Creative Thinking (Creative Process) and Applications for Yeongwol Museum City Culture Marketing
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Abstract: We are living in the 21st century digital era. The importance of creativity is a generally known fact, but specifically speaking, Jim Daito, a futurologist points out that creativity of humans will stand out in the future society than any other time in the past because machines will replace the physical labors of humans. However, it seems that we, who are living in the early digital era, are losing our creativity by the machines, especially by the everyday usage of the key digital devices of the digital era, internet and computers. IT specialist Nicholas Carr points out that the internet is transforming brains of humans and that it is interfering deeper thinking of humans, and Jaron Lanier warns us that humans are losing independent opinions of each person because of usage of internet; computer motion graphic designer Kyle Cooper points out that computers can interfere humans’ creativity for unique design. What are happening to humans that the three specialists point out are all linked to the creativity of humans, which according to Jim Daito is important element of future society. In other words, it is the time when serious considerations and researches to be made for ‘creative thinking’ of humans in this early digital era when today’s people use internet and computer in everyday life. This paper will discuss what creative thinking is for Yeongwol Museum City culture marketing.

Keywords: Creative thinking, creative process, culture marketing

I. Theoretical Background

1. Background

Today’s era is Digital Era. To come up with proper proposals for today’s era, understandings about Digital Era is needed; and understandings about digital space, cyberspace can help understandings about Digital Era because the most representative heritage of Digital Era given to this humankind is cyberspace. Plus, today’s people think cyberspace as an extension of the real (physical) world, meaning, as a part of living area, and because humans get affected by spaces where they belong, cyberspace has important meanings in many aspects. Moreover, according to futurologists, uses of cyberspace of humans will grow more and more. Economist Peter Drucker pointed at computers’ role as what steam trains did core roles in the Industrial Revolution Era; and he also pointed at internet commerce as what needs to be focused for the new development of commerce paradigm of Digital Era. On the other hand, about the usage of internet and computer, in other words, about the human activities in digital space, IT specialist Nicholas Carr and Jaron Lanier points out that internet can interfere humans from deeper thinking and from having individual opinions; plus, computer motion graphic designer Kyle Cooper points out that computer can interfere designers from creating unique design. Having deeper thinking and individual opinions, and be unique are all necessary for developments of creativity of humans which futurologist Jim Daito predicted that the importance of it will increase in the future society, but today’s people who are living in the early digital era seem to harm it which will be important in the future. But neither Nicholas Carr, Jaron Lanier, nor Kyle Cooper means not to use digital such as internet and computers; instead, they are specialists in digital. What they mean is to focus not to digital which is only a trend, but to focus on what is fundamental. What is fundamental that they talk about have common area, creativity of humans that futurologist Jim Daito points as what will be important in the future. This paper will also discuss not about whether to use or not to use digital, but will discuss with focus on creativity of humans.

Discussion with focus on creativity of human means not to focus on digital, a trend, but to find solutions through a thinking process based on fundamental principles. Creativity of humans is what every human has already within them as a character of human beings. But creative thinking is a process of thinking to make result unique intentionally by developing creativity of humans, and the ‘creativity’ of humans developed from ‘creative thinking’ is different from the creativity that every human has as a character of human beings. During the creative thinking process, research about uniqueness of subjects does important role because every subject has uniqueness and when the uniqueness is found, the possibility of the result to be unique, meaning to be creative, will increase.

This can be proved even with simple drawings of simple subjects such as ball point pens. When ball point pens are drawn only from memory, the uniqueness of the ball point pen cannot be found as much as when ball point pens are drawn with observations. The unique aspects that are found from drawings become resources for result developments, and there is more possibility to be more unique from the drawings through observations simply because they have more unique resources and more number of unique resources. This paper also will start from
finding uniqueness of Yeongwol and connect it through all the way to its result. (Picture1)

(Picture1)
In short, creative thinking is to focu s on uniqueness of subjects. For city culture marketing, creative thinking focused on uniqueness of subjects will result the following; it will share the same basics with the other areas of the city which synergy effects can be expected as a result; it will bring global result because focusing on uniqueness is a universal value. The second aspect can be proved easily from art history; artworks are often found that they are evaluated very differently based on different eras and different locations. It means that it is just impossible to judge uniqueness which has its own standard by the other standards. Plus, the definition of uniqueness is ‘being the only one of its type’, which integrity comes followed naturally. (※Definition of ‘unique’: ① Being the only one of its type, ② Unusual, ③ Greater or esp. better than any other)

There are two paintings of hunting on boats. Picture2 is from today’s era, and picture3 is from Ancient Egypt. Picture2 is painted with perspective which is correct from today’s standard. On the other hand, Picture3 is painted with Schematic Space, the visualization methodology of Ancient Egypt. In picture3, the changes of sizes are not based on what is near or far, but based on social levels. The hunting man is painted as the biggest figure, and the figure under the hunting man, the servant, is painted in the size that cannot be so small like this if this painting was painted with today’s perspective. If evaluating picture3 with today’s perspective, this painting is wrong; and if evaluating picture2 with the standard of the Ancient Egypt visualization methodology, the painting is wrong, too. But the reason why these paintings cannot be judged as wrong paintings is because each era had different thoughts and standards of their own. Such differences are not only from different eras, but also different locations. Visualization methods of eastern (Asian) paintings and western paintings are very different, but both cannot be judged as wrong painting; instead of judging that any one of them is wrong, people get interested even more by the other’s differences.

(Picture2), (Picture3)
So far, discussions about importance of finding uniqueness and importance of developing ideas focused on uniqueness are made. Now, discussions about how to develop the uniqueness, the thinking process, will be made. The thinking process means conceptualization of uniqueness, and conceptualization is about how to communicate uniqueness, meaning, thinking process is about how to communication uniqueness. For example, The Jewish Museum in New York Manhattan has dark grey wall on the first floor where the exhibit starts, and as visitors go to upper floors by following the exhibit, the upper floors have brighter grey walls, and on the top floor where the exhibit ends, there’s a window dome on the ceiling which remind of Kippah (the Jewish hat) where the bright sunshine which is brighter than color white shines in. This building structure symbolizes the recoveries of the Jewish of today from their history of hardship through a simple solution, change of values. It is a simple solution but communicates the message of the exhibit effectively. Plus, today’s world art market evaluates quality of artworks based on their concepts. In short, results with concepts mean about professionalism, and as The Jewish Museum shows, results with concepts mean effective communication of message. (Photo1)
The following diagrams are a system for conceptualization process. In Digital Era, everything tends to be fast and convenient, but for conceptualization process, enough time and thoughts should be invested. The following diagrams are made for my students’ practices. The system aims students to go through each stage firmly. (Picture4)

The diagram of picture5 is to think about associated words based on a subtopic (uniqueness) found from a research stage. Students are required to come up with 20 words. The diagram of picture6 is to think about associated words based on the 2nd subtopic (uniqueness) found from a research stage. The diagram of picture7 is to think about associated words based on the 3rd subtopic (uniqueness) found from a research stage.

Diagram of picture8 is for deeper conceptualizations for one subtopic chosen from previous building associated word list stage.

Picture9 is an example of the picture8. As the diagrams show, conceptualization process requires much effort, but for professional result and for effective message communication, conceptualization is the most proper way. (Picture9)
2. Conclusion of Theoretical Background

In conclusion, today’s Digital Era focuses on digital such as computer and internet, but it is found that instead of focusing on digital, focusing on creativity of humans is needed which is to think based on uniqueness of subjects. In other words, creative thinking process should be based on uniqueness of subjects. Plus, when the uniqueness focused thinking process is applied to city marketing, it will result in synergy effects and global effects, and this paper will apply such thinking process, uniqueness focused thinking process for applications of Yeongwol Museum City culture marketing.

This paper will discuss about organization of the entire city culture marketing, organization of individual exhibition hall, exhibition planning, promotion and city design. Such diverse discussions are possible because there are clear criteria and target audience, Yeongwol Museum City, and this paper will discuss from generalist and overview points.

With design process as the basic method (Picture4), and by combining the process discussed above (focusing on uniqueness of subjects), this paper suggests for Yeongwol Museum City culture marketing to have ‘research’ stage to find uniqueness of subjects, to have ‘conceptualization’ stage to find how to express the found uniqueness, and -from design process- to have ‘clear communication’ stage; by putting the three stages in order, the process of the three stages becomes the process for Yeongwol Museum City culture marketing that this paper would like to propose. (Diagram1)

II. Applications

1. Research and Analysis

From Yeongwol County homepage and by physical visits to Yeongwol, it is found that uniqueness of Yeongwol is in nature; as detail lists, one, the nature scenery of Yeongwol is outstanding, two, there are many riverside roads which are main roads of the county, and three, the distance between the roads and the mountains on the other side of the rivers is close and the mountains are stiff. In addition to these, the fact that the main policy of Yeongwol province focuses on nature (Table1, #1, #3, #6, #9), and the fact that today’s global issue is in nature such as climate issues, it can be concluded that choice of nature as uniqueness of Yeongwol is proper to become the theme of Yeongwol Museum City culture marketing. Donggang (river) (Photo2) Korean peninsula shape has been designated as a cultural heritage in 2011, and the fact that Donggang (river) and Seon-dol (rock) (Photo3) have been used for a Korean TV broadcasting company’s images such as when playing Korean anthem, it can be concluded that the uniqueness of Yeongwol, nature can be an effective resource for Yeongwol Museum City culture marketing.

<table>
<thead>
<tr>
<th>Yeongwol County main policies</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1 Making into a Nucleus City</td>
<td>Investing 1,382,900 million won in order to form a new material</td>
<td></td>
</tr>
</tbody>
</table>
for Newly Growing Dynamic Industry  
reproduction energy industry cluster, establish a basis for invitation of future oriented purification industry and create key dynamics for growth ⇒ Creating 2600 jobs with 60 businesses

2 Securing a Stable Permanent Population  
Selection and promotion of population increase policy as the task of priority in order to secure the optimum population which is the driving force of local development ⇒ Accomplishing the permanent population of 45,000 until the year 2013

3 Attracting 3 Million Tourists Each Year  
Leaping as an official ecological city of tourist attraction by establishing the basis for attracting 3 million tourists each year at an early stage

4 Forming a Harmonious and Elegant City of Design  
Promoting the designing as key project in order to materialize the high quality city of creation to make into the No.1 model city nationwide by making the city into a masterpiece ⇒ Implementing the city of creation

5 Implementing the Custom Type Advanced Welfare  
Preparing the conditions for every residents of the county to live well by implementing the top standard custom type welfare nationwide ⇒ Improving the quality of life for country residents

6 Raising the Value of Clean Yeongwol County  
Investing 21,0400 million wons in 7 businesses until the year 2012 in order to set our position as the No.1 clean environment city nationwide ⇒ Forming a Clean City

7 Expansion of Pleasant and Convenient Traffic Network  
Striving for balanced development between regions by expanding a convenient and pleasant circulation traffic network to attract companies and promote tourism by securing accessibility with metropolitan area

8 Implementing the Custom Type Advanced Welfare  
Raising the talents to open up the future of Yeongwol country by extended formation of scholarship fund and expansion of educational support in order to leap as an education centered city

9 Raising the value of Clean Yeongwol County  
Building welfare rural community where people want to live in by entering the top rank of agricultural production index within the province by cultivating an advanced environment friendly agriculture and raising the fine brand of highest standard.

10 Making an achievement Centered Creative Administration for County Residents  
Making the best effort in expanding the finances for national highway expenses through selection of central public business by developing an achievement centered new policies with open administration for customer satisfaction and creative mind.

<table>
<thead>
<tr>
<th>Category</th>
<th>Chicago</th>
<th>Yeongwol</th>
</tr>
</thead>
</table>

Because of the Great Chicago Fire in 1871, Chicago has been newly built from the basic structure of the city and now it has more modernized city structure comparing to New York whose structure remained historical structure; this is why Chicago and Yeongwol can be compared because Yeongwol is at the beginning stage of their city marketing. Also, Chicago takes museums as one of their major tourisms as Yeongwol. Table2 is comparisons of Chicago and Yeongwol.
**Geographical Size**

Chicago is divided as following.

**City:** 606.1, **Urban:** 5,498, **Metro:** 28,163.5
(Units: Square kilometer)

Locations of major museums are in ‘city’ area.

1,127.45
(Unit: Square kilometer)

Locations of museums are in the entire area.
(Though it shows that the area is about twice larger than Chicago city area, but as a ‘one area’, Chicago’s city area is much larger than areas of cities in Korea, so Chicago can be even better to be compared to Yeongwol than areas in Korea.)

**Geometrical characteristic for culture marketing**

*Because the major streets are simplified, citizens are provided culture and art education in their everyday life (when going to and from their work in commerce oriented area and city government administration oriented area), and tourists are effectively provided culture marketing elements of the city (Picture1).*

*Because the major streets are simplified, citizens can be provided culture and art education in their everyday life (when going to and from their work in commerce oriented area and city government administration oriented area), and tourists can effectively provided culture marketing elements of the city (Example: main street into Yeongwol from highway) (Picture2).*

**Transportation condition for culture marketing**

Either it is walking distance between museums or it is easy to take public transportation when needed.

Neither it is easy to walk between museums or take public transportation when needed. Plus, even when driving with navigation, it still is not easy to find or driving through mountain roads (It is not the matter of if the area is small enough to walk or too large to walk. It is about the specific condition of Yeongwol compare to other areas with same size of its area.)

**Culture marketing synergy effect**

*Geographical structure, easy transportation creates synergy effects among museums.*

*Geographical structure and transportation conditions hardly create synergy effects. But if using the characteristic of Yeongwol Museum City, the fact that it is ‘gathered as a group’, synergy effects can be created.*

**High tourism season, low tourism season**

Among spring, summer, fall, winter four seasons (highest temperature: 28°C(84F), lowest temperature: -10.5°C(13F))

**high tourism season is summer,** low tourism season is winter.

Among spring, summer, fall, winter four seasons (highest temperature: 33.3°C, lowest: -19.3°C)

**high tourism season is summer,** low tourism season is winter.

**Combination of museums**

Chicago has **large size museums** such as Art Institute of Chicago, Museum of Contemporary Art, The Field Museum and mid size museums such as Chicago Historical Society and small size museums.

Yeongwol has mid-large size museums such as Donggang Photography Museum, Danjong Historical Museum, Byeoimaro Astronomical Observatory, Donggang Eco Information Center, Yeongwol Cave Eco Museum, and a number of small size museums such as Hoya Museum of Geography, West River Art Museum, Yeongwol Fossils Museum, Yeongwol Religion Art Museum, Gangwon-do Coal Mine Culture Town, International Modern Art Museum, Teddy Bear Museum, Yeongwol Africa Museum, Muksan Art

(Table2) What is found by comparing Chicago and Yeongwol is that Yeongwol has simplified road system as Chicago which can be a strong point for effective exposure of culture marketing elements. (Picture10), (Picture11)

2. Conclusion of Research and Analysis
In conclusion, the uniqueness of Yeongwol is as following; one, it is in its nature that their nature is outstanding, two, there are stiff mountains located on the other side of the riverside roads in close distance, three, roads are simplified as Chicago, four, the riverside roads are main roads of Yeongwol, and five, Yeongwol museums are gathered as a group of small museums. This paper will make proposals for Yeongwol Museum City culture marketing based on the uniqueness found.

3. Conceptualization
Organization of exhibition hall consists of exhibition planning and promotion. For Yeongwol Museum City case,
organizations of the individual museums and of the overall city both can be divided into such two parts.

(1) Exhibition Planning

The first proposal is to build a new large size nature museum to clearly communicate that the uniqueness of Yeongwol is in nature. Large size museums tend to have symbolic meaning easily. Meaning, it is comparatively easier to communicate clearly what is the theme of Yeongwol Museum City. This is a strong point for effective promotion of Yeongwol and at the same time, it means that the level of museum should be high enough to represent the county because it deals with the core value of the county, the uniqueness of the county, nature, and the level should be high as Guggenheim art museum in Bilbao, Spain shows. Guggenheim art museum is a global museum which is located in Bilbao, New York, Venice, Berlin, and Abu Dhabi, and Bilbao branch is well known as the example of its core role for city development. (Photo4)

There has been a research made that city culture marketing in Korea should include not only facility and land developments but also viewpoints of the citizens and consider developments of cultural mindedness and living environment developments of the citizens. The paper says that so far, city culture marketing in Korea tended to solve problems only with fund and facility; they have considered tourism developments and area developments separately, tourists, tourism capital, tourism facilities, and considered viewpoints of tourists and tourism only, which as their results, unhappy reputations from the citizens occurred (Paper by Hyunggy Kang from Chungbuk University). This paper takes <2011, Survey of Citizens Regarding to Budget Planning> as a way of reflecting opinions of Yeongwol citizens, and through the survey, it is shown that the Yeongwol citizens are most interested in the economy development of the city; it is shown that they are negative about spending budget for city design; and it is shown that they are quiet interested in globalization of the city through Yeongwol Museum City culture marketing. (Table3)

<table>
<thead>
<tr>
<th>2011, Survey of Citizens Regarding to Budget Planning (*Only what are applicable to this paper are included)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. How budget of Yeongwol Province should be planned?</strong></td>
</tr>
<tr>
<td>Keep doing what has been done.</td>
</tr>
<tr>
<td>Due to the budget crisis of the province, investments should be decreased and do tight budget planning.</td>
</tr>
<tr>
<td>Investment should be expanded.</td>
</tr>
<tr>
<td><strong>2. What is the following that should be invested first?</strong></td>
</tr>
<tr>
<td>Economy structure development</td>
</tr>
<tr>
<td>Culture tourism, sports infrastructure development</td>
</tr>
<tr>
<td>Design city development</td>
</tr>
<tr>
<td>Agricultural power development</td>
</tr>
<tr>
<td>Climate change preparation, low carbon green growth infrastructure development</td>
</tr>
<tr>
<td>Customized advanced welfare</td>
</tr>
<tr>
<td>Future human resources development</td>
</tr>
</tbody>
</table>
3. What is the following that should be eliminated when considering economy crisis of Yeongwol?

<table>
<thead>
<tr>
<th>Economic Sector</th>
<th>Number of People (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy structure development</td>
<td>6 persons (05.7%)</td>
</tr>
<tr>
<td>Culture tourism, sports infrastructure development</td>
<td>21 persons (19.8%)</td>
</tr>
<tr>
<td><strong>Design city development</strong></td>
<td>58 persons (54.7%)</td>
</tr>
<tr>
<td>Agricultural power development</td>
<td>14 persons (13.2%)</td>
</tr>
<tr>
<td><strong>Climate change preparation, low carbon green growth infrastructure development</strong></td>
<td>0 persons (00.0%)</td>
</tr>
<tr>
<td>Customized advanced welfare</td>
<td>1 person (00.9%)</td>
</tr>
<tr>
<td>Future human resources development</td>
<td>6 persons (05.7%)</td>
</tr>
</tbody>
</table>

5. What should be invested first for culture tourism and sports infrastructure development?

<table>
<thead>
<tr>
<th>Infrastructure Project</th>
<th>Number of People (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The four major festival developments and aggressive promotion marketing to increase the number of tourists</td>
<td>6 persons (05.7%)</td>
</tr>
<tr>
<td><strong>Build stay-type tourism infrastructure (Sangdong coal town project, auto camping town project)</strong></td>
<td>42 persons (39.6%)</td>
</tr>
<tr>
<td><strong>Yeongwol Museum City development as a global culture and art city</strong></td>
<td>29 persons (27.4%)</td>
</tr>
<tr>
<td>Build leisure infrastructure for sports advancement development (Build Yeongwol Indoor Sports Center, mountain/water leisure facility)</td>
<td>25 persons (23.6%)</td>
</tr>
<tr>
<td>Build sports-in-living culture facility (Sports facility support, sports competition hosts and participations)</td>
<td>4 persons (03.8%)</td>
</tr>
</tbody>
</table>

6. What should be first invested for design city development?

<table>
<thead>
<tr>
<th>Infrastructure Project</th>
<th>Number of People (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safe and convenient city structure (Disaster protection project, dangerous road construction)</strong></td>
<td>36 persons (34.0%)</td>
</tr>
<tr>
<td><strong>Well-being and vibrant city infrastructure development (living environment development project, beautiful town made with citizens project)</strong></td>
<td>34 persons (32.1%)</td>
</tr>
<tr>
<td>Pleasurable and attractive public design city development (street trees, forests in the city, parks in the city expansions, etc.)</td>
<td>18 persons (17.0%)</td>
</tr>
<tr>
<td>Advancement of the city and specialized project for eup (a unit of a district) and myeon (a unit of a district) to strengthen city competitiveness (New city planning roads, small size eup and myeon development projects, undeveloped areas development projects)</td>
<td>18 persons (17.0%)</td>
</tr>
</tbody>
</table>

(Table3)

Based on the survey result, low budget but effective proposals have been considered; because Yeongwol Museum City is a group of small museums, if more evenly scattered small size nature museums are added, they should be able to have same effect as one large size nature museum because one large size nature museum can affect the entire city, but if small size nature museums are evenly scattered, the infrastructures from them can be connected to each other and can affect of the entire city through connections among infrastructures. In this case, rather than having new museum locations as given locations such as closed schools as how Yeognow County has been selecting new locations for museums, but it is important to choose evenly scattered geographical locations for new museum locations. Small size museums have less symbolic meanings comparing to large size museums, so for clear communication that the theme of Yeongwol Museum City culture marketing is in nature, solutions such as having much more number of museums of themes in nature than any other themes should be considered and create proportionally balanced themes of museums. (Picture12)
Other than building new small size nature museums, transformations of farms into small size nature museums are possible, too. It is to have the products of each farm as the themes of the museums by adding initial elements of museums. This solution can keep the unique scenery of Korea which will be an interesting tourism from global viewpoint. Especially, because farms are turned into museums, comparing to other domestic cities whose themes are also in nature and have farm experience camps, this solution will differentiated because along with providing farm experiences, intellectuality through museum environment will be provided. Plus, this solution also can help increase income of farms. Like museums of letters in Europe (Photo5), Yeongwol can collect wisdoms of Korean farmers and take them into museum contents. As Table4 shows, basic elements of museums, exhibition planning, promotion and seasonal programs are all possible. If the artifact that one farm can provide to be certified as a museum is not enough, multiple farms can register as one museum under one control tower. (Photo6), (Table4)

<table>
<thead>
<tr>
<th>Category</th>
<th>Contents</th>
<th>Examples</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Planning</td>
<td>Basic information about grapes</td>
<td>Cultivation period…</td>
<td>Board presentation</td>
</tr>
<tr>
<td></td>
<td>Types of grapes</td>
<td>The grapes that only kings had…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stories with grapes</td>
<td>Famous Grape farms…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Food made with grapes</td>
<td>Recipes…</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td>Museum introduction</td>
<td>Leaflets</td>
<td>To be equipped at the museum</td>
</tr>
<tr>
<td>Seasonal program</td>
<td>Farm experience camps</td>
<td>Grape picking</td>
<td>Increase income</td>
</tr>
<tr>
<td>Accommodation</td>
<td>Accommodation and meals business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grape sales</td>
<td>Sales sections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Outdoor signboard</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(2) Promotion
A. Seoul Yeongwol Museum City Promotion Hall

First solution is Seoul Yeongwol Museum City Promotion Hall. Promotion by promotion hall is a face to face communication promotion which is not an ATL (Above the line promotion (Promotion through the four major media, TV, newspaper, radio and internet)) but a BTL (Below the line promotion (Promotion through media except the four major media (examples: World Cup street events, pop-up stores (Photo7))); Economist reported that the world advertising market is more focused toward BTL. Currently, Yeongwol is promoting through advertisements on Seoul subway and bus ad boards. Such promotions can be considered as ATL; there is a research says that combination of ATL and BTL are the most effective, and adding promotion hall will build more effect promotion for Yeongwol Museum City. Photo8 is a photo of the City of Seoul promotion hall.

Table 5 shows definitions of ‘space’ before digital era and in digital era. Definition before the digital era is taken from Longman Dictionary of Contemporary English (First published in 1978, reprinted in 1990), and for the definition in the digital era is taken from Wikipedia (The reliability of Wikipedia is contradictory, but it has been chosen for this paper because it can show common ideas of today’s people about space). The reason why BTL solutions such as promotion halls are getting more interested in today’s era can be reasoned from the definitions, ‘interactivity’.

<table>
<thead>
<tr>
<th>Definition of space – Longman Dictionary of Contemporary English (Definition before digital era)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Something measurable in length, width, or depth, distance, area, or volume that can be used or filled by a physical object.</td>
<td>Limited, static</td>
</tr>
<tr>
<td>Something measurable in length, width, or depth, distance, area, or volume that can be used or filled by a physical object.</td>
<td>Passive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Definition of space – Wikipedia (Definition in digital era)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Space is the boundless, three-dimensional extent in which objects and events occur and have relative position and direction.</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Space is the boundless, three-dimensional extent in which objects and events occur and have relative position and direction.</td>
<td>Interactive</td>
</tr>
<tr>
<td>Space is the boundless, three-dimensional extent in which objects and events occur and have relative position and direction.</td>
<td>Flexible</td>
</tr>
</tbody>
</table>

Such changed definitions can be applied to architecture design of the promotion hall. For example, the Prada flagship store in Soho New York has architecture structure whose first floor and the basement are not clearly divided, and the wall of basement opens out and becomes fashion show runway or stage for events which shows a definition of space of Digital Era, ‘flexibility’. (Photo9), (Photo10)
Basically, promotion is to be told, and maximum exposure is its basic goal. The importance to connection between Yeongwol and metro area (Seoul) is also shown in Yeongwol County main policies (Table 1, #7), and the reason why Bukchon is chosen is because connections between Bukchon and Yeongwol are found; Bukchon is the only area in Seoul that takes museum as its theme; Bukchon introduces it as a ‘Street Museum in the City’ according to their homepage. Plus, Bukchon is located in one of the five sister district organizations of Yeongwol, Jongno-gu, and it is next to another sister districk organization of Yeongwol, Seongbuk-gu.

Bukchon is an emerging tourism area; there are representative landmarks close to Bukchon such as Insa-dong (area that the most of Korean traditional items can be found), Gyeongbok-gung (palace), Cheong Wae Dae (the president’s office), and recently, new direct subway line has been built between Incheon International Airport and Seoul Train Station which will make Bukchon even more vibrant. Plus, in February, 2011, at the Urban Renaissance Conference hosted by Ministry of Land, Transport and Maritime Affairs, Bukchon was chosen as an example of good urban design. These are the reasons why this paper proposes Bukchon as the location of Yeongwol Museum City Seoul promotion hall. (Photo11), (Table6), (Table7)

<table>
<thead>
<tr>
<th>Major Landmarks of Bukchon</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Museums</strong></td>
<td><strong>Owl Art and Craft Museum and eight other museums</strong></td>
</tr>
<tr>
<td>Palaces</td>
<td>Changdeok-gung and other four palaces</td>
</tr>
<tr>
<td>Parks</td>
<td>Samcheong Park and other thirteen parks</td>
</tr>
<tr>
<td>Cultural Center</td>
<td>Royal Food Research Center and other seven centers</td>
</tr>
<tr>
<td>Craft Labs</td>
<td>Gahoi Folk Art Lab and other seventeen labs</td>
</tr>
<tr>
<td>Hanok Experience Sites</td>
<td>Bukchon Hanok Experience site and other three sites</td>
</tr>
<tr>
<td>Other</td>
<td>Cheong Wá Dae, Sunggyunkwan University</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sister District Organizations</th>
<th>Date</th>
<th>Exchange Programs</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jongno-gu</td>
<td>June 16, 2003</td>
<td>Agricultural product store</td>
<td>Where Bukchon is located in</td>
</tr>
<tr>
<td>Seongbuk-gu</td>
<td>December 5, 1995</td>
<td>Agricultural product store, youth programs, agriculture to support volunteer programs</td>
<td>Where Bukchon is located next</td>
</tr>
</tbody>
</table>

**B. Media Pole**

Media pole and media canvas solutions in the following are inward promotions, meaning, they are toward Yeongwol citizens and tourists who are visiting in Yeongwol. Because they can display not only promotional contents, but also digital art contents, they do public art role as well. Because of the characteristic of digital devices that they can replace contents with many other contents, though the installation cost seems high at first but if considering costs for displaying the same level of artwork but physical (offline) artworks, they are economical solutions. (Photo12), (Photo13)
Picture 13 is a design for media pole with nature as its motif, theme of Yeongwol Museum City culture marketing. The image on the left is its front view, the image in the middle is its side view, and the image on the right is its back view. (Picture13)

Such design can be used as welcome sign at the toll gate from highway to Yeongwol. Or if used in the center area of Yeongwol where walking tourists are, media board can be added on the lower part and provide Yeongwol tourism information through its touch screen. (Picture14)

Picture 15 is a design of media pole for tollgate area.

Picture16 is a design of media pole for the center area of Yeongwol; where the circle mark is where the media board touch screen can be placed.
Media tunnel is a modified media pole. It can be used at the toll gate area.

The image on the left is its front view, the image in the middle is its side view, and the image on the right is its back view.

C. Media Canvas

Media canvas is to beam-project motion pictures on various surfaces such as exterior walls of buildings. The most commonly used media canvas in Korea is LED media canvases and mapping media canvases. Mapping media canvases do not require physical change of the exterior walls of buildings that are used as backgrounds of motion pictures like the example of “Taekwon V” project at the National Assembly of Korea (Photo19, Photo19-1, Photo19-2). They can be used at any locations, and because they use entire walls of buildings, large visual effects can be provided. Cities use building walls mostly, but if Yeongwol uses mountains, cliffs, rivers, or farms as canvases, such idea can be differentiated from what are happening in cities. LED media canvases cost high but mapping media canvases costs low. Photo20 and 21 are media canvases that use artworks of famous artists. Photo20 is artwork of Julian Opie. Chicago have had sculpture pieces of Picasso and Calder as public art, but since recently (in Digital Era), they have installed digital public art piece as shown in photo16 which is considered as one of the most representative digital art piece of the world.
Picture 19 is a mapping media canvas design with a Yeognwol mountain as its canvas. Such mapping media canvas can be applied to Yeongwol’s large size buildings or landmarks such as Byeolmaro Astronomical Observatory, Eco System Museum or Yeongwol County Government Office Building, but they can be used as short term promotion pieces, too. Plus, if they are installed at higher locations such as top of mountains, long-distance promotion effect such as being viewable from highway will be possible. The main roads of Yeongwol include riverside roads; because the distance between the roads and the mountains on the other sides of the rivers are close and because the mountains are stiff, the mountains can be used as mapping media canvas backgrounds to play motion graphics on. For example, by taking the fact that the mountains are above rivers, contemporaarily modified computer graphic animation based on ‘The Honest Woodcutter’ can be played and provide more cultural enjoyments.

The sky blue lines in the map are rivers which driving roads are made along with, and they are major roads of Yeongwol. Among the roads, choosing center area as location of media canvas would be effective because that is where the most traffic goes through. (Picture 20)

Or mapping media canvas can be used at major landmarks such as Donggang (river) Korean peninsula shape (Photo2) by displaying related motion graphic on or near the landmark.

4. Conclusion of Applications
From the conceptualization process (applications), for exhibition planning, new one large size nature museum, new multiple number of small size nature museums, and transformations of farms into small size nature museums are proposed. For promotions, Seoul Yeongwol Museum City promotion hall, media poles that use
nature as their design motifs of the theme of Yeongwol Museum City culture marketing, media canvases that use nature as canvases of mapping media canvases are proposed. (Diagram2)

III. Conclusion

Finding uniqueness of subjects and conceptualization of the found uniqueness, the two stages are to be added clear communication onto them. As discussed previously, if building a number of new small size nature museums, because they have less symbolic meaning than one mega size nature museum, the balance proportion of themes should be clarified such as by having much more number of nature museums than museums of other themes. If messages are not clear, instead of leaving impressions to audience or leading their interests, audience will be left puzzled and will lose interests. In such three stages, other than finding uniqueness of subjects, the other two stages’ conceptualization of the found uniqueness and clear communication applications can vary, but the three stages should still be decision making axis. (Diagram3)

<References>
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Creative Thinking

Creative Thinking (Creative Process) and Applications for Yeongwol Museum City Culture Marketing

이주원, 연세대학교 디자인예술학부 겸임교수
Joowon Lee, adjunct professor, Division of Design & Art, Yonsei University
영월박물관고을 문화마케팅을 위한
Yeongwol Museum City Culture Marketing

창조적인 생각
(C창의의 과정)
Creative Thinking
(Creative Process)

적용
Applications
Part 1
이론적 배경

창조적인 생각
(창의의 과정)
Creative Thinking
(Creative Process)
현대는 디지털 시대이다. Today’s Era is Digital Era.

디지털 시대에 대한 이해가 필요하다. Understanding of Digital Era is needed.

사이버스페이스를 이해해야 한다. Understanding of Cyberspace is needed.
Cyberspace

= 디지털 시대의 대표적인 유산
Representative Heritage of Digital Era

= 삶의 영역의 일부
Part of living environment
Cyberspace = Part of living environment

현대사회
Today’s Society

미래사회
Future Society
사이버스페이스에서의 활동, 산업혁명시대의 증기기관차와 같은 현대 디지털 시대의 주된 요소.

미래사회에서 중요시 될 요소.
디지털 전문가가 말하는 디지털 시대

Digital Era that Digital Specialists say

인간의 창조성 + 디지털
Creativity of Humans + Digital

니콜라스 카
카일 쿠퍼
재론 레이니어
Creative Thinking

인간의 창조성(Creativity)은 인간이 인간 내면에 이미 가지고 있든 인간 본연의 특성이며, 창조적인 생각(Creative Thinking), 즉, 창의의 과정은 인간의 창조성을 개발하여

○ 고유성(Uniqueness)이 있는 결과물을 의도적(With intention)으로 만드는
○ 생각의 과정(Process of thinking)이다.
Creative Thinking

유ника일성(Unique) + 생각의 과정(Process of thinking)

“Finding Uniqueness of Subjects”

독창적인 결과를 위한 고유성이 있는 자료.
Unique RESOURCES for unique result.
Creative Thinking

= 고유성(Uniqueness) + 생각의 과정(Process of thinking)
“Finding Uniqueness of Subjects”
Creative Thinking

= 고유성(Uniqueness) + 생각의 과정(Process of thinking)

“Conceptualization”

생각 = 고유성을 어떻게 전달할 것인가?
Creative Thinking (Ex.)

= 고유성 (Uniqueness) + 생각의 과정 (Process of thinking)
“Conceptualization”

디자인 과정
Design Process

Ideation
- Research
- Word List
- Mind Map

Visualization
- Rough Sketch
- Tight Sketch
- Computerization

Production
(Print, CD-Rom...)

Background of Study
Subtopic 2
연구배경
Background of Study
Graphic design

Prologue

Motion graphic

I.F.

Yale

Character

Teacher

Job

Designer

I Phone

Kiosk

CD-Rom

E-book

New media

Movie screen

Screen

Flat screen

Fluid graphic

Yugo Nakamura

TypoFlash

Film titles

(His works)

Handwriting

Seven typo

Computer screen

Computer

Screen

TV screen

TV

Creative Thinking
이론적 배경의 결론

Conclusion of Theoretical Background

디지털시대
인간의 창조성을 중심으로 하는 연구
소재의 고유성을 컨셉화 하는 과정

Creative Thinking
지역문화마케팅을 위한 Creative Thinking

소재의 고유성을 컨셉화 하는 과정

독창성
Uniqueness

시너지
Synergy

글로벌
Globalization

전문성
Professionality
이론적 배경의 결론
Conclusion of Theoretical Background

다양한 분야의 연구

구체적인 조건과 대상: 영월박물관고을
Criteria & Audience: Yeongwol Museum City

제너럴리스트 관점에서 총괄방안 제안
디자인 과정
Design Process

**Ideation**
- Research
- Word List
- Mind Map

**Visualization**
- Rough Sketch
- Tight Sketch
- Computerization

**Production**
(Print, CD-Rom...)

이론적 배경의 결론
Conclusion of Theoretical Background
Creative Thinking
for Yeongwol Museum City Culture Marketing

- **고유성의 발견 (조사 및 분석)**
  Finding Uniqueness of Subjects (Research & Analysis)

- **컨셉화**
  Conceptualization

- **명확한 전달**
  Clear Communication
고유성의 발견 (조사 및 분석)  
Finding Uniqueness of Subjects (Research & Analysis)

컨셉화
Conceptualization

명확한 전달
Clear Communication
Part 2
적용

창조적인 생각
(창의의 과정)
Creative Thinking
(Creative Process)
조사 및 분석
Research & Analysis
## 영월군 역점시책

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<td>지역의 발전 원동력인 정주인구의 확보를 위해 인구증가 시책을 최우선 과제로 선정 추진 → 2013년까지 정주인구 4만 5천명 달성</td>
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<td>전국 제1의 청정 환경도시로 자리매김하고자 2012년까지 7개 사업 2,104억 투자 → Clean City 조성</td>
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<td>편안하고 쾌적한 순환교통망 확충으로 지역간 균형발전 도모 및 수도권과의 접근성 확보로 기업유치와 관광활성화</td>
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<td>미래인재 육성</td>
<td>교육 중심도시로 도약하고자 장학기금 확대조성과 교육지원 확대를 통해 영월의 미래를 열어갈 인재육성</td>
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<td>FTA에 대응하는 농업경쟁력 제고</td>
<td>친환경 선진농업 육성으로 농업생산 자료의 도내 상위권 진입과 최고수준의 영농 브랜드를 육성, 살고 싶은 복지농촌 건설</td>
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<td>BSC성과관리시스템을 구축, 고객만족 성과위주의 새로운 아이디어를 창출하여 중앙공모사업 선정으로 국도비 재원확충</td>
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*Creative Thinking*
Yeongwol

자연(Nature)
시카고-영월 비교분석
Comparisons of Chicago & Yeongwol
미시간 애비뉴: 시카고 주요 동선 도로(시민은 일상생활
거주중심지역에서 상업중심지역과 행정중심지역으로
출퇴근) 동선에서 문화예술교육을 제공받는다.
현대미술관(Museum of Contemporary Art)
상점 쇼원도우 미술전시, 거리미술전시와 같은 공공미술 프로젝트
시카고 문화 센터 갤러리(Chicago Cultural Center)
피카소, 칼더의 공공미술작품
밀레니엄 파크(Millenium Park(야외문화예술축제 장소))
아트인스티튜트오브시카고 미술박물관
(Art Institute of Chicago)
자연사박물관(Field Museum)
미시간 호
시카고-영월 비교분석
Chicago-Yeongwol Comparisons

영월군청 소재지
고속도로 진입방향. 중심부로 연결됨.
(철도역과 버스터미널도 중심부에 위치)
## 시카고-영월 비교분석

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<td>지리적 특성</td>
<td>도시의 주요 도로동선이 단순화 되어있기 때문에 지역주민은 일상생활(거주중심지역에서 상업중심지역과 행정중심지역으로 출퇴근) 도선에서 문화예술교육을 제공받고, 관광객은 도시의 문화마케팅 요소를 효율적으로 제공받는다(그림1).</td>
<td>도시의 주요 도로동선이 단순화 되어있기 때문에 지역주민은 일상생활에서 문화예술교육을 제공받을 수 있고, 관광객은 도시의 문화마케팅 요소를 효율적으로 제공받을 수 있다.</td>
</tr>
<tr>
<td>교통조건</td>
<td>박물관 간의 도보 이동이 가능하거나 장거리 이동을 위한 대중교통수단이 다양하고 용이하다.</td>
<td>박물관 간의 도보 이동이 어렵고 장거리 이동을 위한 대중교통수단이 부족하며 지도나 내비게이션을 사용한 자가운전으로도 박물관 찾기와 산길운전이 용이하지 않다.</td>
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<tr>
<td>상생 효과</td>
<td>구조적인 지리적 조건과 편리한 교통이 도시전체적인 문화마케팅의 연계 상생 효과를 만든다.</td>
<td>지리적인 구조와 교통 조건에서 발생되는 문화마케팅 연계 상생 효과가 적다. 그러나 박물관 고용이라는 ‘집합성’을 이용하여 작지만 많은 수의 인프라를 구축할 때 연계 상생 효과를 기대할 수 있을 것으로 예상한다.</td>
</tr>
<tr>
<td>박물관의 구성</td>
<td>Art Institute of Chicago(고전미술박물관), Museum of Contemporary Art(현대미술박물관), The Field Museum(자연사박물관) 등의 대형박물관들과 Chicago Historical Society(역사박물관) 등의 중형박물관, 이와 소형박물관으로 구성되어 있고 시의 중심부에 주로 위치한다.</td>
<td>동강사진박물관, 단종역사관, 별마로천문대, 동강생태정보센터, 영월동굴생태관과 같은 중대형 박물관과 호야지리박물관, 서강미술박물관, 영월화석박물관, 영월종교미술박물관, 강원도 탄광문화촌, 국제현대미술관, 베어가끔인형박물관, 영월아프리카박물관, 묵산미술박물관, 호안다구박물관, 조선민화박물관, 난고김삿갓문학관, 세계민속악기박물관, 영월근총박물관, 괴연재도자미술관, 솔샘박물관의 여러 개의 소형박물관들로 구성되어 있고 특별한 구조적인 분포는 없다.</td>
</tr>
</tbody>
</table>
영월문화마케팅의 주제
Theme of Yeongwol Culture Marketing

자연

영월의 고유성
Uniqueness of Yeongwol

첫째, 영월의 고유성은 자연에 있고, 즉, 자연 경관이 뛰어나며, 둘째, 강을 따라 영월의 주요 도로 동선인 강 길이 놓여 있고, 셋째, 강 길 도로 건너편에 가파른 산들이 위치하고, 넷째, 영월의 주요 도로 동선은 시카고와 같이 단순화 되어 있으며, 다섯째, 박물관들은 소형 박물관들이 하나의 집합체로 모여 있음

I. 고유성의 발견
(Finding Uniqueness of Subjects)
컨셉화
Coceptualization
전시기획

전시관 운영

전시기획

홍보
대형 자연박물관 신설
New Large Size Nature Museum

<구겐하임 미술박물관>
뉴욕, 빌바오, 베니스, 베를린, 아부다비 소재
글로벌 규모
2011년 예산편성관련 주민의견수렴 설문조사(※본 연구에 해당하는 항목만 포함)

<table>
<thead>
<tr>
<th>1. 내년도 영월군 재정운용은 어떻게 해야 한다고 생각하십니까?</th>
</tr>
</thead>
<tbody>
<tr>
<td>우리군의 어려운 재정형편상 투자를 줄이는 등 긴축재정을 운영해야 한다.</td>
</tr>
<tr>
<td>63명(59.4%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. 다음 중 영월군이 내년도에 가장 우선적으로 투자해야 할 분야는?</th>
</tr>
</thead>
<tbody>
<tr>
<td>경제도시기반구축</td>
</tr>
<tr>
<td>27명(25.5%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. 다음 중 군 재정의 어려움을 감안하여 긴축재정이 불가피할 경우 우선적으로 투자를 줄여야 할 분야는?</th>
</tr>
</thead>
<tbody>
<tr>
<td>디자인창조도시 조성</td>
</tr>
<tr>
<td>58명(54.7%)</td>
</tr>
<tr>
<td>기후변화대응·저탄소 녹색성장 기반구축</td>
</tr>
<tr>
<td>0명(00.0%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. 문화관광 및 체육인프라 구축을 위하여 우선적으로 투자해야 할 사업은?</th>
</tr>
</thead>
<tbody>
<tr>
<td>체류형 관광인프라 구축(상동숲마을 조성사업, 오토캠핑장 조성사업 등)</td>
</tr>
<tr>
<td>42명(39.6%)</td>
</tr>
<tr>
<td>박물관고을 영월의 세계문화예술 중심도시 육성</td>
</tr>
<tr>
<td>29명(27.4%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. 디자인창조도시 조성을 위하여 우선적으로 투자해야 할 사업은?</th>
</tr>
</thead>
<tbody>
<tr>
<td>안전하고 편리한 도시기반 조성(재해예방사업, 위험도로 개선 등)</td>
</tr>
<tr>
<td>36명(34.0%)</td>
</tr>
<tr>
<td>살기좋고 활력있는 도시기반 조성(주거환경개선사업, 주민이 함께 만드는 아름다운 마을 조성 등)</td>
</tr>
<tr>
<td>34명(32.1%)</td>
</tr>
</tbody>
</table>
신설
New Small Size Nature Museums

박물관 신설이 필요한 지역
박물관이 이미 소재한 지역

Creative Thinking
<table>
<thead>
<tr>
<th>항목</th>
<th>컨텐츠</th>
<th>예</th>
<th>비고</th>
</tr>
</thead>
<tbody>
<tr>
<td>기획</td>
<td>포도에 대한 기본 정보</td>
<td>포도 수확기…</td>
<td>판넬전시</td>
</tr>
<tr>
<td></td>
<td>포도의 종류</td>
<td>국내외 유명 포도 농장 소개…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>포도와 관계된 이야기</td>
<td>임금님만 드시던 포도…</td>
<td></td>
</tr>
<tr>
<td></td>
<td>포도로 만드는 음식</td>
<td>조리법…</td>
<td></td>
</tr>
<tr>
<td>홍보</td>
<td>전시관 소개</td>
<td>리플릿</td>
<td>전시관에 비치</td>
</tr>
<tr>
<td>부가프로그램</td>
<td>체험학습</td>
<td>포도 따기</td>
<td>수익창출</td>
</tr>
<tr>
<td>숙박프로그램</td>
<td>숙식제공</td>
<td></td>
<td></td>
</tr>
<tr>
<td>포도판매</td>
<td>판매대</td>
<td></td>
<td></td>
</tr>
<tr>
<td>기타</td>
<td>간판설치</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
전시관 운영

전시기획

홍보
전세계적으로 BTL로 광고시장의 흐름이 이동하고 있다. -이코노미스트

BTL (Below the line promotion)
<table>
<thead>
<tr>
<th>공간의 개념 – 롱맨사전(디지털시대 이전의 공간의 개념)</th>
<th>유한적, 고정적</th>
</tr>
</thead>
<tbody>
<tr>
<td>Something <em>measurable</em> in length, width, or depth, distance, area, or volume that can be used or filled by a physical object.</td>
<td>수동적</td>
</tr>
<tr>
<td>Something measurable in length, width, or depth, distance, area, or volume that can <em>be used or filled</em> by a physical object.</td>
<td></td>
</tr>
</tbody>
</table>

| 공간의 개념 – 위키피디아(디지털시대의 공간의 개념) |
|---------------------------------|----------------|
| Space is the *boundless*, three-dimensional extent in which objects and events occur and have relative position and direction. | 무한적 |
| Space is the boundless, three-dimensional extent in which objects and events *occur* and have relative position and direction. | 양방향적 |
| Space is the boundless, three-dimensional extent in which objects and events occur and have *relative position and direction*. | 유동적 |

*Interactivity*
북촌
Bukchon

“도심 속의 거리 박물관”
“Street Museum in the City”

북촌지역 주요 랜드마크

<table>
<thead>
<tr>
<th>박물관</th>
<th>부영미술&amp;공예박물관 외 8곳</th>
<th>공방</th>
<th>가회민화공방 외 17곳</th>
</tr>
</thead>
<tbody>
<tr>
<td>고궁</td>
<td>창덕궁 외 4곳</td>
<td>한옥체험관</td>
<td>북촌한옥체험관 외 3곳</td>
</tr>
<tr>
<td>공원</td>
<td>삼청공원 외 13곳</td>
<td>문화원</td>
<td>궁중음식연구원 외 7곳</td>
</tr>
<tr>
<td>기타</td>
<td>청와대, 성균관대학교</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

교류기관

<table>
<thead>
<tr>
<th>종로구</th>
<th>2003</th>
<th>북촌 소재지</th>
</tr>
</thead>
<tbody>
<tr>
<td>성북구</td>
<td>1995</td>
<td>북촌 인접지역</td>
</tr>
</tbody>
</table>
서울 영월박물관고을 홍보관
Seoul Yeongwol Museum City Promotion Hall
미디어 폴
Media Pole
미디어 폴
Media Pole
미디어 폴
Media Pole
Media Pole
미디어 폴
Media Pole
미디어 캔버스
Media Canvas
Yeongwol Museum City
I. 고유성의 발견
Finding Uniqueness of Subjects

II. (발견된 고유성의) 컨셉화
Conceptualization of Found Uniqueness
  -홍보
  -Promotion

II. (발견된 고유성의) 컨셉화
Conceptualization of Found Uniqueness
  -전시기획
  -Exhibition Planning
결론

Conclusion
I. **Finding Uniqueness of Subjects**  
Finding Uniqueness of Subjects

II. **Conceptualization of Found Uniqueness**  
Conceptualization of Found Uniqueness

III. **Clear Communication of Conceptualized Uniqueness**  
Clear Communication of Conceptualized Uniqueness
기타제안
Other
Transportation