



United Nations  
Educational, Scientific and  
Cultural Organization



ART  
Icheon

City of Crafts and Folk Art

Member of the  
UNESCO Creative Cities  
Network since 2010

2012

2013

2014

**Evaluation Report on the Activities of Icheon**  
**for the UNESCO Creative Cities Network**





It is becoming aware of economical and cultural competitiveness of the cities by accelerating a phenomenon that almost half of the world's population would concentrate in the city. And due to the paradigm shift from knowledge-based economy to creativity-based economy, creativity is emerging as a main issue in setting up a differentiated image positioning of the city and securing city competitiveness. Creativity is not only an important asset for raising the national competitiveness with information and knowledge but also a driving force for the country's economic growth.

To keep up the tide of the times, the UNESCO creative cities network initiative has been launched by UNESCO. UNESCO creative cities network aims to develop creativity of its own city and seek social, economic, and cultural development among cities by promoting cultural diversity.

UNESCO creative cities network has been officially launched by UNESCO in October, 2004 following the decision taken by the 170th executive board. The cultural assets and potentials of the UNESCO creative cities would not belong to their own cities. Their experiences based on proud cultural resources guaranteed by UNESCO, should be shared with and disseminated to the underprivileged cities from political, economical, and cultural benefits to accomplish the promotion of cultural diversity, the goal of

UNESCO creative cities network initiatives. This is the role of creative cities that contribute to the world peace and common prosperity of mankind through these efforts. Icheon city which has been designated as the first Korean UNESCO creative city in July, 2010 actively plays its role with various cultural cities around the world. The city of Icheon shares annual activities and mutual cooperative projects with member cities through annual meeting and sub-network meeting of UCCN and discusses the operational plans for UCCN to generate a substantial effect. Furthermore, Icheon city hardens its image as a global cultural city through the vigorous international exchanges with the cities in America and Europe beyond Asia.

The subject of the creative city is a citizen. The real completion of the creative city would be in the place in which citizen participate. Making programs in which citizen participate and turning into the citizens for all benefits from the creative activities, would be the real completion of the creative city.

Icheon city will make a model example of the civic-centered creative city through enhancing citizens' deeper understanding of the creative city and implementing realizable creative policies containing various thoughts and ideas of the citizens.

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Passion  
Share Education  
Creative  
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City

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Communication and Sharing

## Int'l Exchange Agreement with Santa Fe and Fairfax County, USA

**Date** July 11, 2012 - July 18, 2012

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**Visiting City** Santa Fe(New Mexico State, USA), Five Cities in Virginia (Alexandria, Fairfax County, Williamsburg, James City County, York County)

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- Results**
- Concluded a MOA with Santa Fe and Pushed forward with vitalizing mutual exchange
  - Concluded a MOU with Fairfax County
  - Discussed international exchange and cooperation with five cities in Virginia



Concluded a MOA between Santa Fe and Icheon (July 2012)



MOU signed between Fairfax County and Icheon (July 2012)



Discussed exchange with Williamsburg, James City County and York County (July 2012)



Discussed int'l cooperation with Alexandria (July 2012)

## Cooperative Exchange with Ceramic Cities in Europe

**Period** May 20, 2013 - May 24, 2013

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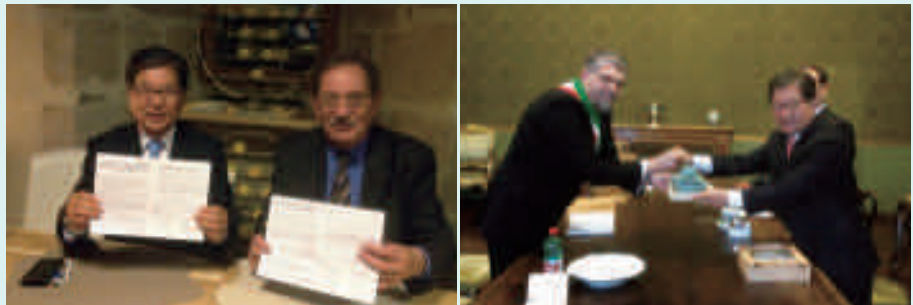
**Purpose**

- Expand a cultural exchange by the medium of ceramic with Limoges in France and Faenza in Italy, the birthplace and mecca of the European ceramics taking the lead in international ceramic industry
- Strengthen cooperation between cities through concluding a MOU, etc.

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**Results**

- Signed the MOU with Limoges, France
- Agreed on every possible exchange between Limoges and Icheon such as artists or students exchange after signing the MOU
- Consented to play a leading role in pushing ahead with the World Ceramic Road, an association for representative cities of Europe and Asia
- Formally invited the delegation of Limoges and Faenza to the opening ceremony of the 2013 Gyeonggi International Ceramic Biennale & Icheon Ceramic Festival
- Established a MOU with the French National Horse-Riding School of Saumur(SSAC) for developing a pony riding complex at Seongho Reservoir area, Icheon



Signed the MOU between Limoges and Icheon (May 2013) Official Working-level talks between Faenza and Icheon (May 2013)

## Sharing Experiences with Domestic and Foreign Cities interested in Creative City

### Purpose

- Experience history and culture, sharing various information, and expand new opportunities among cities to strengthen network of Asian area based on UCCN
- Share experiences and exchange information with the domestic and foreign candidate cities preparing to join UCCN

### Cities where sharing experiences

Creative Cities Network Association in Japan (Yokohama, Osaka, Dottori, etc.), China(Suzhou), Korea(Tongyeong, Jinju, Jaecheon, Paju, etc.)

### Results

- Provided a foundation for urban development and exchange through strengthening network based on creative city
- Laid the groundwork for self-sustainable city development through sharing ideas and plans among cities



Presentation of Icheon at the creative city seminar in Tongyeong (December 2013)



Cooperation with member cities of Japanese creative cities network association (February 2013)

## The First World Agritourism Development Forum(WADF) & The World Agritourism City Alliance

<b>Period</b>	October 24, 2013 - October 27, 2013
<b>Venue</b>	Changsha City, Hunan Province in China
<b>Participating Country</b>	About 500 participants from 67 countries (Mayors, experts & the persons concerned in agritourism, leaders, etc.)

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<b>Purpose</b>	<ul style="list-style-type: none"> <li>• The first world conference for mayors and leaders of the agriculture representative cities</li> <li>• Share experiences related agriculture and agritourism of the cities</li> <li>• Seek the substantial cooperative plans and mutual exchanges for the development of the world agritourism</li> </ul>
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<b>Main Results</b>	<ul style="list-style-type: none"> <li>• Discussed a cooperative exchange plan for the activation of agritourism with cities and leaders of the agriculture around the world</li> <li>• Became the first Korea's member city of the World Agritourism City Alliance and Signed a Wangcheng Consensus</li> </ul>
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### Contents of the Wangcheng Consensus

- Set up a mechanism for reciprocal visit between member cities through tourism between countries(cities, regions), trade, cultural exchange, project development, agritourism, exchange of other sectors
  - Agree to enhancement of trade and investment
  - Form the World Agritourism Development Forum(WADF) organizing committee (situated in Changsha, China)
  - Publicize the agritourism infrastructures and programs of the member cities via official website of world leisure agriculture organization as well as China renowned medias
  - Organize special delegation comprised by related enterprises and experts to conduct inspection, study and cooperation
  - Send a large-scale Chinese tourist group to the member cities regularly
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The First World Agritourism Development Forum (October 2013)



Opening Ceremony of WADF (October 2013)



Icheon mayor's English presentation on agriculture policies (October 2013)



Mayors from 23 cities at the WADF (October 2013)

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## Communication and Sharing

### The delegation from Limoges & Faenza visit Icheon

#### Delegation of Limoges

- Period** September 27, 2013 - October 2, 2013
- Delegation** 7 delegates including mayor Alain Rodet
- Purpose**
  - Conclusion of a MOU between Limoges and Icheon
  - Participation in opening ceremony of the 2013 Gyeonggi Int'l Ceramic Biennale
  - Discussion cooperative plan including entering into a sister-city agreement
- Schedule**
  - Participate in the opening ceremony of the 2013 Gyeonggi Int'l Ceramic Biennale and go on study trip to event sites (September 27)
  - View the main venue of the Biennale and Icheon Ceramic Festival Site (September 28)
  - French ambassador to Korea Jerome Pasquier visits the festival venue (September 28)
  - View the Gwangju venue of the Biennale and experience Korean culture (September 29)
  - Visit the venue of the Biennale in Yeosu (September 30)
  - Conclude a MOU between Icheon and Limoges (October 01)



Delegation from Limoges visited to Icheon city hall (September 2013)



French ambassador to Korea & Limoges' delegation visited to Icheon Ceramic Festival site (September 2013)

## Delegation of Faenza

**Period** October 14, 2013 - October 17, 2013  
**Delegation** 3 delegates including mayor Giovanni Malpezzi

**Purpose**

- View the 2013 Gyeonggi Int'l Ceramic Biennale
- Go on a study visit to ceramic facilities in Icheon
- Discuss the cooperative plan for the future between the two cities

**Schedule**

- View the main venue of the Biennale and local ceramic studios(October 15)
- Study visit to the ceramic facilities(Icheon branch of Korea Institute of Ceramic Engineering & Technology etc.)(October 16)
- Visit the Yeosu venue of the Biennale(October 16)

## Creative City Symposium in Tongyeong, 2013\_A Case Study of Creative City in Icheon

**Purpose** Participate in the creative city symposium organized by Tongyeong that has been preparing to join the UNESCO creative cities network in the field of music to make a presentation about creative policies and programs of Icheon city

**Date** November 14, 2013\_ 14:00 - 17:40  
**Venue** Academy Room (Tongyeong International Concert Hall)  
**Organizer** Tongyeong City  
**Sponsor** Korean Academic Society for Culture & Education

**Participants from Icheon** 3 Participants (Staffs of creative city team)

**Participants** About a hundred (Mayor of Tongyeong, Public officials, Music teachers, Artists, Members of Yun I-sang Memorial Association, etc.)

### Main Contents

Schedule	Contents	Presenter
Subject I	<b>Concept &amp; Condition for Creative City</b> - Preparation for UNESCO creative city of music	Lee Byung-jun (Professor of pedagogy in University of Busan)
Subject II	<b>Case Study of Domestic UNESCO Creative City</b> - Focused on case of Icheon City	Gim Mi-og (Coordinator of UCCN, Icheon city)
Subject III	Utilization plan for Contents of Yun I-sang for the Creative City, Tongyeong	Kim Tae-yeong (Researcher of Gyeongnam Development Institute)
Discussion and Q & A	Free Discussion and Q & A	Kim Dong-jin (Mayor of Tongyeong)
General Review		



## Seminar on Creative Economy in Indonesia

<b>Purpose</b>	Set up a network for strengthening the competitiveness of creative city
<b>Period</b>	November 29, 2013 - December 1, 2013
<b>Place</b>	Jakarta, Indonesia
<b>Participants</b>	3 Participants (Mayor of Icheon City, Staffs of creative city team) Cho Byung-don, Icheon's Mayor_Presentation for Icheon, a creative city



Seminar on Creative Economy in Indonesia (November 2013)

### Main Contents

Presentation	Speaker
<b>Creative City as Tourism Point of Interest</b> - Nature and culture of Indonesia as a main background of tourism industry and the excellent assets for making a creative city as well	Mari Elka Pangestu (Ministry of Tourism Economy Creative)
<b>Creative Space Development Plan and Achievement in Jakarta</b> - Policy, strategy, success stories, and programs to develop Jakarta as a creative city	Joko Widodo (Governor of DKI Jakarta)
<b>City as A Living Place for Creativity</b> - How to develop the ecosystem of creative city - Role and government position in supporting creative city advancement	John Howkins (Writer and Consultant for Creative Economy)
<b>Icheon, The City of Crafts and Folk Art</b> - The reason behind the development of the creative city concept in Icheon - The detailed policies and programs related creative activities in Icheon	Cho Byung-don (Mayor of Icheon City)

## Sister Cities Agreement with Santa Fe, a UNESCO Creative City of Crafts & Folk Art

**Date** November 18, 2013\_ 14:00-15:20

**Place** Main Conference Room (Icheon City Hall)

**Participants** 30 Participants

· **Icheon City\_ 23 Participants**

- Icheon City Hall (11)\_ Mayor, Vice mayor, Director Generals

- Icheon City Council(9)\_ Chairman, Members of the city council

- Social Organization(3)\_ Director of the Icheon Cultural Center, Chief of the Icheon Ceramic Cooperative Union, President of the Federation of Artists' Association in Icheon

· **Santa Fe City\_ 7 Participants including Mayor David Coss**

**Significance**

- The first sister cities agreement between UNESCO creative cities
- Result of active exchange for 3 years between Icheon and Santa Fe and fruition of friendship between the two cities

**Contents of the Agreement**

- Expand exchanges for promoting in the area of the arts such as exhibits, music, dance and other cultural activities
- Establish the relationship between education institutions for encouraging school to school exchange programs etc.
- Find ways to benefit each other economically, including cross-promotion of tourism highlighting the cultural and creative tourism assets of both cities
- Activate exchanges in such fields as science and technology, sports, health, youth, and any area that will contribute to the prosperity and the further development of friendship between the people of both cities



The First Sister Cities Agreement between UCCN (November 2013)



Congratulatory Performance for Sister Cities Signing Ceremony between Icheon and Santa Fe (November 2013)

## Creative City Symposium for Media Arts in Gwangju\_ A Case Study of Creative City in Icheon

<b>Date</b>	July 23, 2014_ 15:00-17:30
<b>Venue</b>	Medium Conference Room (Gwangju Metropolitan City Hall)
<b>Organizer</b>	Gwangju Creativity Civil Forum, Gwangju Development Institute (Support_ Gwangju Metropolitan City)

<b>Participants</b>	About a hundred
<b>Participants from Icheon</b>	<ul style="list-style-type: none"> <li>Participants_ 3 Staffs of Creative City Team (Presenter_ The person in charge of UCCN)</li> <li>Content of Presentation_ Presentation about Icheon as a UNESCO creative city and suggestion for Gwangju for the world renowned city of the media arts</li> </ul>

## World Ceramic Road (WCR) Preliminary Conference in Tangshan

<b>Name of Conference</b>	World Ceramic Road Preliminary Conference Additional Event_The 17th Tangshan China Ceramic Fair
<b>Date</b>	September 16, 2014 - September 17, 2014
<b>Place</b>	Tangshan, China

<b>Co-organize</b>	Limoges(France) and Tangshan(China)
<b>Participating City</b>	19 Member cities and ceramic enterprises of WCR
<b>Participants</b>	Chiefs and deputies of the member cities of WCR

<b>Purpose of the Conference</b>	<ul style="list-style-type: none"> <li>Discuss the articles and legal basis for World Ceramic Road preliminary to the official launch of it in the form of NGO in 2015</li> <li>Agree and sign an objective of the WCR for the official NGO</li> </ul>
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## Schedule

	September 16 (Tue)	September 17 (Wed)
Morning	<ul style="list-style-type: none"> <li>Opening ceremony of the 17th Tangshan China Ceramic Fair</li> <li>View the Ceramic Fair</li> </ul>	<ul style="list-style-type: none"> <li>Working - level Talks for WCR .Theme_ Clarification of detailed contents for WCR(Ceramic culture, technique and promotion etc.)</li> </ul>
	Luncheon	Luncheon
Afternoon	<ul style="list-style-type: none"> <li>The opening of the WCR conference &amp; working-level talks .Speech_ Mayors of Limoges and Tangshan, Chiefs of WCR's member cities</li> <li>.Discussion about legal basis and contents for the WCR</li> <li>.Signing of the Declaration of the Objective for WCR(NGO)</li> </ul>	<ul style="list-style-type: none"> <li>Study Visit to Ceramic Facilities at Tangshan</li> </ul>
Evening	Welcoming Dinner	

## Overview of the WCR

Objective	Communication and exchange information in all aspects of culture, academy, tourism, cultural assets, and economy related ceramics
Contents	Mutual exchange good examples related public relations for tourism, artists or students exchange, and application of contemporary ceramics technology among cities through exchange of information
Role	<ul style="list-style-type: none"> <li>Promote mutual understanding among interested parties concerning ceramics</li> <li>Lay a concrete foundation for providing basic information for actively pushing forward trade and technology exchange among the relevant enterprises such as manufacturers, companies and ceramic studios etc.</li> </ul>
Member Cities & Organization	19 member cities of the WCR including Limoges in France, Delft in Netherlands, Sevilla in Spain, Faenza in Italy, Jingdezhen in China etc.

Passion



## Int'l Folk Art Market and the first Korean Private Exhibition in Santa Fe

**Event Duration** 2012.07.13 - 2012.12.30

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**Significance**

- Mr. Han Do-hyeon, an Icheon ceramic artist was invited to the 2012 Int'l Folk Art Market, UNESCO Award of Excellence for Handicrafts Program for the first time as a Korean, and greatly contributed to promoting Icheon ceramic culture to the world
- Mr. Han made the first contract for the private exhibition and exclusive sales as a Korean artist with Gebert Contemporary located in Canyon Road , Santa Fe
- As a starting point for entering overseas market of the local artist, it gained a strong foothold in the future global market for more local artists



The First Korean private exhibition at Gebert Contemporary (July 2012)



Mr. Han, firstly participated in the Santa Fe Int'l Folk Art Market (July 2012)

## Cooperative Exchange Program (Creative Waltz) with Kanazawa, Japan

**Visit Period** October 10, 2012 - October 29, 2012  
**Participating Artist** Masayoshi Yoshioka (Ceramic Artist, Kanazawa)

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**Purpose**

- Participate in the Icheon Ceramic Apprentice Program (Training for Korean ceramic history & manufacturing processes)
- Take part in ceramic workshop
- Hold an exhibition for Kanazawa Kutani Porcelain

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**Results**

- Expanded friendly relationship between Icheon and Kanazawa through the bilateral cooperative exchange programs
- Took a major step forward in artist exchange between both cities with the exchange program
- Expected to hold the travelling workshop, exhibition and seminar for artists of two cities every year
- Established a regular basis artist exchange between both cities
- Gained a foothold for creative diversity through convergence and combination of ceramic culture of two cities
- Initiated a ceramic apprentice program of Icheon (Ceramic training program utilizing master-level craftsmen in Icheon)



Kanazawa ceramic artist participated in the ceramic apprentice program, Icheon (October 2010)

## Icheon Ceramic Apprentice Program

### Purpose

- Globally share Korean ceramic history and techniques on ways of utilizing master level artisans of Icheon
  - Carry out a paid training course reflecting the demands of those who want to learn Korean ceramic culture and manufacturing techniques
  - Widely introduce Icheon ceramic culture to the globe
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### Overview

- Global ceramic apprentice program trained by 14 master level craftsmen
    - Participating artisans\_ Korea ceramic master hands(3), Icheon ceramic master hands(7), Local ceramists(4)
  - Initiative for disseminating traditional Korean ceramic skills and techniques
  - Training for traditional Korean ceramic techniques at the artist's studio according to the differentiated training schedule(long-term or short-term)
  - Providing a stepping stone for cultural convergence by blending Korean culture with foreign culture
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### Contents

- Duration\_ March, 2013 - all year round
  - Maximize word of mouth referrals by trainee through substantiality of the program
  - Globally promote it through on-line(including UNESCO Creative Cities Network)
  - Rearrange the ageing facilities for easily facilitating access to the studios of the artisans and renewing the city's image
  - Provide various conditions for expanding participation of overseas trainee (exhibition space, cultural tour etc.)
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### Expected Effect

- Globally disseminate the traditional Korean ceramic culture through a direct training at the studio of master level artisans
  - Pave the way for vitalizing local ceramic market through the paid ceramic apprentice program
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## Creative City Academic Forum in Icheon, 2013

### Purpose

- Set up the Standard Model for the Future of Icheon, a UNESCO Creative City
  - .Initiatively establish a successful standard model as a UNESCO Creative City, and create future growth engines based on it
  - .Gain a toehold in future development direction of Icheon, a creative city
  - .Seek collaborative plan between domestic creative cities for advancing local cultures into overseas stage
- 'Audience Participation' Type Forum\_Suggest a New Paradigm of Discussion Culture
  - .Conduct a 'audience participation' type discussion
  - .Use the results of the forum as a basic data for developing policies and programs toward 'Creative city, Icheon where making with citizens'

### Overview

- **Date\_** May 9, 2013\_ 13:00-18:00
- **Venue\_** Main Conference Room, the 1st floor in Icheon City Hall
- **Theme\_** Open the city to communicate with creativity and blend with Culture
- **Organizer\_** Icheon City
- **Co-organizer\_** Korean Academic Society for Culture & Education
- **Sponsor\_** Korean National Commission for UNESCO, Korea Culture & Tourism Institute, National Research Foundation of Korea, Icheon Cultural Center, The Federation of Artistic & Cultural Organization of Korea Icheon Branch
- **Participants\_** About a hundred
- **Presenter\_** 10 Representatives & experts from domestic creative cities (Seoul, Jeonju, Icheon), Korean National Commission for UNESCO, Korea Culture & Tourism Institute, and Korean Academic Society for Culture & Education
- **Citizen Panel\_** 10 Local experts & representatives off cultural organizations
- 60 Icheon public officials, related and social organization, and citizens
- **Outside Observer\_** 20 Local authorities interested in the creative city & research institutes



## International Folk Art Market in Santa Fe, 2013

<b>Event Period</b>	July 12, 2013 - July 14, 2013
<b>Participants from Icheon</b>	2 Participants (A staff of Icheon Ceramic Cooperative Union and a local artist)
<b>Event Venue</b>	Museum Hill, Santa Fe in USA
<b>Number of Booth</b>	149 Booths (65 countries worldwide)
<b>Event Feature</b>	<ul style="list-style-type: none"><li>• Commemorative events for the 10th anniversary of Santa Fe Int'l Folk Art Market</li><li>• Free Concert, Artist Performance and Parade etc.</li><li>• Provision for sales booth during the whole period of event</li><li>• Convenience for event_ 800 -1,500 volunteers, interpretation service etc.</li><li>• Convenience for participants_ Lodging, meals and local transportation</li></ul>



ICHEON sales booth of '2013 Santa Fe Int'l Folk Art Market (July 2013)

## The First Korean Ceramic Exhibit & Workshop in AMOCA

- Purpose**
- Promote Icheon city, a mecca of the Korean ceramic industry internationally through holding a large-scale exhibition at AMOCA, the only ceramic specialized museum in the west coast of the USA
  - Establish a bridgehead for overseas marketing of Icheon ceramics

**Duration** October 12, 2013 - December 29, 2013 (79 days)

**Theme** ICHEON\_ Reviving Traditional Korean Ceramics

**Venue** America Museum Of Ceramic Art (AMOCA)\_ 399 N. Garey Avenue Pomona, CA, 91767

**Opening Reception** November 9, 2013\_ 7:00 PM (at AMOCA)

- Main Results**
- Enhanced the dignity of Icheon city through introducing Icheon ceramics to the American mainstream society for the first time
  - Secured a bridgehead for marketing of Icheon ceramics in USA
  - Led the artists to voluntarily participate in the event without support except for shipping expenses
  - Established a mutual-assistance system for the ceramics network between Icheon and Los Angeles
  - Produced the first Korean ceramic documentary in collaboration with Hollywood
    - Moved up to the finals at the 2014 Sundance Film Festival
  - Drew international attention an online promotion video about Korean ceramic manufacturing process (Number of hits on the video - 1.6 million)



Icheon Ceramic Exhibition at AMOCA, USA (October 2013)

## Icheon Ceramic Apprentice Program in 2013

<b>Purpose</b>	Hand down the essence of the Korean ceramics to domestic and foreign trainees by master level artisans
<b>Feature</b>	As a global residency program, it actively reflects the demands of those who want to learn Korean ceramic culture and manufacturing techniques, utilizing Icheon's own characteristics in which many ceramic master hands congregate.
<b>Duration</b>	March 8, 2013 - all year round
<b>Training Place</b>	Studios of the 14 artists / Paid training program
<b>Participating Artist</b>	14 Artisans (3 Korea ceramic master hands, 7 Icheon ceramic master hands, 4 Local ceramists)
<b>Performance</b>	<p>2 Domestic and foreign trainees</p> <ul style="list-style-type: none"> <li>· <b>The First Training</b> <ul style="list-style-type: none"> <li>.1 Foreign trainee (Malaysian)</li> <li>.Period_ May 27, 2013 - August 28, 2013 (3 months)</li> <li>.Training Place(Artist)_ Tungjeoggol Ceramics (Mr. Kim Sang-ki)</li> </ul> </li> <li>· <b>The Second Training</b> <ul style="list-style-type: none"> <li>.1 Domestic trainee</li> <li>.Period_ December 3, 2013 - February 7, 2014 (48 days)</li> <li>.Training Place(Artist)_ Tungjeoggol Ceramics(Mr. Kim Sang-ki)</li> </ul> </li> </ul>



Completion ceremony of ceramic apprentice program for the first foreign trainee, Mr. Iqbal (August 2013)



Mr. Iqbal's exhibition in Germany (September 2014)

## Practical English Class for Craft Artists

**Purpose** Cultivate global mindset and attitude through developing practical language skill for receiving customers in the studio, expressing opinion at the international workshop, and conference, etc.

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**Period** Since February 12, 2014 (Every Wednesday, 7:00 - 8:00 PM)

**Subject** Local crafts artists

**Place** Medium Conference Room (Icheon City Hall)

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- Expected Effect**
- Strengthen global competitiveness through improving communication in foreign language of local craft artists
  - Reduce a related budget with the talent donation program utilizing English-speaking human resources within the city hall
  - Add a sense of realism by providing an opportunity to use the contents which they learn at the class



Practical English class for craft artists (February 2014)

## International Ceramic Workshop in University Sains Malaysia

<b>Purpose</b>	Icheon ceramic artist participate in the International Ceramic Workshop of International Ceramic Festival organized by University Sains Malaysia(USM) as a representative Korean artist
<b>Date</b>	April 7, 2014 - April 12, 2014
<b>Inviting Artist</b>	Mr. Kim Sang-ki (Tungjeoggol Ceramics)
<b>Participants</b>	About 50 world renowned artists
<b>Contents</b>	Exhibition, Seminar, Workshop, Open Firing etc.
<b>Significance</b>	Mr. Kim Sang-ki, a representative ceramist of Icheon ceramic apprentice program is officially invited to alma mater of his Malaysian trainees to introduce Korean ceramic culture and techniques



International ceramic workshop in University Sains Malaysia (2014. 4)



## International Folk Art Market in Santa Fe, 2014

<b>Period</b>	July 11, 2014 - July 13, 2014
<b>Venue</b>	Museum Hill, Santa Fe in USA
<b>Participants from Icheon</b>	4 Participants(Chief of Icheon Ceramic Cooperative Union and local artists)

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<b>Participating Artists</b>	173 Participants( 59 countries worldwide)
<b>Event Feature</b>	<ul style="list-style-type: none"><li>• Volunteer_ 1,500 Volunteers</li><li>• Free Community Event at Railyard Park_ 6,000 participants</li><li>• Visitor_ Visitors from outside Santa Fe(75.3%)</li></ul>



Icheon ceramics booth for Santa Fe Int'l Folk Art Market (July 2014)

## Worldwide Wheel Potters Championship in Faenza, 2014

<b>Event Name</b>	Worldwide Wheel Potters Championship in the 4th Argilla Italia
<b>Organizer</b>	Faenza City, Italian Association of Cities of Ceramics(AiCC)
<b>Date</b>	September 5, 2014 - September 7, 2014
<b>Co-Sponsor</b>	Emilia-Romagna region, Ravenna, Ravenna Chamber of Commerce
<b>Participating Countries</b>	21 Countries including Sweden, Portugal, and Russia

<b>Program</b>	<ul style="list-style-type: none"> <li>• Ceramics Market Fair</li> <li>• Mondial Tornianti (Worldwide Wheel Potters Championship), EU Raku(European Raku Ceramic Contest)</li> <li>• Open kilns and fires, Children corners, Music concerts with ceramic instruments, Exhibitions, Conferences, Workshops, and other animations</li> </ul>
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<b>Participants from Icheon</b>	<p>3 Participants (2 Local artists, 1 Student)</p> <ul style="list-style-type: none"> <li>• Participating Event_ Competition for World Master Technical Championship, Competition for World Aesthete Championship</li> </ul>
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<b>Results</b>	<ul style="list-style-type: none"> <li>• Sought substantiality of exchange through voluntary mutual exchange of artists of the both cities</li> <li>• Provided the foundation for expanding a mutual exchange through deep understanding of history and culture of the two cities</li> </ul>
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Icheon ceramic artist at the Mondial Tornianti (September 2014)



Participants for the Mondial Tornianti (September 2014)



## Interlocal Ceramic Workshop\_ Workshop for Artists from UNESCO Creative Cities and other cities

<b>Purpose</b>	Interlocal Ceramic Workshop is a special program which provides an opportunity for visitors to watch the presence of international ceramic culture by inviting ceramic artists of interlocal network from China, Japan, USA, and Italy etc. Especially, the workshop for 2014 was conducted during the Icheon Ceramic Festival period from August 29 to September 21
<b>Venue</b>	Icheon Ceramic Festival Site
<b>Period</b>	September 10, 2014 - September 15, 2014
<b>Participating Artist</b>	<ul style="list-style-type: none"> <li>• Mino(Japan)_ Mr. Yojikato</li> <li>• Kanazawa (Japan)_ Mr. Masayoshi Yoshioka, Ms. Mayumi Uchiyama</li> <li>• Jingdezhen(China)_ Mr. Man Yi</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Conduct the events at the interlocal workshop booth according to date during the Icheon Ceramic Festival</li> <li>• Artist Talk</li> <li>• Presentation for artists' works and Q &amp; A with audiences</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Set up a network between the participating artists and served as a momentum for the integration of eastern and western cultures through study visits to traditional Korean kilns, etc.</li> <li>• Expanded opportunities for experiment and communication among ceramic artists by the medium of the creative cities</li> </ul>



Interlocal Ceramic Workshop (September 2014)

## International Creative City Seminar in Icheon for Udayana University, Indonesia

### Purpose

- Show Denpasar city's appreciation the letter of support for joining the UCCN
- Share experiences of Icheon as a UNESCO creative city and ask Icheon's advice about UCC
- Explore a UNESCO creative city through an international seminar
- Issued certificates for participation to 39 participants

### Period

September 19, 2014 - September 22, 2014

### Participants

- Faculties, undergraduates, and alumni of the dept. of tourist development of Udayana University, Indonesia
- Udayana University is located in Denpasar, the capital city of the province of Bali, Indonesia that Icheon city has sent a letter of support for joining the UNESCO creative cities network in March 2014

### Results

- Disseminated know-how and experience of Icheon city as a UNESCO creative city
- Played a catalytic role in exchange through bilateral exchange between Icheon and Denpasar
- Sought the tourism and students exchange with Denpasar, Indonesia



Int'l creative city seminar for delegates from Udayana University, Indonesia (September 2014)

## Icheon Ceramic Apprentice Program in 2014

### Performance

6 Domestic and foreign trainees

#### · The First Training

.3 Foreign trainee (Malaysian)  
 .Period\_ January 20, 2014 - March 4, 2014 (42 days)  
 .Training Place(Artist)\_ Tungjeoggol  
 Ceramics (Mr. Kim Sang-ki)

#### · The Second Training

.1 Foreign trainee (Italian)  
 .Period\_ April 8, 2014 - April 28, 2014 (20 days)  
 .Training Place(Artist)\_ Janghwi Ceramics  
 (Mr. Choi In-gyu)

#### · The Third Training

.1 Foreign trainee (American)  
 .Period\_ August 2, 2014 - August 13, 2014 (11 days)  
 .Training Place(Artist)\_ Janghwi Ceramics  
 (Mr. Choi In-gyu)

#### · The Fourth Training

.1 Foreign trainee (Spanish)  
 .Period\_ October 22, 2014 - October 28, 2014 (7 days)  
 .Training Place(Artist)\_ Songweol Ceramics  
 (Mr. Kim Seong-tae)



Training for manufacturing skill of Buncheong for Malaysian trainees (January 2014)



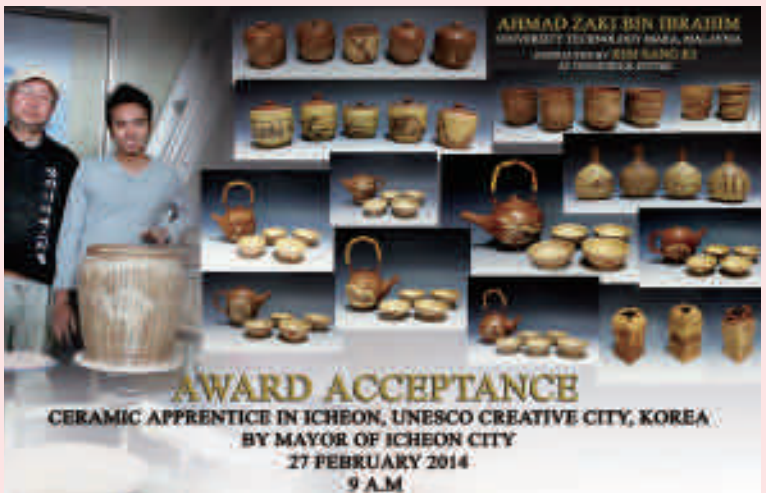
Completion ceremony of ceramic apprentice program for Malaysian trainees (March 2014)



Training for manufacturing skill of celadon for Spanish trainees (October 2014)



Training for forming with potter's wheel for American trainee (August 2014)



Daily report of Icheon ceramic apprentice program written by Zaki (March 2014)

## Award of Excellence for Handicrafts, 2014

### Background of the Project

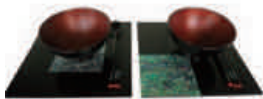
- Officially certify manufacturing skill and artistry of crafts from the World Crafts Council
- Promote the innovation of crafts technology
- Publicize craft market and Develop product competitiveness
- Create a development base for sustainable ceramic industry of Icheon

### Main Contents

- Certificate Name\_ Award of Excellence for Handicrafts (2014 East Asia programme)
- Organizer\_ World Crafts Council (WCC)
- Participation in the Project\_ Craft Artists, Craft Manufacturers
- Criteria\_ Excellence, Innovation, Marketability, Authenticity

### Procedure

- 3 artists obtained the certificates among 15 local artists who applied for this project
- 10 excellent works among entries(including 3 works obtained the Award of Excellence for Handicrafts)\_Moved up to the finals for 2014 Nantong International Contemporary Craft Competition \_2 works of Ms. Yang Jeom-mo and Mr. Son Min-young won the bronze prizes



Yang Jeom-mo  
Golden Lacquer Gallery\_Bowl-2007



Son Min-young (Sono Ceramics)  
Bamboo Handle Cup Series



Kwon Young-Bae (Baeksan Ceramics)  
Buncheong Vase with Dragonfly &  
Stamped Chrysanthemum Design

### Results

- Obtain certificates from the World Crafts Council
  - Utilize as product endorsements and guarantee of quality
- Exhibit awarded works at the international level fair and exhibition
  - Support public relations for the awarded works from the WCC (brochure, catalog, calender etc.)
- Support free consultation from international expert in related field
- Globally promote Icheon handicrafts and gain a foothold for securing product competitiveness
- Promote the excellence of Icheon craftworks by central and local media

## 2014 Creative City Forum in Icheon

### Purpose

- Set up a successful standard model as a UNESCO creative city and create future growth engines
- Jump up creative cultures of Icheon city to the world through promotion and sales of crafts assets
- Target overseas marketing of ceramic industry by utilizing the UNESCO Creative Cities Network
- Seek out a development direction for ceramic industry through diagnosis of present condition of crafts industry and establish a strategy for it

### Overview

- **Date.** December 22, 2014\_ 1:30 PM-6:00 PM (including Special lecture)
- **Place.** Main Conference Room(Icheon City Hall)
- **Theme.** Creativity, Beyond the Boundary\_ Rediscovery of the Crafts Market
- **Organizer.** Icheon City
- **Participants.** About 150 participants
  - . Moderator\_ Chooi Yeon-su(Head of Korea Crafts Industry Institute)
  - . Presenter(3)\_ Korea Craft & Design Foundation, Woong Gallery, Korea Institute off Ceramic Engineering & Technology
  - . Discussant(8)\_ Korean National Commission for UNESCO, Seoul Design Foundation, Local ceramic artists etc.
  - . 100 Local artists, related and social organization, and citizens etc.
  - . Outside Observer\_ 30 Local authorities interested in the creative city & research institutes etc.



Booklet of the creative city forum in Icheon (December 2014)



Presenters of the creative city forum in Icheon (December 2014)



## Globalization of Cities in Korea\_ Second Best in the Leadership of Local Government Chief

### Purpose of Survey


Use the driving force of national development through improvement of competitive power by evaluating the level of globalization which is the subject of the national development strategy and basis of competitiveness

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### Overview

- Evaluate level of globalization for 94 metropolitan cities and municipalities cities
  - Measure 5 indexes (total 27 detailed indexes)\_ Human resources, Natural environmental conditions, Cultural & Historic conditions, Social & Economic infrastructures, Administrative & Financial conditions, etc.
  - Survey Period\_ July 1, 2010 - December 31, 2013
- 

### Results

- In the leadership of local government chief\_ Second-best nationwide
  - In the endeavor for globalization\_ Second-best in Gyeonggi & Gangweon areas
- 





Icheon, a Unesco Creative City



## Annual Meeting of the UNESCO Creative Cities Network in Montreal, 2012

<b>Date</b>	May 21, 2012 - May 25, 2012
<b>Place</b>	Montreal, Canada(UNESCO Creative City of Design)
<b>Agenda</b>	Discuss an operational plan for UNESCO Creative Cities Network for reduction of the UNESCO's budget
<b>Presider</b>	Francesco Bandarin, UNESCO's Assistant Director-General for Culture

### Discussion Results

- **Functions and Operations of the UNESCO Creative Cities Network**
  - .Continue to exist the bureau of UCCN within UNESCO as the current system
  - .Write the articles of UNESCO Creative Cities Network
  - .Hire professional consultants for writing the articles of UCCN
  - .Establish guidelines for the evaluation report
  - .Set up a communication tool
- **Forming a working group (temporary)**
  - .Compose of working group \_ Representatives from each of seven categories
  - .Role of working group \_ The following role should be fulfilled within the next six month
    - Choose the UCCN's vision that is responsible for UNESCO and top priority
    - Specify the operational plan for bureau of UCCN
    - Reach an agreement on the articles of UCCN with UNESCO
- **Pay the contributions for the UCCN**
  - .Operate UCCN through the contributions paid by member cities
    - Agreed a solution for the current budget crisis of UNESCO
  - .Decide differentiation on contributions and pay period considering situation of each city members and fiscal year



UNESCO Creative Cities Network's Annual Meeting in Montreal (May 2012)



Sub-network meeting of the creative cities of crafts & folk art (May 2012)



Visit and discuss interchange with Canadian Crafts Federation (May 2012)

# 02

Unesco Creative City

## The 9th Korea Local Government Fair\_ Promotion of Icheon, a UNESCO Creative City

<b>Event Name</b>	The 9th Korea Local Government Fair
<b>Period</b>	November 9, 2012 - November 11, 2012
<b>Place</b>	Event Square, Yeouido Hangang Park in Seoul
<b>Organizer</b>	Hanguk Ilbo, Ministry of Government Administration and Home Affairs
<b>Sponsor</b>	Ministry of Culture, Sports and Tourism, Ministry of Agriculture, Food and Rural Affairs, Ministry of Trade, Industry and Energy, etc.
<b>Participating Local Authorities</b>	250 Local governments & Self-governing bodies nationwide

- Public Relations Center**
- **Purpose** \_ To commemorate the Prime Ministerial Award in the 9th Korea Local Government Award and promote Icheon, a UNESCO creative city
  - **Setup** \_ 3×3m (Mongolian Tent), 3-by-1.8 meter (Actual Image Banner)
  - **Contents** \_ Promote Icheon city, the first Korea's UNESCO Creative City and Introduce creative policies



Public relations center at the 9th Korea local government fair (November 2012)

## Sub-Network Meeting of the Creative Cities of Crafts and Folk Art, 2013

<b>Date</b>	July 9, 2013 - July 13, 2013
<b>Place</b>	Santa Fe, USA(UNESCO Creative City of Crafts & Folk Art)
<b>Participants from Icheon</b>	4 Participants (Creative city team members & Local artist)
<b>Agenda</b>	Discuss operational plan for sub-network of UCCN and exchange plan between Icheon and Santa Fe

### Results

- **Sub-Network Meeting of the Creative Cities of Crafts & Folk Art**
  - Participants\_ Icheon(Korea), Santa Fe(USA), Kanazawa(Japan), Hangzhou(China)
  - . Presented creative activities of each city
  - . Discussed the operational plans and activities related UCCN
  - . Discussed an agenda for Annual Meeting of the UNESCO Creative Cities Network in Bologna, 2013
- **Meeting between Icheon and Santa Fe**
  - Participants\_ Mayor, Vice mayor, hands-on workers of Santa Fe, and Delegation of Icheon
  - . Conducted talks about the date of a sister city signing ceremony between Santa Fe and Icheon in 2013
  - . Discussed participation in Santa Fe Int'l Folk Art Market and operation of booth
  - . Held talks about operational plan for ceramic sales and permanent exhibition between both cities

## Annual Meeting of the UNESCO Creative Cities Network in Bologna, 2013

<b>Date</b>	September 17, 2013 - September 23, 2013
<b>Place</b>	Bologna, Italy(UNESCO Creative City of Music)
<b>Agenda</b>	Discuss a composition of organization and future activities for UNESCO Creative Cities Network. · Additional Event_ B2B Workshop & Conference (Theme_ Makers in the Creative City)

### Discussion Results

- **Joining a UNESCO Creative Cities Network**
  - Standardization of application form and obligation for submitting the form through on-line
  - Additional documents when applying
    - Support letters from existing member cities and national commissions for UNESCO
  - Offering priority when evaluating application
    - Category(media art, film), Region (The middle east, Africa)
- **Operating a UNESCO Creative Cities Network**
  - Keeping up its present 7 categories (literature, film, music, crafts & folk art, design, gastronomy, media art)
  - Establish a new online platform (two specialized companies applied for bidding and explained it)

## UNESCO Creative Cities Beijing Summit, 2013

**Date** October 20, 2013 - October 24, 2013

**Purpose**

- The first mayor's summit since the inception of UCCN in 2004
- Develop the global policies by integration between cities for cultural, economic, and innovative potentials of their own cities
- Contribute to the world peace and reconciliation through setting up the related programs

**Main Activities**

- Participation in the exhibition opening ceremony of the UNESCO Creative Cities Beijing Summit
- Participation in the opening ceremony of the UNESCO Creative Cities Beijing Summit
- Participation in the opening of the symposium on learning cities (organized by UNESCO institute for lifelong learning)
- Presentation of Icheon's creative policies and programs by mayor of Icheon at the Creativity, Innovation, Development Forum
- Study visit to design facilities
- Participation in the first mayors' roundtable meeting

**Discussion Results**

- Set a milestone in shaping new avenues of cooperation between members of the network
- Adapted and signed the UNESCO Creative Cities Beijing Summit Agenda



Delegation of UNESCO Creative Cities Beijing Summit (October 2013)



Mayors' roundtable meeting at Beijing (October 2013)



Icheon mayor's English presentation for creative policies (2013.10)



UNESCO assistant director general for strategic planning & Icheon Mayor (2013. 10)

## Exchange with UNESCO Creative City Candidates\_ Visit to Suzhou, China

<b>Period</b>	April 17, 2014 - April 20, 2014
<b>Place</b>	Suzhou, Jiangsu Province in China
<b>Participants from Icheon</b>	3 Participants (Staffs of creative city team)

<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Show Suzhou city's appreciation for the letter of support for joining the UCCN</li> <li>• Introduce history and crafts asset, and development phase of creative industry in Suzhou</li> <li>• Discuss the expansion of the exchange and coexistence development through setting up a network between creative cities</li> <li>• Participate in the opening of the 3rd Suzhou International Culture &amp; Design Industry Fair</li> </ul>
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<b>Results</b>	<ul style="list-style-type: none"> <li>• Laid groundwork for expanding exchange with Suzhou gradually</li> <li>• Asked Icheon city to participate in the annual Suzhou International Culture &amp; Design Industry Fair</li> <li>• Considered the establishment of responsible department for creative city through benchmarking case of Icheon city</li> <li>• Agreed to seek co-existence through an active exchange between creative cities of crafts and folk art when Suzhou would join the UCCN</li> </ul>
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## 2014 Annual Meeting of the UNESCO Creative Cities Network & Sub\_Network Meeting of the Creative Cities of Crafts and Folk Art in Cheongdu

<b>Date</b>	September 27, 2014 - September 29, 2014
<b>Place</b>	Cheongdu, China(UNESCO Creative City of Gastronomy)
<b>Agenda</b>	<ul style="list-style-type: none"> <li>• Strategic objectives of the UCCN within the Post-2015 Development Agenda</li> <li>• Establish an effective governance mechanism for the UCCN</li> </ul>

<b>Additional Event</b>	The 11th Cheongdu International Food & Tourism Festival of China
<b>Participants from Icheon</b>	3 Participants (staffs of creative city team)

<b>Results</b>	<p><b>2014 Annual Meeting of the UCCN</b></p> <ul style="list-style-type: none"> <li>• Continue to exist the bureau of the UCCN within the UNESCO</li> <li>• Comprise a sub-network group according to 7 categories (Elect the representative city and operate the sub-network)</li> <li>• Create a steering group consisting of representatives from each of seven categories and establish a mutual-assistance structure with UNESCO</li> </ul>
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- Consider regional arrangement when organizing a steering group
- Set up an online platform for smoothly operating UCCN
- Officially decided a member city for the next UNESCO annual meeting\_ Kanazawa, Japan
- Evaluate each member city every 8 years for its qualification whether it can maintain as a UNESCO creative city

#### Steering Group

Literature	Gastronomy	Film	Music	Design	Crafts & Folk Art	Media Arts
Krakow (Poland)	Cheongdu (China)	Bradford (England)	Bologna (Italy)	Shenzhen (China)	Santa Fe (USA)	Enghien-les-Bains (France)

#### • 2014 Sub-Network Meeting of the Creative Cities of Crafts and Folk Art

- . Agree the opinion of UNESCO for operating the bureau of the UCCN which it continue to exist the bureau within the UNESCO
- . Develop an online communication tools
  - Demand the creation of it by UNESCO
- . Elect a representative of sub-network in the field of crafts & folk art
  - Agreed the term of office(a one year) and selected a representative for 2014(Santa Fe)
- . Discuss a regulation of the sub-network (Fabriano's Charta)

#### Overview of the Fabriano's Charta

<b>Background</b>	Fabriano's Charta is a protocol of intent signed in the outcome of the first forum of the UNESCO creative cities of crafts & folk art held in Fabriano, Italy (June 21st - June 24th, 2014) to establish active exchange and bilateral cooperative relationship on mutual interest in the field of crafts & folk art
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Mutual exchange of informations and exemplary cases</li> <li>• Implementation of common projects</li> <li>• Cooperation for sales of crafts and public relations, etc.</li> </ul>
<b>Operation Method</b>	<ul style="list-style-type: none"> <li>• Appoint a person in charge of communication in each member city</li> <li>• Identify a city which is responsible for the role of leader (term of office_ two years)</li> <li>• Designate a city where contact for the activities related to the public relations of coordination with UNESCO, etc.</li> </ul>



Sub-Network Meeting at the UCCN in Cheongdu (September 2014)



Annual Meeting of the UCCN in Cheongdu(September 2014)

## Benchmarking from Sasayama to Icheon, UNESCO Creative City of Crafts & Folk Art

**Period** November 12, 2014 - November 14, 2014

**Delegate** 8 Delegates (3 City council members, 3 Public officials, and 2 Civilians)

### Purpose

- Show Sasayama city's appreciation for the letter of support for joining the UCCN (Deliver an autograph letter from the mayor of Sasayama )
- Benchmark in the policy and case study of creative city
- Study tour to local ceramic studios and farmhouses etc.
- Pay a visit to schools and observe classes to push forward an educational exchange in the future

## National Quadrennial Periodic Report on Measures to Protect and Promote the Diversity of Cultural Expressions in the Framework of the 2005 UNESCO Convention\_ Creative Activities of Icheon City

### Overview of the Report

- Submit a quadrennial periodic report based on the act on the protection and promotion of cultural diversity in Korea to the UNESCO
- The ministry of culture, sports, and tourism and Korean National Commission for UNESCO, agents of the report adapt a creative cities project which is the mainstay of the city development based on cultural diversity as a part of the report

### Chapter in the Report

Integration of Culture in Sustainable Development Policies

- An excerpt about creative activities of Icheon from the national quadrennial periodic report, 2014 (page 25 - 26)

#### Icheon, Creative City of Crafts and Folk Art

Icheon City has set local cultural assets and creative capacities as the core agenda for its future urban development strategy and selected "culture" as the keyword for its urban development strategy, based on which a detailed implementation strategy including sustainable development of creative cultural content, reorganization of cultural infrastructure and software, and the improvement of citizens' cultural awareness has been established.

Following this strategy, Icheon is promoting exchange and cooperation with other international cities, sharing experiences in the field of crafts to widen its capacities and perspectives, and encouraging civic participation in sustainable urban development policy by hosting related research, forums, and festivals. In particular, the designation of Icheon as a creative city has instilled a sense of pride about local cultural assets in Icheon's citizens and artists. Thus, the city is continuing its efforts to establish a small but strong world-class city of culture. In addition, it is notable that the city has accelerated its creative attempts to combine various fields such as urban planning, architecture, culture, and education with crafts.



Icheon city has actively forged an international exchange and a cooperative relationship with various cities in America and Europe beyond Asia since its inception of the UNESCO creative cities network in July, 2010. And the city of Icheon has laid the groundwork for not only revitalization of Icheon ceramic industry but also enhancement of international image of Icheon ceramics by holding large-scale overseas exhibitions related crafts.

Through the foundation with these efforts, Icheon city will push forward more active cooperative projects with many foreign cities and member cities of the UNESCO creative cities network in the future. Especially Icheon city will try to accomplish the development among cities in the social, cultural, and industrial sectors through a strong network between member cities of crafts and folk art. And the city of Icheon will draw up coexistence development measures through cross-sectoral exchange with domestic creative cities including Seoul.

By doing so, whole range of potentials and know-how of Icheon in culture, tourism, administration, industry, and civic competence will be shared with the world, so that Icheon in the world and world in the Icheon coexist naturally. In addition, Icheon city will make a civic-centered creative city through developing substantial creative policies and programs. A creative city is not a result but a process. An actual effectiveness of the

creative city contains its characteristics of sustainability which is handed down next generation through the endeavor and cooperation in the process not come to its fruition in a short period of time.

Valuable creative cultural resources of Icheon which has been guaranteed by UNESCO in the field of crafts and folk art do not only belong to us who live in the present age. They are not only assets that should be handed down to the next generation through careful preservation but a value that should be shared with the whole world.

Citizen must be an agent of creating the value. Citizen is the protagonist who create a sustainable creative city, thus benefits generated from the creative activities should be turned into the citizen naturally. Icheon city will try to enhance citizens' deeper understanding of the creative city and implement feasible creative policies containing various thoughts and ideas of the citizens. And the city of Icheon will make a model example of the civic-centered creative city through creating various programs in which citizens directly participate. This is the right way to make a rough sketch of cultural topography of Icheon, a UNESCO creative city that will be formed sustainably, gradually, and beautifully to the next 100 years or more and substantive approach for enhancing city competitiveness and urban development as well.

**Evaluation Report  
on the Activities  
of Icheon  
for the UNESCO Creative  
Cities Network**

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