

Revitalizing and Reinventing of the Diminishing Public Sphere:
The Namdaemun Market District in Seoul, Korea

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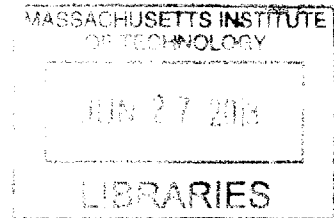
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abstract

This thesis begins from the premise that public spheres are currently disappearing and losing their social role in the city; it focuses on traditional marketplaces in Seoul, Korea. Its aim is to explore the possibilities for re-designing traditional marketplaces, so that they can better serve not only their economic role but also become proper public spaces in the city. Although Korea has achieved an impressive economic, social and cultural developmental progress, traditional marketplaces have been lagging and declining, including Namdaemun market district. The prospective of current large-scale traditional market system faces challenges with the volatile consumer consumption patterns and less visitations to these markets. Besides, the 50-years-old market buildings do not cope well in the busy market streets, which can barely handle problems brought by more stalls and a larger number of visitors.

This thesis will start with a conceptual framework for comprehending the current situations, exploring the potential of traditional marketplaces in Seoul, and seeking architectural solutions to the absence of the 'public realm'. With these solutions, It will be suggested some changes that are needed in the 'place' in order to meet the requirements of the present day trends and people's preferences. The thesis suggests that a new version of the traditional marketplace can be developed, that is combined with other programs, especially tourism spots, and that are better adapted to meeting modern requirements. It will focus on meeting social demands and fixing market problems, thereby reviving its own inherent competitive advantages as a space for commercial activities and inter-personal communications.

Thesis Advisor:

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Introduction

This thesis began with the claim that the current situation of public spheres are disappearing and losing their role as a place where people can gather and engage in social activities in the city. In the modern society, advanced technology has enabled new ways to fulfill many types of human activities without offering a public space. For example, the Internet-banking, online shopping and online lectures have been created and people can chat with others on the cyber space. Consequently, public spaces have been transformed into private or requisite spaces by urban growth, focusing on quality of improvement that mainly relies on economical, functional and technological factors. Now, public realms have lost inherent values as social mediated spaces. Indeed, this situation has led the city to lose its existentialistic meaning in such 'gathering space', as well as 'absence of public realm'.

Historically, traditional markets had significant social and economic roles in a Korean city; the marketplace was a public space for not only trading but also communicating. In Korea, markets have been a valuable public place displaying the life of Koreans and its agrarian culture for a long time. However, the markets have become obsolete for many reasons. Since 1996, a lot of large chain markets like E-marts and department stores have been built in the city and those threatened traditional marketplaces. Furthermore, aged and unsafe facilities in the marketplaces have prevented people to pay frequent visitations. Above all, the most salient reason for the decr

ease in the traditional market is the transformed lifestyle of modern people. By propagating the Internet, people can purchase products within one 'click,' and compare them with several hundreds of other goods at once. Now, the largest chain markets and department stores provide online systems for customers while the traditional markets still lag behind in such modern demands, convenience and effectiveness. Also, most traditional markets lack parking spaces because during the construction period in the past, it was uncommon to own cars. However, as time passed by, life quality has improved and cars have become a commodity that people can easily commute to anywhere.

Ultimately, such unsuitable conditions of traditional markets in the 21st century made people to lose interests in the markets that eventually led to the diminishment of traditional markets, along with the embedded culture and the history of ancestors.

The Namdaemun Market site is only the first permanently established market in Korea with its 600 years of history but also one of the two representative traditional markets in Seoul. Also, the market promotes a tourism spot with affordable products and its meaningful history. Nevertheless, the market district faced unavoidable economic depression resulting in many shops to go out of business in the recent years.

The purpose of this thesis examines the current situation in traditional markets to explore reasons for the disappearing of public spaces, and propose new strategies to revive the traditional marketplaces in Seoul. Through the investigation of the general situation from a social perspective, this thesis attempts to comprehend essential problems of recession of the traditional marketplace and propose solutions, as well as perform an elaborate research related to this fieldwork. The final process of this thesis will suggest a new design for Namdaemun market district that would contribute to not only the economic benefits but also improve the quality of life for the public. Furthermore, recovering the lost public realm will revive and encourage the local community development.

In the opening chapter, it will introduce on the argument of the diminishing public spaces in the changed society. Next, it will provide both historical and current situations of the traditional marketplaces, consequently analyzing some factors for its stagnation. Also, research of European marketplaces will be introduced. Chapter 3 will detail a research that focuses on Namdaemun market district and the surrounding including the fieldwork to understand problems and find solutions of the site. Finally, chapter 4 will propose the design for new traditional marketplaces.

Ultimately, this thesis attempts to devise prospects of the diminishing public space and to seek sustainable solutions that are in

tune with time. A society is continually transforming which also impacts the quality of human life to become more efficient and convenient. Nevertheless there are values that have remained constant over time such as a sense of community. Reviving and reinventing the declining public realm might be minimal, but necessary efforts need to be taken at this point.

Chapter 1 : Space and Public

While advanced technology gave us indescribable benefits, this convenience also made the society more desolate. This thesis will look at this situation by delving into the urban issues first. This chapter will explain the background.

“ One of the most important social characteristics of cities is the provision of public spaces in which relative strangers can interact and observe each other, debate and learn politically, and grow psychologically from diverse contacts”¹

A city is like a huge bowl in which it contains various activities of human lives such as the dynamic social, cultural, and political exchanges. In addition, the city grows based on cumulated diverse human activities in which interpersonal communication would be the most common and basic way to make exchange activities coming from the past. Most of all, those activities are allowed at public spaces where it plays a vigorous role in the social and economic life of communities.

With greatly advantaged technologies, people could achieve things that were unthinkable before in fact, it greatly influenced many parts of human lives to be more convenient, efficient, and fast-paced. Nevertheless, we should not overlook the negative aspects from this growth such as dehumanization.

The invention of computers has enabled new ways to fulfill many types of human activities without offering a definite space in the cyber space. For instance, the Internet-banking, online shopping and online lectures have been created and people can chat with others on the cyber space.

In other words, people's boundary of life has narrowed. Consequently, public spaces have been transformed into private or requisite spaces from urban growth, focusing on quality of improvement that relies on economical, functional and technological aspects. Now, public realms have lost inherent values such as social mediated spaces. In other words, communication in the city is no longer as physical, as spaces become forming by their functions. This is because, those types of communications such as allowing in cyberspace couldn't accomplish sensibility exchange between human and intermediate spaces couldn't exist as public purpose. Indeed, the lack of gathering places has led the city to lose its existentialistic meaning, as well as 'absence of public realm'.

¹ Calhoun 1986; 341

*In modern society,
public spheres are not only decreasing but also losing their role in a city.
Advanced technology has enabled of new way to fulfill
many types of human activities without special space.*

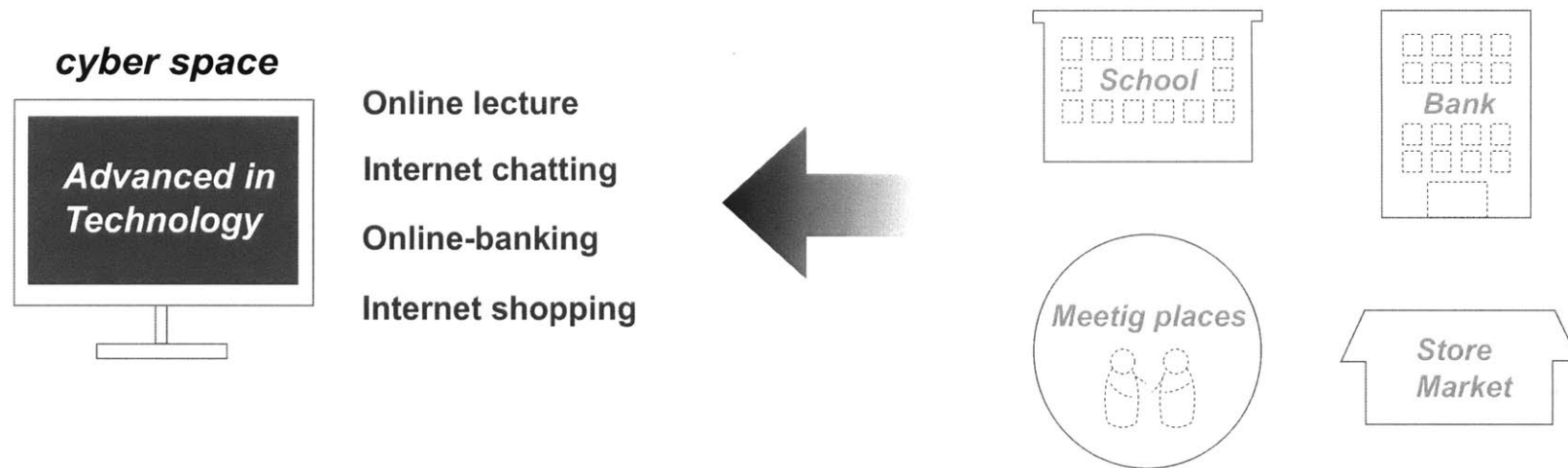


Fig.1. Advaced technology and disappering public

Chapter 2 : Issues of the Traditional MarketPlace in Seoul, Korea

To suggest strategies to revive the marketplace, it is required to understand and analyze the historical background of the situation. So, in chapter 2-1, concept and function of the traditional market in Korea will be introduced. The following chapter will examine evolution of the market in Korea. In chapter 2-3, current situation and reasons for the decrease in traditional markets will be analyzed in details. And then, the end of this chapter will provide several case studies on the European markets to figure out direction of improvement in the traditional markets.

2-1. The Traditional Market in Seoul

In Korea, the role of traditional marketplace was a place where goods were exchanged, and communities emerged from the construction of culture and history.

The traditional market refers to “a conventional marketplace where is naturally formed before 80s and the permanently established market and the periodical market are including in”.¹ For a long time, the market has played a pivotal role in Korean economy providing efficiency for villagers to shop at nearby quarters and contributing to the vitalization of regional economy. As time passed by, the marketplace evolved into various forms and scale, dealing with both wholesale and retail shops.

Although the traditional market is a space for exchanging goods with the aim to commercialize, the place has stronger social values. This means that the marketplace has been considered as a ‘public space’ and has maintained a close relationship with human life for a long time, or at least as long as the humankind existence. In the book called ‘Social History of Marketplace’, the author indicates the marketplace as “the place that has a role as a string to tie interpersonal relationships and spaces”²

Also, according to ‘Seoulsanghoe,1992’³,the space is naturally created by combination of human, material, time and spatial elements.

It was offered as a venue for a meeting space for local residents, not only for daily events but also festival and special days. Therefore, the traditional market became a space for sharing relationships and information, in addition to exchanging goods.

1 the Small and Medium Business Administration ,Redevelopment and Reconstruction of the Traditional Market Place ,2004,p5

2 Social History of Marketplace

3 Seoulsanghoe,1992

2-2. Evolution of the Traditional Market in Seoul

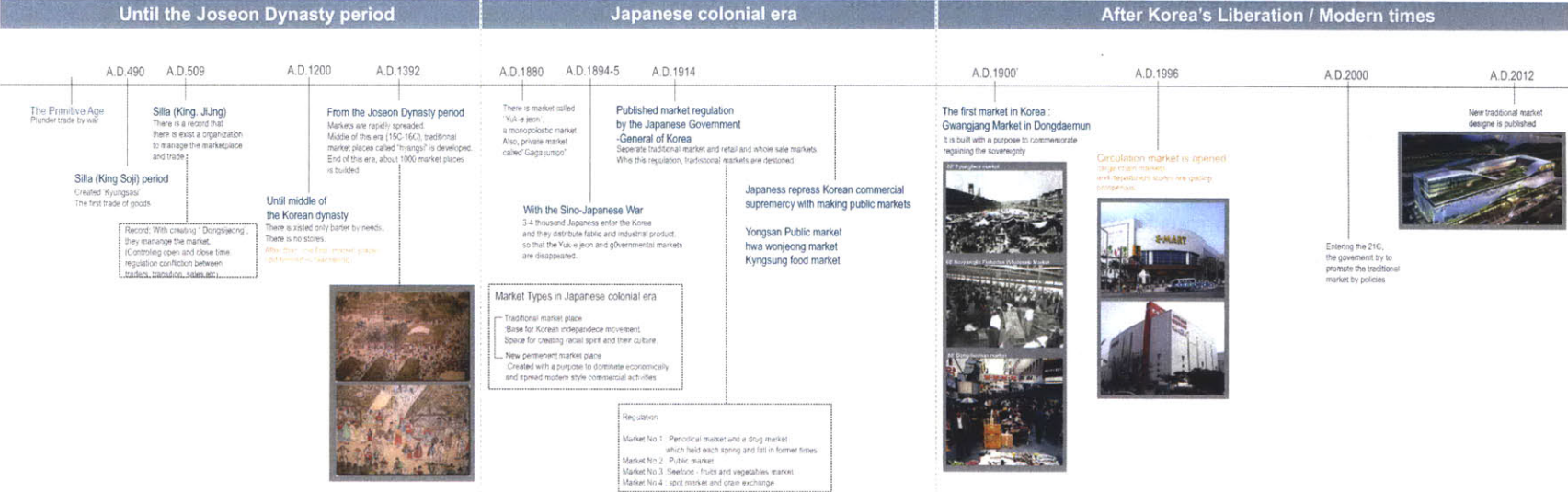


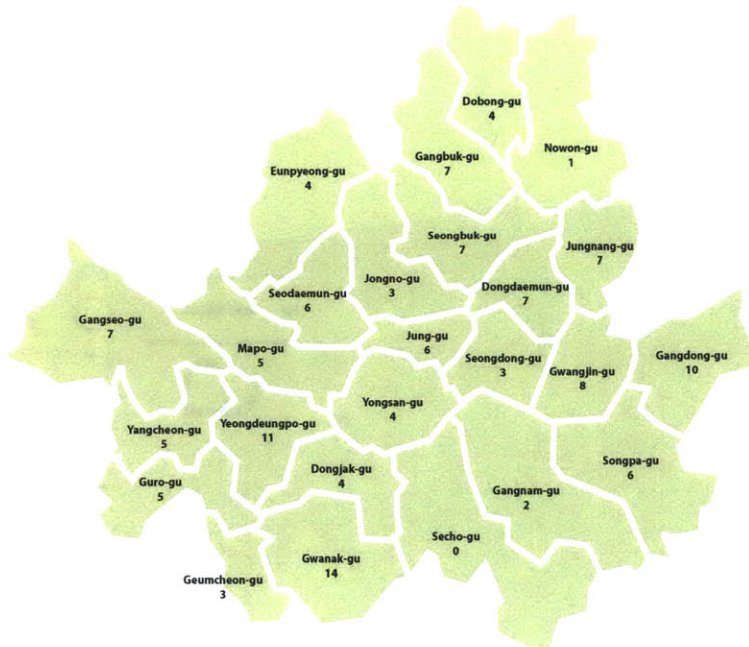
Fig.2-1. History of the market place in Korea



Seoul

	market	store	area
Registered market	156	32,132	945,480 m ²
Admitted market	88	14,751	872,182 m ²

(by Seoul City hall in 2011)



Registered ed market list (139)

Dobong-gu	Banghagdong Dokkaebi market Baegun market Sindobong market Chang-dong market Chang dong Golmok market	Guro-gu	Garibong market Gaebong Jungang market Gochok amriket Gochck gnlin market Guro market	Yeongdeungpo-gu	Daerim market Daerim Jungang market Daesin market Saruga market Samgu market Yangpyeong market Yeongdeungpo market Yeongil market Yeongjin market Woori market Joywang market
Dongdaemun-gu	Gyeongdong market Yongdusibang lgyeong market Jeonnon Rotary market Cheongnyangni Fish& fruit market Cheongnyangni Traditional market Cheongnyangni fruit market Hyeondae market	Gwangjin-gu	Guul market Norunsan Golmok market Sinsung market Yeongdonggyo market Jayang Golmok market Joyang market Junggok Jeil market Hwayang market	Seongdong-gu	Geumnam market Tuikko market Haengdang market
Dongjak-gu	Namsung market Noryangjin Fisheries Wholesale market Seongdae market Yeongdo market	Jongno-gu	Jongno Gwangjang market Changsin Golmok market Tongin market	Yangcheon-gu	Kungchang market Mok 3-dong market Mok 4-dong traditional market Singok market Sinyoung market
Eunpyeong-gu	Nokbeon market Daerim market Suil market Yeonsoo market	Jung-gu	Namdaemun Market Sinjungbu market Yaksu market Jungbu market Jungang market Pyounghwa market	Gwanak-gu	Gwanak sinsa market Nakseongdae market Dangok market Bongil market Bongcheon Jeil market Bongcheon Jngang market Samsungdong market Sillim market Sinsa market Sinwon market Taereung market Urim market Inheon market Penguin market Hyeondae market
Gangbuk-gu	Gangbuk Jonghap market Bangcheun market Beon-dong Bukbu market Samyang market Suyu market Suyu Bukbu market Jangmiwon market	Jungnang-gu	Dongbu Golmok market Dongwon Golmok market Myeonmok Market Sagajong market Urim market Jangan market Taereung market	Mapo-gu	Gongduk market Mapo Agricultural & Marine Products market Mangwon market Mangwon Worldcup market Ahyeon market
Gangdong-gu	Galhyeon Jungang market Goduk market Gobundari Golmok market Gildong Golmok market Duncheon-Station Traditional market Myeongil Golmol market Seongnae Golmok market Amsa Jonghap market Yangji market Cheonho market	Nowon-gu	Gongneung Dokkaebi market	Songpa-gu	Garak market Macheon Jungang market Bangil market Saemaoul market Seockchon Golmok market Pungnap Dokkaebi Market
Gangnam-gu	Dogok market Yeongdong market	Seodaemun-gu	Moraena market Baengnyeong market Yeongcheon market Inwang market Pobangteo market Hongje market	Seongbuk-gu	Donam Jeil market Bammamugol market Seokwan hwanggum market Janggye market Jangwi Golmok market Jeongneung market Jongam market
Gangseo-gu	Gonghang market Kkachisan market Bangsin Jungang market Songhwa Golmok market Hwagok Nambu Golmok market Hwagok Bondong market Hwagok Jungang Golmok market	Yongsan-gu	Malli market Yongmun market Hannam Dokkaebi Market Huam market		
Geumcheon-gu	Nammun market Daemyeong market Hyeondae market				

Fig.2-2. The present condition of the traditional market in Seoul, Korea

2-3. Decline of the Traditional Market Place

In the last 50 years, Korean economy has achieved remarkable successes while some parts such as life of people has been overlooked in comparison with its economic growth. A representative example is that the traditional market place has lost its fame from the modernization and the westernization of the society. The traditional market established a self-sustainable growth without any exhaustive plans, thus its response and change to the transforming environment was quite slow.

According to the data in 2011, there were 156 registered traditional markets in Seoul (Fig. 2-2). However, out of them, just 139 traditional markets were verified and some markets have ceased to operate recently (Fig. 2-3). That means vendors in the traditional market were suffering from financial hardships as they could not maintain their stores with the expectation that the depression will worsen in the near future. In response to the depression of the marketplaces, the government has suggested measures like new policies and plans, but the traditional marketplace has still continued to diminish.

Moreover, recently announced new design of the traditional marketplaces raised controversial matters because the design resembled closely to the modern shopping mall rather than the original culture of traditional marketplace (Fig.2-5). However, considering the essential purpose of reviving the marketplace, the develop

ment should be mindful of maintaining its concept, not just focusing on gaining economic profit.

Since 1990s, the function of the society has weakened and the number of markets also has dwindled for two reasons: external and internal reasons. Traditional marketplaces have been affected by external factors such as circulation system change, changed life-style and consumption patterns with a fast-changing society. Moreover, continuing to remain in the 'past' accumulated into various internal issues.



Fig.2-3. Su-il market: currently, the market is not operated

External reasons

a. Intensification of competition of the circulation(Fig. 2-2)

After the open door policy for the circulation market in 1996, commercial supremacy had gradually grown focusing on large chain markets, shopping malls and traditional markets. However, traditional markets that were competitive in price have been deprived of its position due to the appearance of large chain markets. Also, more sophisticated circulation management of the chain markets succeeded to attract customers to them.

b. Distribution environment change

Before, a major part of the traditional market business was to mediate between retail shops and manufacturers. However, traditional markets have lost their main customers as it became possible for the parties to trade directly without the help of the market. Currently, the large transaction of the market has strikingly reduced and it made practically impossible to gain economic advantage from serving only individual customers.

c. Changed lifestyle.

As the society developed, quality of life has improved. The major changes became using computers and cars. When the traditional markets were built, no countermeasures were considered, and no efforts have been attended to the current situation. Thus, the tradi

Transition of distribution industry

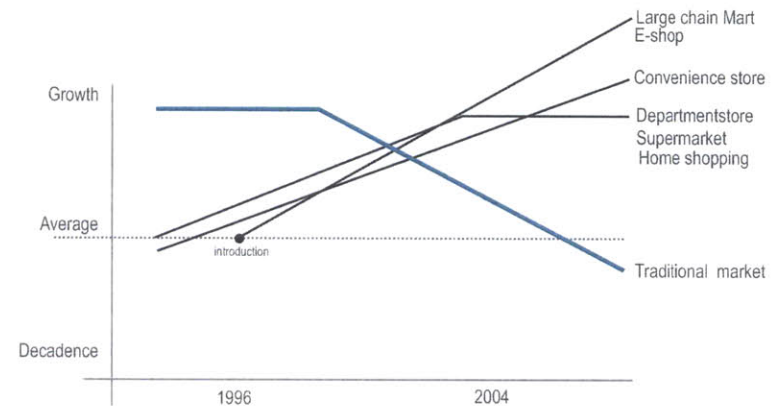


Fig.2-4. Diagram of transition of distribution industry

tional marketplaces could not avoid from falling behind in the dramatically transformed society.

Internal reasons

a. Inadequate facilities

Sanitary factors, lack of parking lot, accommodated facilities had been issued long before; nevertheless, it has still remained unsolved. Especially, the lack of parking lot has been a critical problem after an increase in people owning cars. 69.5% of the marketplaces don't have parking areas¹. Also, facilities such as air conditioning system, toilets, and spaces to rest are deficient that it makes cus

¹ A Study on the Traditional Market's Activation Method: Focusing on Gwangju city, Kim, Sung-woo, 2006, p18

tomers uncomfortable to stay for a long time at these places.

b.Operation and Management Method

Poor capital for merchants and old fashioned management style has caused a great inconvenience for customers. Unlike large chain markets or convenience stores, most traditional markets are controlled by themselves so that it is difficult to perform innovative and complete management. Actually, most vendors do not enforce a fixed-price system and provide a clear manufactured date, so customers tend to mistrust the products.

Due to the various inner and outer troubles and inconvenient circumstances, the declination of traditional marketplaces is perhaps inevitable. However, there are concrete reasons; the traditional market is not only a business that is achieved by domestic capital, but also is contributed to increase employment and to price stabilization. And most of all, the place is an endemic public space that contains its long history and culture of Korean citizens.

As aforementioned, current traditional markets are dying due to the external and internal problems. In fact, critical fundamental issues lie more in the external factors than internal issues because for internal problems, they could be solved through renovations and establishing new policies. But, it is impossible for the traditional market to revive in the transformed modern society with the

form because the marketplaces have already lost their competitiveness among the new type of markets. Therefore, the new traditional market requires a form that accompanies a sustainable solution in the rapidly changing society.

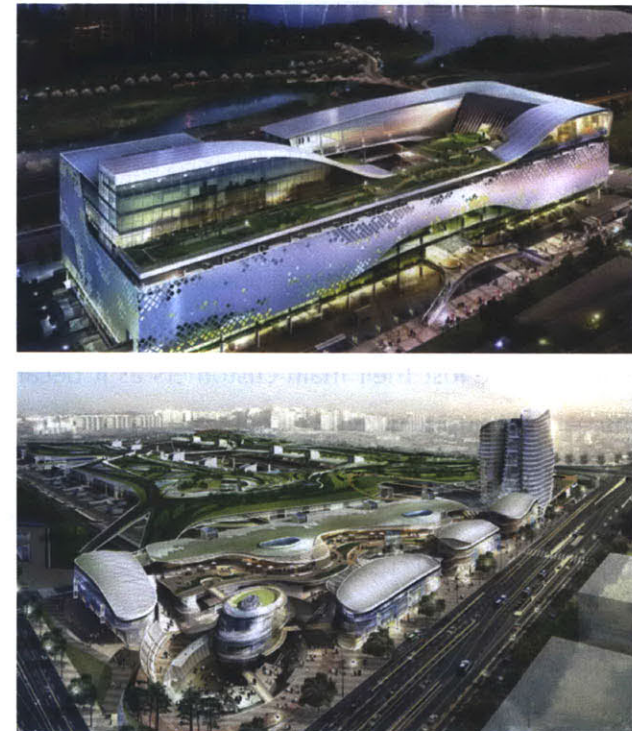


Fig.2-5. New planning for the traditional market in Seoul
(upper : Noryangjin Fisheries Wholesale Market
bottom :Garak Market)

2-4. Case Study : European Market

This research is tries to figure outways of re-designing markets through the success case study of marketplaces in Europe. The analysis is practiced focusing on 7points:

1. Is separation between pedestrians and vehiclesimplemented?
2. Are there covered with a roof?
3. How accessible is it for people to get there (public transportation and parking lot)?
4. How can the market increase people's attraction?
5. Which form has the market?
6. Is there preserved history? Then, how?
7. Who is the user?

a. Camden Lock in London

In the market area, there are coexisted flea markets and building types of markets and the market is formed with clusters. Also, the market meets the requirements is mentioned above. Most of all, the market district is completely separated pedestrian and cars; transit truck also can access limited. In addition, the market buildings are covered with huge roof so that the market is unrestricted from weather.

The name of 'Camden Lock' is rooted from the name of the old bridge for horse in the past so the market place are always crowded with people to visit the Camden Lock and the marketplace. That

means, the market plays a role not only the market but also the tourism spot.

A reason why the Camden has been popular not only for villagers but also for tourists is that the market has offered various cultural experiences for people. In the past, although the Camden lock was slum in England, there was reborn as a cultural space by participating of the artists. Currently, the market is providing many facilities for amusement and holding events like music and comedy shows.















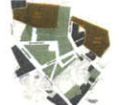
















b. Borough market

The Borough market is the biggest food market in the world and well known as providing fresh high quality of gradients. The history of Borough market was started from the constructing London Bridge. To satisfy the constructor's hunger, the market was opened as form combined retail and wholesale of food shops. Traditionally, although the market focused on providing fruits and vegetables, they have dealt with not only various products but also new culture. For instance, the market has tried to sublimate food in art with various shows and contest for the all ages of customers. The splendid roof of the market is constructed before 1014 is also an incredible sight to behold. With those efforts of the market, the place became the loved traditional market for the Londoners.

After the market built in 1851, by the extension and reconstruction, the market could be current form that each parts of the market have characters. In addition, free-form paths inside of market make the place more active and induct vigorous movement and communication to customers.

The market is not just ordinary traditional market rather there is a food-cultural space. The market ceaseless tried to figure out the ways to be sustainable place consequently transform. This is the spur which the market has been always crowded and popular not only for foreign visitors but also for citizens.

Case Study (Traditional Market in Europe)

UK	Camden Lock Convent Garden Borough Market	Spain	La Boqueria (Barcelona) San miguel (Madrid)	Italy	Rialto market (Venice) Palermo (Sicily)			
	Seperate pedestrian and vehicle	roof system (permenant market)	Providing activities	Convenience for access (pubic transportation)	User (Tourist + Villagers)	Preserved history	clusted market	
Camden Lock	 Saperated (in a market-only pedestrian, sometimes truck for transit)		 music, comedy, interesting facilities, event, fun(ex. taro card)		Tourist + Villagers	 Bridge used by horse and painting historically, vegetable market in covert http://www.conventgardenlondonuk.com/history-architecture	 West yard middle yard east yard market hall	
Convent Garden	 Saperated		 event: concert, magic show, christmas event.etc	By Underground: Piccadilly Line By Boat: The closest jetty to Covent Garden where regular boats dock is at Embankment. By Bus: 9, 13, 15, 23, 139 and 153 all stop at Trafalgar Square	Tourist + Villagers		 apple arket east colonnade market jubilee market	
Borough	 Saperated		Recent event: Great game demonstration kitchen 12th Oct Art in miniature 10th Sep Pumpkin pitch kids thursday 11th Oct	Underground: London Bridge Train: London Bridge mainline station Bus: London Bridge, Borough High Street or Southwark Street	Tourist + Villagers	 Built 1014, probably much earlier	 Jubilee market Green market	
La Boqueria	 Sape rated		Food school PROGRAMA CUINICA	Metro: Liceu, (Green Line, L3)	Tourist + Villagers	 historical stalls transformed pub or cafe	 No	
San miguel	 Sape rated		-	Sol (M1, M2, M3)	Tourist + Villagers	 church transformed market 1916, rebuilt with iron frame, wooden roof and granite floors	 No	
Rialto	 Sape rated	 no roof	-	Train or Bus: Actv stop San Silvestro, Rialto; Traghetto San Sofia. Best Modes of Transportation: Ferry/Boat Walking	Tourist + Villagers	 It preserve traditional system and sigit	 No	
Palermo	 Not Saperated	 no roof	-	by Bus	Tourist + Villagers	 cacophony of sights and sound Characteristic: tent	 No	

Chapter 3: Site analysis

Namdaemun market district is diminishing due to external and internal factors. This calls for an action for suitable solutions and strategies to revitalize the markets. As mentioned previously, major traditional markets have lost their competitions due to the social change, thus they should be re-planned by combining with other programs that consider environmental conditions and public for open spaces. As a result, these programs will bring economic benefits and enhance the quality of life. Therefore, to draw the appropriate programs for reviving the market district, precise investigation on viewpoint of the city will be preceded in the chapter 4-1. In addition, examination of problems in Namdaemun market district and suggestion for its solution should be performed to design the new market place. So, in the chapter 4-2, the current situation of market places and inherent problems will be studied in details. Finally, based on those processes, new program and development strategies will be decided and introduced in the chapter 4-3.

3-1. Urban context

In order to decide programs the most appropriate programs for the markets, examination should be preceded to understand the market in the urban context. Therefore, Jun-gu, an area where the Namdaemun market is located, is researched to access information about its location, land use, and regional characters.

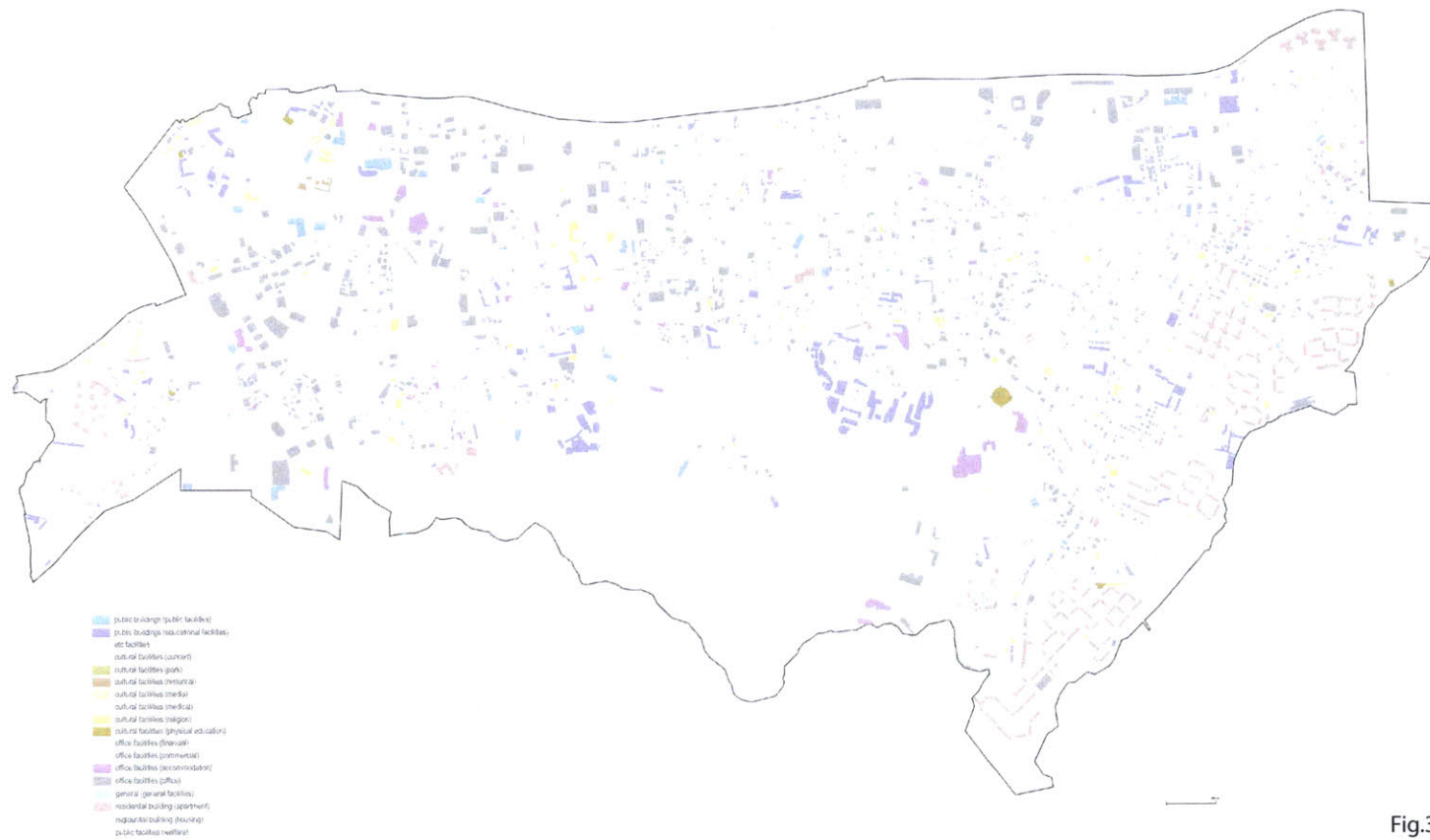


Fig.3-1. Building use

Location: center of Seoul

Jung-gu is located in the center of Seoul, Korea and the area is divided into 15 dongs. Within the area, Namdaemun market district is in Hoehyun-dong, as shown in (Fig.3-2). The area is bordered to the east by Nam-mountain and the north by the chonggye-creek.

By its central position, the Jung-gu has played a major role in economic, culture and history with an exception of the east of Jung-gu which is a high residential density, in Seoul. For shopping, business and tourism, about 3500 thousand people visit Jung-gu a day.¹

As the area is called 'the center point of Korean economic', approximately 260 banks and financial institutions are concentrated around Sogong-dong, and major national administrative agencies and embassies are also there (Fig.3-3, 3-4). In addition, Namdaemun and Dongdaemun market districts, form a huge commercial district around the Myeong-dong area.(Fig.3-5)

Jung-gu has a role as not only for the hub of economy but also for the center of tourism spot with 600-years long history of historical sites and preservation such as Sungnyemun, Palace Duck-su, Korea First Bank and Myeongdong Catholic Cathedral. With those reason, there are a lot of hotels and tourist companies.(Fig.3-6)

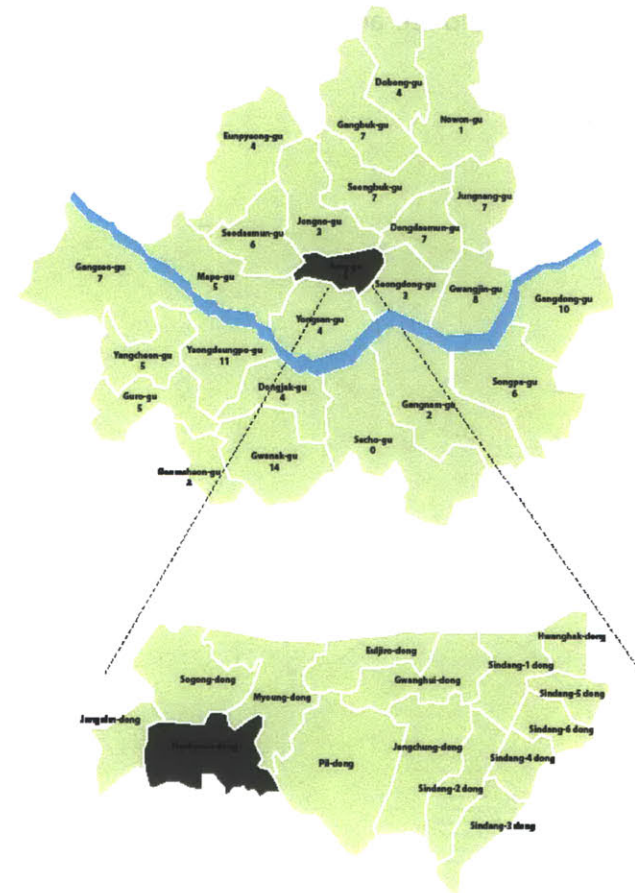


Fig.3-2. Location of Namdaemun Market

1 http://navercast.naver.com/contents.nhn?rid=10&contents_id=1776

Fig 3-3. The number of administration organization

Fig 3-4. The number of financial organization

Fig 3-5. The number of commercial

Fig 3-6 The number of tour company



Fig 3-3.

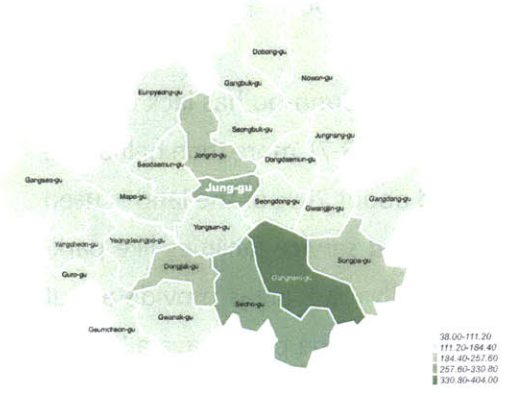


Fig 3-4.

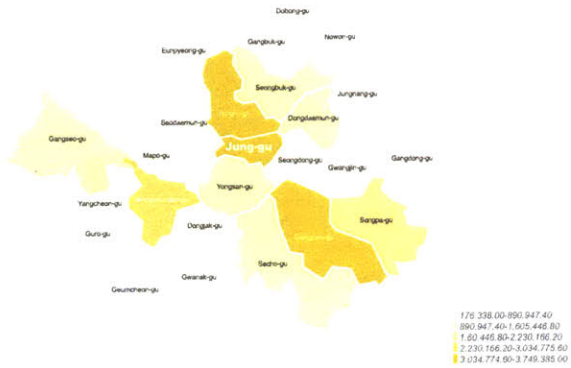


Fig 3-5.

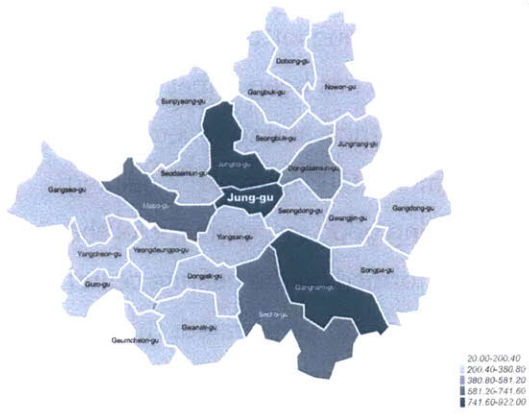


Fig 3-6.

Land Use

The Jung-gu covers a total area of 9.97 km², with a population estimated at 132,934 in 2013. As seen in (Fig. 3-1), this is a high-density area. The west of the area is crowded with high-rise buildings such as large companies, banks and national main organizations. At the east part, the area is booming with housing and apartments.

Although the area is well-developed, Jung-gu has lack of open space except Nam-mountain. In the (Fig. 3-7), more than half of the land is occupied with buildings and about 20% of the land is used as roads. On the other hand, parks and service facilities like parking lot show a low-portion; statistically, park areas provide about 2.2 square meter per person. Moreover, some parks have a limited access to people because the area is protected to preserve the historical sites.

According to the survey of inhabitants in Jung-gu in 2012, for the question of 'what facility do you want to build in your neighborhood?', prior answer was 'park', and 'parking lot' comes next.(Fig. 3-8) Actually in the last 30 years, Jung-gu has been unbalanced in the development between residential districts and commercial and financial districts, and most developments tend to focus on gaining economic benefits rather than providing good environment for the public. Subsequently, as the area has formed on the definite center of economy in Seoul, the land value has gradually soared. The east of Jung-gu like Myeong-dong and Sogong-dong has the most ex

pensive land value in Seoul. Therefore, creating open spaces for the public has dwindled.

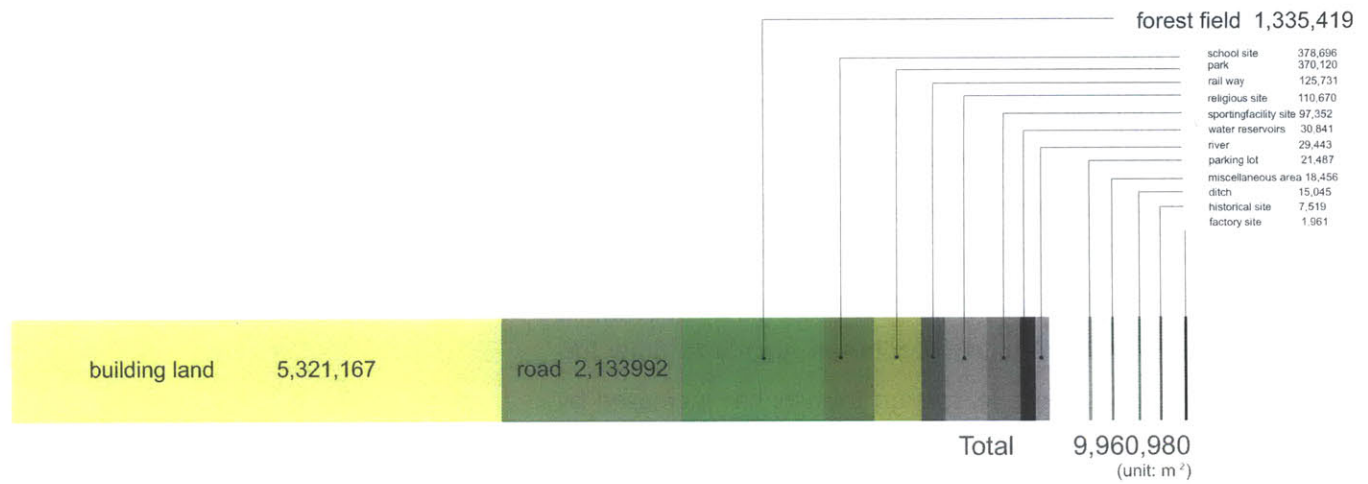


Fig.3-7. Land use in Jung-gu

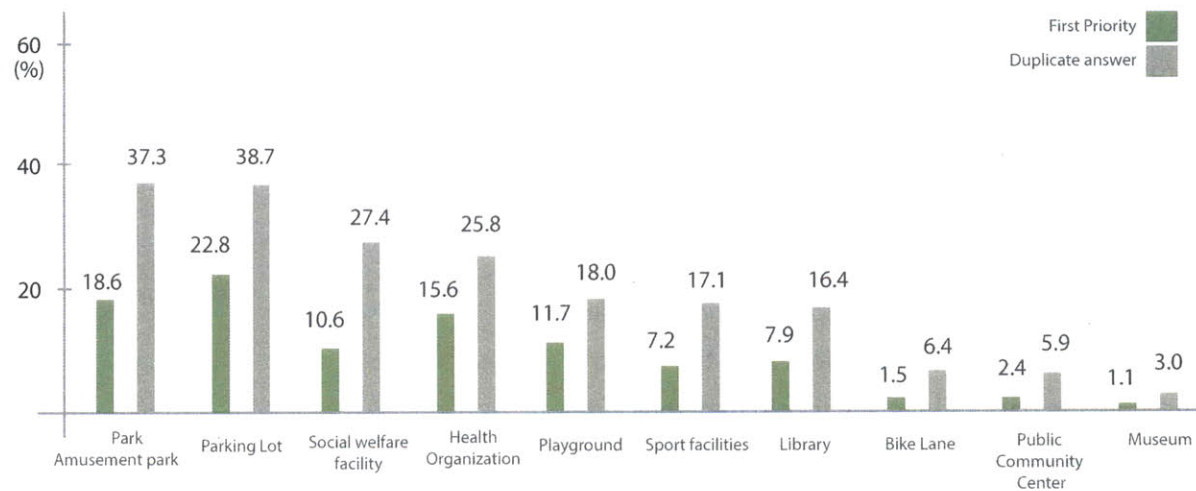


Fig.3-8. Requirement facilities (Survey by Junggu District, 2012)

Jung-gu : a Tourism District

Currently, tourism industry is rapidly growing, being magnified as one of the major national undertakings. With the boom of Korean entertainment business called 'Korean-Wave' since late 1990s, Korean entertainers, singers, and actors has become popular worldwide, increasing the number of foreigners visiting especially from in Japan, China and South-East Asia. Not only tourism business but also for shopping, medical tour and MICE (M-meeting, I-incentives, C-convention, E-exhibition) have contributed greatly to draw foreigners. During the last decade, foreign tourists has increased by 3.6million (Fig. 3-9) and this situation has led to earn tremendous foreign currency. Last year, foreign currency earned by medical tour was about 18 hundred million dollars, which the amount was triple the 2007. Besides, foreign visitors and its financial benefits also increased steadily. However, hotels and accommodations have been insufficient to hold the growing the foreign tourists and it has required to enlarge the number of facilities when considering the future.

The main area that has been serving as a tourism venue in Seoul is Jung-gu. As shown in (Fig. 3-10), in the west of Jung-gu, there are many shopping spots around Myeong-dong district including Namdaemun and Dongdaemun market districts. Also, the motto of Jung-gu is 'a city where the past and present is cojoined', thus it desires to harmonize the well preserved historic venues with the city development which are spread out over Sogong-dong, Hoehyun-

dong and Myeong-dong. In addition, this attractive condition for tourists made about hundred of hotels and accommodation entered in the area (Fig. 3-11) and more hotels are ongoing planning.

100 person

rank

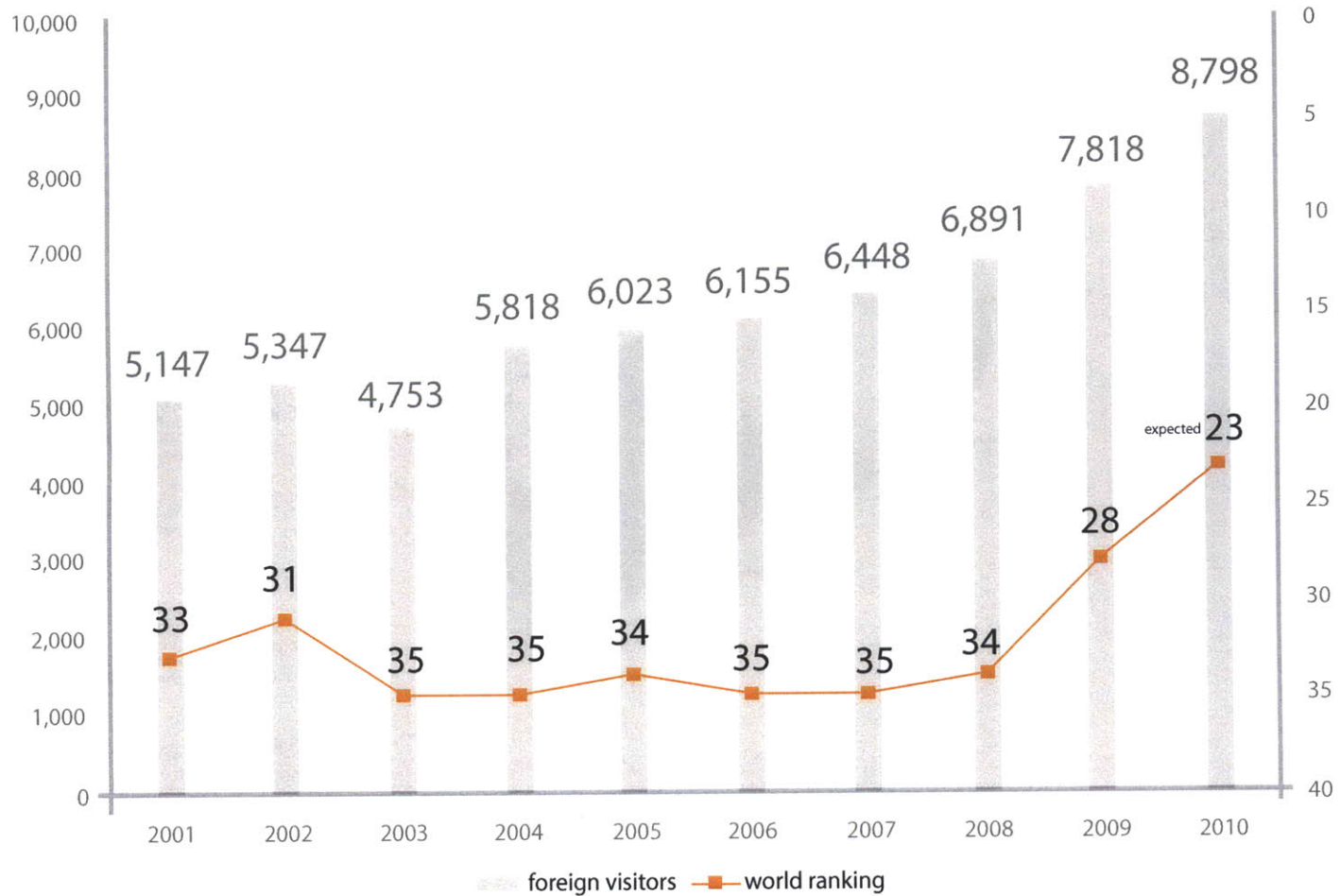
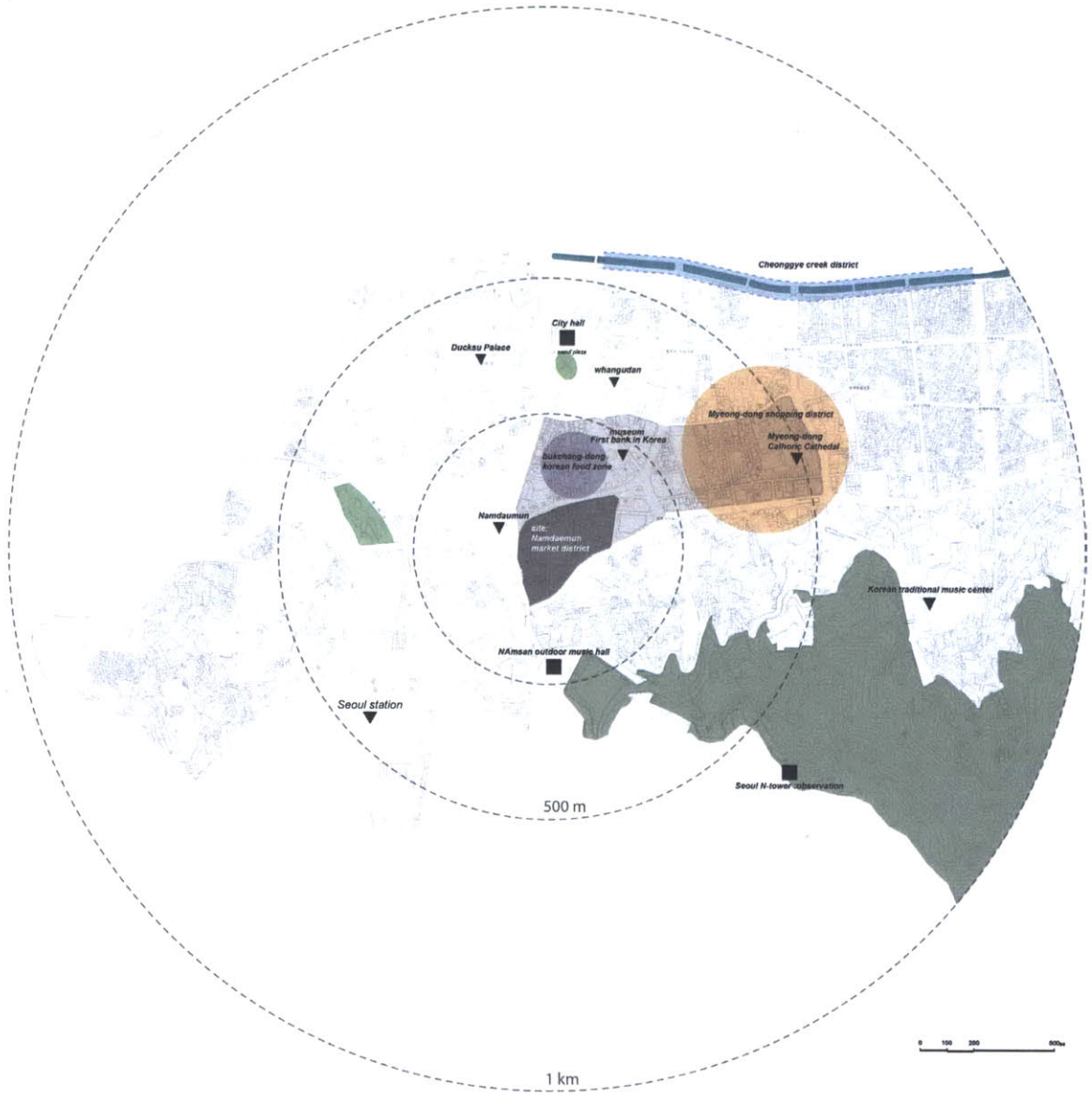


Fig.3-9. The number of the foreign tourists



- ▼ **Deoksugung** is a walled compound of palaces in Seoul that was inhabited by various Korean royalties until the colonial period around the turn of the 20th century.
- Namdaemun** officially known as the Sungnyemun (literally Gate of Exalted Ceremonies), is one of the Eight Gates in the Fortress Wall of Seoul, South Korea, which surrounded the city in the Joseon Dynasty.
- City hall** is a governmental building for the Seoul Metropolitan Government in South Korea, in charge of the administrative affairs of Seoul.
- Seoul Plaza** is a central plaza. It was reopened on May 1, 2004, by Seoul Metropolitan Government with the purpose of providing the public an open space.
- Seoul Station** is a major railway station in Seoul, South Korea. The station is served by the Gyeongbu Line, its high-speed counterpart the Gyeonggi Line, with frequent high-speed, express, and local services to various points in South Korea.
- Whangudan** was built in 1897 to serve as a site for the performance of the rite of heaven. The site was also known by other names, such as Hwangudan, Jechondan and Wondan. Whangudan was designated South Korea's Historic Site No. 157 on July 15, 1967.
- Myeongdong Cathedral** is a prominent Latin-rite Roman Catholic church located in the Myeongdong neighborhood of Jung-gu, Seoul, South Korea. It is the seat of the Archbishop of Seoul, Andrew Yeom Soo-jung, the highest Catholic prelate in the country.
- N Seoul Tower** is a communication and observation tower located on Namsan Mountain in central Seoul, South Korea. It marks the highest point in Seoul.

- Myeong-dong District** covers 0.99 km² with a population of 3,529 and is mostly a commercial area, being one of Seoul's main shopping and tourism districts.
- Bukchang-dong food zone** is an area to provide Korean food and culture.
- Special zoning area for tourism**

Fig.3-10. Tourism spots in Jung-gu

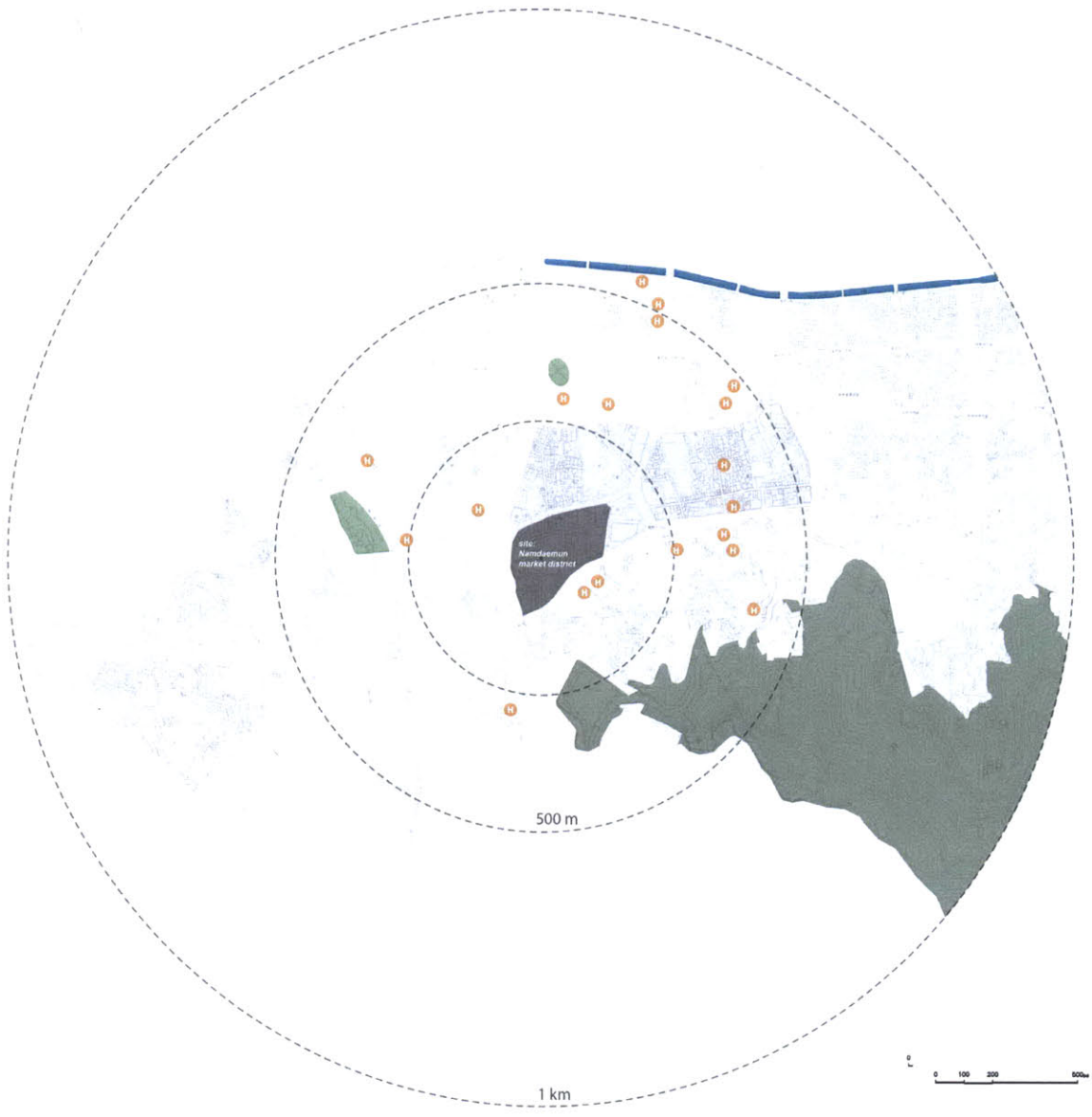


Fig.3-11. Current situation of hotel in Jung-gu

3-2. Namdaemun Market

Namdaemun Market is the most traditional market in Seoul, Korea. However, many stores are closing and vendors are suffering from formidable financial loss. The market declining has affected not only social change but also inherent problems within the market. That means, as the Namdaemun market has long history, it has many cumulated unsolved problems. Through the going over the market district, market problems and its architectural solution should be reflected.

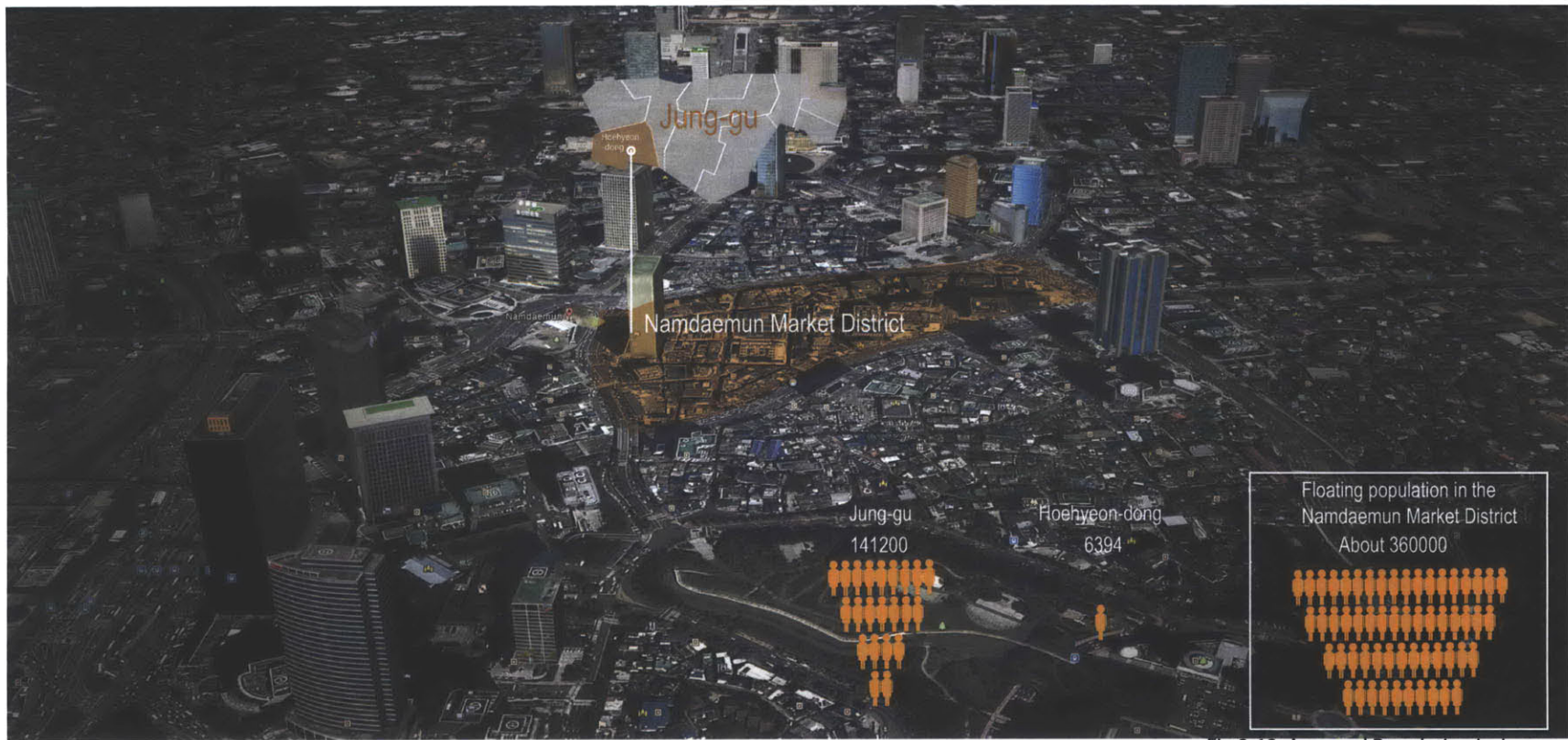


Fig.3-12. Area and Population in Jung-gu

Situation of the Namdaemun Market

Namdaemun market district is currently under recession even though it has much value as one of the major trading markets, and as popular tourism spot. The area has is approximately 42,225 square meter and composed of 9,265 small and large shops. The market was naturally developed by people's needs in 1414, and later settled as center point of economic activities. In the past, the market place was burned twice, but this became a momentum for the market district to be as a modern shopping mall area. So, the market district is now composed of about 50 small and large building types of markets and street stalls following the streets, though not in a traditional form.

Not only for an economy but also for the society, Namdaemun market has been a vague role historically. The market place has a historical value for the Koreans as it experienced many disastrous and emotional incidents. There has a function to gather people not only the festival days but also ordinary days. Besides, the vendors used to show remarkable activities during the Japanese Empire and they overcame Korean War and two serious fires. In other words, the place has more social meaning rather than just gaining economic benefits.

Recently, according to the survey in GIS in Korea, the market district ranks about 400,000 floating population a day. (Fig. 3-12) As the district is surrounded by major business transactions, the

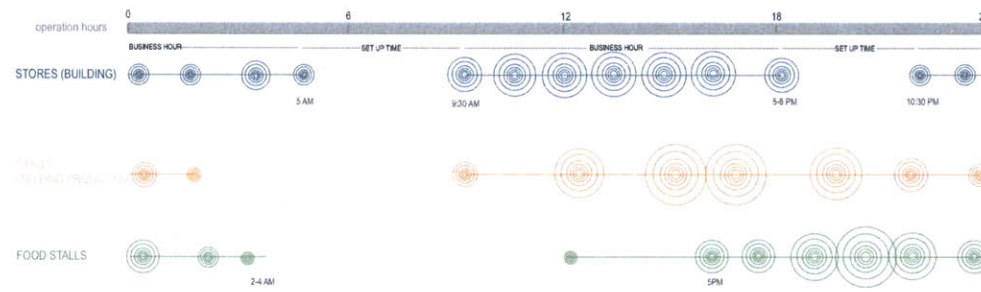
streets of Namdaemun market district are always crowded with employees and pedestrians. Moreover, with the latest trend called 'Korean Wave', a vast of foreigners is visiting Korea; Namdaemun has become a tourist spot because it provides cheap goods and it is near historical and cultural places. Nevertheless, vendors are appealing their financial difficulties and actually several shops are closing. This is because the Namdaemun market district didn't adapt to the rapidly developing society. Furthermore, the accumulated problems over a long period of time and the countermeasure by the government were inadequate to solve troublesome with just several new policies and passive repair works. Now, to revive the market district, an elaborate analysis for the problems and more active and progressive solution are required.



Fig.3-13. The Namdaemun Market in the past

Market system (Fig. 3-15)

Unlike common traditional markets, Namdaemun Market has several unique features. The first is component. Generally, shops in traditional marketplaces are formed along the streets with street stalls. However, Namdaemun market is composed of 2 to 8 stories buildings and street stalls that are situated randomly. Second, the market areas operate 24hours. In the past, the market used to transact with private retail shops rather than the public, but now, the market had to open to other markets. The dawn and night market in Namdaemun provides people with an extraordinary perspective and experience. Lastly, most stores in Namdaemun are wholesale markets that offer a wide variety such as clothes, grocery, kitchen appliances, stationeries, and imported products so that people can access to products at a cheaper price. With those factors, the place has been cherished for a long time not only to Koreans but also to foreigners.



STORES (BUILDING)



STALLS (SELLING PRODUCTS)



FOOD STALLS

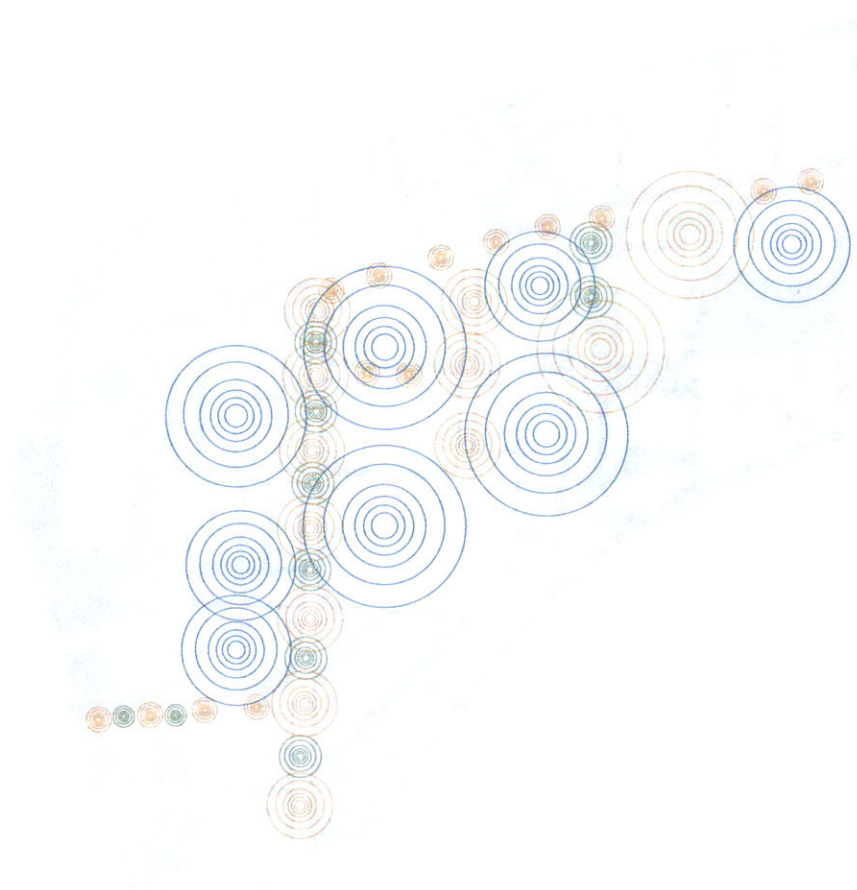


Fig.3-15. Market system

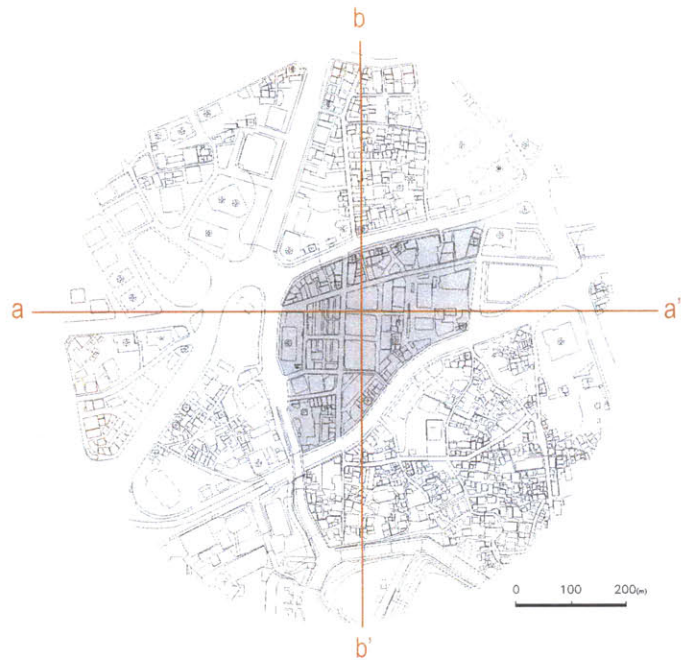
The Namdaemun market and surrounding

Namdaemun market district occupies a large part of the area consisting of 12 blocks and 152 small and large buildings. This size is approximately three times of the Manhattan block. (Fig. 3-14) This grand scale has let the market maintain its reputation as one of the representative traditional markets in Seoul for a long period of time. However, the marketplace has fallen into a large cavity in the city despite of its fame. Currently, the market district is isolated, not being in balance with its modernized surroundings. As seen in (Fig. 3-17.18), different atmospheres between the market area and the environment are definitely distinct.

Actually, limited development and negligent maintenance has degenerated the place and allowed it to lag behind in time. Of course, this inadequate condition in the traditional market would be reasonable result because just maintenance would be sufficient rather than aggressive development. However, Namdaemun market district is located in the center of Seoul which performs as the main financial and administrative district. The regional characteristics neglect the culture of market district which caused a negative effect to not only the market itself but also to the regional development.



Fig.3-14. Area of The Namdaemun Market district



Looking at the plan (Fig.3-16), it is hard to identify that Namdaemun district is divorced from the surrounding since the Gangbuk area is structured in unarranged block shapes. However, difference with environs is obviously shown in the section.(Fig. 3-16) In fact, Namdaemun market district is enclosed with major financial districts and shopping areas, expanding from the east to the west. Also, from north to south, office buildings and high density of the residential areas are connected to the market district.

Recently, limitation of the development in Namdaemun market district has become evident and the government also tried to restructure the system. It is difficult to interact between the environment and the market district since they have disparate programs from each other. But, if Namdaemun market district develops to focus on revealing the inherent value as a public space, the place will be a fillip to the area, not a cavity in the modernized metropolitan.

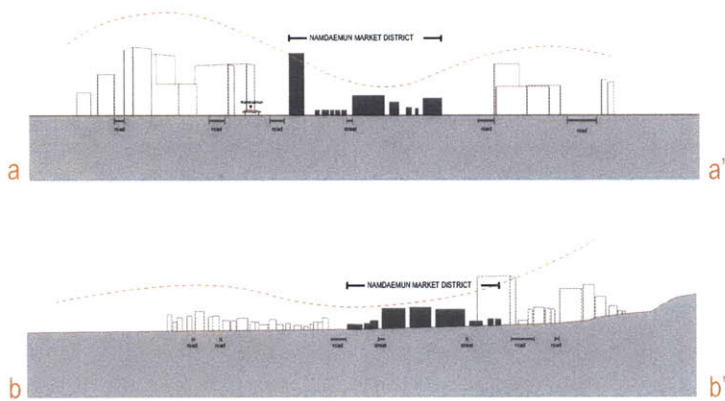


Fig.3-16. Section of The Namdaemun Market



Fig.3-17. View of surrounding



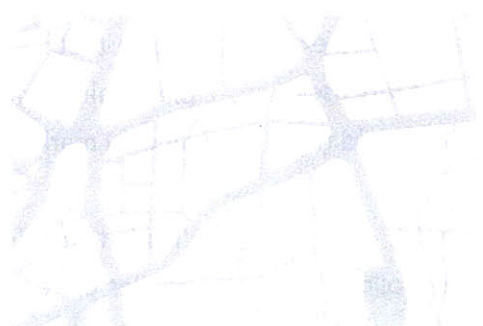
Fig.3-18. View of the Namdaemun Market

Block, street, Building

Block



Street



Building



Fig.3-19. Block. Street and building in the Namdaemun market district

Block

The block of Namdaemun market district has gradually transformed. Due to the fire in 1954, Namdaemun market district was totally burned and finally the area was re-borned by land readjustment project in 1965. After that, although the government tried to implement a project called 'Modernization plan in Namdaemun Marketplace' reference to the project couldn't be recognized. After all, improvised large-scale buildings were built on the site instead of the new plan, ultimately building Namdaemun market district to have its current shape. Today, blocks of Namdaemun Market district have well maintained the form providing distinct views; while external blocks are filled with mega structure, high-rise, and mix-used buildings, inside of buildings maintain the typology of the old traditional marketplace.

Further detail analysis of the block is explained in the following. (Fig. 3-20). The style of the block is divided into 4 types.

'Block a' is separated from inner block of Namdaemun market with a street run from east to west. After the development of a shopping area the plots of the land were divided irregularly by the different ownership, so the block shows silently complex condition that co-exists old and new. Thus, large scale buildings like Lotte Insurance Co., Ltd and church, and small scale building like Ja-u shopping mall are discursively occupied.

'Block b' has a form of an old marketplace; a large part of the land is split deep and narrow. This shape was embodied by land readjustment project in 1965. This project shaped the grid of large scale lots into alleys and narrow lots, and new hierarchy was built in this site between inside and outside of the block.

'Block c' has an orthopedic shape which is composed of three mega buildings that have been formed by a combination of lots. This block is filled with the same size of tree buildings and this condition was shown that the district had tried to develop into a modern shopping mall. Obviously, those blocks size is not appropriate for the traditional market, as it resembles close to the modern shopping mall.

'Block d' mostly consisted of large plots in 1946 and afterwards, smaller plots for commercial use entered along the streets. However, buildings in this area tend to be disconnected with streets because of the level and independent building designs. Therefore, this block was less active compared to other blocks.

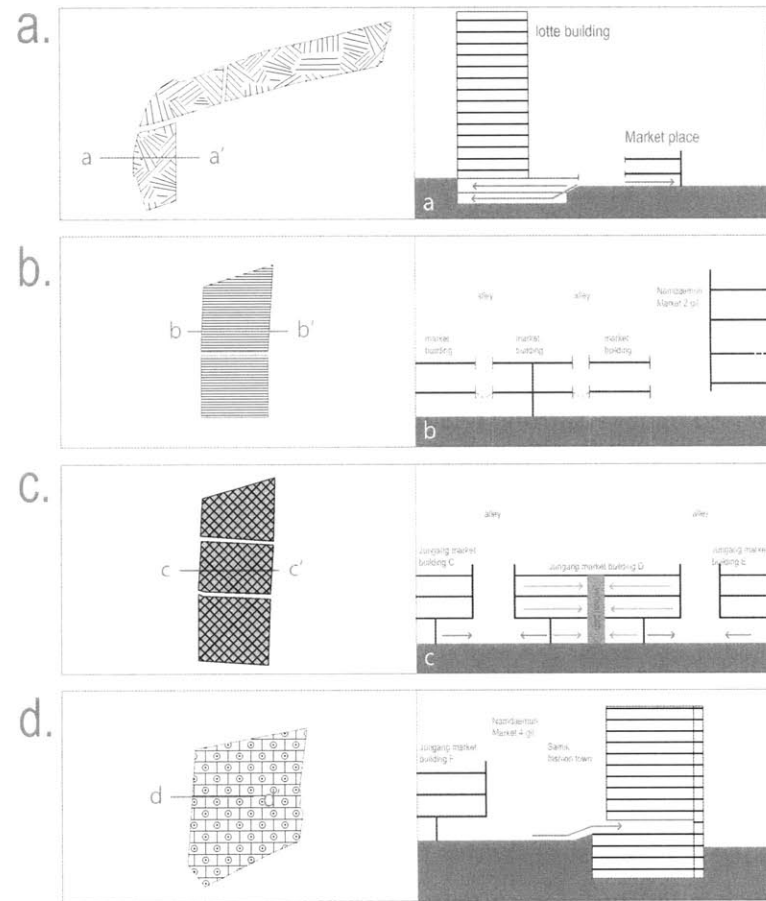
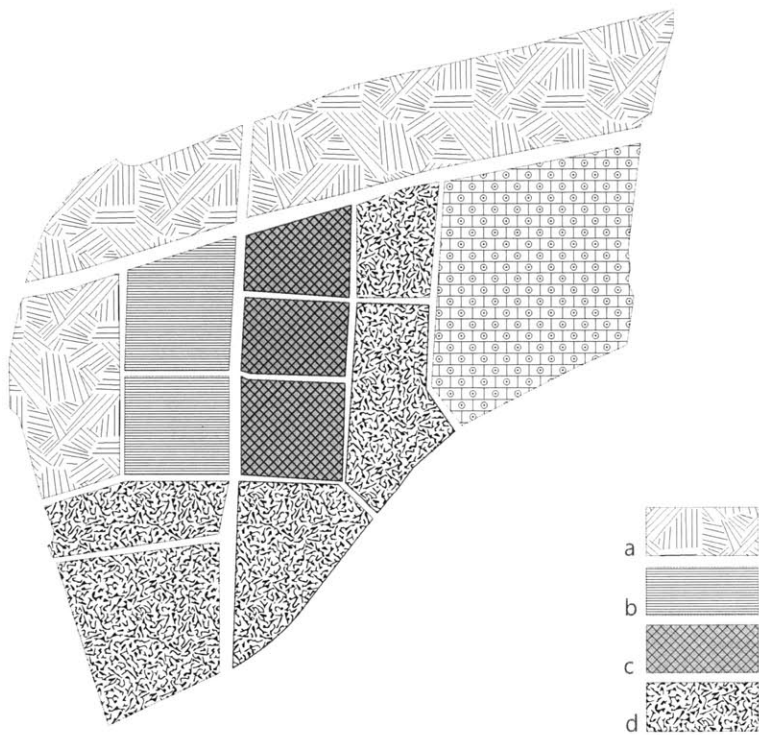


Fig.3-20. Block study (resource : A Study on the Revitalization of Traditional Market - Focused on the Metropolitan Area, Cho, Young-Dal)

Street

Streets in market district have a different value from the regular streets. Typically, roles of streets offer path to not only make the flow effective but also to direct information. However, streets in the market have performed as a space for business by expanding the space of the store with stalls (Fig.3-21). Furthermore, the products on the street stalls have a role to turn pedestrian's heels into the indoor stores with an attractive display and providing information of stores. That means, the building and street in the marketplace are not separated rather it is desirable to view them as a continuum. Also, stores usually face toward the streets; this organization is a method to have a strong relationship with its surrounding.

In Namdaemun market district, it consists of 5 main streets (Fig.3-22) and each street has a different relationship between the shopping areas.

'Street a' is 12-15m wide and it passes through east to west, connecting with inner blocks in the market district. Also, it contains 4 main streets (b, c, d, e). This street directly interacts with buildings located on the common street within the market and at the end of the west side it indirectly interacts with the building.

'Street b' is about 10m wide. The street was created by an infill of the waterway in the past and it was expanded by a land readjustment project. It directly interacts with buildings and is always crowded



Fig.3-21. View of street in the Namdaemun market district

with street stalls.

'**Street c**' is 6m wide. Because of its narrow width, it is hard to use for an expansive shopping space, so the spatial relationship is highly required.

'**Street d**' is 8-10m wide, and direct and indirect interactions coexist. By constructing bigger and higher buildings, the relationship with buildings is disappearing.

'**Street e**' is 15m wide. It is adjacent to the department and the market area and the streets were expanded due to department stores. Also, the street is disconnected with stores and buildings.

The case study of the European markets helps to create two considerations for the Namdaemun Market district streets.

1. Separation of vehicles and pedestrians
2. Give a character to each street

Streets in Namdaemun market district is always crowded with people, stalls and stacked products. Currently, car access limitation is being enforced by the government (Fig. 3-23). This regulation has elevated a better shopping environment and maintained safety for

visitors. But, there still remains many problems that need improvement such as unarranged uncharacteristic streets.

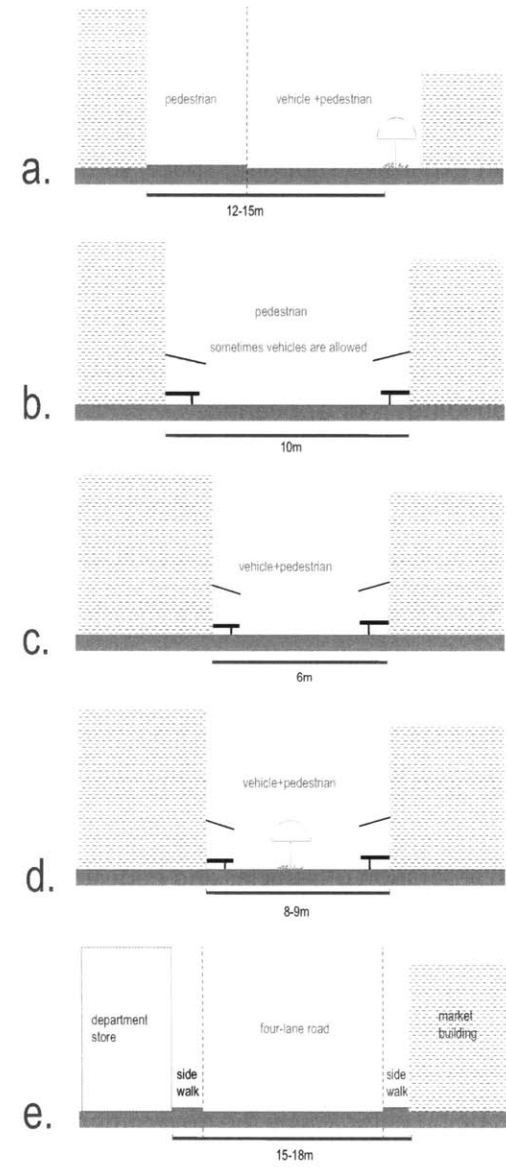
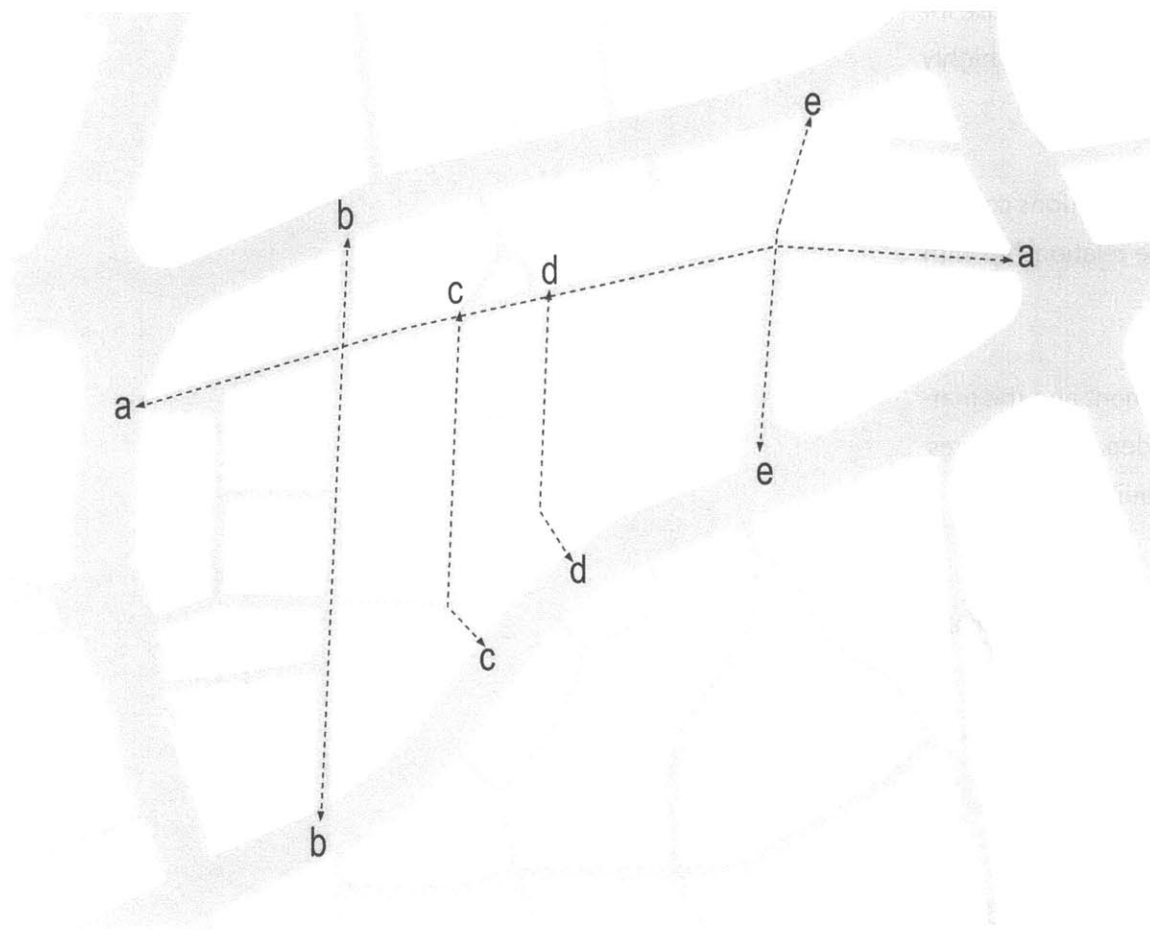


Fig.3-22. Street study (resource : A Study on the Revitalization of Traditional Market - Focused on the Metropolitan Area, Cho, Young-Dal)



- boundary for car access limitation
- car access (anytime)
- transit access (5pm-5am)
- parking lot



- main shopping path



- main street

Fig.3-23. Condition of the streets (car& transit, shopping path, transportation)

Building

One of the innovative evolutions in the market history is the form. The activities in the market are constricted such as moving into the space from outdoor to indoor. Namdaemun market district is comprised of orthopedic large-scale buildings in outside and atypical small scale buildings in inside. Each building shows a different way of interaction depending on the scale.

The building scale in Namdaemun area is classified into XL, Large, Medium, and Small.

XL – The buildings of XL scale were formed after 1980s to replace outdated market buildings, which were planned to have merits of department stores and outdoor markets. Most XL scale buildings are taller than ten stories, and the inside has a characteristic of a large shopping mall. Contrary to the other types of Namdaemun buildings, they have difficulties interacting with Namdaemun market due to their independent structural forms, such as the location of entrance.

Large – This scale building has five stories from B1 to 4th floor, and three buildings line up. It has the characteristic of outdoor markets. Stores on the 1st floor face toward the outside streets, and entrances from every direction enable buildings to be actively connected with its neighbors. However, the large floor space makes it difficult to connect in order to reach to the center of the building. The facade

of market has induced separation with its surrounding based on the closed design.

Medium – Medium scale buildings are usually created by combination of small lots and it has a number of small size buildings form clusters. For this reason, they have complex inside structures and it is easy to find slope and stairs to connect different level of slopes. Similar to the large scale buildings, the 1st floor is open to the streets and tries to communicate with the outside surroundings.

Small – Small scale buildings have the most typical form of a traditional market, and they are placed on both sides of elongated paths covered with roofs. The inside of small buildings is divided into two parts; the road side part is used as store and the other part is usually as a storage. However, these small scale of buildings make market district more complex.

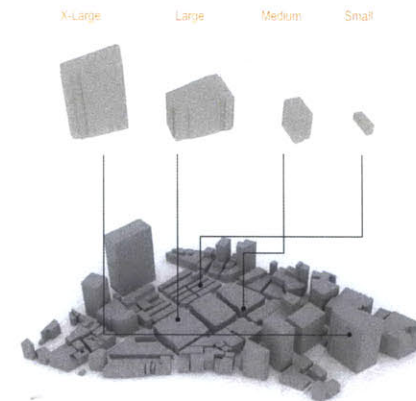


Fig.3-24. Building scale of the Namdaemun market district

problems

As maintained for a long time, the Namdaemun market has a lot of accumulated internal problems as below.

a. Not separated pedestrian and vehicle

Since 2009, the market district has had a limited vehicle access so that the cars were only allowed to enter the market streets in dawn. Despite the policy, transit trucks and delivery motorcycles used to come in and out and it made the streets not only congested but also unsafe.

b. Façade

The old-closed concrete façades have made people hard to recognize the inside of shopping area or other facilities so the flow couldn't reach inside of the market buildings. Also, peeling paint and disordered signs are a fact to spoil the market street view.

c. Access

Small and unindicted doors are the only access to the market buildings. Besides, most doors located toward the side of the buildings, so it tends to disconnect to the street which blocks straight paths.

d. Unarranged street

Market streets are filled with stalls, people, and sometimes vehicles. However, because of unarranged stalls, the pedestrian roads are getting narrow and unsafe. Also, it produces massive street view.

e. Conflicted connection between buildings

The Buildings are interconnected with bridges that create confusion with many entrances.

f. Accommodation

Despite of ample area, the market district does not provide spaces for the public. Thus, people gather and take a rest at the corner of the stairs and corridors.

g. Parking lot

In the past, owning a car was unusual, so parking lots were not planned in most buildings in Namdaemun market district. In addition, since the market place is encircled by business area, traffic is congested in during rush hours. So, many tend to do street parking which contributes to the heavy traffic jam. Also, with no choice to parking, transit trucks usually park in front of buildings and streets and it leads the street to become messy and unsafe.

h. Uncharacteristic street and building

People used to appeal that it is hard to recognize where they are because the whole streets and buildings look so similar.

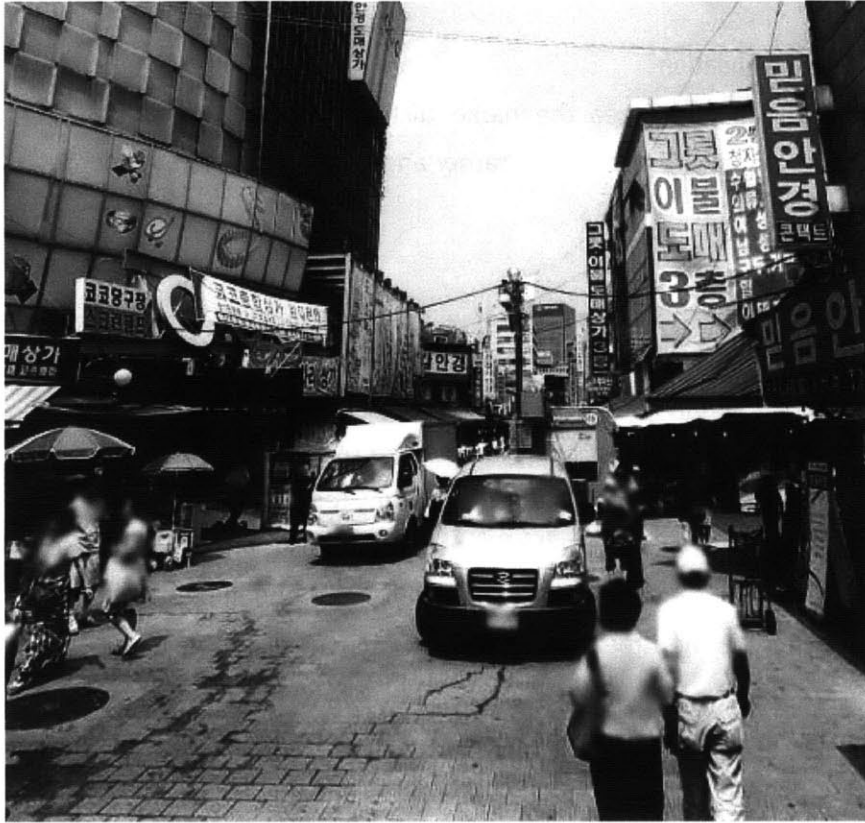


Fig.3-25. Not separated pedestrian and vehicle



Fig.3-26. Facade



Fig.3-27.Unarranged street



Fig.3-28.Parking lot



Fig.3-29.Lack of accommodation



Fig.3-30.Deteriorated facilities

3-3. Potential of the New Namdaemun Market District

New Namdaemun market district will be reborn, harmonizing hotels and open spaces for the public, for the economic benefit,. This strategy started from the idea that recognized the limitations of the traditional market place and then discovered new values of market. In this case, through the explore of the urban context, Namdaemun Market district has a potential as a tourism spot to gain enormous economic advantages by location and green and open spaces are needed for the public, considering the land use and citizen's requirement. And, those two points are a key to stop the market recession.

In addition, to fix the inherent problems in the market such as façade, access, parking lot and unarranged streets would be to provide more effective and convenient environment to both vendors and visitors. These efforts would not only be contributed to take off the old image of traditional markets perceived an unsafe and unhygienic, but also be the starting point to improve chronic problems in traditional market places.

Chapter 4: Design Proposal

The Namdaemun Market Place :as a tourism spot

“for the public”

“for gaining economic profits”

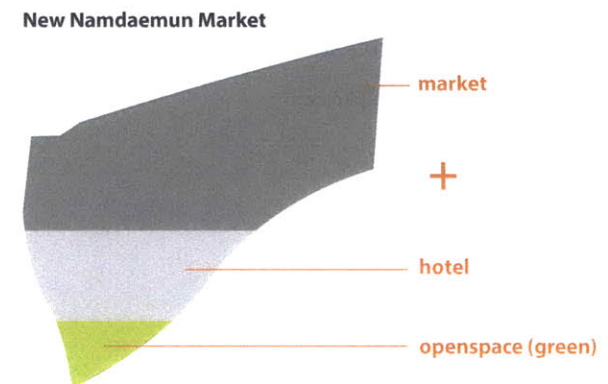


Fig. 4-1. Diagram of new strategy in the Namdaemun market district

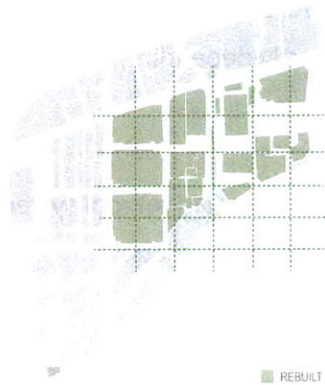
5-1. Strategy

Through the previous research and analysis, the conclusion could be drawn that the traditional market in Korea has lost its competition and has little future with the current form. Thus, other programs should be mixed with the market to attract people such as combining Namdaemun market district with hotels still maintaining its regional characteristics as a tourism spot and open space for the public.

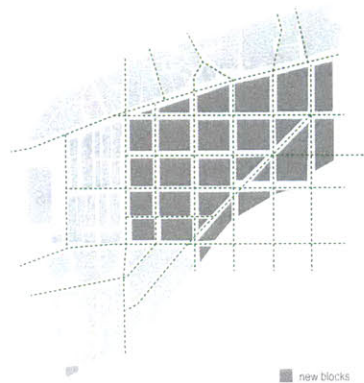
The aim of this proposal is to suggest new possibilities for Namdaemun market district. Therefore, the place should be redesigned as a complete public space for the convenience of the public, not just gaining economic profit. This would lead to more attraction and gatherings, as well as leveraging market commerce.

In the first stage, it will start with realignment of blocks. (Fig. 4-1) As appeared in the precedent researches, division of blocks in the marketplace was founded early but, it has been filled with improvised buildings instead. The form of the block seems like a large department rather than a traditional market so that it was hard to expect a traditional market atmosphere and its function. Thus, in this project, blocks will be redesigned in the marketplace and a new form of blocks will replace the conventional form, which is deep and narrow, of the traditional market. The created blocks will be conjunctly connected to inside and outside of the district, harmonizing with its surrounding.

1. SCALE



2. CONNECTION



3. CHARACTERIZATION

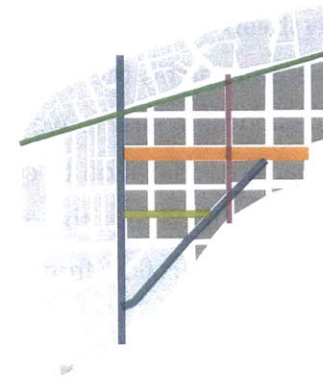


Fig. 4-2. Strategy in the Namdaemun market district

In addition, giving a character to the new streets created by block division will be the next step.

As mentioned, the purpose of the market street is a trajectory into an extended space for business commerce. However, discursively mixed streets in the area has threatened its safety, and has given a negative impression to visitors. Also, unarranged stalls on the streets has made an inconvenient space for use which also negatively affect the commercial activities. Moreover, uncharacteristic streets make visitors become more confused and lose their sense of direction.

Therefore, the problems that are mentioned above will be solved with its diverse characters and hierarchies.

5 types of street: Plan of Namdaemun Market district

Street a: Activity streets

As the prominent hierarchy, the street will be a horizontally long open-space, passing from east to west. The purpose of this street is to provide space for relaxation to customers and for workers in the vicinity. And, as a huge axis, the green of this area will expand to promote a spontaneous flow from the Namdaemun Park to the department garden.

Street b: Green streets

Planted trees in the middle of street will play a role to supplement deficient green in Jung-gu area, and to provide fresh shopping environment. Also, it will have a function to naturally connect to new and old markets.

Street c: Shopping streets

The streets will have a conventional form of shopping area where stores can be stationed along the streets. Sometimes, street stalls will operate in the middle of street.

Street d :Food stalls

The street will be about 12m wide and filled with food stalls and street furniture for eating. Gathering stalls for providing food will have positive impacts to the environmental aspect by offering a fixed area as well as an amusement aspect by gathering people and their various views. Also, this street will have a system that the streets will be covered partly depending on the weather.

Street e: Stall streets

This is the only street with a permanent roof system. The wide street will be filled with stalls like flea-markets.

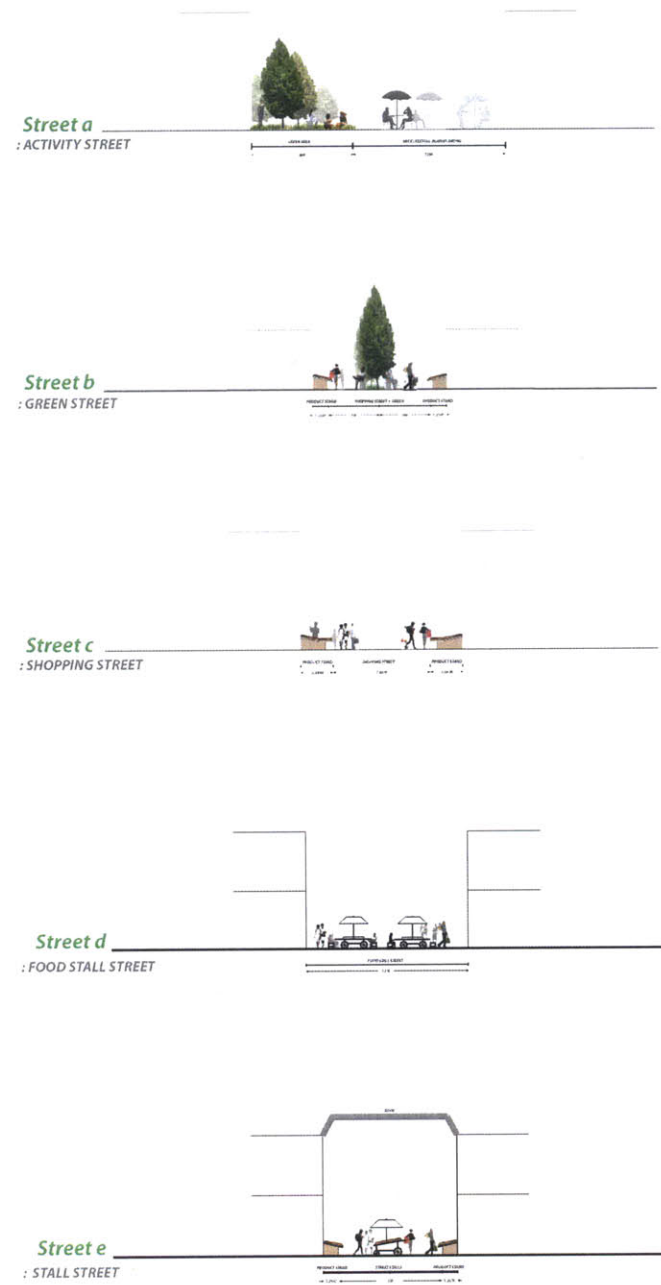


Fig.4-3. 5 types of the streets: Plan of the Namdaemun Market district

Market building strategy

Unlike the convention traditional market, Namdaemun market district consists of 4-7 stories buildings. Because of this condition, stores in the upper stories have experienced more economic depression by the unconnected flow. Hence, the project will suggest ways to approach to the upper stories naturally and with sensible arrangements of service areas.

Most of all, inside of the building will be divided into two parts and each slab can be stacked across with 1.5m intervals. (FIG) This strategy is intended to offer a visual effect that will give information and expectation for the next level and psychological effect that will reduce exhaustion and burden for the going up to the higher levels. The 1st and 2nd level will be connected by inner slope (FIG) and from the 2nd level to the upper level, it will go up by outer slopes. (FIG) This system is created with an aim to make it more visual from both inside and outside of the market. Also, those slope systems will be considered for handicaps, young and old people.

In addition, the market will be clustered based on categories of products. And, constructing bridges will connect between buildings that will provide a critical function in service areas such as a resting space, toilets, and elevators.

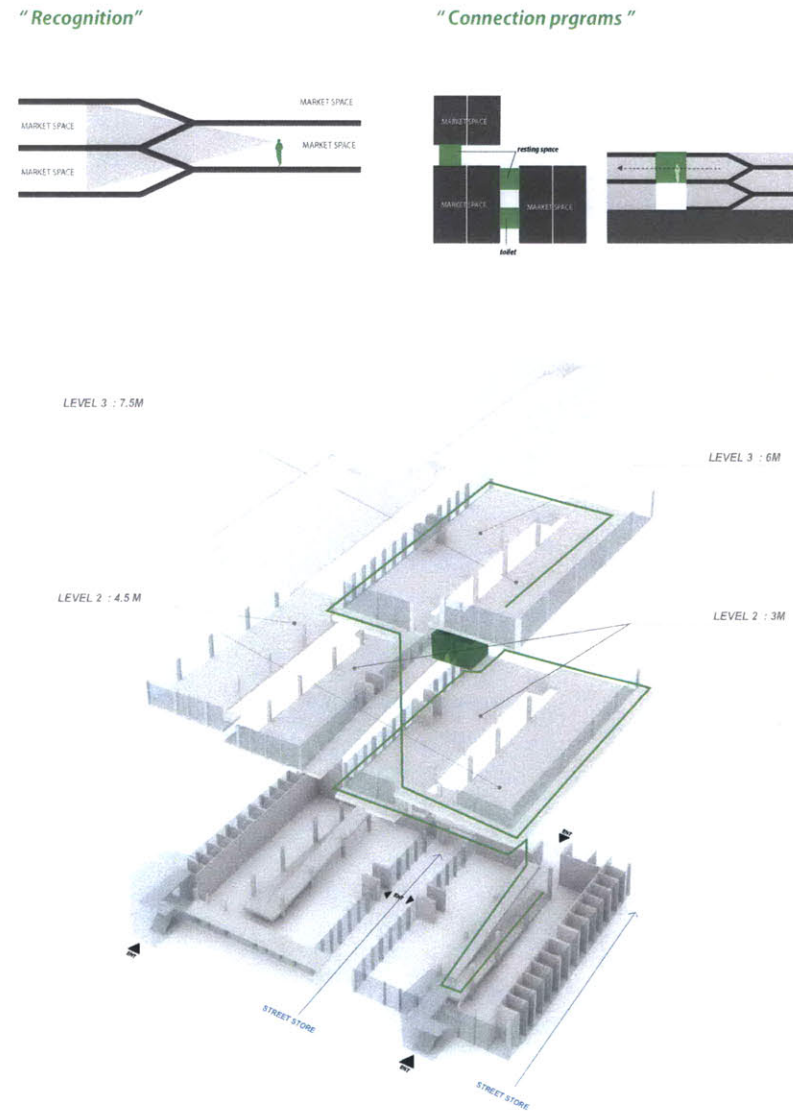


Fig.4-4. Diagram of building strategy

Master Plan



Fig.4-5. Master plan

5 Types of the Street



Transprtion and access



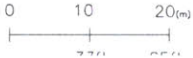
Detail plan guide



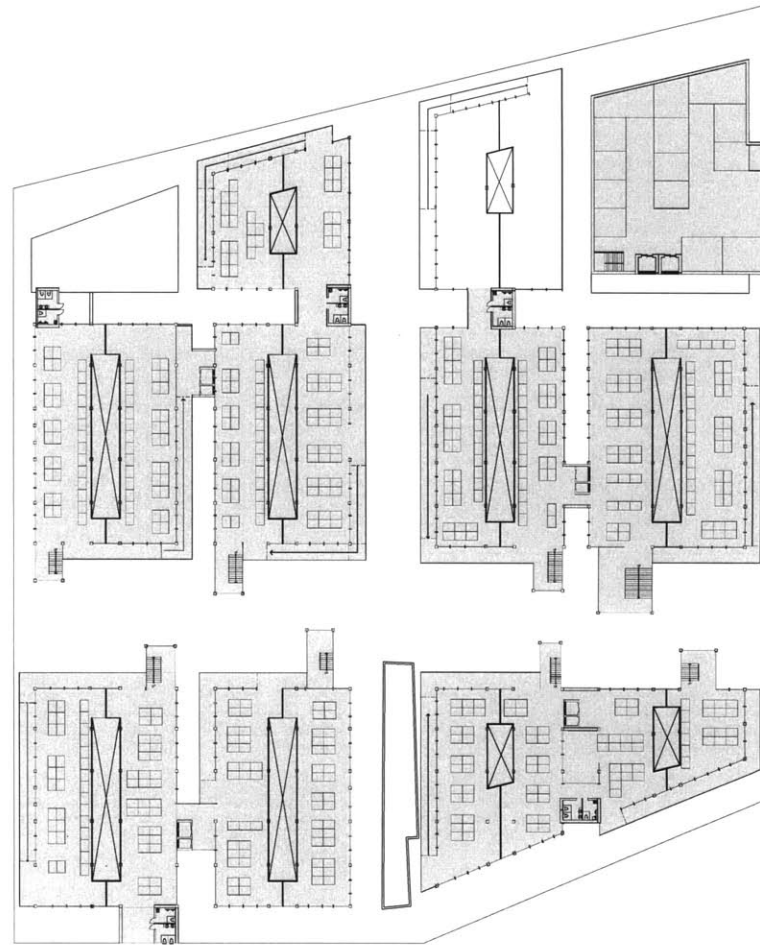
Detail plan - 1 floor



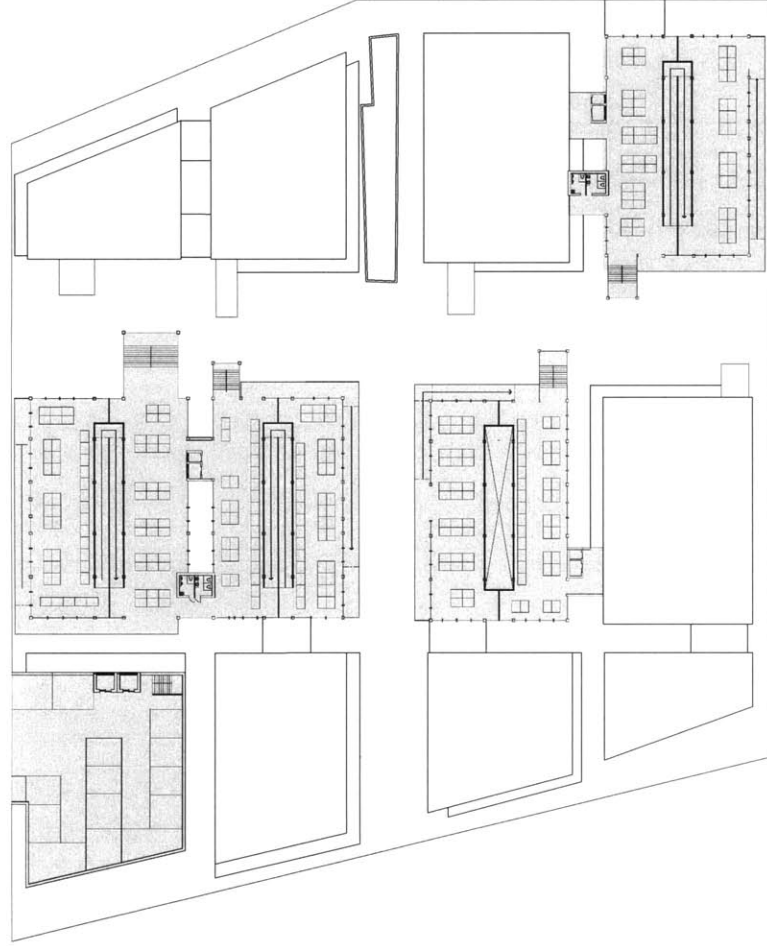
Ground Level



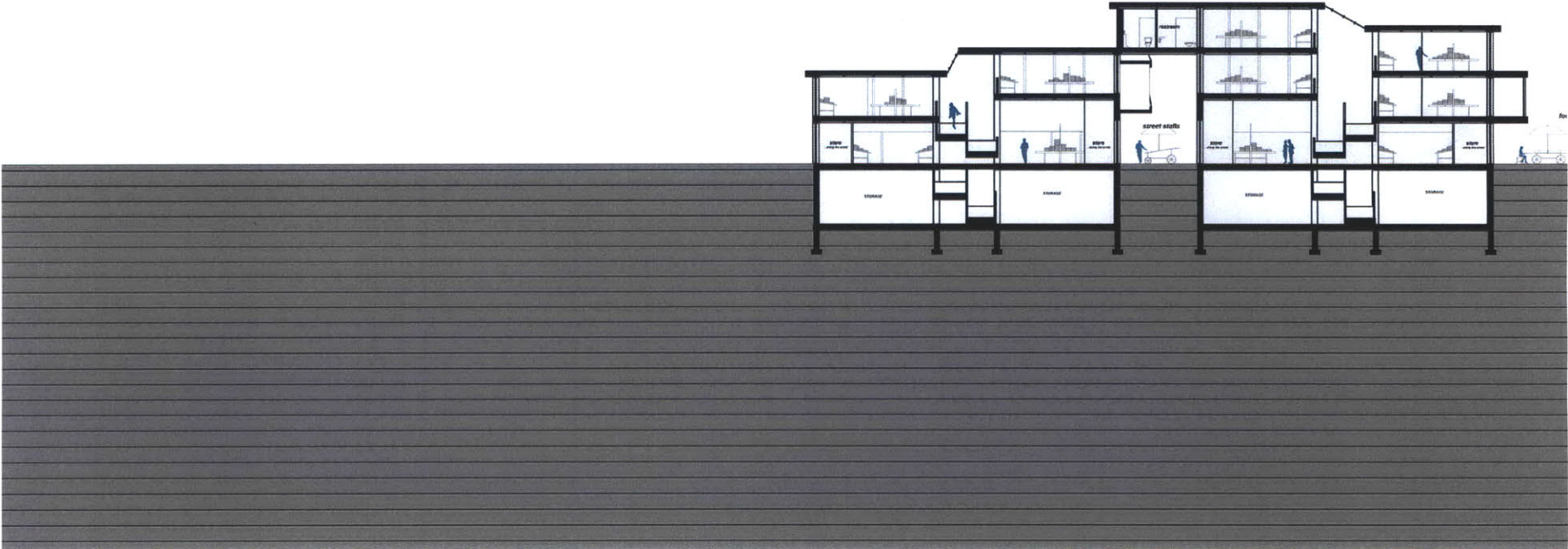
Detail plan - 2 floor

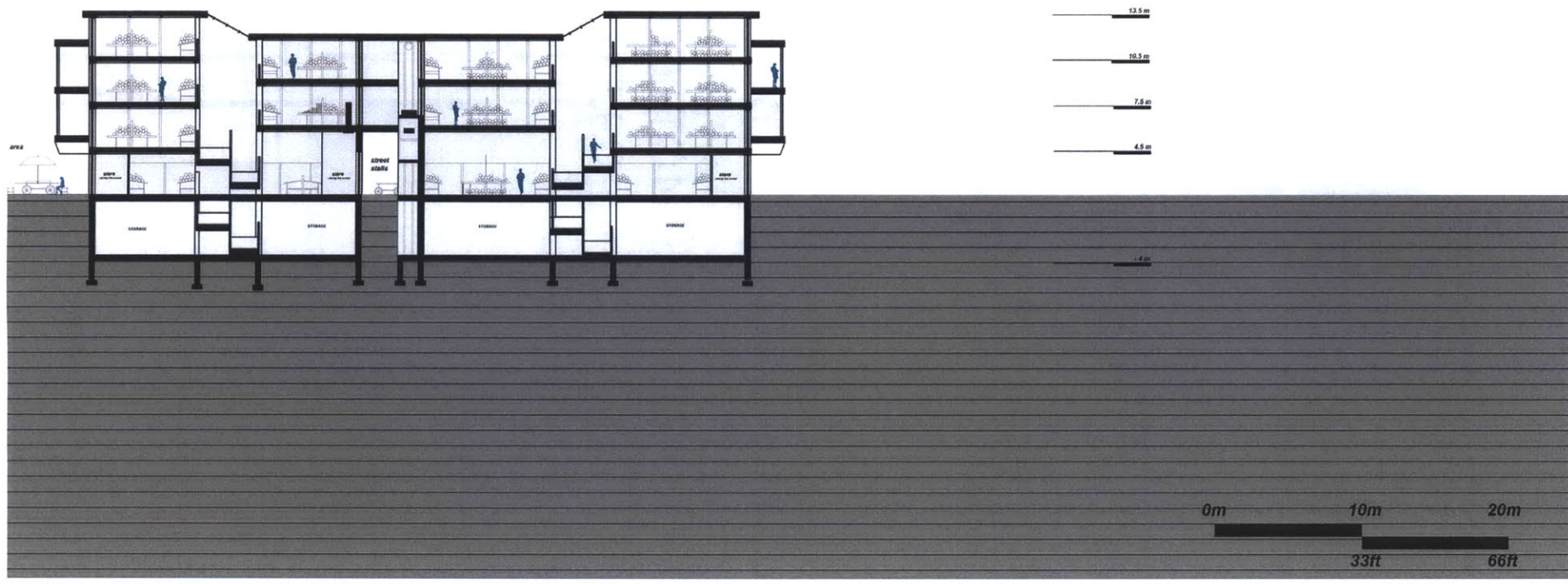


Detail plan - 3 floor



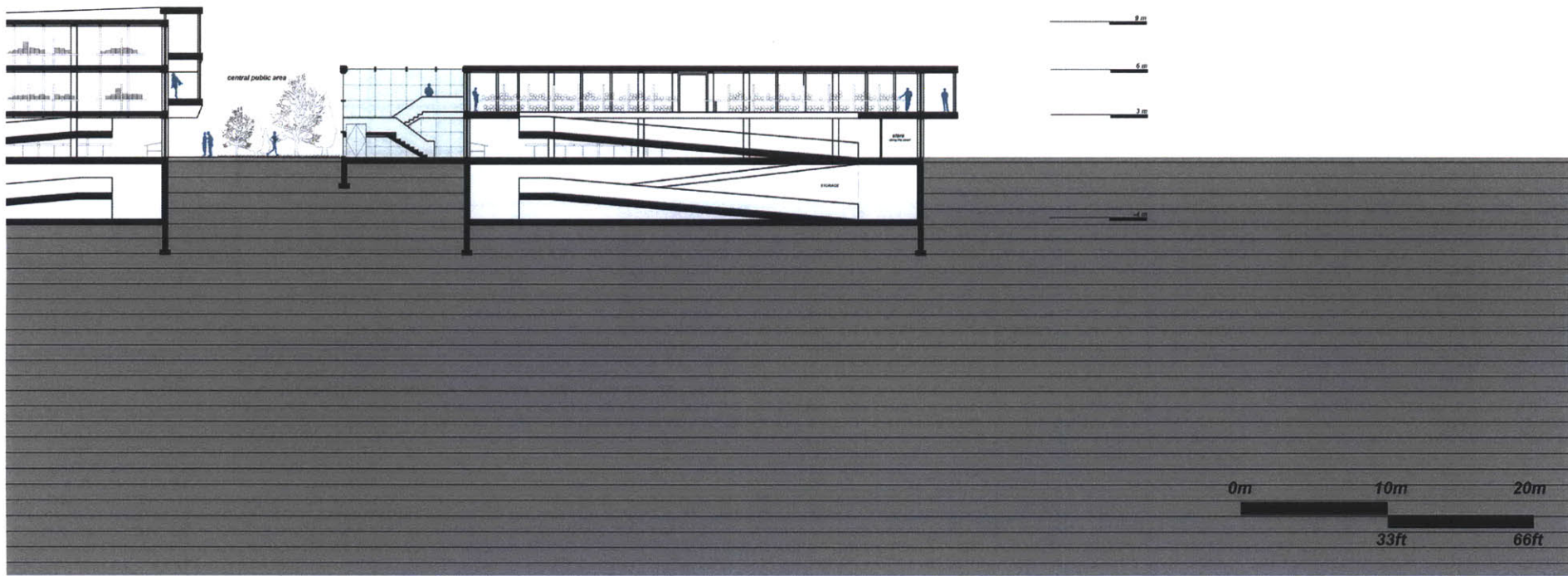
Section 1



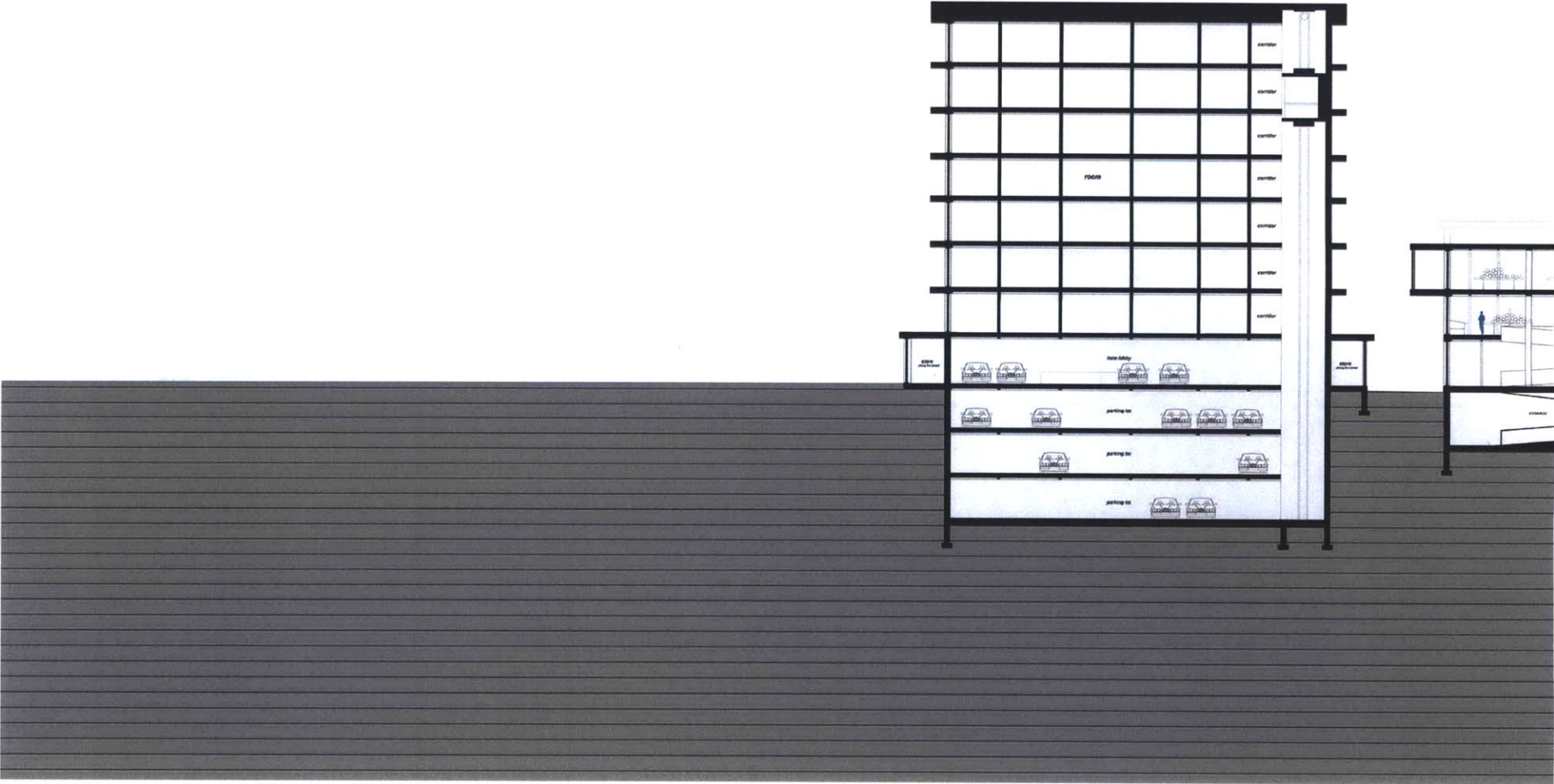


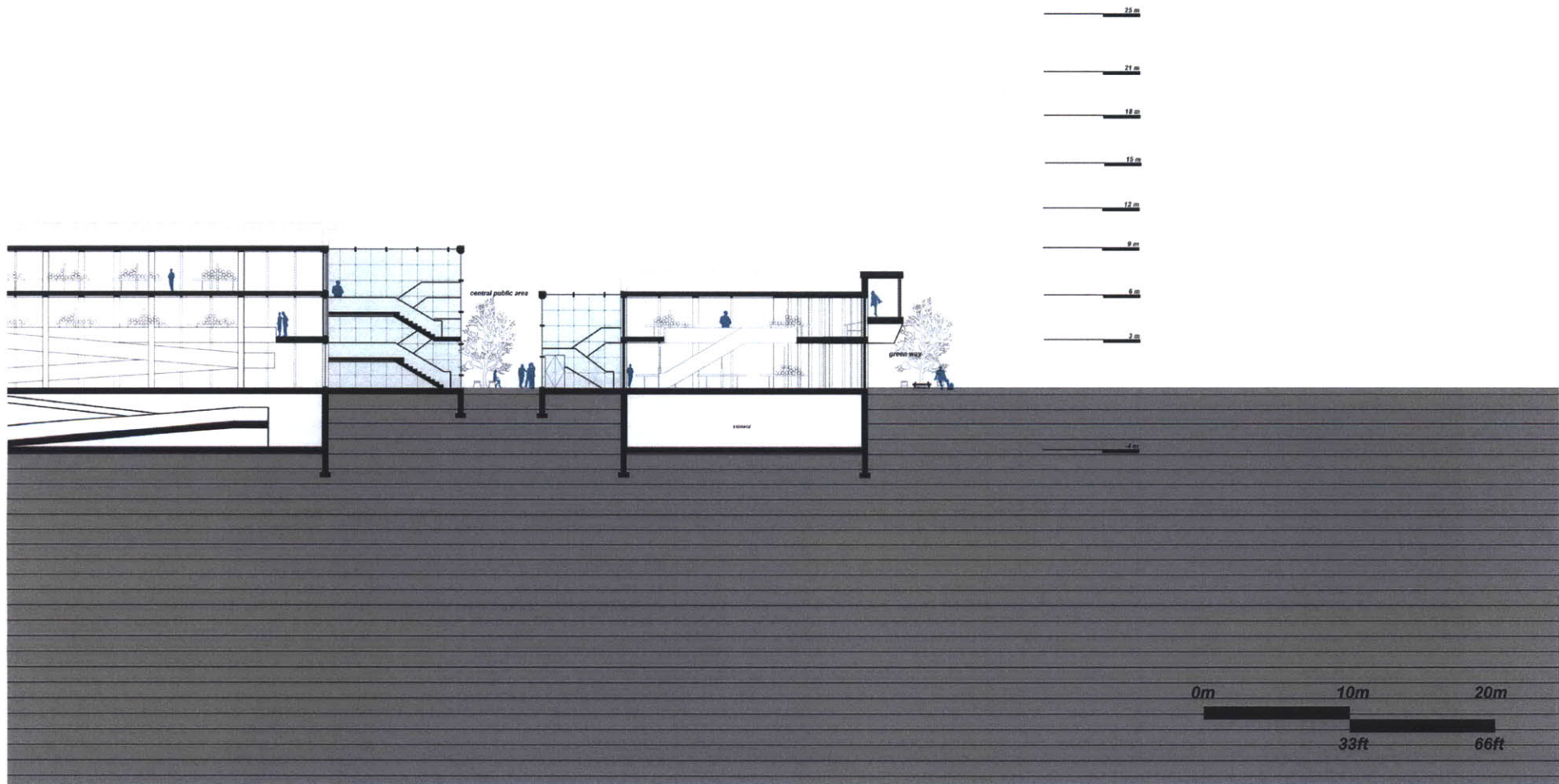
Section 2



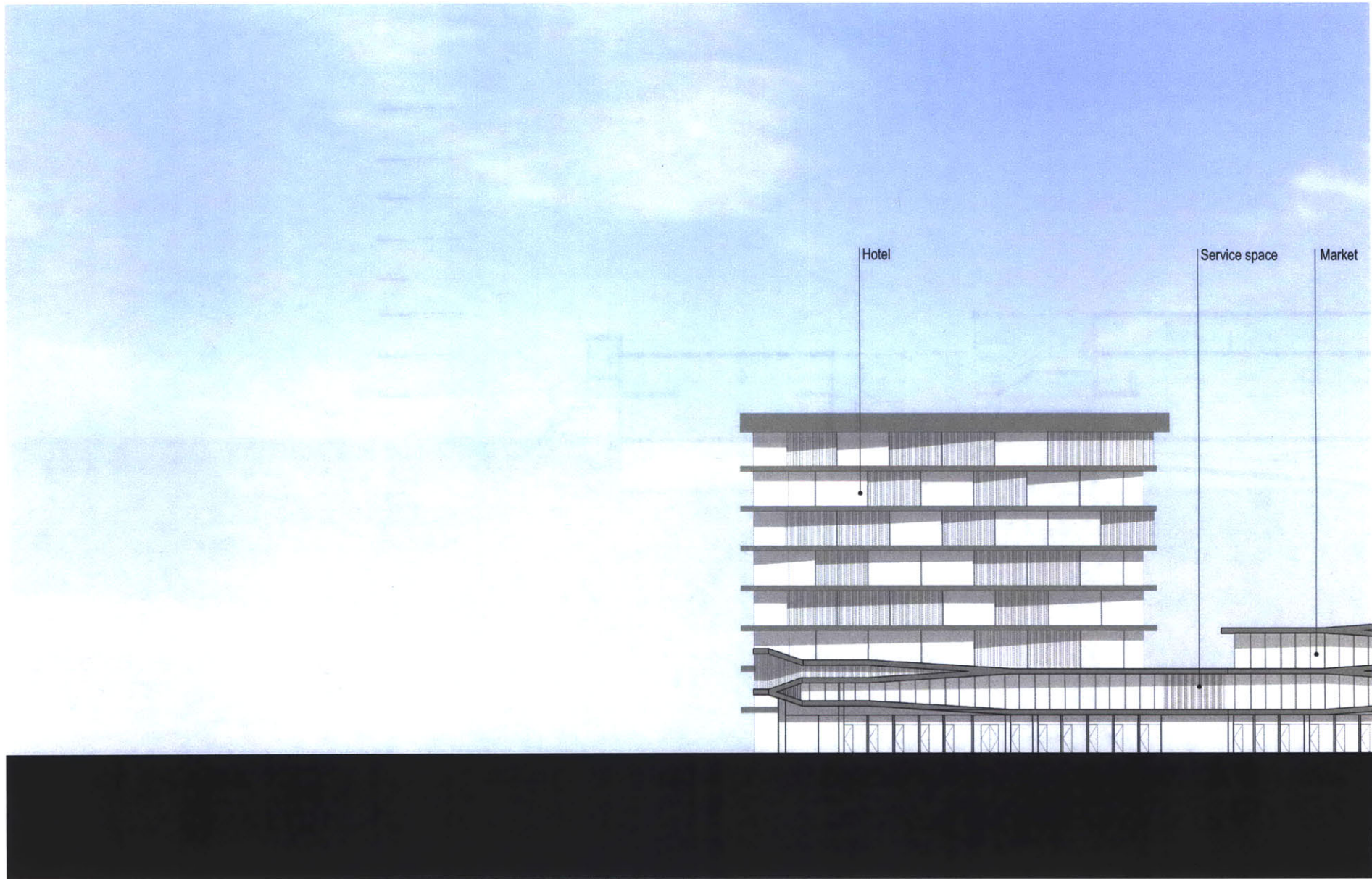


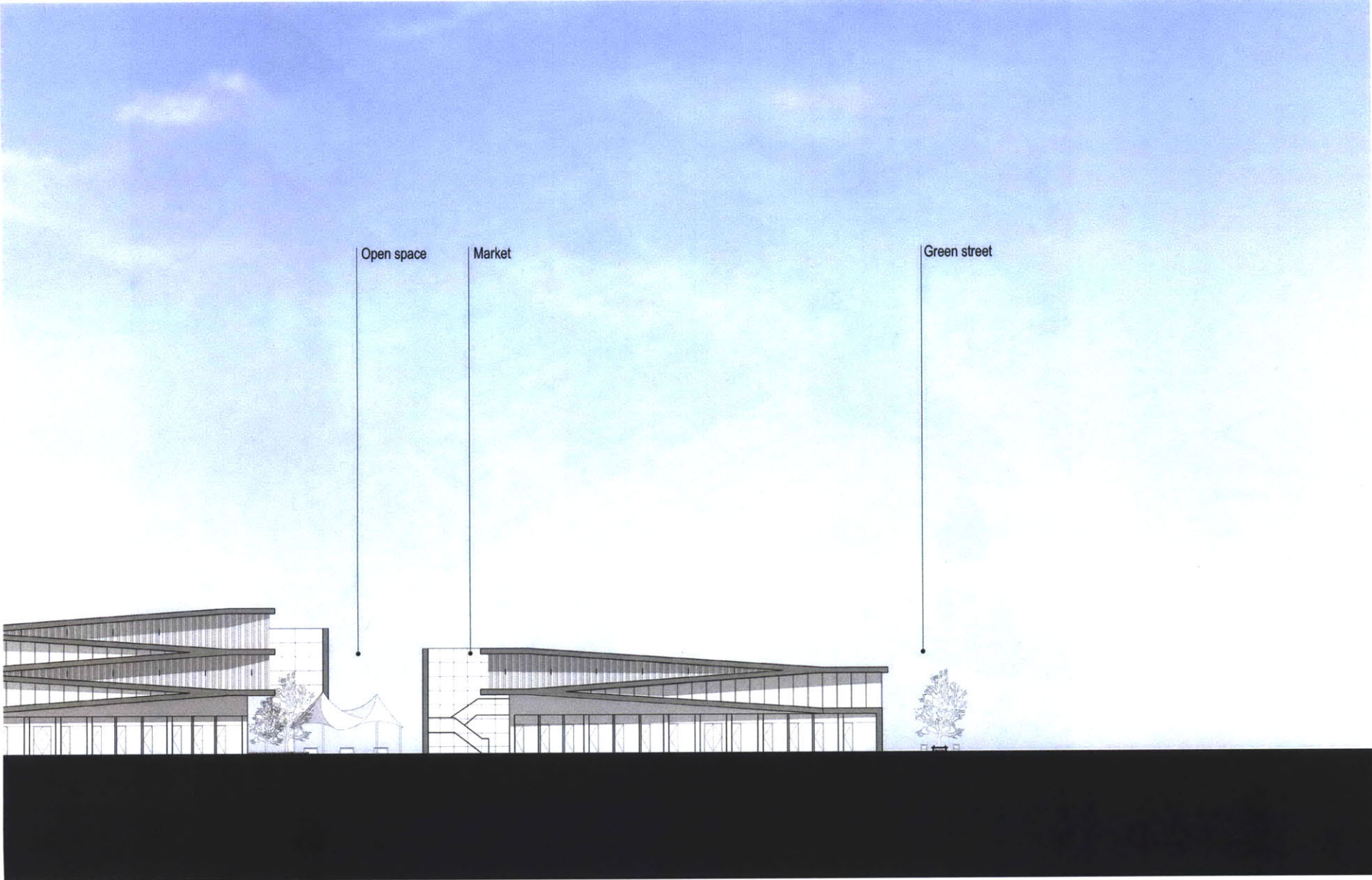
Section 3





Elevation





Bird-eye View



Perspective 1



Conclusion

As the time has gone by, some parts of human life have been weeded out or have evolved. The value of the public sphere has not changed from the beginning of mankind. However, now, the public sphere has progressively diminished, and human activities in the sphere have dwindled as well. Korean traditional markets used to represent these public spheres for a long part of human history, but they have staggered behind the fast-paced social changes, leading it to the loss of its function. The future of traditional markets is hard to anticipate with the current state. Traditional markets must be allowed to be sufficiently competitive.

Therefore, three solutions for rebirth of the traditional market are proposed as the following.

1. Discover the potential which is accompanied by its regional specialty
2. Mix with other programs
3. Develop for the public, not just considering economic profit.

Based on the guidelines above, Namdaemun market has the chance to revive as a place of tourism and an open space for the public. It is expected that this would recover the fame as a 'gathering space,' and also revive its commercial supremacy.

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