

## ECO-FRIENDLY FACTORY PUBLIC DESIGN E-FF ZONE

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### ECO-FRIENDLY FACTORY PUBLIC DESIGN E-FF ZONE

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1. Strategy and Methodology
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6. Public Design Development

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# I. Background

Towards a Global City for Asian Game 2014

The Visionary City Incheon (Center for Industry & Residence)

A Unique Local Brand for Dong-Gu (Pleasant & Vital Industrial Zone)

Brand City Incheon, Frontier Dong-gu !

## 2. Benchmarking

-Rearrangement  
-Museum centered traffic infra rearrangement

Bilbao, Spain



-Adaptation of public bicycle  
-Public design project  
-4-days Light Festival (attracts tourists)

Urban Recreation  
- More Green  
- Visual Pleasure

Pusan, Korea  
Gwangbok Street



-New Space for Culture & Arts  
-Streamlet for citizen's participation

Pohang, Korea  
Jungang Market



## Objectives and Process

### I. Ultimate goal

#### 1. Guidelines for Public Facilities

- (1) To integrate images for road facilities over Dong-Gu area
- (2) To provide with public design manual including renovation area
- (3) To realize Dong-Gu image well-matched with a global city Incheon

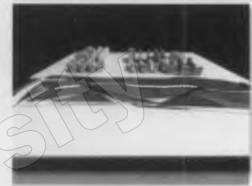
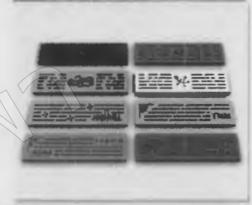
--- To improve cityscape and information offering in pursuit of coexistence of factory and residence area

#### 2. Public image integration program

--- To build and integrated image and symbolic system for Dong-Gu by provided with the public facility design manual for public facility development in accordance with long-term urban development plan

#### 3. Public Design Development

- (1) To locate multi-functional road facilities at public spaces
- (2) To aim pedestrian-oriented road system with bicycle road system
- (3) To provide with public facility management and operation manual



## Objectives and Process

### 2. Process and Range

- Image-up, Clean city brand
- In accordance with global city image of Incheon (Global city image)

#### Spatial Scope



Range of design development	
Design of public facilities	Arrangement for macroscopic public facility design development in Dong-Gu area Symbol system for image of Dong-Gu (Development for image, color and font) Design Development of main street and high way
Public facility design development	Fence, bollard, sound absorbing walls, guard rail, bus shelter, bench, shelter, manhole, streetlamp, panel, ventilation, signpost, billboard, banner; 3D modeling for each facility
Design development for cityscape	Organizing factory, residence area and fence Pedestrian/bicycle street set-up Direction of night scape

## Strategy and methodology

### Strategy and methodology



Guide line for public facilities	Development of public design	Development of public space design
<ol style="list-style-type: none"> <li>1. Arrangement of macroscopic public facilities in Dong-Gu area</li> <li>2. Development of symbolic system(image, color, font) for Dong-gu re-imaging process</li> <li>3. Design Development for highway, street and sign post</li> <li>4. Video including simulation demonstration</li> </ol>	Fence, bollard, sound absorbing walls, guard rail, bus shelter, bench, shelter, manhole, streetlamp, panel, ventilation, signpost, billboard, banner	Fence, bollard, sound absorbing walls, guard rail, bus shelter, bench, shelter, manhole, street amp, panel, ventilation, signpost, billboard, banner

## Strategy and methodology

### Implementation budget for output application

#### Direct Business

construction of landmark creating beautiful banners  
 Setting up rest area and light construction of small park and amenities

#### In-Direct Business

Research for culture-traditional market building up  
 Eco-friendly factory environment construction

Applying Design rules on culture-traditional market building up Research

Applying Design rules on traditional market building up plan

Applying differentiated Design model on city revitalizing business



## Result

### I. Basic research

#### Community landscape planning with citizen

Finding problems and solutions through citizen survey



## Result

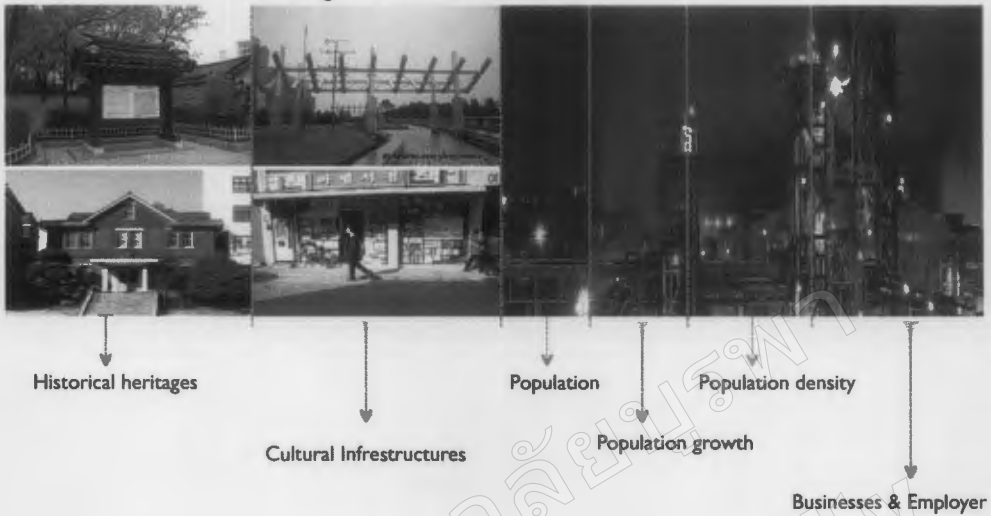
### I. Basic research

1	Symbolic Image	Representative Landmarking Image, necessity of story telling
2	Landscape Improvement	Negative Effects of Inferior Residential Environment on Urban Images & Citizen's Life
3	Project Main Focus	New Urban land of system focused on scenic housing & building harmonized with surrounding environment

#### Connectivity to Dong-Gu General Development Project, Applicability as Project Guideline

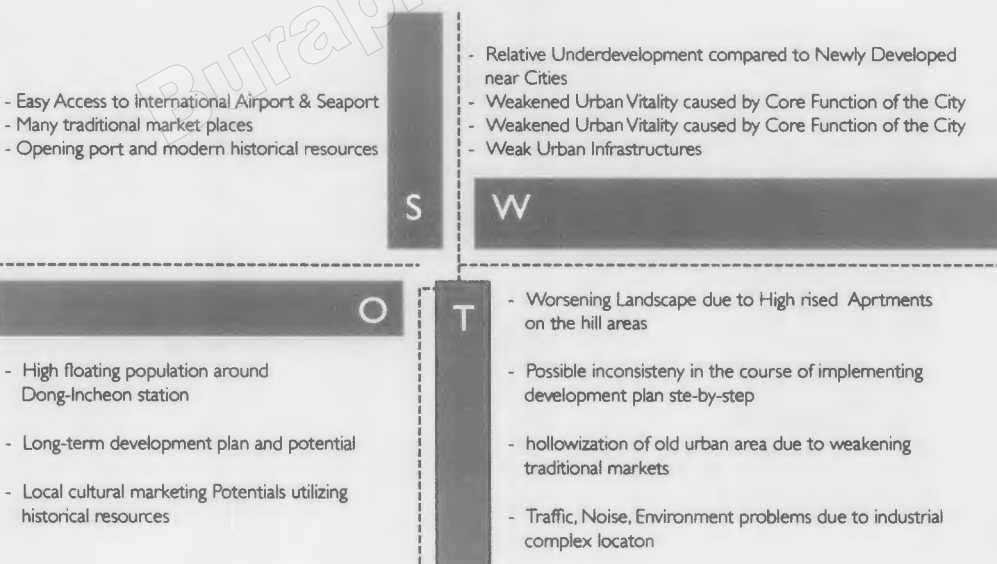


## 2. Current status of Dong-Gu and vision



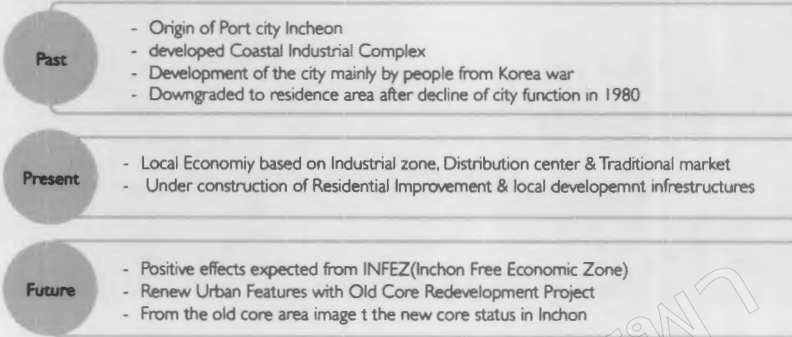
### Result

## 2. Current status of Dong-Gu and vision (SWOT an analysis)



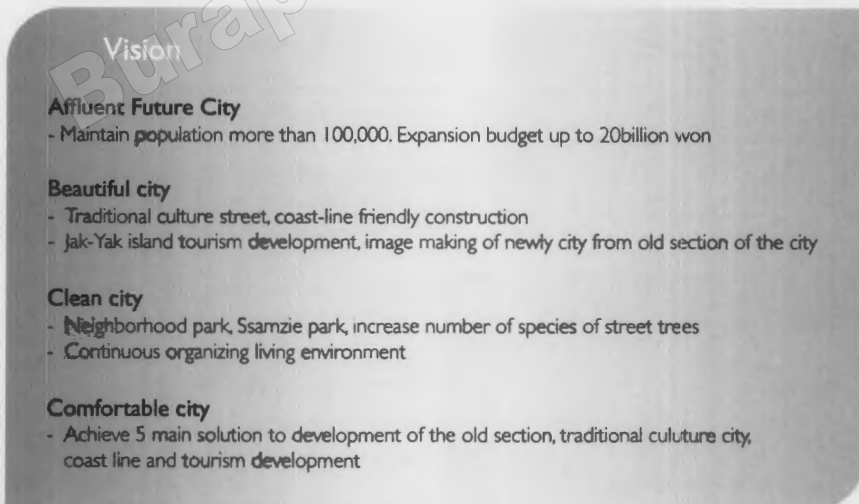
## Result

### 3. Vision of City Dong-Gu



## Result

### 3. Vision of City Dong-Gu



**Result**

**4. Setting up the business range**

Visionary City towards Participation & Integration



**Result**

**5. Public design symbol system**

<p><b>Objectives of Dong-gu Landscape Color Guideline</b></p>	<p>To apply diverse &amp; characteristic color                  To apply progressive &amp; distinctive color                  To maintain consistent landscape color harmonized with citizen's decision</p>
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<p><b>Residence-focused color design district</b></p>
<p>1. Color design aims to harmonize                  2. collectedness with landscape</p>
<p><b>Commercial &amp; Main Color-design District</b></p>
<p>1. Objective: to visualize a vital landscape with positive color design                  2. Objective: to visualize a vital landscape with positive color design variety of color variety of color</p>
<p><b>Industrial Complex focused Color Design District</b></p>
<p>1. Objective: Strong Landscape Color implying industrial complex images as local landmark                  2. Scope: to make use of wide color ranges enhancing PR (Public Relation) effects</p>