Gamcheon Culture Village

Development of the visual identity and cultural product design

College of Design, Dongseo University
DSU-DESIS Lab, Busan, Korea

Project team: Service & Community Design lab
Promoter(s)
Saha District Office, Busan Metropolitan City

Funder(s)
Saha District Office, Busan Metropolitan City
Ministry of Culture, Sports and Tourism
Acknowledgements
Gamcheon Culture Village Residents Association
Youngsup Jin (President of Art Factory B)
This village was poor because of the nature of the terrain so that rapidly dilapidated and increased the empty houses. In order for the village to be reborn, the Saha District discussed the urban regeneration. The move by community-art attract the visitor. And, the need of guide map has emerged for about visitor who has problem to find a way in village, winding alleys that led along the foothills.
The project
- Give a village information & Find easy routes for exploring the place
- Give possession worth to visitor
The design process

1. **[Discover]** Case study of home and abroad, a field study
2. **[Define]** Visitor’s journey map, Wayfinding workshop, Stakeholder interview
3. **[Develop]** Develop the illustration and prototype
4. **[Deliver]** Operation simulation
Governance and Policy Making
Cooperation among local officials, villagers and university: Environment Improvement by road that visitors usually take and made the visitor's path not to disturb the resident through cooperation between Saha District Office and Gamcheon Culture Village Residents Association.
Activism and Civic Participation

The students who participated in this project, while being tourists themselves, proposed scenarios that suggested various possible tourist experiences in the village. They also suggested various illustrations that express the scenery of the village using unique images. The volunteers of the village council gathered the information about the inconveniences they usually felt while guiding tourists in the village and the questions that visitors often asked. This process helped organize the information that needed to be included on the map.
Social Interactions and Relations

Have a chance to communicate and make relationship between visitor and resident by village guide map.

Hear the opinions from resident who guide visitors and Residents Association who want resident's privacy protection before the mapping step.
City and Environmental Planning

The improvement of better living business for resident now promoted ties with the urban regeneration project.
Production, Distribution and Consumption

The guide maps are on sale in tourist information. It provides the English, Chinese and Japanese version besides Korean. Recently, the Chinese version sales is very high.
Storytelling and Visualization

- Making a visitor’s journey map
Storytelling and Visualization

•  village guide map
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