Just Remove a Piece.
Homeless People in Seoul.

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Context.
The City of Seoul is home to over 10 million people, among which about 13,000 are homeless.
The project.
The number of homeless on Seoul’s streets is slowly decreasing, but the number of homeless who stay in dedicated centres is increasing. The total number of homeless is stagnant. The project targeted at providing a design solution to one of the many challenges homeless people in Seoul experience.

### Why Homeless?

1. **Hygiene Problem – Be Exposed to Insanitation Easily**
   위생문제 – 비위생에 쉽게 노출됨

2. **No Fixed Residence – No Safe Place**
   고정되지 않은 거주지 – 안전한 공간의 부재

3. **Our Society’s Realistic Problem**
   우리 사회의 현실적인 문제점
The design process.
1) Social Problem Identification
2) Background Research
3) Field Research & Ethnography
4) Keyword Analysis
5) Brainstorming & Ideation
6) Concept Development
7) Design & Build
8) Test
Based on demographic and statistical background research the design team conducted field research in one of Seoul’s centres for the homeless. The centre supported the team with valuable insight, real-live experience, and strategical consultation.
The team derived a large set of keywords from the field research and ethnography, analysed, grouped and interpreted keywords, and focussed on what seemed to be a key issue: stereotypes and lacking awareness. The team created an awareness campaign that was deployed on- and offline.
The campaign “Remove just a piece” was based on the key concepts interaction and participation with the aim to raise awareness of the issues of homeless people in Seoul.
The campaign took place on Hongik University’s campus and the team had not only to utilise background/field research and keyword analysis, but also concept development, design, prototyping, testing, videography and visual storytelling, all combined in a team work effort.
Visualisation and storytelling were the main key aids for the design team to effectively communicate their project through the awareness campaign to a broader audience via internet and SNS.
The team created a video that shows the key elements of the field research, as well as one possible solution to mitigate the problem of the homeless through social innovation, starting with people’s individual perception.
The final video can be accessed at: https://www.youtube.com/watch?v=HYAr15SaSU8