

국외출장 결과보고서

기 간: 2018. 9. 18.(화) ~ 2018. 9. 22.(토) / 2박 5일

출장지: 멕시코 과달라하라

출장자: 권규상 책임연구원

I. 출장개요

1. 출 장 지: 멕시코 할리스코주 과달라하라 (Guadalajara, Jalisco, Mexico)
2. 출장기간: 2018. 9. 18. (화) ~ 9. 22(토) / 2박 5일
3. 출 장 자

소속	직급	성명	비고
도시연구본부	책임연구원	권규상	-

4. 출장목적

- 문화창조산업을 활용한 한국의 도시재생 사례 연구결과를 발표하고 IDB 및 중남미 도시의 주요 정책가·공무원과 정보 공유

II. 출장일정

일정 (요일)	출발지	도착지	업무수행내용	접촉예정인물 (직책포함)
9. 18.(화)	인천	과달라하라	<ul style="list-style-type: none"> • (14:30) 인천 출발 • (09:20) LA 도착 • (17:54) 과달라하라 도착 	-
9. 19.(수)	과달라하라		<ul style="list-style-type: none"> • (09:00-14:00) IDB CCI 워크숍 준비 미팅 (1) - IDB과 프로젝트 총괄책임기업인 BOP와의 워크숍 발표일정 및 이슈사항 논의 	Helga Flores Trejo (Principal Specialist, IDB) 외 4인
			<ul style="list-style-type: none"> • (15:00-18:00) IDB CCI 워크숍 준비 미팅 (2) - IDB 사업대상지역 국가 (수리남, 멕시코) 관계자와 사업지역 추진방향 논의 - 워크숍 준비를 위한 발표자료 구성 논의 	Helga Flores Trejo (Principal Specialist, IDB) 외 4인
9. 20.(목)	과달라하라		<ul style="list-style-type: none"> • (09:00-13:00) IDB CCI 워크숍 발표 - 한국 사례 (통영, 전주) 발표 및 중남미 국가에 적용 가능한 시사점 논의 	Helga Flores Trejo (Principal Specialist, IDB) 외 20인
	과달라하라	LA	<ul style="list-style-type: none"> • (17:00) 과달라하라 출발 • (19:20) LA 도착 	-
9. 22.(토)	LA	인천	<ul style="list-style-type: none"> • (04:50) 인천 도착 	-

III. 수행사항

1. IDB 주최 ‘도시재생에서의 문화창조산업’ 워크숍 발표준비 미팅

□ IDB 워크숍 준비미팅 (1)

- (일시) 9월 19일(수) 09:00 ~ 14:00
- (참석자) Helga Flores 외 2인 (IDB), Paul Owens 외 1인 (BOP), 권규상(KRIHS)
- (주요내용)
 - 20일(목)의 행사는 할리스코 주지사의 참석이 예정된 행사로서 체계적인 준비 필요
 - 첫 번째 세션은 BOP의 주관으로 수행하되 국토연의 발표와 교차하여 진행함으로써 한국 이외의 국외사례(몬트리올, 버밍엄)와 한국사례를 적절하게 비교할 수 있도록 배치
 - 사례연구의 발표는 도시개관 및 배경설명, 추진정책, 정책환경, 거버넌스 순으로 발표하고 각각의 정책, 환경, 거버넌스에서 성공요인을 정리하여 제시하는 순서로 진행
 - 두 번째 세션은 한국 및 캐나다·영국사례의 시사점을 정리하고 중남미 국가에서 참석한 공무원과 정책가들이 자신의 국가가 처한 문제점을 제시하고 이를 함께 공유하며 토론하는 방식으로 진행
 - 세 번째 세션은 BOP에서 주관하여 중남미 국가들에 적용가능한 가이드라인을 소개하는 방식으로 진행하도록 추진

Morning

9.00 - 9.30 am **Welcome.**

- Mtro. Aristoteles Sandoval Diaz, Gobernador de Jalisco

9.30-11.00 am **Global Best Practices in CCI for urban revitalization**

- Paul Owens & Cecilia Dinardi, BOP Consulting, UK
- Kyusang Kwon, KRIHS, Republic of Korea

Coffee break

11.20 - 12.30 pm **Discussion: best practices and challenges with reference to LAC context**

- All participants led by the IADB-team (with the support of BOP and KRIHS)

12.30 - 14.00 pm **Lunch**

Afternoon

14.00 - 16.30 pm **Interactive presentation and discussion of the Guidelines.**

- All participants, led by Paul Owens & Cecilia Dinardi, BOP Consulting, UK

16.30-17.00 pm **Wrap up Day 1 and instructions for next day**

회의를 통해 최종적으로 정리된 워크숍 일정

□ IDB 워크숍 준비미팅 (2)

- (일시) 9월 19일(수) 15:00 ~ 18:00
- (참석자) Helga Flores 외 2인 (IDB), Paul Owens 외 1인 (BOP), Diego Delfuin (Ciudad Creative Digital), Elviera Sandie 외 1인(Ministry of Education, Science and Culture, Surinam), 권규상(KRIHS)
- (주요내용)
 - Ciudad Creative Digital의 사례에 대한 발표내용 정리
 - CCD 사례의 경우 과달라하라 역사문화지구 내에 문화산업을 활성화시키려는 취지에도 불구하고 실제 인구유입을 위한 주거측면의 정책방안에는 관심이 없으므로 그에 대한 정리 필요
 - 수리남의 사례의 경우 파라말리보의 전체적인 개요 및 장애요인들에 대한 설명이 추가될 필요

2. IDB 주최 ‘도시재생에서의 문화창조산업’ 워크숍 발표

□ 워크숍 발표

- (일시) 9월 20일(목) 09:00~13:00
- (주요 수행사항)
 - 문화창조산업을 활용한 한국 도시재생사례 4개 중 2개 (통영, 전주) 사례 발표 (부록 참고)
 - BOP의 사례들과 한국사례에서 도출된 성공요인 및 시사점을 정리하여 논의
 - 중남미 국가 도시들이 문화창조 산업 기반의 도시재생을 추진하는데 걸림돌이 되는 장애요인 및 한계 등을 제시하고 그에 대한 해결방안 탐색



개회행사 (Helga Flores (IDB)의 행사 취지 설명)



중남미 국가 정책 전문가 및 공무원과의 토론



CULTURE • BASED



URBAN REVITALIZATION

Session 1

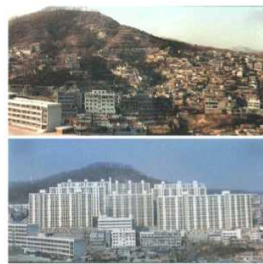
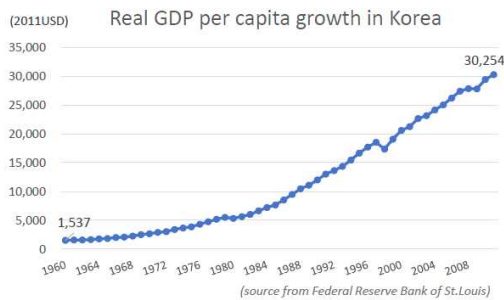
Case Studies and Success Factors
BOP & KRIHS

- 1 In your city:**
What opportunities and challenges do you face in your city?
-  **2 In detail:**
Global regeneration projects with culture as a catalyst
-  **3 Overall:**
What are the success factors, in LAC countries and internationally?

2 In detail: Culture and urban regeneration in Korea

Global regeneration projects with culture as a catalyst

- From the 1960s to the 1990s, Korea experienced rapid industrialization and urbanization based on growth-oriented policies
 - Emphasis on urban redevelopment policies to transform dilapidated neighborhoods into high-density dwellings
- From the late 1990s, with the accelerated post-industrialization and the rise of the cultural economy, cultural assets in regions were considered as alternative development tools for the central and local governments
 - Shifting emphasis on urban regeneration policies to revitalize distressed cities by utilizing cultural assets, with economically infeasible large-scale redevelopment projects



Ogsu neighborhood before and after redevelopment (1984-1990)

(Source from Shin&Kim(2016))

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

A port city with the beautiful coastal landscape, called 'Naples in Korea'



Geographic location of Tongyeong City



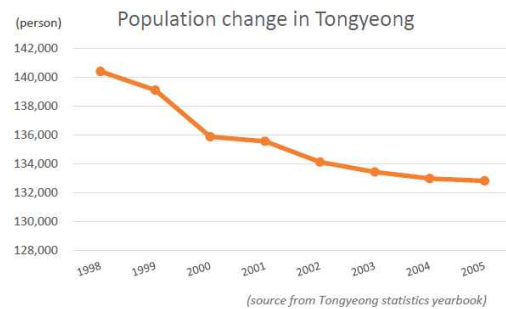
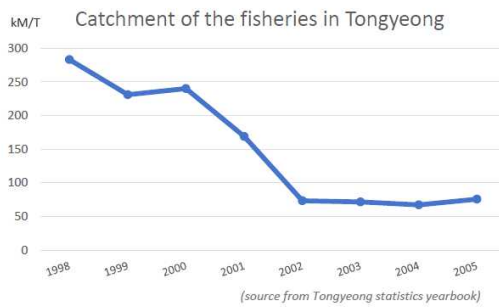
Panoramic view of Tongyeong City from Mt.Mireuk (photo from Kookje Newspaper)

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Needs:

- The need for a new growth model in a situation of city's economic decline due to...
 - Sudden drop and volatility in the catchment of the fisheries after the Korea-Japan fishery agreement in 1998,
 - Increased competition from the Chinese shipbuilders,
 - Severe damage in the tourism from Typhoon Maemi in 2002



2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Opportunities:

- The image as the hometown of famous artists in Korea

Chunsu Kim
(Poet)
(1922-2004)



Hyuck-lim Jeon
(Painter)
(1916-2010)



Chi-hwan Ryu
(Poet)
(1908-1967)



Chi-jin Ryu
(Dramatist)
(1905-1974)



Sang-ok Kim
(Poet)
(1920-2004)



2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Opportunities: • The image as the hometown of famous artists in Korea

Isang Yun
(1917-1995)



- Grew up in Tongyeong, and lived in Berlin
- Korean-German musician with a strong reputation as a composer of avant-garde music
- Sentenced to life imprisonment, accused of espionage for North Korea in 1967
- Released in 1969, but never returned to Korea

Kyong-ni Park
(1926-2008)



- Born in Tongyeong, and later lived in Wonju
- Novelist who wrote the epic novel 'Land' (Toji in Korean) that has been included in the UNESCO Collection of Representative Works
- Posthumously received Order of Culture Merit for her contribution to Korean literature

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Challenges:

- Opposition of citizens to Yun due to the accusation of espionage for North Korea
- Park's traumatic memories that she experienced sudden death of her son and divorce again in Tongyeong
- Lack of funds due to decline in the city's low fiscal independence from 30.6% in 1999 to 18.3% in 2004

Triggers:

- Culture, arts and tourism as a new policy agenda of the newly elected mayor in 2003
- Increased attention paid to International Music Festival after the invitation of famous performers and orchestra, such as Vienna Philharmonic in 2003
- Declined negative opinion about Yun after the announcement of no espionage charges on Yun from the central government in 2006

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Key components:
e.g. activities,
functions, heritage,
infrastructure

- Place marketing as the homeland of famous artists by creating memorial spaces
- Public: Building memorial parks for Yun and Park and a concert hall for International Music Festival; expanding the scale of the festival; naming the street after Yun
- Private: Renovating Jeon's house into gallery; building memorial parks for Kim and Ryu; setting up a monument for Kim's poem



Night View of Tongyeong International Concert Hall
(photo from Tongyeong City webpage)



Memorial Hall for Kyong-ni Park
(photo from Korea Tourism Organization)



Hyuck-lim Jeon's gallery
(photo from Tongyeong City webpage)

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

What was it about these components that contributed to the project's success?

- Gaining supports from the artist' families by not only focusing on physical buildings, but also concentrating on several memorial programs
 - The city government not only built the concert hall and memorial park, but also moved Yun's grave from Berlin to the city
 - After Park's death, she was also buried in Tongyeong, not in Wonju, where she later lived, because the mayor persuaded her
- Improving citizens' accessibility to music and arts
 - The music festival held every spring, summer and autumn, except for winter and invited world-class musicians, from 2004 to now
 - Providing experience and participation programs that encouraged local residents to participate in cultural events
 - Contributing to the public support for the projects

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Enabling

environment:

e.g. policies, laws, in-kind funding, skills, knowledge

- Establishment of several ordinances to support the projects
 - Establishing Ordinance on Support of Tongyeong International Music Festival (2002); Ordinance on Establishment and Operation of Isang Yun Memorial Hall (2010); Ordinance on Establishment and Operation of Kyongni Park Memorial Hall (2010); Other ordinances to support artists' memorial building or museum
- Financial supports based on ordinances
 - 1.5 billion KRW annually to the music festival and competition
 - Supports operating expenses annually to memorial halls and museums built by the private organizations

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

What was it about the enabling environment that contributed to the project's success?

- Cooperation between the city and council to establish ordinances that enable stable and continuous project supports
- Financial and administrative supports to operate museums or galleries built by the private organizations
- Dispatch of the city government officials to the halls for cooperating with the city

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Approach & process:

Who was involved, when, how

- Government-led, but based on cooperation with the private sector
 - The city government focused on the memorial projects for Yun and Park, which was difficult to promote at the private level
 - The private organizations conducted the projects for other artists who did not have any ideological or social issues
 - Management and operation of all buildings and foundation have been entrusted by the city government

What was it about the approach and process that contributed to the project's success?

- Maximizing the effectiveness of the city-led projects while saving the finance of the city with the low level of financial independence
- The willingness of the city government, in particular the mayor, to utilize artists' image for urban revitalization projects

2 In detail: Artists-based City, Tongyeong, Korea

Global regeneration projects with culture as a catalyst

Conclusions:

- Tongyeong was a small city with lack of cultural infrastructure
- The city government utilized the image of the artists' hometown as the driving force for Tongyeong's culture-led urban regeneration
- Based on the cooperation with the private sector, the city government's strong willingness led to rapid decision-making process to implement and support the projects
- This project gained public supports as it improved local residents' accessibility to music and arts
- The city was selected as UNESCO Creative Cities of Music in 2015 and its visitors increased up to 6 million per year

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst



Jeonju City

- Historic city in Korea, capital of North Jeolla Province
- Population of 650 thousands
- Center of politics, economic, and culture power of the Jeolla area in the Joseon dynasty



Jeonju Hanok Village (Source from Visit Korea)

Jeonju Hanok Village

- The village with over 800 Hanoks, Korean traditional house, with various historic and cultural resources

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Needs:

- Relatively alienated from the rapid industrialization and economic growth of Korea
- Needs for an economic drive through which to promote local development

Opportunities:

- Abundant Cultural Properties
- Magnificent natural landscapes and well-preserved Korean traditions and culture
- Center of Korean gastronomy based on its geographical advantage (Honam Plains)
 - Jeonju Bibimbap (mixed rice with vegetables)
 - Jeonju Hanjeongsik (Korean traditional full-course meal)



Jeonju Hanok Village and cultural properties
: most of cultural properties are concentrated in the Village

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst



Jeonju Bibimbap and Hanjeongsik



2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

- Challenges:**
- Hanok Village designated as a Hakok Conservation District in 1977 that encouraged the exodus of residents out to the suburb
 - Concerns about the destruction of traditional landscape after the removal of designation in 1995

Jeonju Hanok Village in 1983
: Before the renovation, the village with more original components and arrangements



2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Triggers:

- Long negotiation between the government and residents: ended up with conservation of Hanok Village in early 2000s
- Local experts and cultural, artistic organizations who continuously raised the need and possibility of local development through traditional culture
- Selection of the hosting city of 2002 World Cup

Jeonju Hanok Village in 1995
: The conflict between conservation and development reached its climax in 1990s. Residents of Hanok Village requested redevelopment/reconstruction of old area for economic profit.



2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Key components: e.g. activities, functions, heritage, infrastructure

- Traditional urban landscape conservation and street renovation
- Development of Korea traditional culture experience programs
 - Familiarization of traditional culture through education system
 - Culture/tour packages appealing to young generation (i.e. traditional costume experience, architecture guide)
- 'Han' brand hub city project
 - Activation of Korean Gastronomy and Hanji* Culture

What was it about these components that contributed to the project's success?

- The approach to revitalize traditional components as well as improve the quality of life of local residents
- To offer traditional but fresh and interesting components attracting tourists including young generation, and reminding old memories and values to senior generations
- Relevant sub-projects were designed to support

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Enabling environment:

e.g. policies, laws, in-kind funding, skills, knowledge

- Designation of the Village as Traditional Cultural Conservation District and Establishment of Ordinance of Hanok Preservation (2002)
 - Financial support to renovate existing traditional and cultural facilities with a basic design guideline and district unit plan
- The Five Year Balanced National Development Plan; Regional Hub Cultural Cities (Gwangju, Busan, Jeonju, Gyeongju, Gongju, and Buyeo) (2004) established by the central government

What was it about the enabling environment that contributed to the project's success?

- Proper compensation to the owners of Hanok, willing to maintain and preserve their properties in the village
- Setting up a long-term basic plan to initiate this Hanok village project at the beginning stage, and then planning sub-projects in phases to implement the plan as well as secure adequate amount of budget.

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Approach & process:

Who was involved, when, how

- Beginning: the government-led model
 - The central government, in particular Ministry of Culture, Sports and Tourism, funded most projects;
 - The city government established a basic plan for the Hanok Village and a district unit plan and conducted the projects
- Now: Hanok Village Conservation Organization
 - Government officials who is in charge of administrative process;
 - Experts who consult and evaluate the projects;
 - Local residents who conducts overall activities and management of the village conserve

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

What was it about the approach and process that contributed to the project's success?

- Government's effort to hear public opinions and continuously hold a public hearing and open debates for Hanok village regeneration in the process of establishing a basic plan
 - Help make a consensus between the stakeholders



Jeonju Jeondong Catholic Cathedral, one of modern architecture heritages in Jeonju
(Source from Visit Korea)

2 In detail: Traditional Culture City Project, Jeonju, Korea

Global regeneration projects with culture as a catalyst

Conclusions:

- Strengthened its image of a traditional and cultural city
- Gradual growth of visitors
- Expanded commercial areas = diverse start-ups
- Not only imposed regulations but also provided supports to conserve Hanoks with sustaining certain level of residential quality

Number of visitors to Hanok Village
Numbers aggregated by public Big Data such as number of mobile communication users, and use of card
(Source from City of Jeonju)

