "2020 Human City Design Award" Ceremony and related events (airfare and accommodation)
 - 5) Guided tour for DDP and Seoul
 - 6) Testimonial (Grand prize : Trophy / Nominees : Plaque)



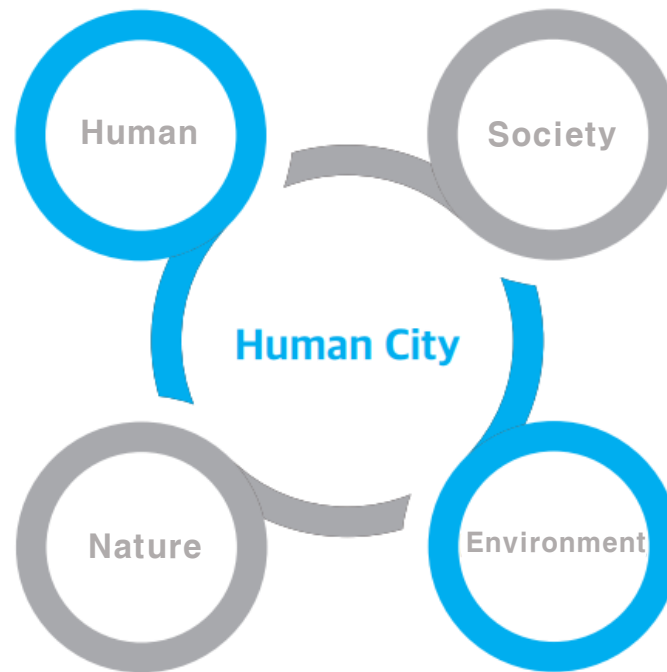
| Purpose

1. To establish a sustainable city ecosystem for a harmonious relationship between human and the environment through design
2. To discuss design as a creative solution of complex social problems in the city and expand design's healing effects around the world
3. To make the design sector contribute to the development of mankind



| Area

Less than 5 years' implemented design projects(Product, Space/Environment, Communication, System and Service, Etc.) that contribute to a more harmonious and sustainable relationship between human and human, human and society, human and the environment and human and nature

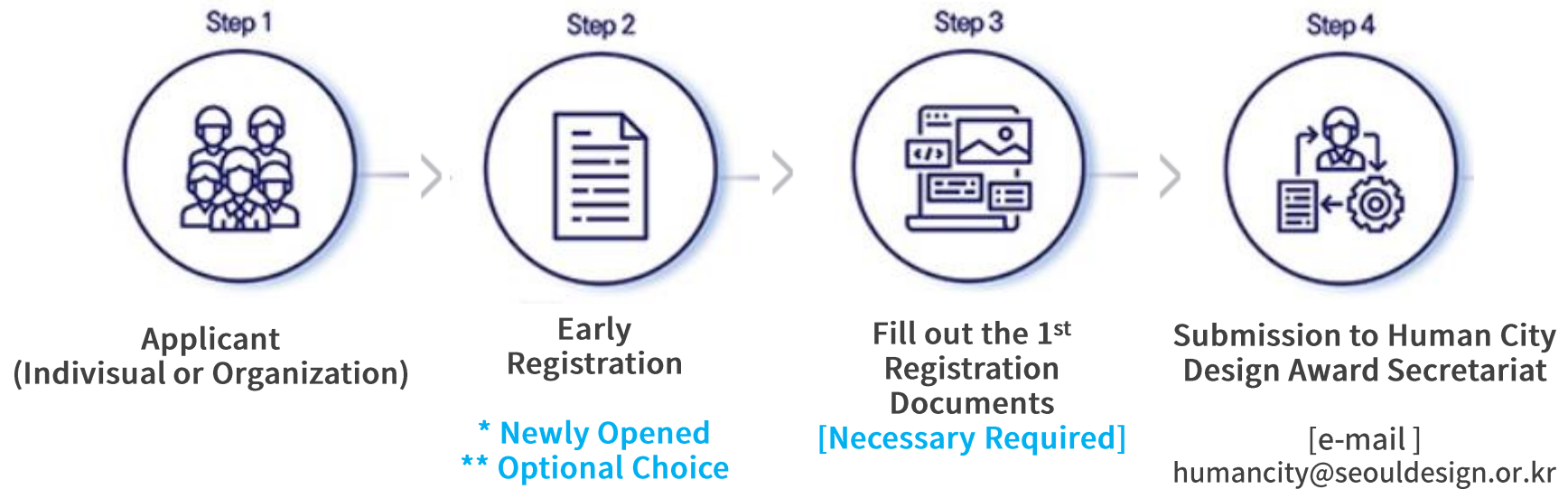


| Official Schedule (Korean Standard Time)

- Official Announcement 1 April 2020 (Wed.) ~ 20 July 2020 (Mon.)
- Pre Registration 25 May 2020 (Mon.) ~ 18 Jun 2020 (Thur.) * *Optional Choice.* ***Newly Opened*
- Registration 22 June 2020 (Mon.) ~ 20 July 2020 (Mon.) [[Necessary Required](#)]
- Review 21 July 2020 (Tues.) ~ 21 September 2020 (Mon.)
- Winner Announcement 22 September 2020 (Tues.)
- Award Ceremony 22 September 2019 (Tues.)

* The above schedule is subject to change due to circumstances.

| Registration and Documents (1)



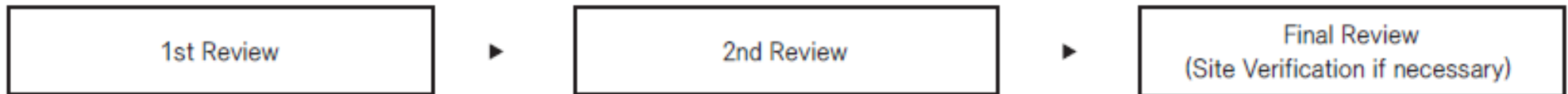
I Registration and Documents (2)

Item	Documents
<p>Pre – Registration Documents (*Newly open)</p>	<p>[1. Pre - Registration Form]</p> <ul style="list-style-type: none"> - Submit the project name, name, affiliation, contact information(Phone, e-mail), and country in pre-registration period. - A reminder message will be sent later.
<p>1st Registration Documents</p>	<p>※ Please Complete Registration Documents in English</p> <p>[1. Entry Form]</p> <p>[2. Performance Resume]</p> <ul style="list-style-type: none"> - Design-related experience - Project performance (Less than 5 years) - Representative project's images (around 8 images) with explanations <p>[Optional : Project-related video URL or file]</p> <ul style="list-style-type: none"> - Format : Video max. 3 minutes (wmv, mov, asf, avi, mpeg) - Capacity : within 500mb, over 1024*768 pixel
<p>2nd Registration Documents</p>	<p>Candidates that have passed the first review may be asked to provide additional materials upon request of the review committee (Candidates will be contacted individually)</p>

| Judging Process

Judging Process

Winners are selected based on the review process and criteria by the selection committee consisting of experts from various fields of design.



| Judging Criteria

[Solution to living issues in the city]

Does the theme address a design issue involving the city, human's lives, human, the society, the environment, or nature in order to create a harmonious human city?

[Expansion of global values]

Does the perspective of the design solution show creativity and have a spillover effect that can be expanded on a global level?

[Proposal for Future vision]

Does the design contribute to proposing a vision for future-oriented global culture and civilization for the joint prosperity of the human race and nature?

| Steering Committee Members



SoonJong Lee

Head of Steering Committee

CEO of Korea Future Design Research Institute
Honorary professor at Seoul National University
Former President at Korean Federation of Design Associations



Andrea Cancellato

Overseas expert(Europe-Italy)

MEET (Italiana Digital Culture Centre)
Director
Former CEO at Fondazione
La Triennale di Milano



Eriko Esaka

Overseas expert(Asia-Japan)

Program director Nagoya UNESCO City of
Design Organizing Committee
Program director of Cultural Promotion
Office, Bureau of Tourism, Culture &
Exchange City of Nagoya



KyungRan Choi

Ex officio

CEO of Seoul Design Foundation
Former Dean of the graduate school of
Techno Design at Kookmin University
Former Director of 2015 Gwangju
Biennale



ChungKee Lee

Domestic expert

Seoul Design Foundation Director
Professor of Architecture at University of
Seoul
Former Founder of Hanmei Architects



Josyane Franc

Overseas expert(Europe-France)

Project Coordinator Human Cities_
Challenging the city scale EU programme
Head of international affairs Saint-Etienne
Cite du design & ESADSE



Mark Wee

Overseas expert(Asia-Singapore)

Executive Director, DesignSingapore
Council
Former Pioneer of Design Thinking
Singapore



KilHyung Rhee

Ex officio

President at Korean Federation of Design
Associations
Professor of Design Contents at Hongik
University graduate school



Fernando Mascaro

Overseas expert(South America-Brazil)

Consultant, FM/Strategies for Design
Curator, speaker and doing workshop
during the Human Cities Project 2017
and Biennale Internationale
Design Saint-Étienne since 2002



Richard Perez

Overseas expert(Africa-Republic of South Africa)

Director, d-school, Hasso Plattner School of
Design Thinking, University of Cape Town



Jinsung Kim

PM (Project Manager)

Professor of Design Innovation at Sejong
University

| Selecting Committee Members



Charles Landry

Head of the Selecting Committee

CEO of Comedia
The European Capital of Innovation Award jury
Fellow of The Robert Bosch Academy in Berlin 'The Creative City' author



LOU Yongqi

Area : Design

Dean, College of Design and Innovation, Tongji University
Fellow, the Royal Swedish Academy of Engineering Sciences

“Additional Committee Members are processing to select.”

Dunoon Learning and Innovation Project

Dunoon Learning and Innovation Project is a customized strategic project to address the needs of communities that are congested by rapid urbanization beyond sustainability.

[Critic] *An effective and comprehensive community development plan with a library building as a catalyst and tangible outcomes based on community participation principles. It meets all the criteria of the competition. The jury was impressed by the strategic clarity of the project and how it builds and empowers community by connecting issues to peoples' daily lives.*



Liezel Kruger-Fountain
(CAPE TOWN / Republic of South Africa)

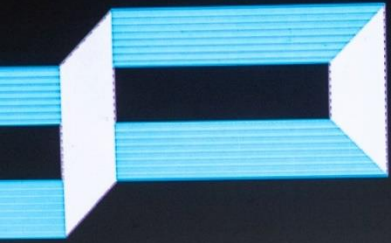


2019 Human City Design Award _ Grand Prize



2019
HUMAN CITY
DESIGN AWARD
휴먼시티 디자인 어워드





2019 HUMAN CITY DESIGN AWARD

지속가능한 도시를 위한 디자인 휴먼시티디자인어워드





2019 Human City Design Award

25 Countries / 75 Projects Participated Worldwide

The Seoul Metropolitan Government and the Seoul Design Foundation held the 「1st Human City Design Award」. It was held for the first time this year as an award that aims to share and spread 'Designs for humanity' and 'Social problem-solving designs for a sustainable city', which countries around the world are creatively trying.



2019 Human City Design Award

With the aim of spreading and sharing the urban regeneration values of the Seoul Metropolitan Government and astounding cases of the world along with preparing for a sustainable future through the 'Human City Design Award', **the award is given to urban design projects (individual or group) which have contributed to creating a harmonious and sustainable relationship between people, the society, the environment, and nature by solving problems of the complex urban environment through creative design and presenting a new vision.** The Human City Design Award pursues the public value of design.



2019 Human City Design Award

The Seoul Design Foundation received a total of 75 projects from 25 countries from around the world through a public announcement made in June. The Selecting Committee consisted of home and abroad experts conducted four review meetings for the establishment of the judging criteria in which 12 final projects were nominated, and Liezel Kruger-Fountain, designer from South Africa Cape Town was announced as the grand prize winner on September 26th at the DDP(Dongdaemun Design Plaza).



2019 Human City Design Award

The Selecting Committee consisted of top experts in the fields of Design, Community, and Architecture such as Charles Landry, author of 「The Creative City」, who is regarded as an authority of the field of City Innovation, and also Ezio Manzini(Honorary professor of Politecnico di Milano), Mariana Amatullo(President of Cumulus), Lou Yongqi(Dean of Shanghai Tongji University College of Design and Innovation), and Hyun-joon Yoo(Professor at Hongik University College of Architecture) for objectivity and expertise



Selecting Committee Mariana Amatullo Presentation



Selecting Committee Lou Yongqi Presentation

Regarding the judging criteria, the Human City Design Award focused on whether projects suggest a
▲Solution to living issues in the city in order to create a harmonious human city
▲A creative perspective proposed by the design solution with a spillover effect that could expand on a global value
▲Contribution to proposing a future-oriented global culture and civilization for the joint prosperity of the human race and nature.