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## Press Release

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### **The Power of Design to Create a Better World... The Call for Entry for the Third Human City Design Award Opens**

- ~The scope of the 2021 Human City Design Award broadens to include all design projects that bring creative solutions to problems in cities.
- Citizens' Award and Safety & Security Award introduced for the first time; Citizen's voting incorporated in the screening process; All with an aim to promote the value of design
- Submission period from Sept. 1 to Oct. 31; Winners selected through three rounds of screening.
- Total prize money of over KRW 100 mil; KRW 50 mil. to the Grand Prize winner, KRW 5 mil. each to 10 honorable mentions and special award recipients.
- Successfully differentiated itself with other global design awards in just two editions; Will grow into one of the top five global design awards.

- The international Human City Design Award (HCDA) that aims to bring solutions to various urban issues and create a better world opened its third call for entry.
- This year marks the third edition of the HCDA since its inception in 2019. Hosted by the Seoul Metropolitan Government (SMG) and organized by the Seoul Design Foundation (SDF), the Award recognizes designers who built harmony between people and society as well as people and the environment to form sustainable cities.
- Advocating five core values—creativity and innovation, sustainability, publicness and sharing, participation and cooperation and positive impact on life—the HCDA successfully positioned and differentiated itself from other globally reputed design awards in just two years.
- Last year, the Award garnered global attention despite the ongoing pandemic, receiving 99 submissions from 31 countries.
- The creation of the HCDA was motivated by Seoul’s appointment as a UNESCO City of Design, the first in Korea, and the World Design Capital title holder in 2010. Since then, Seoul has served as a design leader in the East Asian region and, in 2019, became an award-giving city rather than being just a recipient by launching the HCDA. Against this backdrop, the SDF plans to make the HCDA become recognized as one of the top five global design awards.
- This year, the scope of the award has been broadened to

encompass product, visual, digital and multimedia, space and system, experience, service, social, etc. with the intention to encourage the good efforts of designers in all fields.

- In addition, the Citizens' Award is introduced for the first time this year, which allows the public to take part in the screening process. The jury comprised of world-renowned experts in urban research and design has engaged in a total of three in-depth screening processes every year. This year, professional jurors from Korea and abroad will conduct the first and second rounds of screening in November and December, and the third round will be accompanied by presentations and by interviews with the top 10 candidates as well as citizens' voting.
- Starting this year, 10 final teams competing for the Grand Prize will be dubbed as an "honorable mention." Their live presentations and interviews will be livestreamed online, and citizens can cast their votes both online and offline.
  - ※ Honorable mention: An award given to top 10 candidates who were not awarded the Grand Prize but nevertheless presented projects of exceptional merit. Until last year, they were called "finalists."
- The screening will focus mainly on three aspects: whether the design provided (1) solutions for urban life issues, (2) visions for the future, and (3) global values.
- Another special award titled the "Safety & Security Award" is also introduced for the first time. This award will be presented to a

project that helped maintain safety and security in cities in the face of threats from infectious diseases, natural disasters, and crimes.

- The Safety & Security Award reflects HCDA's spirit: seeking designs for sustainable cities that promotes a harmonious relationship between people and society and the environment.
- This year, the Safety & Security Award will be presented to the designer who found creative solutions to rediscovered urban issues in the face of the global pandemic.
  
- The submission period is from Sept. 1 to Oct. 31. Application form can be filled out and submitted via the official website (<http://humancitydesignaward.or.kr>). Details of the announcement and the submission method can also be found on the website.
  
- "The spirit of the Human City Design Award is to find solutions to problems in cities through design and local cooperation and solidarity," said Joo Yong-tae, acting director of the SDF. "I hope to see a diverse range of projects reflecting this spirit submitted this year so that the Award can play its role as a platform for sharing sustainable future designs."
  
- The Grand Prize winners of the 2019 and 2020 Human City Design Award were "Dunoon Learning and Innovation Project" and "Countless Cities," respectively.
- The first award ceremony named the "Dunoon Learning and Innovation Project" as the Grand Prize winner. The project instilled a hope for the future into a poor South African neighborhood of Dunoon with underdeveloped infrastructure.

Dunoon saw more than fivefold increase in population during the past 20 years but experienced no changes in public amenities. And so, since 2013, the team that carried out the project used recycled shipping containers to build a sports complex and also a local library. A community lounge was also built within the library to provide a learning environment for the residents.

- Farm Cultural Park's "Countless Cities" received the honor of Grand Prize for reviving the rural village of Favara in Sicily, Italy during the second award ceremony. The project turned dilapidated, abandoned houses in central Favara into museums for contemporary art exhibitions and spaces for community interaction. The town, which was formerly inhabited by mafias and saw no visitors up until 10 years ago, became a livable city with over 100,000 tourists. It is a marvelous case of revitalizing the whole city through a design regeneration project inspired by art.

- ATTM 1. Announcement of the 2021 Human City Design Award, 1 copy.  
2. Poster for the 2021 Human City Design Award, 1 copy.  
3. Introduction of HCDA Grand Prize winners (2019-2020), 1 copy. End.

※ Refer to webhard for the document and images

[Webhard link] <http://webhard.seouldesign.or.kr>

Folder name : The Power of Design to Create a Better World... The Call for Entry for the Third Human City Design Award Is Opened

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# 2021 Human City Design Award Call for Entries

## 1. Overview

- Award Name : 2021 Human City Design Award
- Host and Organizer : Seoul Metropolitan Government(Host), Seoul Design Foundation(Organizer)
- Theme: Design for sustainable city for a harmonious relationship between human, society and the environment
- Purpose:
  - ❶ To establish a sustainable urban ecosystem promoting a harmonious relationship between humans and the environment through design
  - ❷ To expand design's power to address and heal social problems globally as a creative solution to complex urban issues
  - ❸ To enable the design sector contribute to the advancement of mankind
- Core Values: Creativity and Innovation, Sustainability, Publicness and Sharing, Participation and Cooperation, Impact and Inspiration
- Area: Less than 5 years' implemented design projects that contribute to a more harmonious and sustainable relationship between human and human, human and society, human and the environment and human and nature (Product, Visual, Digital/Multimedia, Space/System, Service/Experience/Social, etc.)
- Eligibility: Individuals or groups who are of design-related major and/or have design-related career

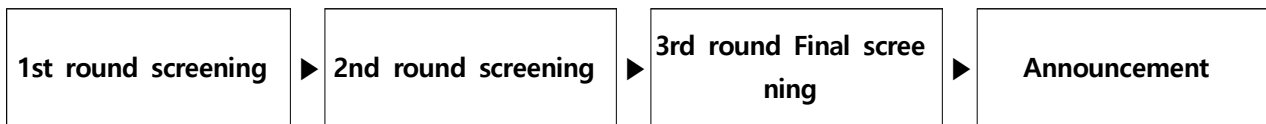
## 2. Official Schedule

- Notice Period: 29 July 2021(Thu) ~ 31 October 2021(Sun) (KST 24:00)
- Submission Period: 1 September 2021(Wed) ~ 31 October 2021(Sun) (KST 24:00)
- Screening Period: November 2021 ~ February 2022
- Award Ceremony: 21 March 2022(Mon)

## 3. Documents

- Information of less than 5 years' implemented design projects, photo/video and design experience

## 4. Judging Process



## 5. Judging Criteria

- Problem solving for urban life: Does the theme deal with public design issues such as city, life, people, society, environment, nature and etc to create a sustainable and harmonious human city?
- Global value expansion: Does the perspective of solving design problem have a ripple effect that is creative, solved by participation and cooperation, and can be expanded and shared globally?
- Provide vision for the future: Does the design contribute to the vision of a sustainable, future-oriented world culture and civilization where humans and the environment coexist in harmony?

## 6. Prize Money

- Grand Prize 1 team: 50 million KRW (About 45,000USD)
- Honorable Mention Award ±10 teams: 5 million KRW each (About 4,500USD)
- Special Awards: ❶ Safety & Security Award, 1 team – 5 million KRW  
❷ Citizens' Award, 1 team – 5 million KRW
  - ※ The Special Awards can be given additionally
  - ※ All prize money are VAT included

## 7. Submission

- Submit through the 2021 Human City Design Award homepage (from September)
- If you register your name on our website, we will send you an e-mail when the submission system opens

## 8. Enquiry Contact

- Homepage : [humancitydesignaward.or.kr](http://humancitydesignaward.or.kr)
- E-mail : [humancity@seouldesign.or.kr](mailto:humancity@seouldesign.or.kr)
- Tel : +82-2-2096-0056/0132



# 2021 HUMAN CITY DESIGN AWARD

Submission  
**09.01**

Deadline  
**10.31**

## Design for Sustainable City towards a harmonious relationship between human and the environment

In 2018, Seoul City declared itself the "Human City Design Seoul". The 'Human City Design Seoul' Declaration is a response to what the world needs now, with our society convinced that we must overcome the harmful effects of human alienation or materialism or environmental problems, and design a sustainable urban environment in which human can enjoy creative lives. It is the wish of the Seoul Metropolitan Government and of the Seoul Design Foundation that Seoul can serve as a window for communication in building an urban ecosystem where human and nature coexist and as a platform for joint prosperity where the sustainability and well-being of the cultural community is sought after. With this hope, the "3rd Human City Design Award in 2021" is presented to designers or groups that have contributed to building a more harmonious and sustainable relationship between human and human, between human and society, between human and the environment, and between human and nature by tackling urban environmental issues and by presenting a new vision through creative design, following the successful start of the 1st Human City Design Award in 2019.

### Core Values

Creativity and Innovation, Sustainability, Publicness and Sharing, Participation and Cooperation, Impact and Inspiration

### Eligibility

Individuals or groups who are of design-related major and/or have design-related career

### Official Schedule (Korean Standard Time) \* Dates are subject to change

Notice Period 29 July 2021(Thu) ~ 31 Oct 2021(Sun)  
Submission Period 1 Sep 2021(Wed) ~ 31 Oct 2021(Sun)  
Screening Period Nov 2021 ~ Feb 2022  
Winner Announcement Expected to announce separately  
Award Ceremony 21 March 2022(Mon)

### Award

[Grand Prize] 1 team - 50 million KRW (About 45,000USD)

[Honorable Mention Award] ±10 teams- 5 million KRW each (About 4,500USD)

[Special Awards] ① Safety & Security Award, 1 team - 5 million KRW  
② Citizens' Award, 1 team - 5 million KRW

① Invitation to 2020 Human City Design Award online ceremony  
② Opportunities for promotion and permission to use the award logo  
③ Presentation of plaques (Grand Prize : Trophy, others : Plaques)

\* Fine more details from official website.



### Enquiry Contact

Human City Design Award Secretariat

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<b>ATTM 3</b>	<b>Introduction of HCDA Grand Prize winners (2019-2020)</b>
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- 1. 2019 Grand Prize winner – “Dunoon Learning and Innovation Project.” Encouraging a healthy community participation.**



※ Children are playfully running around at the Dunoon sports complex built with shipping containers. Connected to a library, the complex serves as the center of the community.

- The first HCDA award ceremony in 2019 received 75 submissions from 25 countries. Among them, the “Dunoon Learning and Innovation Project” was selected as the final winner in recognition of its introduction of beautiful innovation to a poor township in South Africa. The project, which prompted participation from the locals who wished to create a drug- and crime-free community, built a library, a future Learning and Innovation Center, and a community hall for children. Development of various other programs funded by the prize money is also underway.
- As a customized strategic project to address the needs of post-apartheid settlements congested due to rapid urbanization, the

Dunoon project achieves sustainable development by proposing a community hub for underdeveloped regions. The head of the jury Charles Landry commented that the project is an effective and comprehensive community development plan with a library building as a catalyst, which reflects the principle of community participation, and therefore meets all the criteria of the competition.

**2. 2020 Grand Prize winner – “Countless Cities.” Turning an Italian rural village into a space for exhibitions and community interactions.**



※ Artists are performing in an outdoor performance hall that was once abandoned. Residents taking part in the biennial exhibition can enjoy arts of all fields.

□ “Countless Cities” revitalized an entire Italian village that was once abandoned into a livable space through the participation and cooperation of local residents. The project was deemed a pioneering example of bringing social innovation through design.

- The project began when Andrea Bartoli, founder of the Farm Cultural Park, bought an abandoned house in the village and used it as a space for art exhibitions. Since then, photographers, city planners, universities, and other public and private sectors have participated, and the work has grown. In the neighborhood-turned-art space, new galleries were created one after another, teahouses, bookstores, sandwich shops and champagne bars were lively, and 120,000 tourists flocked from European countries annually. The jurors commended how the project allowed residents themselves to realize sustainable development through people-oriented designs.