

2017 SEOUL BIENNALE OF ARCHITECTURE AND URBANISM PRODUCTION CITY / PROJECT SEOUL APPAREL



Curator

Isak Chung

Isak Chung is a director of a.co.lab and an assistant professor at Dongyang University. Chung has conducted public research projects and social architecture works including 'The Master Plan of DMZ Peace Park', 'Artist Residence at Propaganda Village', 'Yeonpyeong Library', 'Hello Museum' and 'Dongducheon Community Rehabilitation Center'. He was as co-curator of the urban art project '2015 Seoul Seoul' and served as the associate curator of the Korean Pavilion for the 15th Venice Architecture Biennale in 2016. Chung is credited as an honorary professor of culture and art and was awarded the Excellence Prize of the Korea Public Design Award in 2015 by the Ministry of Culture, Sports & Tourism.

Stephanie Seungmin Kim

Stephanie Seungmin Kim is the director of Iskai Contemporary Art, a curatorial research centre specialising in large-scale, international exhibitions. She holds a BA from Sotheby's Institute and MA in the History of Art from UCL, University of London and is currently pursuing a PhD in Curating Contemporary Art at the Royal College of Art. Kim has directed more than eighty exhibitions in fifteen cities, including Liverpool Biennial City States (2010, 2012), UK-Korea Friendship Year Exhibitions (2013), UNESCO Paris HQ Exhibition (2014), Venice Biennale Parallel Exhibition and Singapore Open Media Festival (2015), Jikji Korea International Festival (2016) and many others. Her exhibition on climate change, Earth Alert, was covered by The Guardian and Soldier's Tale and Present from the Past were reported by BBC. She received the Minister of Culture, Sports and Tourism Award in 2009.

Project Seoul Apparel seeks to improve the existing manufacturing working conditions in Changsin-dong through an application of sustainable operational methods on unit-factory. Industrial production in Changsin-dong, the core of the Dongdaemun fashion district, has declined in scale and quality. This project focuses on human component of the garment industry and its urban organizational potential. Consideration is given to a new industrial model of the cluster that can function in both a minimally intrusive context and as a catalyst for change. Young designers and freelancers called *gaekgong* (temporary workers) collaborate as users of the unit-factory, which contributes to their enhanced role within the community. The results of their coordination process are saved within this project space. The two groups and their design archive demonstrate the garment district's enhanced production capability.



Parallel Scenarios from JongkwanPaik

Koo Young Han's work *Guide to Seoul Apparel* is a map/guide leading young designers on a path to understanding and developing production techniques within the industrial ecosystem of the Changsin area. Fashion designer Heeyoung Jung uses this guide to producing garments; its repeated nature is described as the *Changsin Wardrobes*. Architects Jieun Lee and Seoyeon Cho applied their respective approaches, *Prototypical Factory*—the materialization of the newly proposed industrial system— and *Facade Platform*—the conceptualization of a factory facade as a reflection of a compressional urban environment. Luke Stevens and Marie Maisonneuve, emerging fashion designers from UK launched works that emphasize the potential of the garment district and its uniqueness as outsiders looking in through the glass of *Efficient Aesthetics*. The result was an aesthetic pleasure discovered in respect towards the existing and newly achieved efficiency. Movie director Jongkwan Paik's video, *Parallel Scenarios*, traces the course of the project's development and speculates the various strata of Changsin's relationship network through framing and montage.

► Project Seoul Apparel Archive, click [_ projectseoulapparel.com](http://projectseoulapparel.com)

'UK/KOREA 2017-18' Connected City Joint Project

Seoul Design Foundation Sewing Industry Support Team Joint Project

Advised by Soon-ok Chun, RCA Fashion Programme

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