

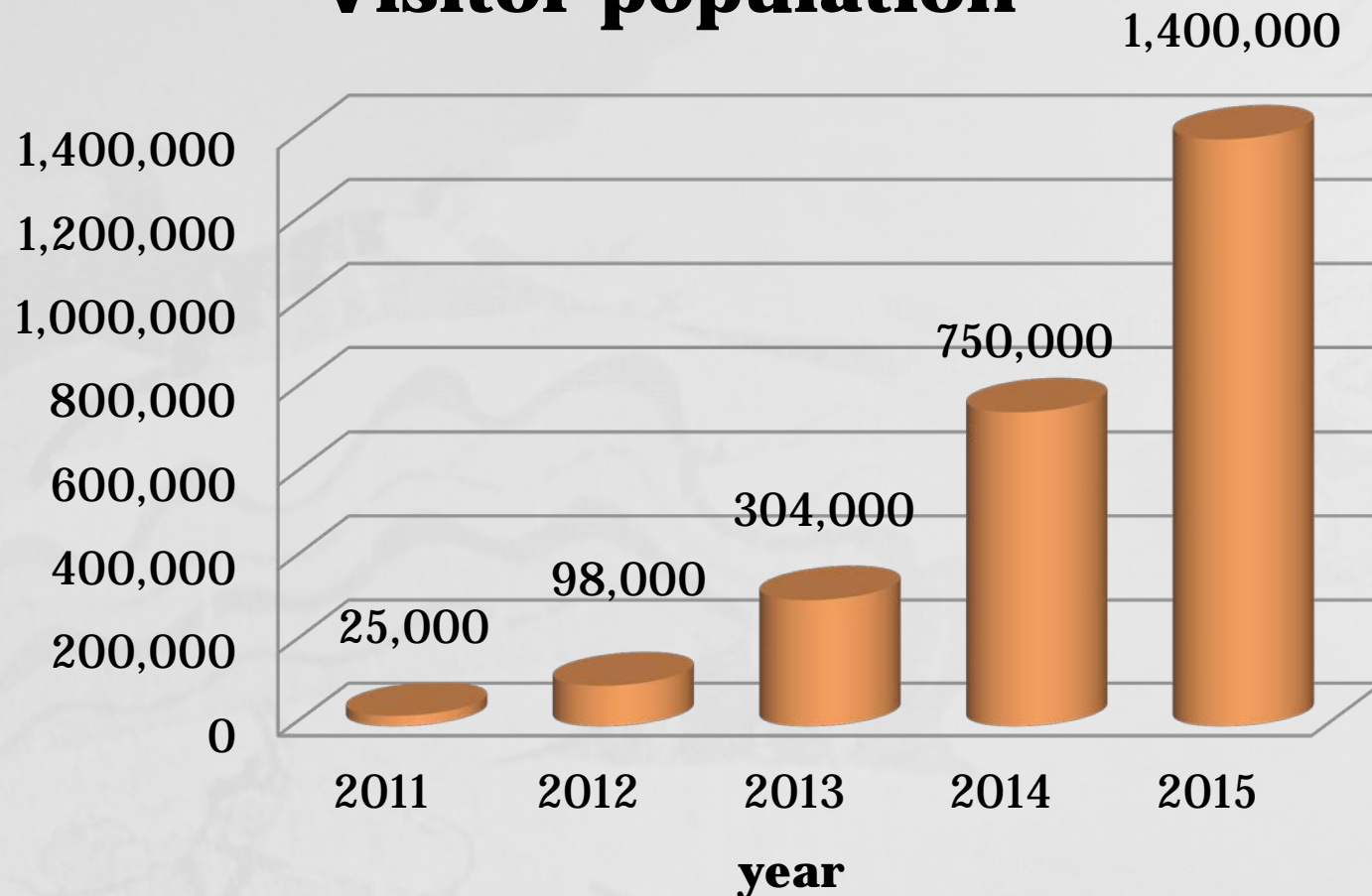
Residents' Participation for Co-creation and Dramatic Changes in Gamcheon

Prof. Seungtae Lee



We have some figures demonstrating:

Visitor population



- Visitor population is doing well.
- Visitors increases for the last 2 years.
- In the year 2015, approximately 1.4 million people visited this village.



**What is the reason for
this attractive village?**

- The primary factor is the environmental characteristics of village.



자료제공 : <http://rayhue.tistory.com/73>

The U-shaped houses and maze like alleys built along the ridge of the mountain.



The roof of the houses are painted in various colors, such as red, blue, black and so on.

- Secondly, the creation of Gamcheon successfully solved some regional problems with co-creation.



Along with artists and the support of the local authorities, residents successfully collaborated to achieve the goal in creating this hillside art village.

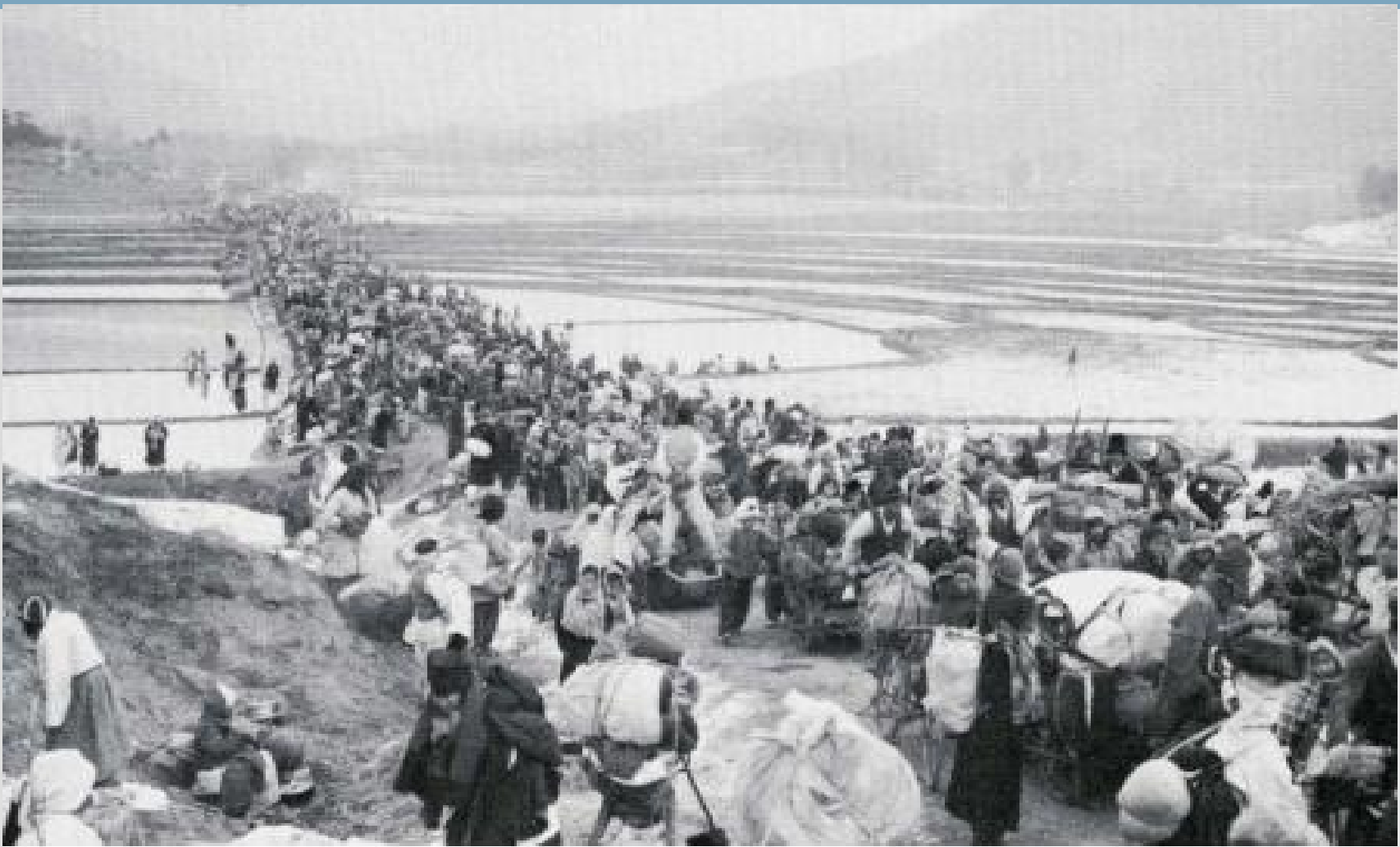


I'm going to split my talk into four parts:

- First, historical information about Gamcheon
- Secondly, procedures of creating this culture village
- Next, success factors of Gamcheon
- Finally, what has changed and what the problem is

Historical information

- ✓ A brief introduction about Gamcheon.



자료제공 : 김한근(부경군대사료연구소)

As you know, the Korean War occurred in 1950.



자료제공 : 김한근(부경근대사료연구소)

Some refugees of this war formed a small village around the Bo-Soo stream, in Busan.



자료제공 : 김한근(부경근대사료연구소)

One day a fire occurred here. They needed to move to another place, and these residents moved to Gamcheon in the 1955.



Photographs courtesy of Taegeukdo

Gamcheon was an area on the mountainside that the residents had to build on by themselves.



Photographs courtesy of Taegeukdo

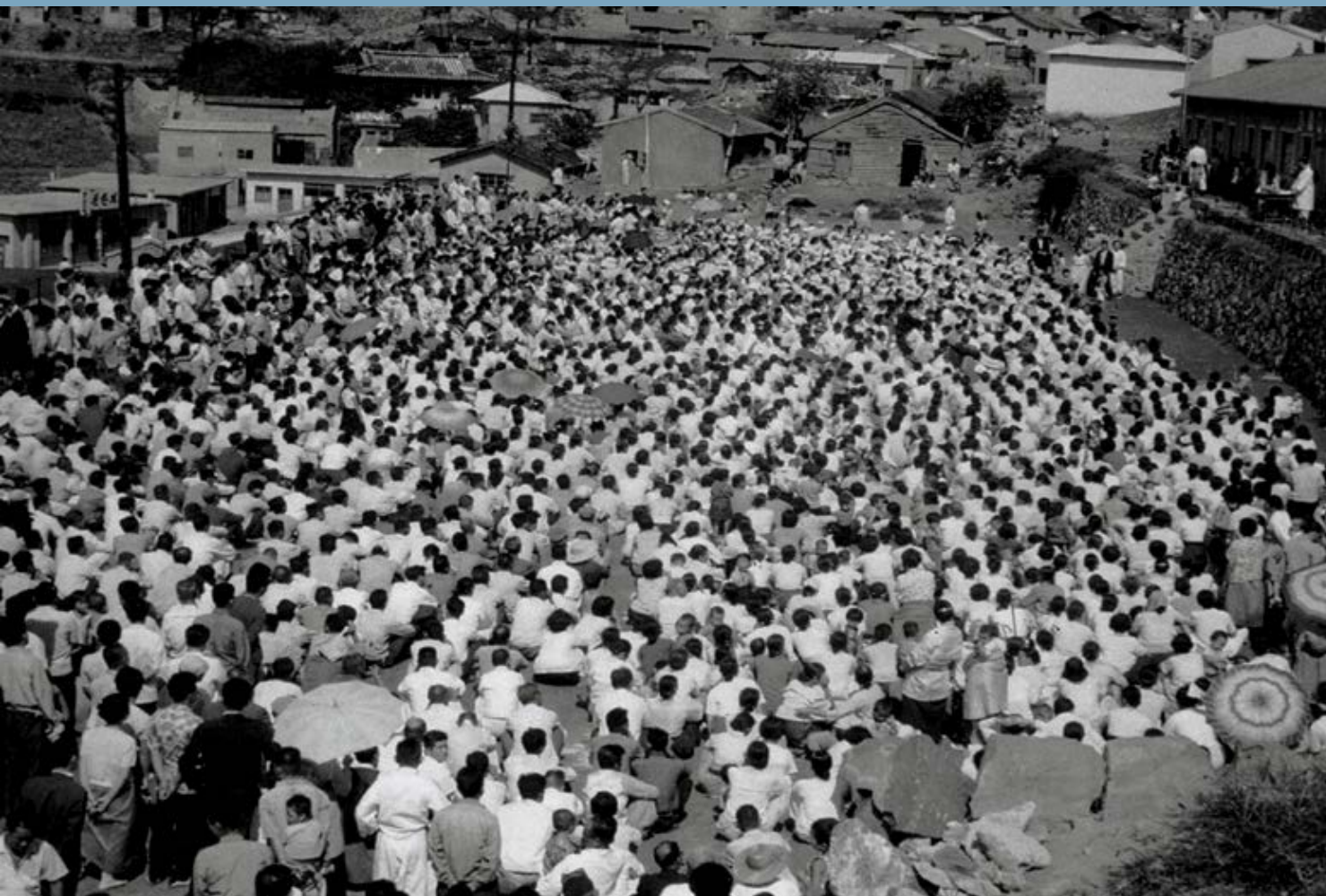
Look here, See the amazing collaboration between the residents! The village was created with the residents' participation.



Photographs courtesy of Taegeukdo

This is a co-creation! Co-creation refers to the process of collaborative creation of new values by stakeholders together. This is because they are the owners, the main agents, and the voices of the village.

Where did the collaborative powers come from?



Photographs courtesy of Taegeukdo

After the Korean War, more than four thousand Taegeukdo followers gathered around Gamcheon. They formed a religious village and caused a rise in collaborative power.



Photographs courtesy of Taegeukdo

Taegeukdo is a religion based on the idea of Jeungsan. Nowadays, there are few followers in village.

What were the houses made of?



자료제공 : 최민식(다큐사진 작가)

Initially, the houses were shanty



Photographs courtesy of Taegeukdo

After tear down a shantytown, the houses were upgraded to slate



Photographs courtesy of Taegeukdo

The houses were upgraded from slate to slab. collaborative work is still.

The houses made an unusual formation.



There were some common principles used to build the houses. First, the house in front were not to block the view of the house behind it.



자료제공 : <http://rayhue.tistory.com/73>

Second, all roads had to connect to each other like a maze and houses were placed side by side in a row. These two making elements became the environmental characteristics of the present village.

Making procedures of culture village

- Talk about the making procedures of Gamcheon Culture Village



출처: <http://goodtravel.tistory.com/644>

Gamcheon is often referred to as the Santorini and Machu Picchu of Korea by visitors.



출처: <http://spanish.tistory.com/465>

Gamcheon is often referred to as the Santorini and Machu Picchu of Korea by visitors.



Maybe since the houses are on the mountain, and since they are very colorful, they may have some resemblance.





In spite of Busan had
been developing
continuously..



Gamcheon had not been developed socially, culturally or economically. Although they wanted to rebuild a village, they couldn't regenerate because Gamcheon was in the highlands.



자료제공 : <http://rayhue.tistory.com/73>

Some artists and residents have wanted to reserve these environmental characteristics such as hillside roads, narrow mazy alleys, and old terraced houses.

The regeneration project started in the year 2009 from

the Village Art Project Competition Award

- ✓ sponsored by the Korea Ministry of Culture, Sports and Tourism.

Thereafter, seeing the changes of the village, the residents and artists jointly organized and formed the Gamcheon Culture Village Residents Council.

See the changes of the village after the Village Art Project



Next, they collaboratively participated to
implement

**the ‘Miro–Miro Project’ (the Maze–Maze
Project)**

and started to change vacant houses to art
space.

Change vacant houses to the gallery





천연염색 작가공방 '회윤'

'Hoe-yun' is the natural dyeing studio

이곳은 감천문화마을 입주작가 레지던시 천연염색 공방 회윤입니다.
나무와 풀과 꽃 등 자연에서 얻을 수 있는 재료를 사용하여 아름다운 색을 만들어 내는 공간입니다.
손수건, 스카프, 에코백, 티셔츠 등의 염색체험 원데이 클래스를 운영하고,
다채로운 색상의 천연염색 작품을 전시 및 판매하고 있습니다.
부담 없이 들어오셔서 구경하시고, 나만의 개성을 담은 아이템도 만들어 보세요.
공방을 방문하시는 많은 분들과 공감하고 소통하여 활짝 열린 공간이 되겠습니다.

This place 'Hoe-yun' is the natural dyeing studio selected by the residency program of Gam-cheon Culture Village.
Hoe-yun is a space of creating beautiful colors with a variety of materials which can be extracted from nature including trees, plants, flowers etc.
It operates one-day class for visitors to experience hand dyeing with items such as handkerchief, scarf, eco bag, and T-shirt.
It also exhibits a large collection of natural dyed artworks for sale.
Please feel free to come in and look around those things and try to have a chance to make your desired items.
Hoe-yun workroom strives to be more open space through sharing how to dye and interacting with all visitors.

☎ 010-4789-3720

Remodeling empty houses for the activities of the various works of artists



출처: <http://blog.busan.go.kr/1457>



Regenerated with minimum finishing to retain the traces of the original form for cafes, galleries, guest house, and observation deck



What are the success factors?

1. Amenity

- Gamcheon has unique environmental characteristics and evoke attractive or pleasure emotion to people with historical, ecological, and cultural value.

- The village is now being regenerated into an artistic space, by keeping most of its characteristics.
- The most success factor is harmony of unique environmental characteristics with historical, ecological, and cultural value.



- Work shop: Being regenerated into an artistic space, by keeping most of its characteristics.



- Little museum displays the process of development project carried out through the co-creation among residents, artists, and the local authorities by keeping most of its characteristics.



- stairway : Being regenerated into an artistic space, by keeping most of its characteristics.

What are the success factors?

2. Storytelling of Village

- **Gamcheon Village has an interesting history, such as the difficult life of refugees during the Korean conflict, which led to the development of the shantytown along the hillside.**
ex) **Story of Cheon Deok-Su and Stairs to See Stars**

천덕수 이야기... Story of The CHEON DEOK SU

오랜 책들을 정리하다 쏟아져 버린 책꽂이의 책들!!!
흩어진 책들 사이로 펼쳐진 한권의 책이 내 눈에 들어왔다.
우리 동네 “소원 우물 이야기”

옛날 어느 마을에 어린 동생과 홀어머니를 모시고 사는 한 청년이 있었습니다. 그 청년은 마을에 소문난 효자였고 항상 너그러운 마음으로 어려운 사람들을 도왔습니다.

그러던 어느 날 마을에는 심한 가뭄이 찾아와 대지는 마르기 시작했고, 개울과 우물에는 물 한 방울 남지 않게 되었습니다. 모든 마을사람들이 가뭄으로 고통 받았고 청년과 가족들 역시 배고픔과 목마름에 시달려야 했습니다.

청년은 마을한가운데 새로운 우물을 파기로 생각했습니다. 허기와 싸우며 잠도 없이 땅을 파기 시작했습니다. 땅을 파면서 그는 오직 가뭄으로 고통 받는 가족들과 마을사람들만을 생각했습니다. 하지만 마을사람들은 그를 그저 부지런한 자이라만 생각하지는 않았습니다.

When I organize old books on bookshelf, books had been dropping down on the floor.
Spread through one of the books scattered on my book caught my eye.

My village “Wish wells story”

There was a young man live with the younger brother and single mother once a village. The young man is in the village was a filial reputable, he always generous helped poor people. One day, the village has a severe drought in the dry land began to come, a drop of water in streams and wells were not leaving. Received all the people of the village youth and families suffering from drought also had to suffer hunger and thirst.

The young man thought to destroy a new well in middle of the village. Fighting hunger and began digging without sleep. He only thought suffering drought families and poor villagers who die in the ground. But

Story of the Cheon Deok-Su

- There was a young man live with the younger brother and single mother. One Day the village has a severe drought in the dry land. The young man thought to destroy a new well.



This is the Cheon Deok-Su wells





We are living in our life story

별 보러 가는 계단

Stairs to See Stars



무거운 짐을 지고 가파른 계단을 오르다 문득
뒤돌아 보면 현기증으로 눈앞에 별이 보인다고
지어진 이름으로 어려웠던 시절의 아픔이 담겨 있다.
계단이 148개라 148계단이라는 별칭으로도 불린다.

This stairway was named 'Stairs to See Stars'
because people used to feel dizzy and see stars
in their eyes when they climbed up the stairs
carrying heavy loads. It is also called '148 Stairs'
due to the number of stairs.

Stairs to See Stars

- This stairway was named 'Stairs to See Stars' because people used to feel dizzy and see stars in their eyes when they climbed up the stairs carrying heavy loads. It is also called '148 Stairs' due to the number of stairs.



We can feel sad history of residents when we climb up the stairs.



- Storytelling has become a part of Gamcheon as an attractive tourism destination.
- To continuously increase the number of visitors, cultural content should be developed by using the method of storytelling. Because now, we are living in our life story.

What are the success factors?

3. Power of media

The story of the village was introduced on

- Blogs, Facebook, Twitter, Instagram..

Visitors increased after TV broadcasting, since numerous entertainment programs.

SBS런닝맨 감천문화마을을 다녀가다

SBS Variety Show "Running Man" Visits Gamcheon Culture Village



인기 오락 프로그램인 SBS 런닝맨이 대한민국 대표 한류배우 최지우와 함께 아름다운 감천문화마을을 배경으로 감내어울터 옥상에서 '최지우를 속여라'라는 미션으로 촬영되었다. (2012년 12월 30일 방영)

"Running Man", the popular variety show of SBS, was filmed on the rooftop of the Gamnae Community Center in Gamcheon Culture Village. The main mission of the episode was 'playing tricks on Choi Jiwoo', who is one of the country's most famous hallyustars. (Aired on December 30, 2012)

"Running Man", the popular variety show of SBS, was filmed on the rooftop of the Gamnae Community Center in Gamcheon Culture Village.

KBS 해피선데이 - 1박2일 (시즌3) 감천문화마을 촬영기

KBS Happy Sunday-2 Days and 1 Night (Season 3) "Shooting story in Gamcheon Culture Village"



KBS 대표 간판 예능프로그램인 1박2일 출연진이 감천문화마을을 무대로 하늘마루, 향수, 148계단, 어린왕자와 사막여우, 현대인의 방, 천덕수 우물 등 곳곳을 누비며 좌충우돌 미션을 수행하는 장면이 촬영 되었다.

Stars of 2 Days and 1 Night, a flagship variety program on KBS, show the every nook and cranny of Gamcheon Culture Village such as Haneulmaru, Nostalgia, 148 Stone Stairs, Little Prince and the Fennec Fox sculpture, Room of Modern People, and Cheondeoksu Well and complete missions after going through a great deal of trouble.

- 출연진 : 김주혁, 김준호, 차태현, 데프콘, 김종민, 정준영
- Cast : Kim Ju-hyuk, Kim Jun-ho, Cha Tae-hyun, Delconn, Kim Jong-min, Jeong Jun-young
- 촬영 : 2014년 8월 29일 ● 방영 : 2014년 9월 7일
- Filmed on August 29, 2014 and aired on September 7, 2014

Stars of 1 Night and 2 Days, a flagship variety program on KBS, show the every nook and cranny of Gamcheon Culture Village.

What are the success factors?

4. Experience programs for visitors

- Visitors are taking a picture with paintings, installation arts, and environmental characteristics of village.
- Visitors may make experience with a artist in the studio.



Taking a picture with paintings and installation arts



Visitors are seeing the environmental characteristics of village

Stamps for visitors

감천문화마을 집 프로젝트 투어 - 방문 스탬프

13 사진갤러리(Photo Gallery)



14 어둠의 집 - 별자리(Constellation)



15 하늘마루(Haneul maru)



16 빛의 집 - 집에서(at Home)



19 평화의 집(The House of Peace)



21 북 카페 - 흔적(Trace)



17 아트숍(ART SHOP)



사하구

발행처 부산광역시 사하구청 창조도시기획단 TEL.051-220-5914
기 획 감천문화마을운영협의회
디자인 동서대학교 서비스&커뮤니티 디자인 연구실
발행일 2012. 6. 1 (제3권 제1호) 편집제작 산업을지원문화재단 무순컴





Experience workshop with the artist

What are the success factors?

5. Co-creation

- Residents were induced to perceive themselves as the main agents and owners of the Regeneration Project.
- In spite of the Regeneration Project began with only a few artists and the local authorities, but gradually expanded to residents as well.

What are the success factors?

5. Co-creation

- For the successful implementation of co-creation, the participation of residents should be shared goals and visions.
- Residents' participation is essential when finding solutions to regional problems.

What has changed since?

First, residents had opportunities to create economic value.

- **After the residents established the Residents Council, they creates profitable economic activities such as restaurants, cafes, gift shops, guest house, and art shops for various art pieces and handicrafts.**

Restaurant
-Run by Residents Council. Profit
is returned to the village .





Café

- Remodeling empty houses and selling the coffee, juice, traditional tea, cookies..etc.



Gift shop
-Remember Gamcheon!



Guest house

Art shop
-You can purchase the
works of resident artists
and writers.



What has changed since?

Second, the village has been successful in improving deteriorated squatter houses and streets.

- Such as constructing children center, help desk, delivery boxes, and laundromat for residents.

감내꿈나무센터

GAMNAE CHILDREN CENTER

1F 공동육아나눔터 →
장난감도서관

Children Center for reading
a book and playing with
toys

Help desk for home repair
and tool rental service



Delivery boxes

The laundromat provides comforter laundry service for the elderly residents who have trouble handling such a big task personally.

감천문화마을 마을지기

택배보관함

이제! 집에 안계실 때
안전하고 편리하게 택배를 받아보세요.

— 이용방법 —

고객	택배 주문시, 또는 부재시 택배보관함으로 물품수령 장소지정
↓	
택배 업체	고객 연락처 입력, 보관함 선택 후 물품보관
↓	
택배 보관함	택배도착 및 인증번호 문자 고객에게 발송
↓	
고객	문자받은 보관함 번호 및 인증번호 입력 후 택배 수령

문의: 207-1212(마을지기사무소)



What has changed since?

Third, the biggest important result is that the residents were able to find pride in their achievements. the residents' pride was an important factor for participation.

- Pride led to the residents' participation in village affairs.
- Collaboration space and community center is playing that role.



Creating jobs for the residents
-Collaboration space for residents' hobbies and active participation



Community Center

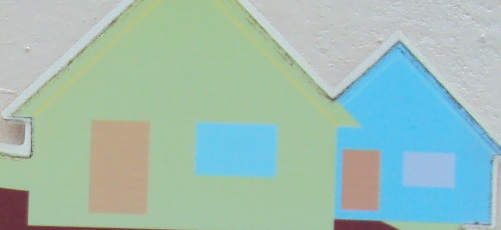
-This space serves multiple purposes including ceramics experience workshop, gallery, and residents' communication.



What is the problem?

What is the problem?

- Although some residents evaluated the project as a positive experience, many other residents negatively evaluated the project because of the noise, dust, and invasion of privacy.
- Some residents complain that visitors don't distinguish settlement areas from visitor areas. They feel that their privacy was invaded by visitors.



주민들의 주거공간입니다.

사생활이 침해되지않도록 조용히 다녀주시고
이곳에서 사진촬영은 삼가해주시요!

This is a residential area.


Please make sure to keep quiet and refrain from taking
photos to protect residents from invasion of privacy.

这里是居民的居住空间.

请不要干扰居民生活, 走动请保持安静, 不要拍照.

住民のための住居空間です。

プライバシー侵害にならないよう、静かなご移動を
お願い申し上げここでの写真撮影はご遠慮ください。

 감천문화마을주민협의회

Please be quiet, residents live here!



감천문화마을 방문객 에티켓과 10가지 약속

GAMCHEON Culture Village Visitor Etiquette & 10 Appointment

방문객 에티켓

주민의 일상생활에 피해가 가지 않도록 말소리는 최대한 작게, 사적 생활을 침해하는 사진 촬영은 삼가해 주시고, 지정된 투어코스를 이용하여 주십시오.

Visitor Etiquette

To keep from disturbing the residents, please speak quietly and do not take photographs that might be regarded as intrusive or invasive, and please keep to the assigned tour course.

访客礼节

为了避免给居民的日常生活造成影响, 请访客尽量调低说话声音, 节制侵害居民隐私生活的拍照行为, 请利用指定的观光路线。

訪問客のエチケット

住民の日常生活の迷惑にならないよう、話し声はなるべく小さくし、プライバシーの侵害となる写真撮影は避け、指定されたツアーコースをご利用ください。

투어 TIP

- 시설이용시간 : 오전9시~오후6시 (동절기 오전9시~오후5시)
- 마을지도를 활용하시면 마을투어가 더 쉽고 재미있습니다.
- 마을지도 구입처 : 안내센터, 하늘마루, 미니숍, 아트숍, 행복발전소, 감내어울터

Tour Tip

- The hours of the tour service are from 9 AM to 6 PM (9 AM to 5 PM in the winter season).
- You can enjoy the village tour with more ease and fun if you make use of the village map.
- Where to buy the village map : Village Information Center, Haneulmaru, Mini-Shop, Art Shop, Happy Power Station, Gamnae Eoutteo.

观光Tip

- 施設利用時間は午前9時~午後6時(冬期は午前9時~午後5時)です。
- 有効利用村庄地図, 让你的旅游更加便利有趣。
- 村庄地图出售点: 村庄问讯处、艺术品店、甘内休息区

ツアーのポイント

- 施設利用時間は午前9時~午後6時(冬期は午前9時~午後5時)です。
- タウンマップを活用すればツアーがよりわかりやすく楽しくなります
- タウンマップ購入先 : 町の案内所、アートショップ、コミュニティセンター

감천문화마을의 10가지 약속

- 1 예쁘고 고운 말로 매너있게 이야기해요~
- 2 사생활을 지키며 촬영의 품격을 높이세요~
- 3 두 달에 한 번! 하심탄회 이바구 어때요?
- 4 우리 마을 일자리! 우리 주민 모두의 일자리!
- 5 매월 마지막 주말은 감천대청소의 날입니다.
- 6 우리집 앞 쓰레기는 내가 치울게요~
- 7 감천의 미래! 학생들의 안전은 우리 손으로!
- 8 골목길 안내판은 감천의 미소짓는 얼굴입니다!
- 9 주차장 주차는 감천의 기본 에티켓입니다!
- 10 감천의 어르신은 우리의 엄마와 아빠입니다!



지성감천 C·E·O 도시재생대화

Visitor etiquette to keep from disturbing the residents.

What is the problem?

- Minimizing a negative evaluation is a very important issue.
- Such issues must also be resolved through collaborative communication between the residents, artists, and the local authorities.
- This is because we are the owners, the main agents, and the voices of the village.

Conclusion

What I want to emphasize most is :

- Environmental characteristics and collaborative relationship can change an entire village.
 - ✓ The Regeneration Project is an example of a case in which regional social problems were successfully resolved through the active participation of residents.

What I want to emphasize most is :

- As I said earlier, we have to promote a vision of co-creation involving local residents.
 - ✓ To attain this goal, we must take up our responsibility and duty to the village by bearing in mind our roles as owners, main agents, and voices of the village.

What I want to emphasize most is :

- We must make the place that the human evokes attractive and pleasure emotions from historical, ecological and cultural value.
- ✓ Living in harmony with human and nature, We can feel pleasure and get the value.

Thank you !