



la Biennale di Venezia

12. Mostra
Internazionale
di Architettura

Partecipazioni nazionali

Korean Pavilion 2010

12th International Architecture Exhibition
la Biennale di Venezia

RE.PLACE.ING
DOCUMENTARY OF
CHANGING METROPOLIS SEOUL

PRESS KIT

12TH International
Architecture
Exhibition
la Biennale di Venezia

Korean Pavilion 2010
RE.PLACE.ING:
Documentary of Changing
Metropolis Seoul

Giardini di Castello, Venezia, Italy

Opening 4:30pm, 27th August, 2010

PEOPLE MEET
IN
ARCHITECTURE

Commissioner
Kwon, Moon Sung

Exhibitor

Lee, Sang Koo
Cho, Jung Goo
Lee, Chung Kee
Shin, Seung Soo
Hah, Tesoc

Advisors

Park, Cheol Soo
Park, In Seok

coordinators

Bae, Moon Kyu
Kim, Eun Jeong

PRESS RELEASE CONTENTS

1. Commissioner's Introduction
2. Introduction of Exhibition
3. Organization of Exhibition
4. Biographies
5. Credits
6. Resource Available to the Press

Responsible for press relations

Bae, Moon Kyu
Tel +82-10-2715-4157 / Fax +82-2-2057-1740
E-mail moongs77@skku.edu
Url <http://www.korean-pavilion.or.kr>

Download : <http://www.webhard.net>

id: venice2010

password: guest

folder: download only/ Korean pavilion 2010



This exhibition is organized by Arts Council Korea and presented by
fondazione la Biennale di Venezia.

Sponsors.



1.

Commissioner's Introduction

RE.PLACE.ING - Documentary of Changing Metropolis SEOUL

The exhibition in the Korean pavilion will show a record of changes in the historic city of Seoul that occurred from the population influx as a result of the compressed economic growth after the Korean War. Through the observation of the replacement of residential environments and public spaces, the states of expansion, the deletion and insertion of urban tissues, and its continuously sustained vitality, it will clearly reveal the balances or dissonances between the new aspects of urban life. We will see the intention and the vision of the changes, as well as the possible dreams that come about.

The subject, "People meet in Architecture", may be shown through the organization of the exhibition itself. The Korean Pavilion has a different space composition from other countries. It is not only a space for the exhibition, but also a space for living, as if it were a house in which shows the order of Korean architectural space. The visitors will be able to see the unique display environment with a reconstructed urban Hanok at the center. By displaying real traditional urban housing we will show that the original form (of Korean living) has continued steadily, unbothered by the flow of changes.

The architects participating in the exhibition will present various understandings of the continuous replacing situation of Seoul. This will be done by showing works that are based on the maintained shapes of old residences, the mutation of landscapes from recent apartments, the vision of the new type of residence (interacted with by visitors), and the diverse ideas about possibilities & blueprints of public spaces in the metropolis of Seoul. This exhibition can be a chance for the visitor to imagine the shape of Seoul in the future through his or her own participation.

Kwon, Moon Sung

Commissioner

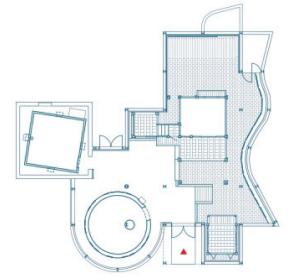
Korean Pavilion 2010
12th International Architecture Exhibition
la Biennale di Venezia

2. Introduction of Exhibition

Hanok, _ People Meet in Korean Pavilion

It is 'Hanok' that guests encounter first in the Korean pavilion. This Hanok is made from the parts of several Hanoks in Seoul that were facing a crisis of being removed, so we moved them to the Korean Pavilion in Venice. A small jeong-ja is added on the right side of the entrance. These two buildings reveal the rational order and beautiful shape of Korean traditional wood structures. The inner spaces and the courtyard of a Hanok, 'Bang', 'Maru' and 'Madang', open to each other and communicating with the nature of Venice like a forest and ocean outside of the pavilion, show the unique organization of space of Hanok.

Just 100 years ago every house in the Korean Peninsula was Hanok. It is the prototype of Korean traditional architecture. Further, we can find the tissues of space from Hanok in the residences after the inflow of modern architecture and even in inner spaces of recent residences in skyscrapers. The exhibition of the Korean Pavilion starts with Hanok that provides places where the guests can take a rest and experience the real scale of Korean traditional urban residence.



LIVING CITY, SEOUL _ Living Forms in the Living City

Seoul was constructed as new town 600 years ago, designed as a new capital of the Joseon Dynasty. The intention of the project lies in respecting the natural order and generating autonomous living order within it. Along the specific conditions of its natural topography, a dominant arterial road system was realized. In contrast, local road system took form naturally and its transformation came as necessary, allowing for flexibility in the urban structure. In spite of the drastic changes that are required during modern times, Seoul has been able to somewhat adapt to the pressure and preserve its identity due to its inartificial, autonomous and flexible urban structure.

LIVING FORMS _ Living Forms in the Living City

In the accumulation of time architecture has met people's lives and hereby these lives have turned into concrete shaped -'living forms'. The bending alleys and houses, the benches and flower pots, the signs that pack the facades of buildings, extensions made to houses where their original form is no longer visible are all what we see daily. Here we see various agents build their urban environment and leave vestiges of their daily life to be imprinted and remembered.

APARTMENT CITY, SEOUL _ RE.PLACE.ING by Apartment

Today most of the residences in Seoul are 'APARTMENT' housing. Half of the houses turned to apartments in half a century and the apartment became a figure of life of the Seoulite itself. The sketches showing the vision of the radiant city from Le Corbusier come true in Seoul, and the apartment became the main scenery wherever the human lives. The compressive economic growth provides the force for the newly built apartments by deleting parts of the city repeatedly. Seoulites and the spectators can be asked of the meaning of residence through organizing records of apartments from various angles.

REPLACING PUBLIC SPACE _ Urban space bar: Extending Individual Domain

The deletion and insertion of urban environment is going on in Seoul, as well. Old and spontaneous urban tissues were re-organized for efficiency and traffic networks, so public spaces shrank. Now people are trying to find new public spaces for themselves. These efforts are being rearranged and experts are finding new possibilities for residences and public spaces. Seoul is getting to improve the public environment including the Hangang-river, the largest open space in Seoul, for humans. In this moment, the proposal searches for an 'inter-place' where users' experiences are extended and integrated across various spaces in order for public-ness to be placed in-between monument and object.

DIFFERENTIAL LIFE INTEGRAL CITY _ Collective intelligence Urbanism

Urban residences, which have been uniformly supplied, are transformed into a collective intelligent city in which citizens can collectively participate in building a city. The lifestyle information submitted by the exhibition visitors, citizens of Seoul, and people anywhere in the world through smartphones will be put into a system constructed by the architect, and will become a city block that will be built on the riverside of Seoul.

3. Organization of Exhibition

1. Han-ok, _People Meet in Korean Pavilion

Collaboration with Cho, Jung-Goo (Architect)+ Jung, Tae Do (Principal Carpenter)

The urban Hanoks in Seoul are representative of Seoul's urban architecture. The culmination of history has transformed the metropolis, where the Hanok has consistently embodied the past and the present peoples' lives. On the one hand, the Hanoks of Seoul are being demolished for redevelopment purposes but on the other hand, they are being preserved for public and private interests. Perhaps in the future, preservation and the reuse of Hanoks will be a measure to how Seoul as a city will change. In the Korean pavilion we have partly reconstructed an urban Hanok of Seoul. The original Hanok is the home of the architect Cho Jung-gu and his family. The center piece to rebuilding this Hanok is the collaboration with the principle carpenter of traditional wood work. Here in the Korean Pavillion the reconstructed Hanok will provide a place to meet and rest, and at the same time is supposed to allow for an experience showing how the Hanok still is a living part of our city that embodies the various lives and present realities.



2. LIVING CITY, SEOUL_Living Forms in the Living City

Exhibitor Lee, Sang Koo

The Golmok-gil (alleys) of Seoul are winding and irregular, without any consistency in width. They normally have a dead end and the intersections of paths are three-way instead of the usual four-way stop in modern city planning. There are no exceptions. Such formal characteristics of Golmok-gil could be formed because of their gradual stages of development. Unlike instant and simultaneous construction of modern city streets, the Golmok-gil fragmented larger street in simple blocks and each single piece grew in additional joints one by one, gradually completing the whole, along with inhabitants' changing way of life over a long period of time. As Golmok-gil developed and transformed their forms together with inhabitants' changing life style, the urban structure of Seoul is definitely a collective accumulation which reflects the life patterns of the people. The process of inhabitant-led village construction, it itself remains in Golmok-gil forms and furthermore composes the urban structure. Golmok-gil can be defined as 'Living Forms' that ceaselessly carried on throughout the time.



3. LIVING FORMS _Living Forms in the Living City

Exhibitor Cho, Jung Goo

In Seoul, a city with a long history full of changes, the appearance of diverse agents living between the relationship of the urban environment and architecture, in other words 'living forms' have drawn our attention. In this exhibition we would like to present a part of our long-time research based on urban field investigations. We have expressed the alleys, dwellings (Hanoks) and the appearance of the inhabitants living their daily life through a vast drawing and model. On the other side, we intend to show what kind of living forms the urban buildings in the culturally thriving Seogyo 365-area near Hongik University have assumed alongside the accumulated history of the city. We would like to convey that 'living Forms in the Living City', the various layers of phenomena of people's lives accumulated through past and present, well alive today, is what really forms the identity, asset and future of our city Seoul.



4. APARTMENT CITY, SEOUL _RE.PLACE.ING by Apartment

Exhibitor Lee, Chung Kee

The traditional landscape of Seoul is mountain, river that represented Bugaksan Mountain and Hangang-river and streets of the town that influenced for a long time. But the apartment conquered the mountain, river and flatland town in only 30 years, and is now the typical landscape of Seoul. Now the apartment has taken over 60% of the housing. So situation of Seoul what traditional life style is substituted life in apartment very similar to the Emmental cheese. But this situation is not negative because a lot of apartments supplied in Seoul and apartments are evolved creative life for the urban life. So in this exhibit, we will find a trace of the positive and negative aspect of an apartment's situation that occupied Seoul and various living conditions.

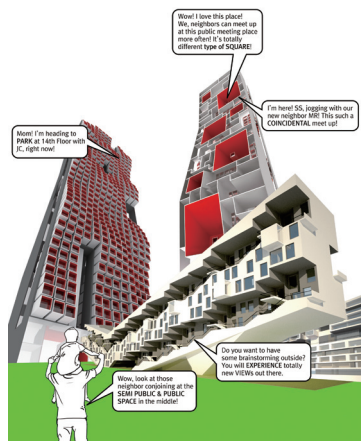
Apartment City, Seoul



5. REPLACING PUBLIC SPACE _Urban space bar: Extending Individual Domain

Exhibitor Shin, Seung Soo

In a process and approach to replace the urbanized 'barricaded city', the proposal that we are suggesting is the new concept of liminal space where individual domains collide and link beyond spatial boundary. Like the 'SPACE BAR' on a keyboard, urban public space forms creative spacing between individual activities which bring in all relation beyond the logic of "either/or". The SPACE BAR is the space of documentary, collection of memoirs, interaction of individuals, and at the same time, the extension of individual activities formed in urban territories. In conclusion, space of public-ness should be an 'interplace' where the users' experiences are extended and integrated across various scapes.



6. DIFFERENTIAL LIFE INTEGRAL CITY _Collective intelligence Urbanism

Exhibitor Hah, Tesoc

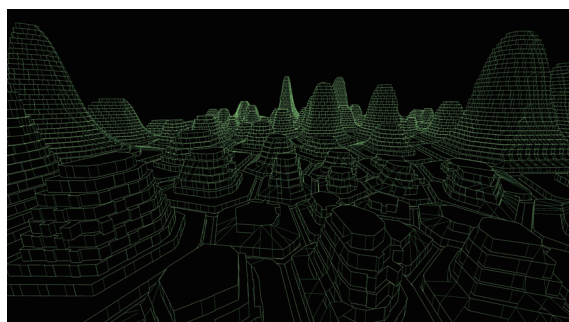
"Our city is the integral place through differential life." –Hah, Teso

The city has been generated and transformed by people throughout history. Differential Life Integral City will realize this transformation in real time through the participation of the people. If a small number of people participate in the exhibition, the city will be as homogeneous as our current cities like Seoul. And as more people participate, the city will become differentiated to suit each individual's lifestyle. When the total number of participants reaches the maximum density, the city will become fully differentiated and customized to every individual in the city. We call this kind of city the integral city. The exhibition will show the generating process of the city in real time. Every individual's participation will contribute to the transformation of the city. During the exhibition period, visitors will be able to see the city change from a homogenous city to an integral city.

Participation is made possible through the use of smart phones within the exhibition room as well as anywhere in the world. People can input their own lifestyle information into the application and this will create their own customized housing unit as well as contribute to the formation of the city. The exhibition realizes a continuously differentiated city through the participation of people in a "bottom-up" process. The massive participation of people will directly affect the urban form and differentiation as a result of the exhibition.

www.integral-city.net

Download 'Integral City' from App Store or Android Market



4. Biographies



Kwon, Moon Sung commissioner

Architect / Professor, Sungyunkwan university / www.a-17.com/mskwon17@skku.edu

He has led the architects to practice their social and public role by setting up the "Korea Architects Institute" with his colleagues in 2003. He has focused on the basic substance of architecture and considers traditional architecture, vernacular, communion with nature, and people-oriented architecture as important subjects of architectural practice. He won lots of prizes through his main works of residence (built in Ilsan, Heyri, Gumam, Pangyo), cultural facilities (Anseong Brass Museum, Museum of Korea Straw and Plants Handicraft), renovations (Hyunamsa, Dukwon Gallery, Imjingak) and public facilities (located in Seochon, Daegu Dongsung-ro, Hangang Renaissance Projects - Approaching Facility & Cafe in Ttukseom Resort, Yanghwa Observatory, Gwanggyo Observatory). Some of these projects had been introduced during "Megacity Network-Contemporary Korean Architecture", the exhibition tour in Europe, 2007-2009. It is estimated that Kwon's architecture is harmonizing with its context instead of emphasizing fancy form, and has aroused pride and sympathy in many people for long time. All the architects invited by this commissioner of the 12th Venice Biennale, receive their own achievements in architecture, besides practicing their public role as an architect in the society. In company with them, Kwon shows his attention and attitude toward architecture through this exhibition by inspecting and predicting the positive evaluation of residential and public circumstances of the historic city, Seoul.



Lee, Sang Koo exhibitor

Professor, Kyonggi University / www.udah.kr/icecube@kyonggi.ac.kr

Lee, Sang Koo was born in 1958, received his B.S., M.Eng and Ph.D. from Seoul National University. He has been recording the disappearing urban form of Seoul by researching Seoul's historic urban tissue and working restoration on the map. He has participated in urban projects for revival of urban context and history like "the district unit plan of Insa-dong". He has been a professor of architecture at Kyonggi University after 1986 and he is currently a dean of the Graduate School of Architecture, Kyonggi University and a co-representative of The Research Institute Culture City.



Cho, Jung Goo exhibitor

Architect / guga urban architecture / www.guga.co.kr/kanag9@hanmail.net

Cho, Jung Goo was born in 1966, received his B.S. and M.S. from Seoul National University, was a doctoral candidate, at the graduate school of Tokyo University. He has been concerned with the issue of 'usual architecture related to our life' and having continual explore, called 'Wednesday Surveys'.

His architectural works are principally based on 'the Wednesday Surveys researching and recording a place and building of Seoul. He is currently working as principal architect of guga urban architecture and was awarded the Korea Young Architects Award in 2004, Korea wood design Awards 1st prize in 2007 (Hanok hotel Ra-gung), Seoul Metropolitan Government Architecture Awards in 2008, and the Korean Institute of Architects Award in 2008 (Gunja Community Center).



Lee, Chungkee exhibitor

Architect / Professor, University of Seoul / www.hanmei.or.kr/cklee@uos.ac.kr

Lee, Chung Kee was born in 1961, graduated from a Sungkyunkwan University, and received his M.A. in Architecture from Yonsei University. In 1995 he founded Hanmei Architects. He is currently professor of architecture at the University of Seoul. He has been invited to the Competition in the National Exhibition of Korean Arc (1998~), Invitation Exhibition of Media Poll in Gangnam (2010), Mega City Network Contemporary Korean Architecture Seoul (2010), Mega City Network Europe Tour exhibition (2007~2009, Madrid, Tallinn, Berlin, Frankfurt), etc. He has received the grand prize of the Korea architecture and culture - Gannaan church (2001), grand prize of the Geumsan architecture and culture - Geumsan ginseng resting place (2001), grand prize of the Jeju architecture and culture - Jeju specialty constructors (2006), Gunsan Kumdong House (1997), Dong-da House(2002) etc. and received a Ministry of Culture and Tourism minister citation.



Shin, Seung Soo exhibitor

[Dutch architect / Design group OZ / \[piranesi@paran.com\]\(mailto:piranesi@paran.com\)](#)

Sin, Seung Soo was born in 1972, received his B.S. and M.S. from Seoul National University, and Master of Architecture from the Berlage Institute (Rotterdam, the Netherlands). He is a registered Dutch architect, and obtained his Ph.D. degree at Seoul National University with the theme of “multi-layered publicness,” and has been exploring new types of spatial and institutional organization, with the research based on the user’s creative activities. In 2006 he founded Design Group OZ. He is currently working as principal architect of Design Group OZ, and is a visiting professor at SungKyunKwan University. He was awarded 2nd prize in the Seoul city hall Idea competition (2005), 1st prize in the Seoul Urban Gallery competition (2007), 3rd prize in the Gwanggyo New Town Lake Park International Design Contest (2008), 1st Korean Young Architect Award (2008). He is co-author of New York, “London, Seoul Urban Regeneration story”(pixelhouse, 2009).



Hah, Tesock exhibitor

[RIBA / iArc Architects / \[www.iarc.net\]\(http://www.iarc.net\) / \[thah@iarc.net\]\(mailto:thah@iarc.net\)](#)

Hah, Tesock was born in 1970. He graduated from Sungkyunkwan University and the Architectural Association in London. He is a partner of iArc Architects and the director of Design Computation Group and Sustainable Design Group. He is also an adjunct professor at Sungkyunkwan University. He is an advisor for Seoul metropolitan government regarding architecture, environment and green growth policy. He has curated the ‘Collaboration with Nature’ exhibition in 2009. His recent exhibition includes Convergent Flux: Korea in Harvard and Incheon International Digital Art Festival. He won the Korea Young Architects Award (2006), Green Management Award on Green Design (2009), Seoul City Gallery Project Invited Competition (2009), Pangyo Housing International Competition (2006), etc. He works with new media and technology to achieve intelligent sustainability.

Advisors

Park, Cheol Soo

[professor, University of Seoul/ Housing and Urban Design Lab/\[cspark@uos.ac.kr\]\(mailto:cspark@uos.ac.kr\)](#)

Park, In Seok

[professor, Myongji University/ College of Architecture, Housing & Urban Design Unit/\[ispark@mju.ac.kr\]\(mailto:ispark@mju.ac.kr\)](#)

Graphic director

Kwon, Ki Hong

[Management director, the-D/ \[www.the-d.com\]\(http://www.the-d.com\)](#)

Administrative coordinators

**Bae, Moon Kyu /
Kim, Eun Jeong**

5. Credits

'Han-ok' _People meet in Korean Pavilion

Architect/Author: Cho, Jung Goo

Director (Thematic Installation): Cho, Jung Goo (Architect)+ Jung, Tae Do (Principal Carpenter)

Design Team: Kim Woncheon / Yoneda Sachiko / Joun, Joung Woo / Kim, Taehyun / Shim, Gyu Seob

Name of Studio: guga urban architecture

LIVING CITY, SEOUL _Living Forms in the Living City

Architect/ Author : Lee, Sang Koo

Design Team : Jeong Chun Whan/ An Wha-Yeon/ Park Il-Hyang/ Kim Min ju /Hwang Ju-Hyun

Name of Studio : Urban Design and History Lab., Kyonggi University

LIVING FORMS _Living Forms in the Living City

Architect/ Author : Cho, Jung Goo

Design Team : Yoneda Sachiko/ Jung Seun-Hwan/ Kang, Jung Yoon/ Lee, Woo Joe/ Yuk, Young Kyung

Name of Studio : guga Urban Architecture

APARTMENT CITY, SEOUL

Architect/Author: Lee, Chung Kee

Design team: Park Mi-ja/ Jang, Seung Hyun/ Kwon, Seul Ah/ Park, Jin Kyung/ Jo, Sung Bin/ Son, In Ah

Name of Studio: Integral Design Studio, University of Seoul, HANMEI Architecture

REPLACING PUBLIC SPACE _Urban space bar: Extending Individual Domain

Architect/Author: Shin, SeungSoo

Collaborators: Ryu, Je Hong (Community Design Lab) / Ko, Ki Young (BITZRO)

Design Team: Choi, Jae Won/Ryu, Keun Young/Choi, Tae San

Name of Studio: Design Group OZ

Sponsors: ESLab

DIFFERENTIAL LIFE INTEGRAL CITY _Collective Intelligence Urbanism

Architect/Author: Hah, Tesoc

Name of Studio: iArc Architects

Design Team: Park, Junseok / Kwak, Taehyuk / Noh, Dah Yee / Park, Andrew

Exhibition System Director: Baek, Jinuk (Atom & Bit)

Composer/Music Producer: Choi, Jin Suk

Sponsors: Samsung C&T Corporation Engineering & Construction Group, Samsung Electronics

System Sponsors: SK Marketing & Company, Acrodea Korea

6.

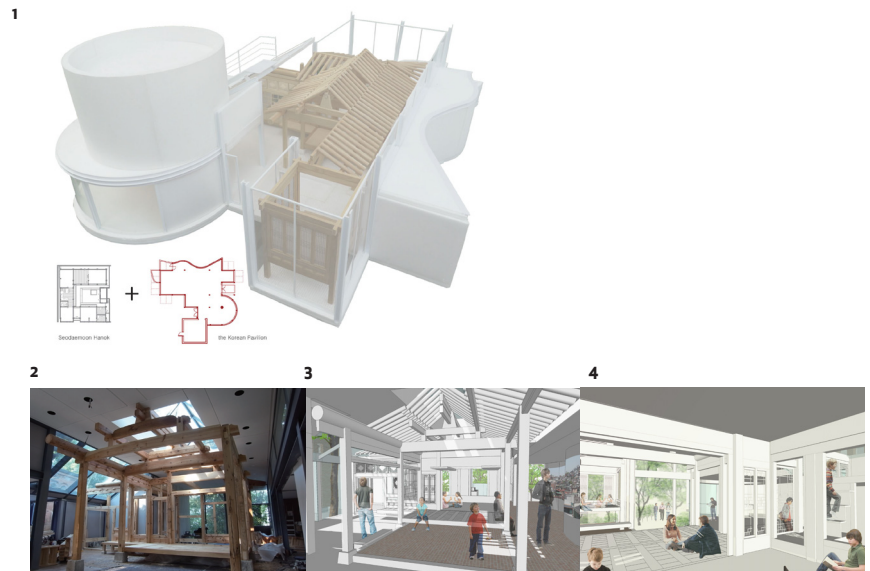
Resources Available to the Press

*Download : <http://www.webhard.net>

ID: Venice2010 / Password: guest / Folder: download only\Korean pavilion 2010

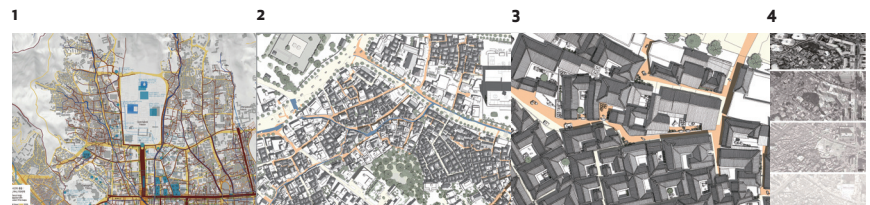
'Han-ok' _ People meet in Korean Pavilion

1. Pk2010 (1).jpg Hanok in pavilion©Cho, Jung Goo 2010
2. Pk2010 (2).jpg Hanok in pavilion2©Cho, Jung Goo 2010
3. Pk2010 (3).jpg thematic space1©Cho, Jung Goo 2010
4. Pk2010 (4).jpg thematic space2©Cho, Jung Goo 2010



LIVING CITY, SEOUL _Lee, Sang Koo

1. Pk2010 (5).jpg Living City_Layers of Time ©Lee, Sang Koo 2010
2. Pk2010 (6).jpg Living City_Naesu-dong Sajik-dong ©Lee, Sang Koo 2010
3. Pk2010 (7).jpg Living City_Alley of Naesu-dong ©Lee, Sang Koo 2010
4. Pk2010 (8).jpg Living City_Re-Place-Ing ©Lee, Sang Koo 2010



LIVING FORMS, SEOUL _Cho, Jung Goo

1. Pk2010 (9).jpg Chebu-dong Model©Cho, Jung Goo 2010
2. Pk2010 (10).jpg Chebu-dong147-1©Cho, Jung Goo 2010
3. Pk2010 (11).jpg a alley of living forms©Cho, Jung Goo 2010
4. Pk2010 (12).jpg seogyo365 model©Cho, Jung Goo 2010

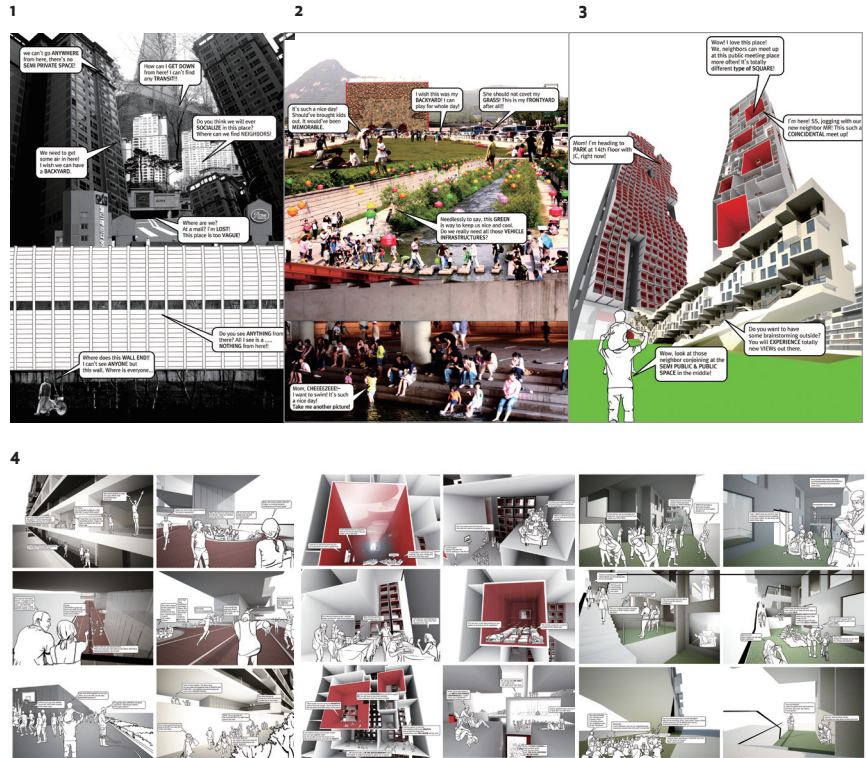


APARTMENT CITY, SEOUL _Lee, Chung Kee

1. Pk2010 (13).jpg Apartment City, Seoul ©Lee, Chung Kee 2010
2. Pk2010 (14).jpg Large Apartment Complex in Seoul
- Like a Emmmental Cheese ©Lee, Chung Kee 2010
3. Pk2010 (15).jpg Total length of Apartment in Seoul
©Lee, Chung Kee 2010
4. Pk2010 (16).jpg Apartment surround the Mountain
©Lee, Chung Kee 2010
5. Pk2010 (17).jpg Apartment set a base long the Han-river
©Lee, Chung Kee 2010

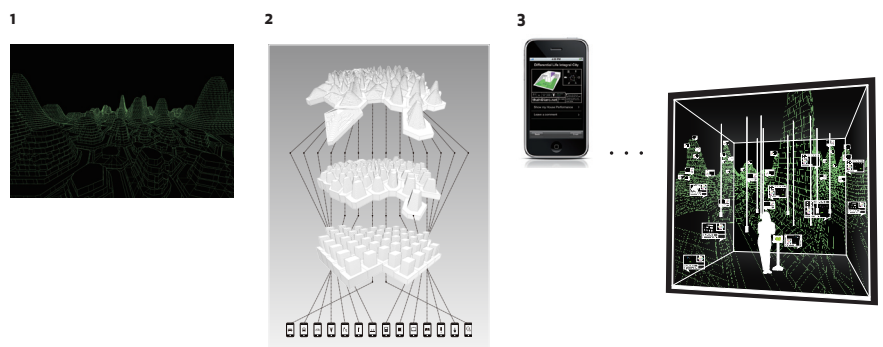


REPLACING PUBLIC SPACE_ Shin, Seung Soo



1. **Pk2010 (18).jpg** Barricaded city ©Shin, Seung Soo 2010
2. **Pk2010 (19).jpg** Space bar ©Shin, Seung Soo 2010
3. **Pk2010 (20).jpg** Extending livingroom ©Shin, Seung Soo 2010
4. **Pk2010 (21).jpg** experience apartment ©Shin, Seung Soo 2010

DIFFERENTIAL LIFE INTEGRAL CITY_ Hah, Tesoc



1. **Pk2010 (22).jpg** Integral City ©Hah, Tesoc 2010
2. **Pk2010 (23).jpg** Differential Life Integral City, A Metamorphing City by Collective Intelligence ©Hah, Tesoc 2010
3. **Pk2010 (24).jpg** Differential Life Integral City, Exhibition System, Multi-media digital on-line projection interacts with smart phone application, 380x380x380cm(W,D,H) ©Hah, Tesoc 2010



1. **Pk2010 (25).jpg** Kwon, Moon Sung_ (Commissioner)
2. **Pk2010 (26).jpg** Lee, Sang Koo_ (Exhibitor)
3. **Pk2010 (27).jpg** Cho, Jung Goo_ (Exhibitor)
4. **Pk2010 (28).jpg** Lee, Chung Kee_ (Exhibitor)
5. **Pk2010 (29).jpg** Shin, Seung Soo_ (Exhibitor)
6. **Pk2010 (30).jpg** Hah, Tesoc_ (Exhibitor)



Korean Pavilion 2010

12th International Architecture Exhibition
la Biennale di Venezia

RE.PLACE.ING

DOCUMENTARY OF
CHANGING METROPOLIS SEOUL

<http://www.korean-pavilion.or.kr>