



PUBLIC DESIGN SEMINAR  
Theme-01

“지역경제를 살리는 공공디자인”

초청강사  
Tim Fendley | AIG 대표



PUBLIC DESIGN SEMINAR  
Theme-02

“IT에 기반을 두는 Public design”

초청강사  
이돈태 | Tangerine Vice President



PUBLIC DESIGN SEMINAR  
Theme-03

“도시환경디자인을 위한 법적 적용 방안”

후쿠오카시의 도시행정 및 유니버설 디자인의 적용

초청강사  
Mori Toshiko  
후쿠오카시 주택공사 기획개발과장



PUBLIC DESIGN SEMINAR  
Theme-02

“IT에 기반을 두는 Public design”

초청강사  
이돈태 | Tangerine Vice President

본 자료는

2005. 10. 12 (수) 14:00 ~ 18:00, 국회의원회관 1층 대회의실에서

김태년 국회의원실 주최, 한국디자인진흥원 및 경원대학교 퍼블릭디자인혁신센터 주관으로  
실시되었던 [공공디자인 전 및 세미나] 2번째 주제인

‘IT 기반의 공공디자인 전략’의 자료입니다.

제공 : 한국디자인진흥원 [www.designdb.com](http://www.designdb.com)

[관련정보 Link...](#)

**kidp** 한국디자인진흥원

# IT에 기반을 두는 Public Design

런던시 프로젝트 사례 중심으로



LONDON  
SEOUL  
TOKYO



16 years



Don Tae Lee  
Vice President

**Professor** Martin Darbyshire  
President

Mike Woods  
Creative Director

Matt Round  
Creative Director

Credentials



40% life-tech  
 35% life-space  
 25% life-ware

tangerine clients



trend forecasting  
product design  
human factors  
brand communication  
digital media  
business consultancy  
**tangerine&partners**

# Millennium London Eye



새로운 밀레니엄을 선보인 런던 아이와 밀레니엄 돔은 런던 시민들에게 자신감과 활력을 주었고 이것은 2012년의 올림픽 유치로 이어졌다.



# Main Gateway of Europe



- \*유럽에서 가장 큰 도시
- \*스웨덴보다도 거대한 경제 규모
- \*세계에서 가장 많은 관광객





Leadership by design 을  
지속시켜 나가기 위해 런던은  
다양한 I.T. 기반 디자인  
전략을 추구합니다

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Case Study 2

**런던 택시 정류장 디자인 프로젝트**

Case Study 3

**런던 교통국 어플리 케이션 구축 프로젝트**

Opportunities in Korea

cityspace >



**Case study 1**

- step 0** opportunities
- step 1 initial propositions
- step 2 setting direction
- step 3 delivering direction

# Issues

The street is noisy in many ways



Colour attracts



Direction attracts



People often walk looking at the floor

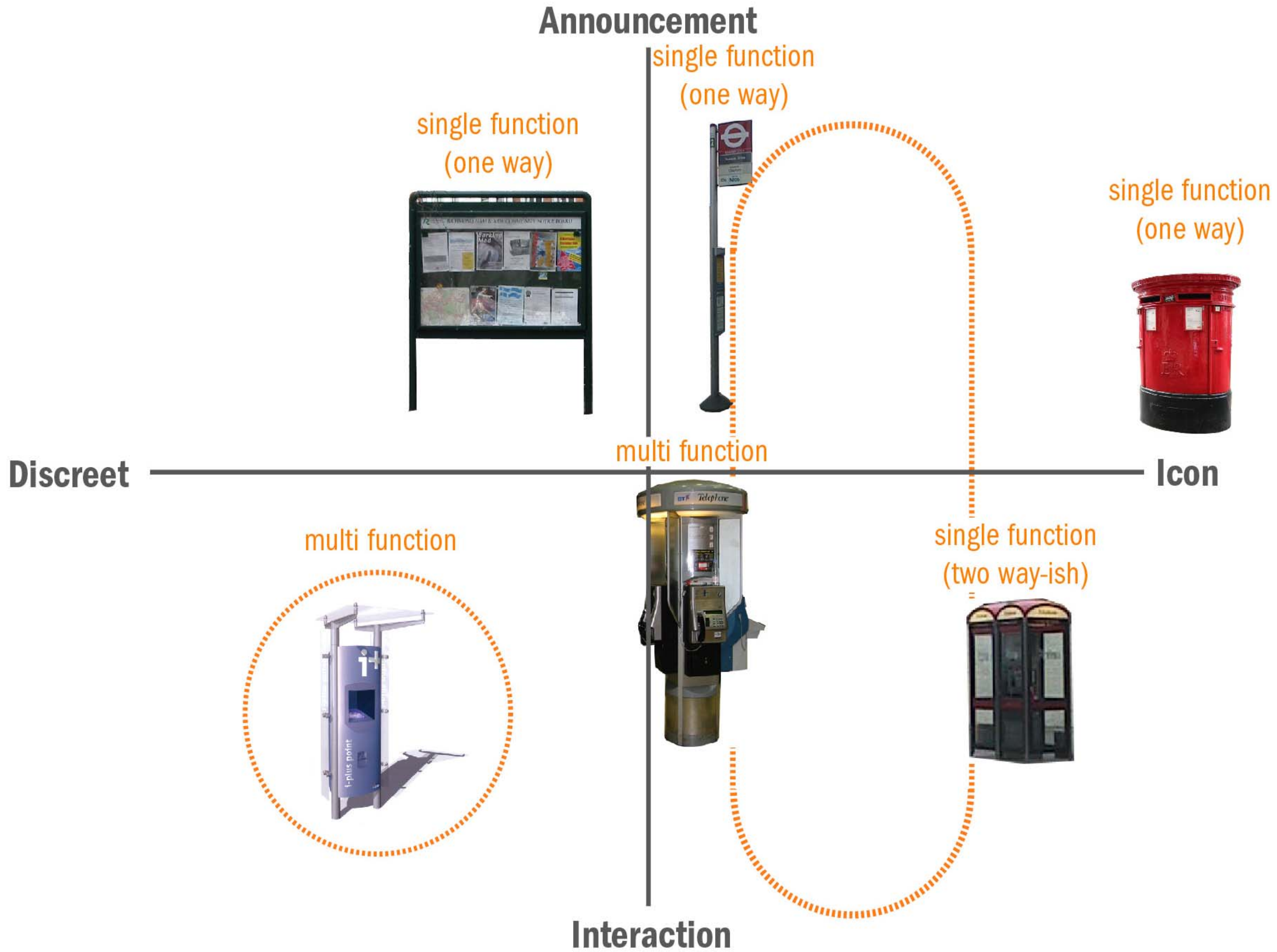


Keep language simple

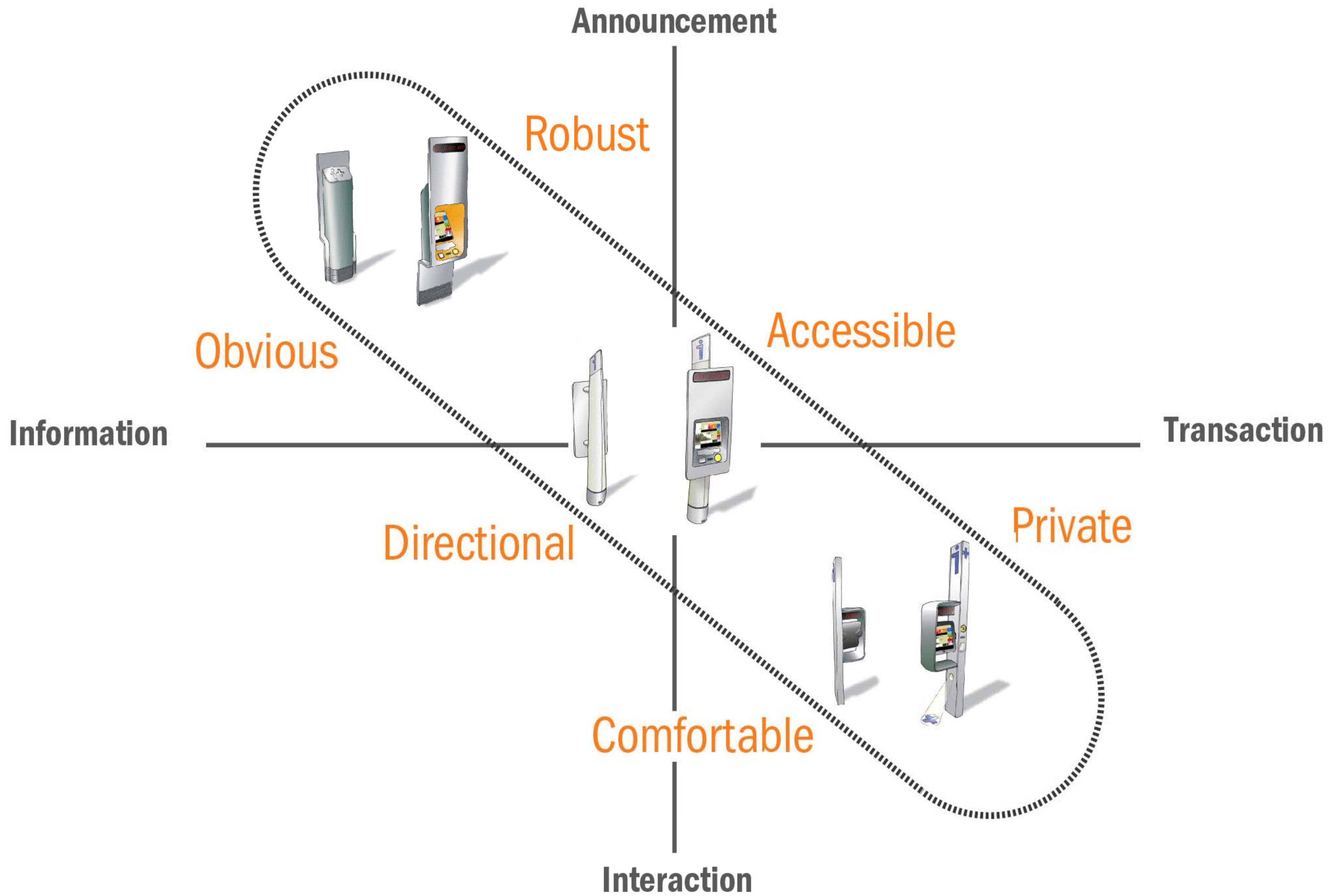


# What is the product?

**client**  
Cityspace  
**project**  
street point  
V4  
16.04.02



# Initial thoughts that are influencing continuation work



- step 0 opportunities
- step 1** initial propositions
- step 2 setting direction
- step 3 delivering direction



## Initial thoughts 3

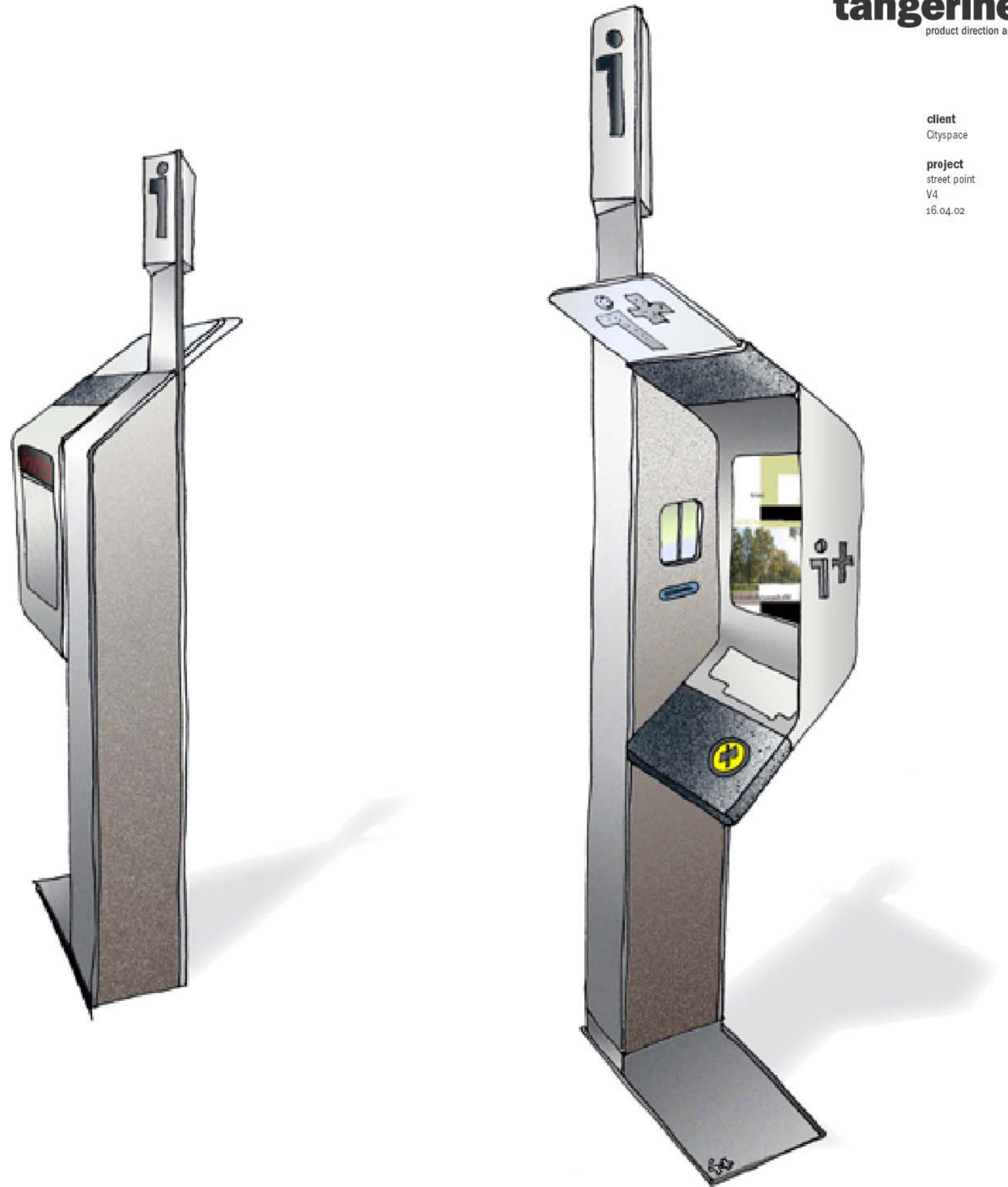
### pro's

dynamic kiosk image combined with soft touch enclosing features

elements can be separated off to easily mount in different ways or to provide stripped down or fully featured alternatives

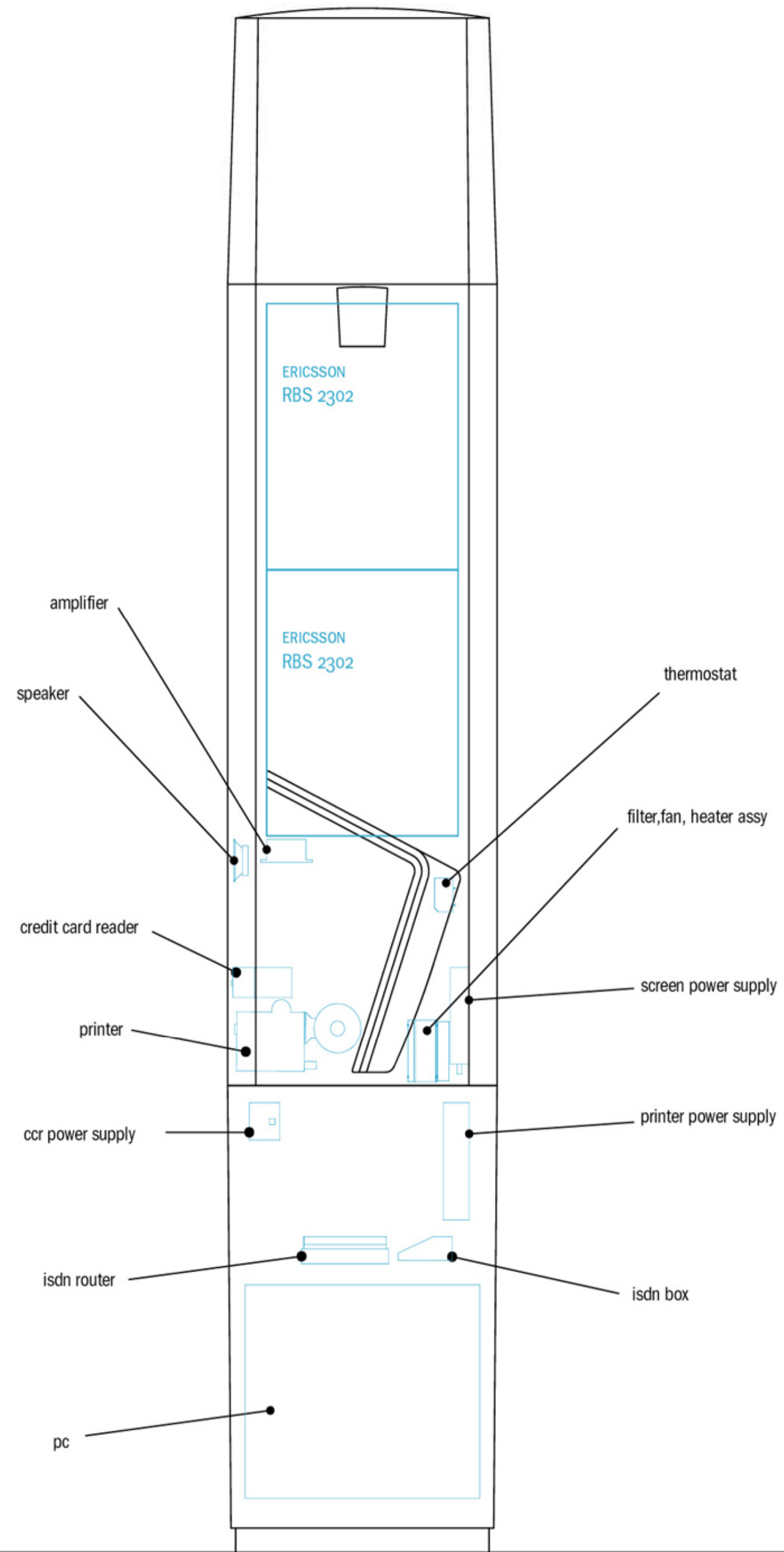
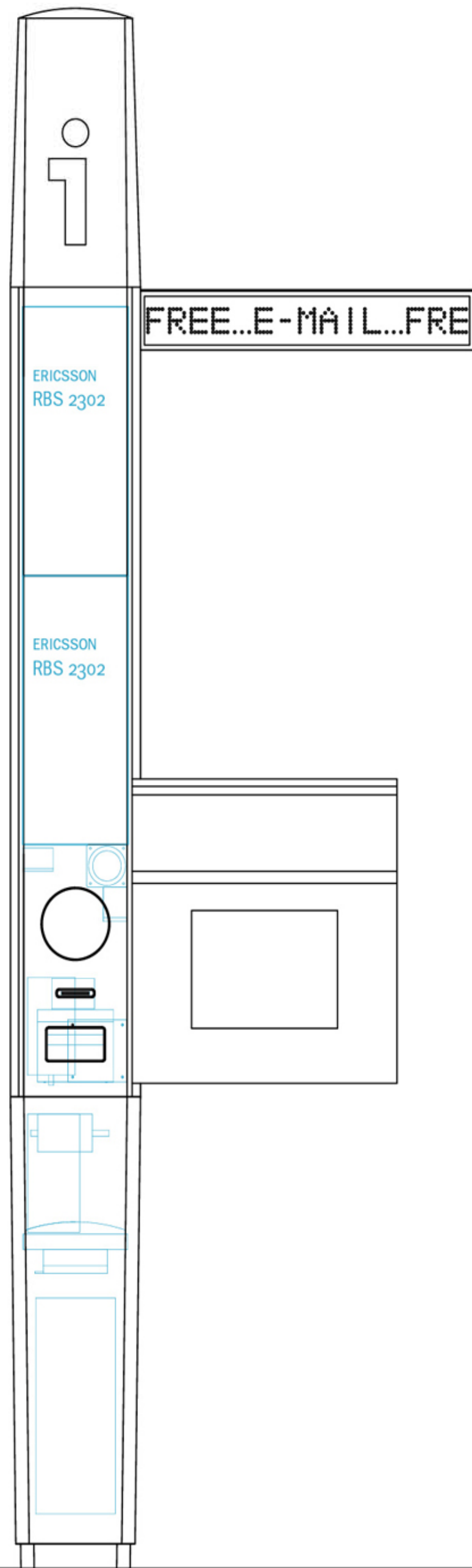
### con's

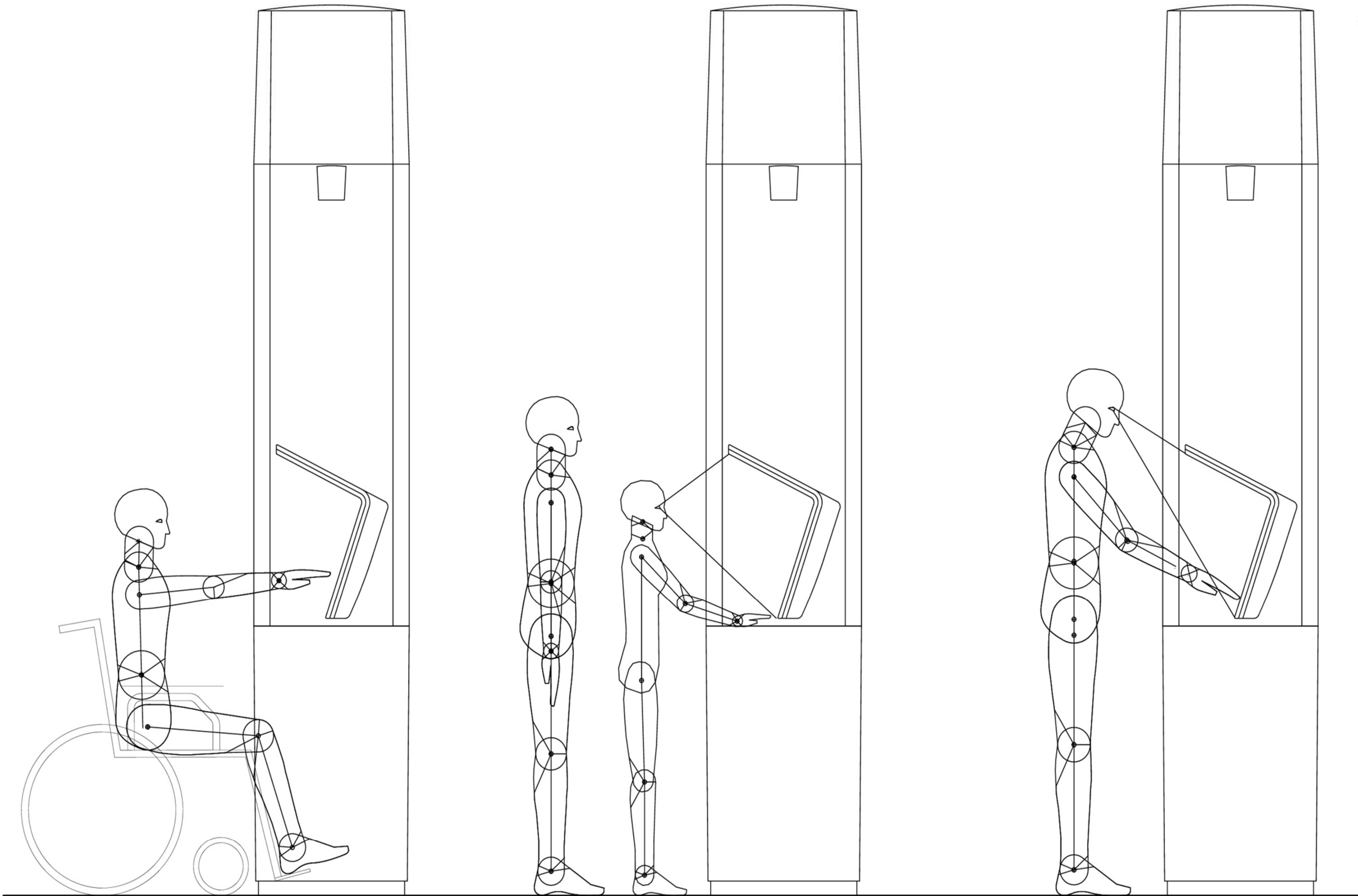
it would not be easy to introduce a large announcement display



**client**  
Cityspace

**project**  
street point  
V4  
16.04.02





50th %tile male wheelchair user

50th %tile male user and 5th % tile female user

95th %tile male user



## Initial thoughts 6

### pro's

smooth flowing image that balances values of robustness with good access for the disabled

colour around the display becomes the recognisable element if the unit is systematised

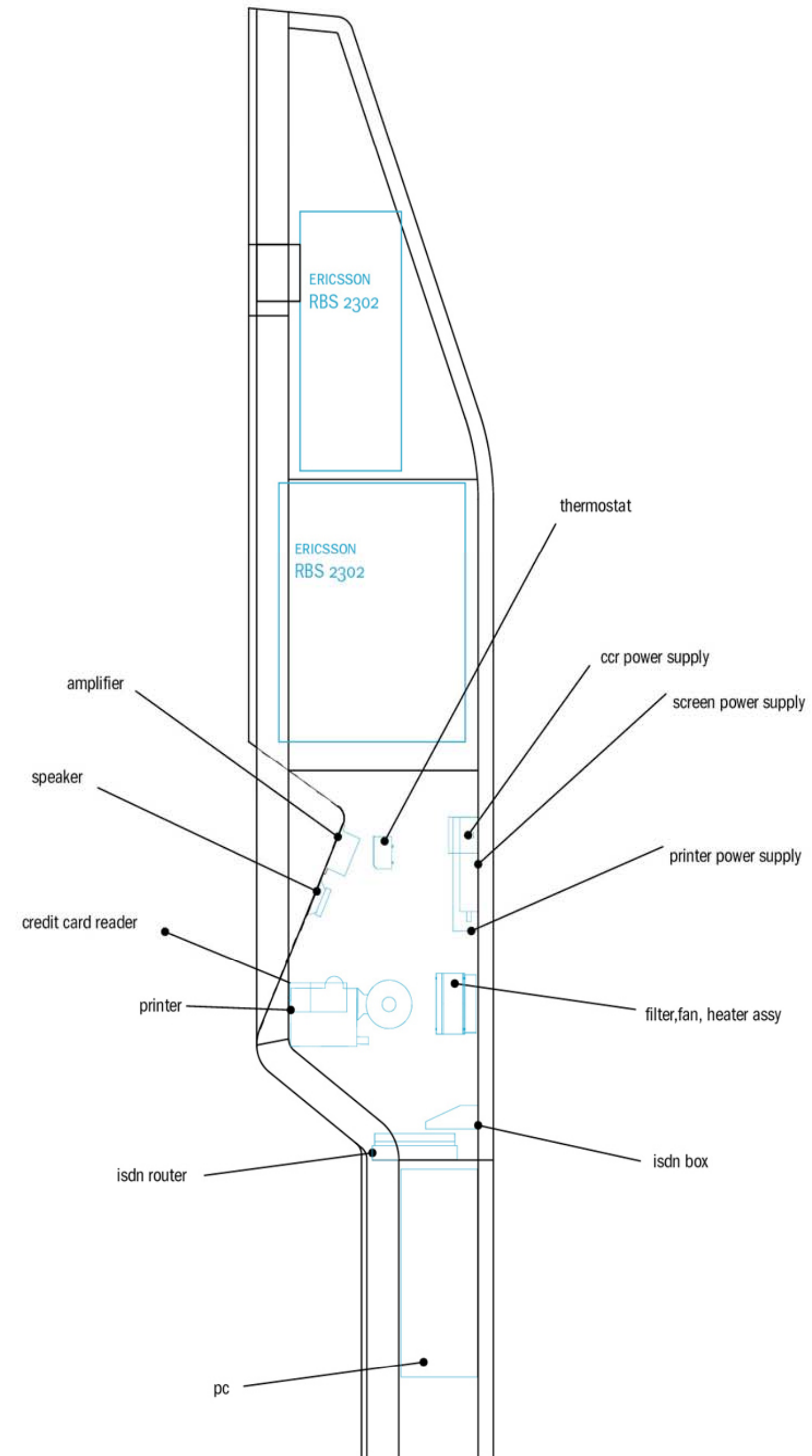
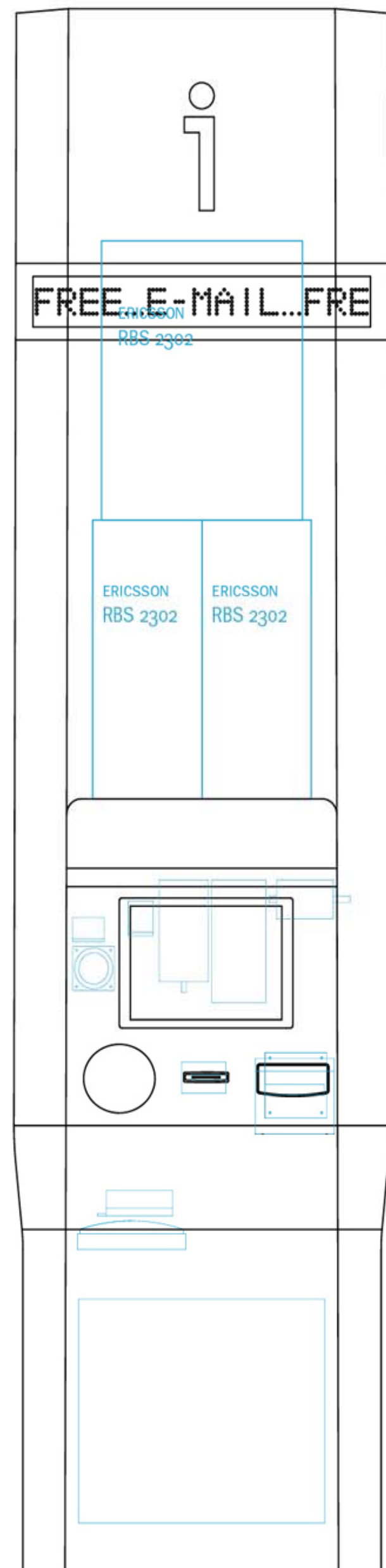
### con's

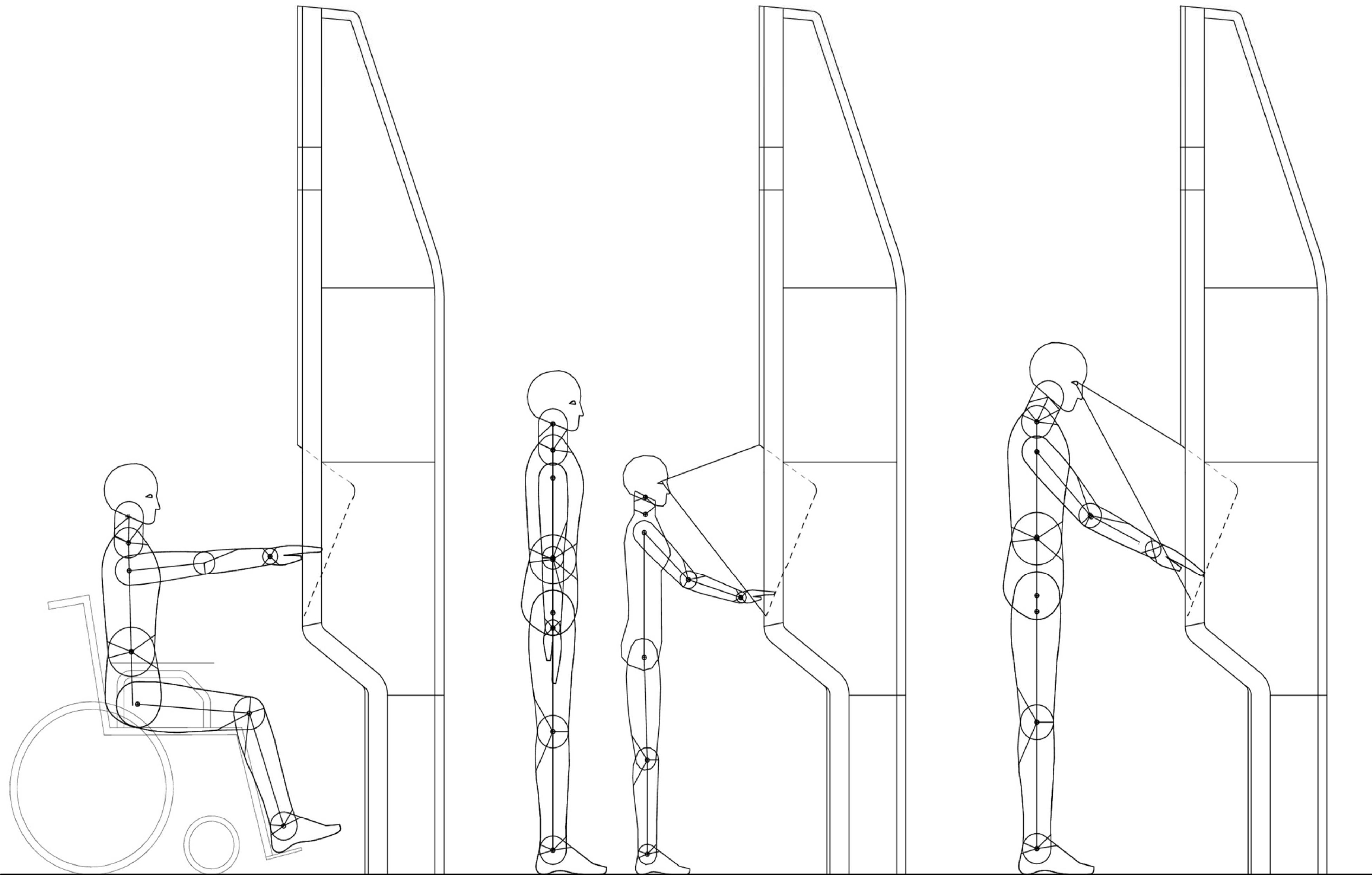
the enclosure may need to become plastic at the top to enable the antenna's to work properly



client  
Cityspace

project  
street point  
V4  
16.04.02



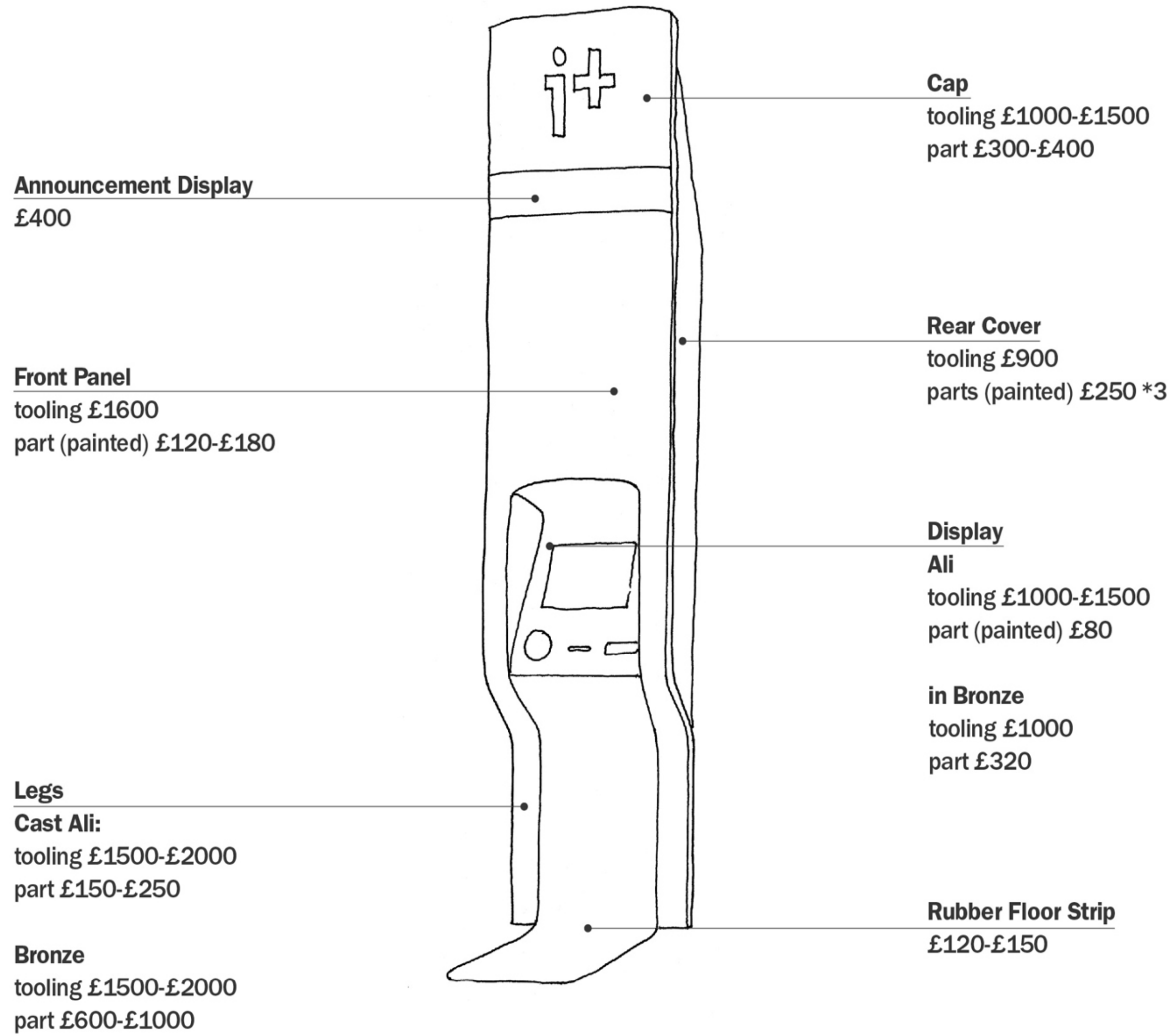


50th %tile male wheelchair user

50th %tile male user and 5th % tile female user

95th %tile male user





- step 0 opportunities
- step 1 initial propositions
- step 2 setting direction**
- step 3 delivering direction





View 1.1



### Character

visual digital system

### Pros

elemental design creates easily systematisable product

easy construction and maintenance

good disabled access

good visibility of all elements

### Cons

possibly handed

possible vulnerability of sign age

possible blind person trip hazard





Signal 1



### Character

perminant on street knowledge

### Pros

smooth flowing shapes balance robustness  
with approachability  
privacy for the user  
good disabled access

### Cons

lack of systematising potential  
posibly complex rear structure



- step 0 opportunities
- step 1 initial propositions
- step 2 setting direction
- step 3** delivering direction

**client**  
Cityspace

**project**  
street point  
V4  
16.04.02



**V4**

transport for london >

자료집에서 생략됨



transport for london >



**Case study 3**



# Transport for London



product design generic specification  
revised march 2005

MAYOR OF LONDON

\* 자료집에서는 이후 세부내용이 생략됨

# Opportunities for Korea

## External Opportunities

- I Love New Tokyo.
- leap frog of China cities.
- threat of international reputations of cities in Korea

## Internal Opportunities

- Physical Advantages
- Psychological Advantages

# External Opportunities

- I Love New Tokyo



- Leap frog of China cities



- Threat of international reputations of cities in Korea

# Internal Opportunities 1

- Physical Advantages
  - Leading Country of IT industries
  - High developed C.M.F. industries



# Internal Opportunities 2

- Psychological Advantages
  - Great attitude to accept modern evolution
  - Non Vandalism



- Hungry for future

thank you