

## Who will be crowned the champion of world design? Cast your vote in the global citizens' choice award!

- October 25th: Seoul Design Award 2024 Day (Conference & Award Ceremony) at DDP
- Exhibition of Seoul Design Award 2024 Top 10 Projects: Meet the winners at DDP and the ONDREAM SOCIETY.
- Explore the Top 10 Projects: Exhibitions will be held throughout DDP (October 17th – 27th).
- Global Citizens' Choice Vote: Join citizens from around the world in selecting the winner.

□ Seoul Design Award 2024 Day will be held on October 25th (Friday) at the Design Hall on the 3rd floor of the Design Lab in Dongdaemun Design Plaza (DDP). This year's Seoul Design Award, held in conjunction with the Seoul's largest design festival, "Seoul Design 2024," will feature a conference and award ceremony open to the public.

○ Seoul Design Award recognizes projects that propose ways for people, society, and environment to coexist harmoniously through creative design, showcasing the power of design to change society. Hosted and organized by the Seoul Metropolitan Government and Seoul Design Foundation, and as a member of the World Design Organization (WDO) and UNESCO Creative Cities Network, Seoul Design Award continues to expand its influence within the global design community.

○ Seoul Design Award 2024 Day will consist of a conference for discussions on sustainable design and an award ceremony to announce the winners. The conference will be held from 10:30 AM to 4:00 PM, and the award ceremony will take place from 4:00 PM for approximately one hour. Design professionals and anyone interested in design are welcome to attend.

□ Seoul Design Award 2024 conference will bring together design experts from around the world to engage in in-depth discussions on sustainable design under the theme "Coexistence with the Earth for the Future."

○ Keynote Speech: Ezio Manzini (President of DESIS), a pioneer in sustainable design, will deliver the keynote speech on "Spotting possible futures" Manzini will address the need for design that goes beyond human-centered approaches and seeks harmony with the ecosystem. He will analyze past examples and current projects, discussing how design can solve social problems and realize a sustainable daily life.

○ Presentations of the TOP 10 Winners: Following the keynote speech, the Top 10 projects selected from 575 entries received from 65 countries will be presented.

○ Thematic Sessions: Three thematic sessions will delve into specific areas of design for sustainability:

Session 1: "TECHNOLOGY, the new future for us to get closer" will showcase examples of universal design assisting socially disadvantaged groups.

Session 2: "Design, changed my life" will present cases where public design has driven social change.

Session 3: "Design, from nature, for nature and with nature" will highlight sustainable projects utilizing upcycling design.

□ Seoul Design Award 2024 Ceremony will announce the winners of 27 awards across various categories, including the Main Prizes, Special Prizes, and Research Prize. Two Citizen's Choice Awards will be given, one selected by Korean citizens and the other by global citizens, from the Top 10 projects.

○ The Top 10 projects, all innovative designs that address social issues and contribute to sustainable development, will be showcased in special exhibitions at DDP and the ONDREAM SOCIETY. The DDP exhibition will run from October 17th to 27th, while the ONDREAM SOCIETY exhibition will be held from October 11th to 16th.

○ Citizens can participate in voting for the Citizens' Choice Awards. The Korean Citizens' Choice Award will be determined by votes cast by attendees at Seoul Design Award 2024 Day event on October 25th. The Global Citizens' Choice Award will be chosen based on online votes cast through the website, offline votes at the DDP exhibition, and 'likes' on Seoul Design Award Instagram posts. Participants in the on-site voting will receive various gifts such as postcards and card wallets.

○ This year's Top 10 projects include:

- Canal Park (Mexico): An abandoned ancient aqueduct transformed into a vibrant park.

- Chaki Wasi, handicrafts center (Ecuador, France): A handicraft center revitalizing tradition through local community empowerment and materials.

- Classe rouge (Niger, Italy): A cost-effective and easily replicable classroom built with local materials in the Sahel region.

- EYELIKE PLATFORM (India, South Korea): A portable eye examination device to prevent blindness in low-income countries.

- Lighthouse & Buoys: Dementia Friendly Neighbourhood (Singapore): A spatial design project creating lasting memories for dementia patients and caregivers.

- MO de Movimiento (Spain): A sustainable restaurant model from construction to operation.

- ProxyAddress (United Kingdom): A solution providing addresses to homeless people.

- Skyblox Co-Living Housing (Malaysia): A new concept of co-living offering affordable urban housing solutions.


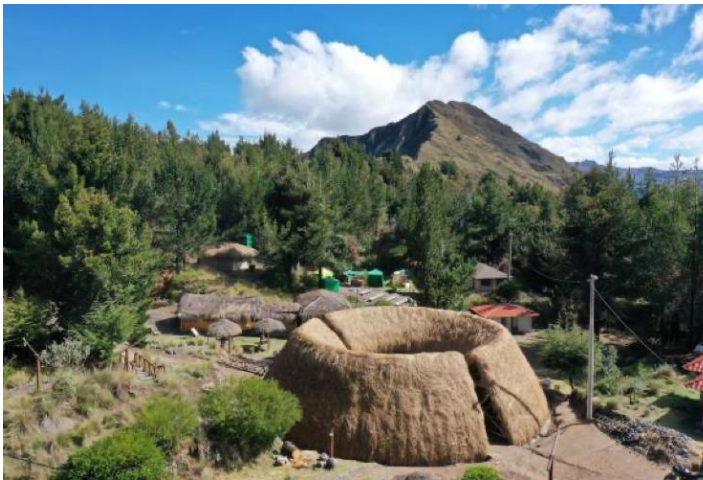
- Solar Cow & ATANTU (Ethiopia, South Korea): A project addressing energy and education challenges in rural Africa through renewable energy.




- Water Hyacinth Floating Garden (Cambodia, France): A floating garden providing economic self-sufficiency to a floating village.


○ More information about Seoul Design Award 2024 and online voting for the Citizen's Choice Award can be found on the official website: <http://www.seouldesignaward.or.kr/>

□ "Seoul Design Award serves as a platform to encourage designers striving for a sustainable future," said Cha Kang Heui, CEO of Seoul Design Foundation. "By recognizing outstanding projects that address social issues worldwide, we aim to make a positive impact on the design community."

**Attachment: Seoul Design Award 2024 TOP 10 projects**

<b>Project</b>	<b>Designer/Designer Group</b>	<b>Photo</b>
Canal Park	128 architecture & urban design	
Chaki Wasi, handicrafts center	La Cabina de la Curiosidad	
Classe rouge	ACTA - Action through architecture	

<p>EYELIKE PLATFORM</p>	<p>LABSD, INC.</p>	
<p>Lighthouse &amp; Buoy: Dementia Friendly Neighbourhood</p>	<p>SUTD Social Urban Lab (SOULab)</p>	
<p>MO de Movimiento</p>	<p>Lucas Muñoz Muñoz</p>	

<p>ProxyAddress</p>	<p>Chris Hildrey</p>	
<p>Skyblox Co-Living Housing</p>	<p>TKCA Architects</p>	
<p>Solar Cow &amp; AYANTU</p>	<p>YOLK</p>	
<p>Water Hyacinth Floating Garden</p>	<p>AC/AL studio</p>	