

For
Sustainable
Life

Ayoung UM
Seoul Design Foundation
City of Design_Seoul

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- City of Design_“Seoul”
- How we respond to COVID-19
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- **“Seoul Design Award is looking for winners!”**



“City of Design, SEOUL”



How we respond to COVID-19

Dongdaemun
Design Plaza



“Digital Innovation will save us!”

Seoul Light show at DDP

How we respond to COVID-19



Seoul Light show at DDP



Seoul Light show at DDP

How we respond to COVID-19



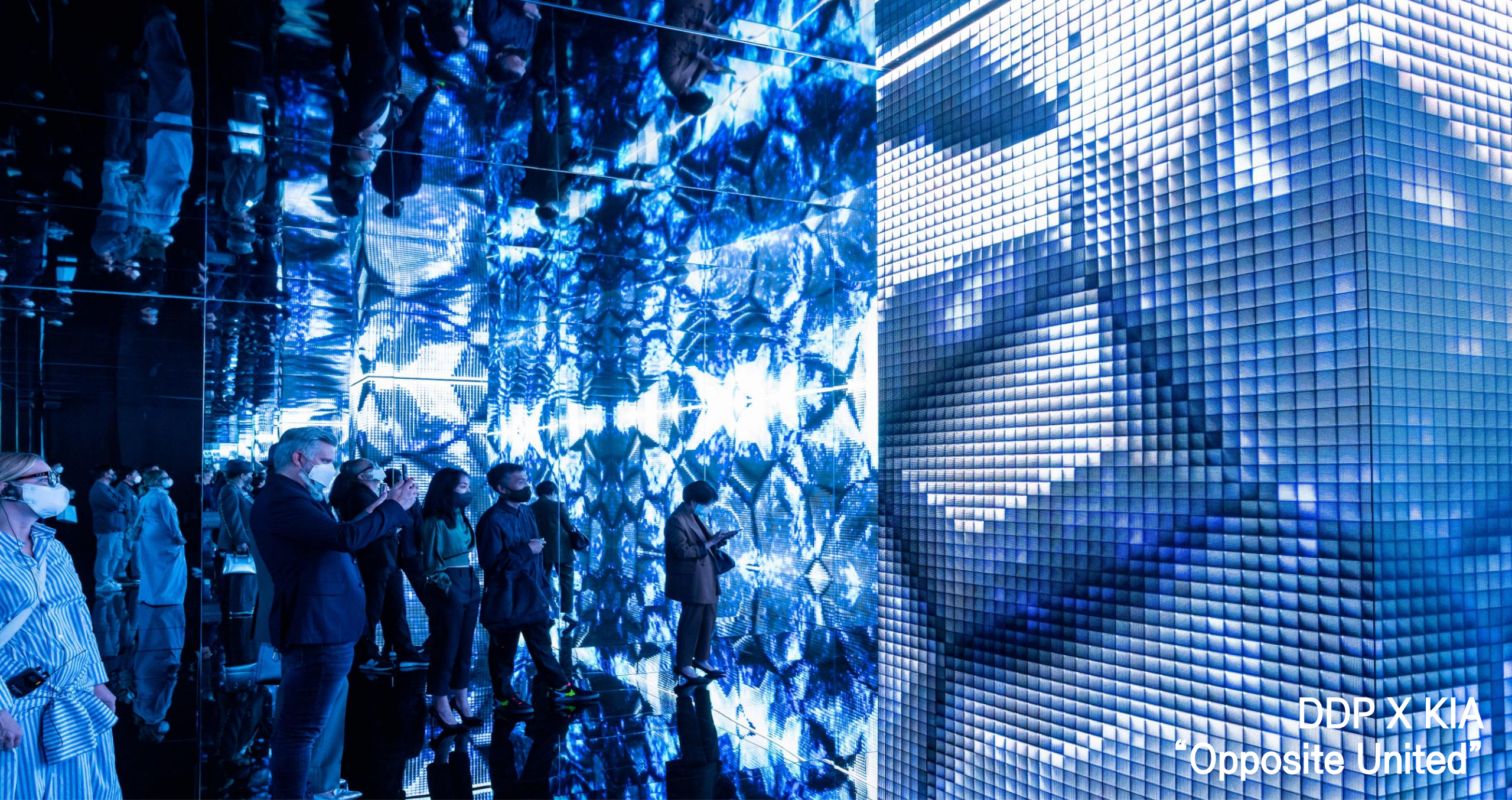
Seoul Light show at DDP

How we respond to COVID-19



Seoul Light show at DDP

How we respond to COVID-19



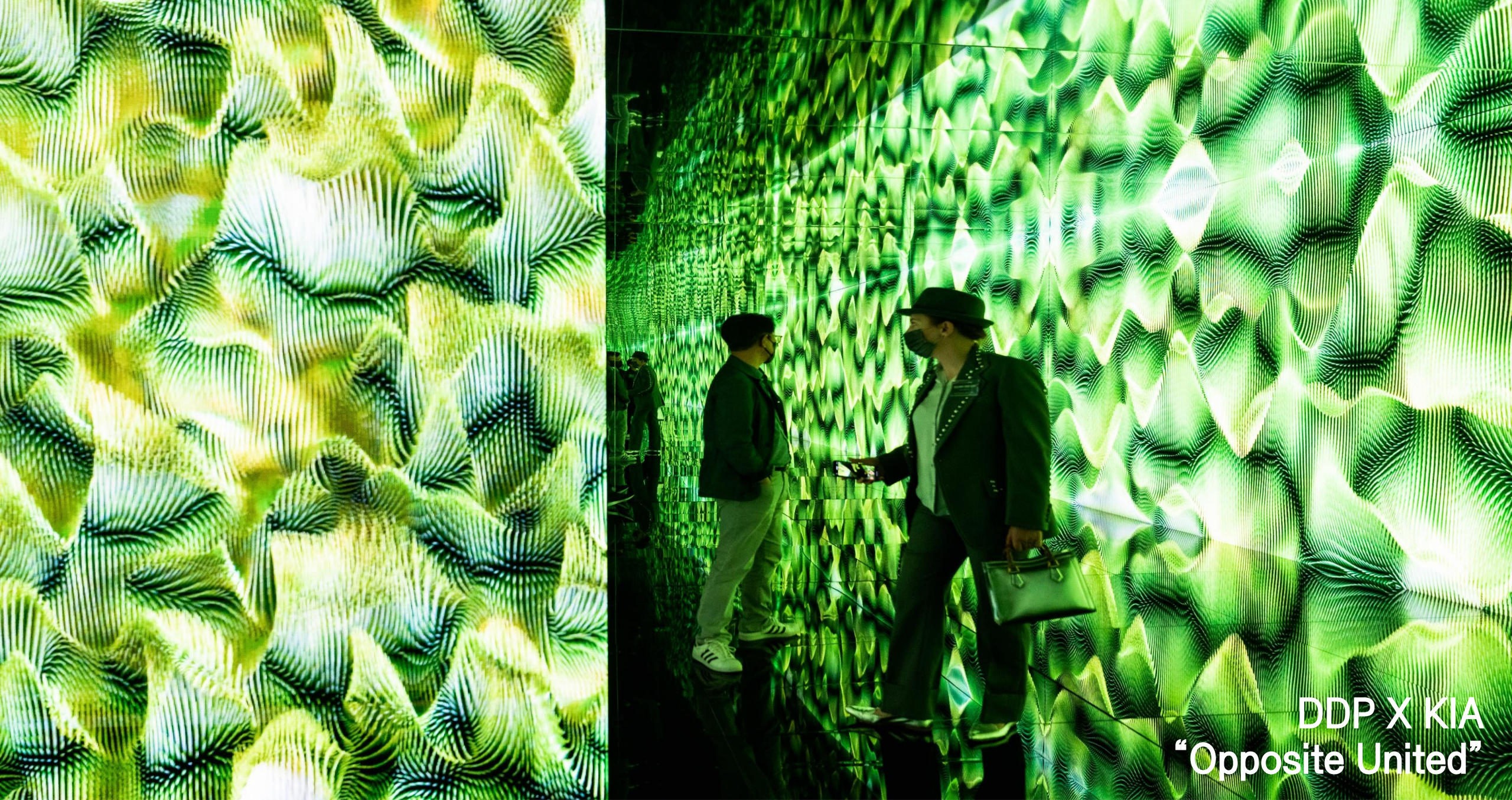
DDP X KIA
“Opposite United”

How we respond to COVID-19



DDP X KIA
“Opposite United”

How we respond to COVID-19



DDP X KIA
“Opposite United”

How we respond to COVID-19

How we respond to COVID-19

Seoul
Upcycling
Plaza

“Sustainability is inevitable!”



Seoul Upcycling Plaza

How we respond to COVID-19



Seoul Upcycling Plaza

How we respond to COVID-19



Seoul Upcycling Plaza

How we respond to COVID-19

How we respond to COVID-19

Seoul
Design
Incubating
Center



“Young entrepreneurs will change the world!”

Seoul Design Incubating Center

How we respond to COVID-19



Seoul Design Incubating Center

How we respond to COVID-19



Seoul Design Incubating Center

How we respond to COVID-19



Seoul Design Incubating Center

How we respond to COVID-19

**How we seek
better lives
through design**

**5 principles of
Design Seoul**

5 Principles of Design Seoul

- Empathetic Design
- Inclusive Design
- Contributive Design
- Resilient Design
- Sustainable Design



For Sustainable Life

**Seoul
Design
Award
2023**



2020
HUMAN CITY
DESIGN AWARD
RESEARCH CENTER

AWARD
AWARD
AWARD

Seoul Design Award

For Sustainable Life



SEOUL DESIGN AWARD

FOR SUSTAINABLE LIFE



Seoul Design Award


1. The Jury and Advisory Committee Members

1-1. The Jury Committee Members



Lu Xiaobo
China

- Member of Special Innovation Design Institute of Tsinghua University
- Director of the "Yearning" Planning Committee of Design Directorate of the Ministry of Education of China



Ahmad Bukharin
UAE

- Director of International Design Development Institute (IDDI)



Sevrin Davis
UK

- Director of Architecture Department, The British Council




Birgit Lohmann
Italy

- Director of Design Department



Kazuo Tanaka
Japan

- President / CEO, OK Design Group, Inc.
- Executive Advisor of Japan Industrial Design Association (JIDA)



Dominique Sciamma
France

- Director & Dean of CY Architecture Design
- President of APDC (Promotion by design)



Ezio Manzini
Italy

- President of EPFL Network
- Honorary Professor of Politecnico di Milano
- Author of "Design Within Everyday Design"



Patricia Moore
USA

- President of AIAA Design Association



“Seoul Design Award 2023 is looking for winners!”

· Open for entries from 14 March to 28 June 2023





Thank you

metro 2pm