



서울새활용플라자

SEOUL UPCYCLING PLAZA

Timeline



Completion: Mar. 31, 2017

Opening: Sep. 5, 2017

Location



5 areas including 250-1 Yongdap-dong
Seongdong-gu, Seoul (49 Jadongcha-gil
Seongdong-gu, Seoul)

Scale



Gross floor area: 16,530m² (B2~5F)/Land
area: 6,943m² (inside Jungnang Sewage
Treatment Center)

Key Functions



Spreading the awareness about upcycling
e.g. leading the upcycling culture,
incubating the industry and exploring new
sales channels, developing and running
training programs



Workshop

•
Exhibition

•
Event

•
Community

•
Distribution



Contents



Outline



Introduction of the Space in Seoul Upcycling Plaza



Expected Results



Chapter

Outline

1. Introduction of Seoul Upcycling Plaza
2. What is upcycling?





01 Introduction of Seoul Upcycling Plaza

Up Seoul Upcycling Plaza

- It was opened on September 5, 2017, to spread environmental, social and economic awareness of upcycling, and form an ecosystem in the backbone industry for upcycling as the world's largest upcycling multi-cultural space to see, learn and experience everything about upcycling.
- Seoul Upcycling Plaza is expected to serve as a unique and interesting tourist attraction in Seoul in the future by fostering the upcycling industry as a value-added industry for the future, and running as a hub to spread the upcycling culture where diverse training sessions (workshops, performances and displays, etc.) and exhibitions take place for a fun experience of upcycling through citizen-friendly management.

Photo 1. Opening Ceremony on September 5, 2018 – Seoul Mayor Park Won-soonr





02 What is upcycling?

Up

Upcycling

- It means creating new values by adding a design to discarded resources and changing ways to use them. It is a new way of circulating resources to preserve the environment and practice the circulation of resources, ranging from thinking about the environment and the nature in the first stage of making goods to considering the stage where they are no longer useful and making them with a meaning attached to invaluable use goods for long.

Photo 2. Differences between Recycling and Upcycling



II

Chapter

Introduction of the Space in Seoul Upcycling Plaza

1. Indoor space
2. Space usage on each floor
3. Introduction of tenants

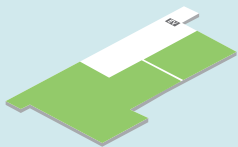




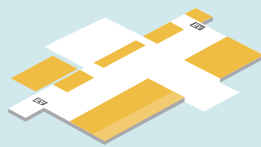
01 Indoor space of Seoul Upcycling Plaza

- Distribution Center of 'Beautiful Store' to reclassify donated goods
- Material Bank where waste resources are provided as materials
- Dream Factory for 'Maker Education' targeting citizens
- Shops and experience booths to purchase upcycling products
- Space for production and R&D on upcycling products for tenants, using diverse materials e.g. clothes, wood and metal

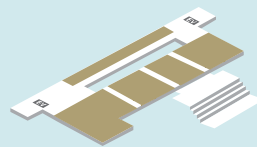
Space Introduction

B1

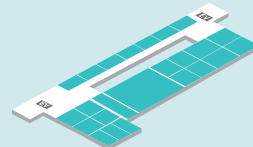
Distribution Center
of
'Beautiful Store'
Material Bank

1F

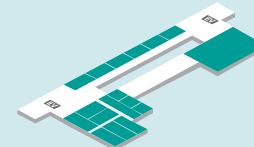
Dream Factory
Exhibition &
experience
space

2F

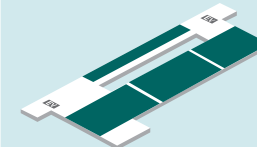
Upcycling Shops
Experience-based
education
zone for children

3F

Tenant space for upcycling
companies and studios

4F

Training rooms
and meeting rooms

5F

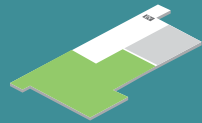


02 Space usage on each floor

B1

Distribution Center of 'Beautiful Store'

A work station for reuse by
reclassifying and processing second-
hand goods donated
in the nearby metropolitan area





02 Space usage on each floor

B1

Material Bank

A space to provide information on 400 types of upcycling materials, and experience material processing





02 Space usage on each floor

1F



Dream Factory

Supporting upcycling startups that would spearhead R&D on products and services in the future society of resources circulation through creative upcycling activities





02 Space usage on each floor

1F



Upcycling House

A citizen community system enabling upcycling and brand demonstration throughout clothing, food and housing, and Maker Space workshops



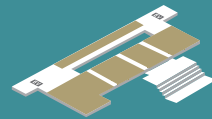


02 Space usage on each floor

2F

Upcycling Shop (SUPER MARKET)

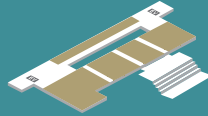
A multi-brand shop for purchasing diverse upcycling branded products including those of tenants





02 Space usage on each floor

2F



Areumin Library

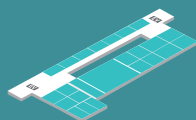
It is the 500th Shinhan Card Areumin Library as Korea's first upcycling library housing books on diverse ideas on upcycling and design





02 Space usage on each floor

3F



Upcycling companies and studios

40 tenants developing 500 types of upcycling products and services





03 Introduction of tenants



Recovery of humanity



PLAY31

Conducting R&D on educational content for future generations e.g. Cloud Stamp kit where leftover materials are upcycled



SHARELIGHT

Producing and disseminating candlelight motion-based LED lamps and UVC-LED water disinfectants, and providing education on sharing of upcycling energy



ZENNYCLOSET

Making fashion items e.g. bags, accessories and hand bag pouches using fabrics for jeans and denims



03 Introduction of tenants



Citizen engagement



CUECLYP

Production of and made-to-order for fashion items e.g. bags, wallets and pouches made of discarded umbrellas and



TERRACYCLE

Spreading the upcycling culture by recycling unrecyclable waste and educating on improving awareness about the circulation of resources



ENLIGHTEN

Developing battery power packs using discarded phone batteries, and providing services e.g. vacuum cleaner repair



03 Introduction of tenants



Environmental protection



MORETHAN

Making bags, wallets and accessories by upcycling waste leather from car seats



GLASSBORN

Making various day-to-day items – plates, clocks and lighting, etc. – by upcycling waste glass bottles



MILKY PROJECT

Developing new forms of miscellaneous goods and content by using diverse features and charms of milk packs



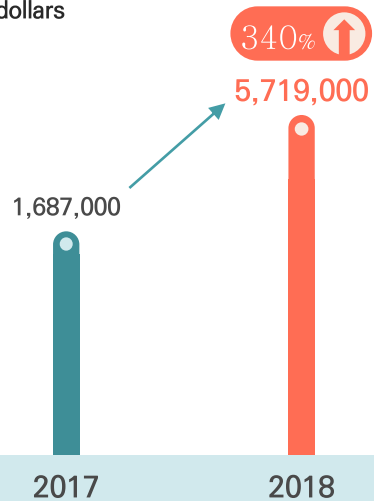
03 Introduction of tenants



Social effects generated by upcycling startups

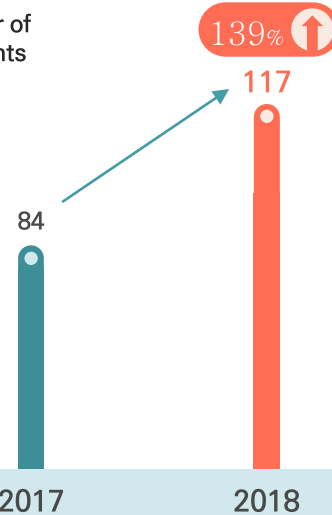
Growth in revenues

US dollars



Job creation

Number of occupants



Global field trips



17 Countries



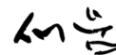
50 Institutions



Zenny Closet



ENLIGHTEN



글라스본
GLASSBORN

UPCYCLIST
;업사이클하는 사람들



III
Chapter

Expected Results

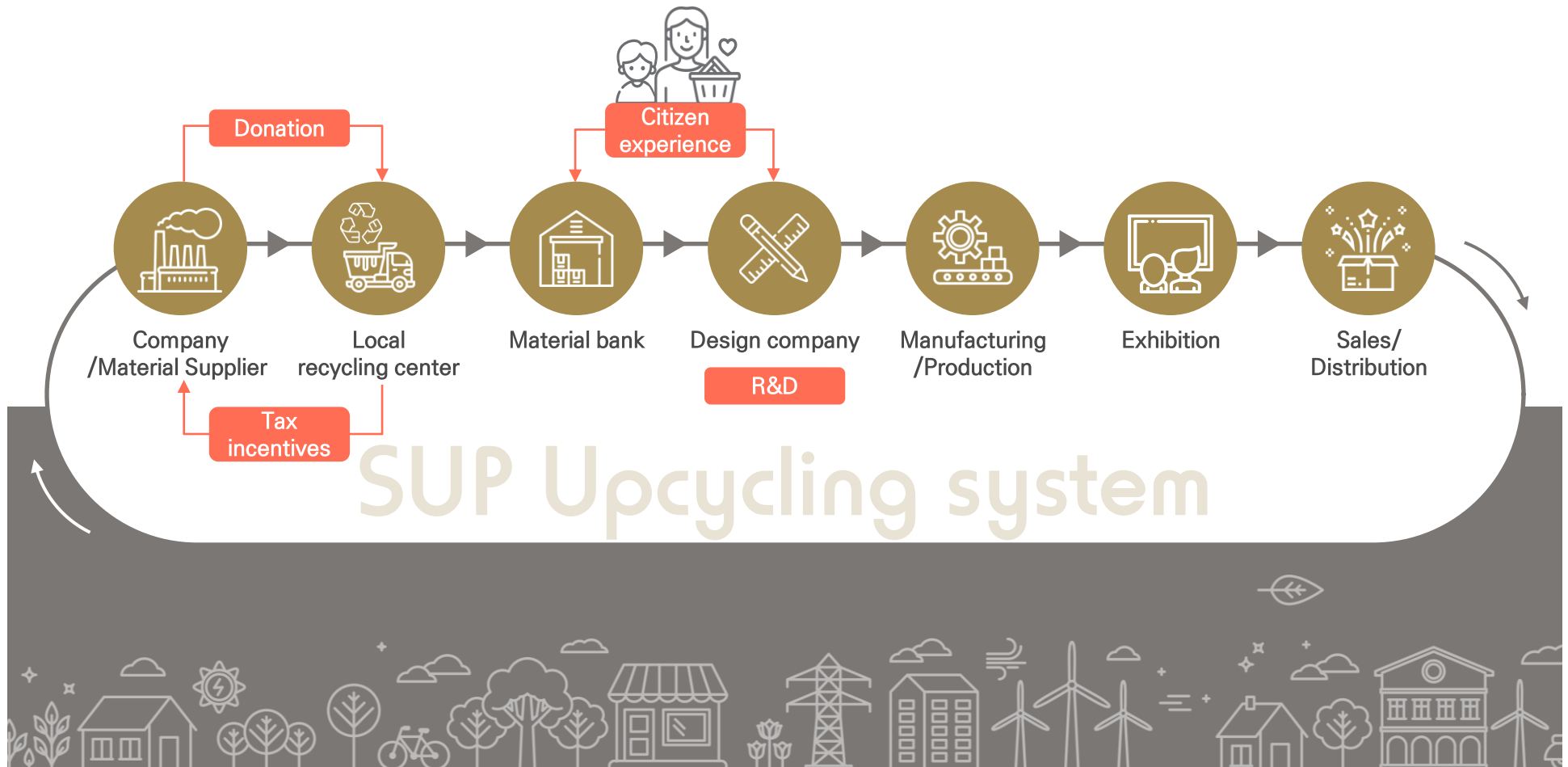
1. Forming the ecosystem in the cycling industry
2. Regional dissemination
3. Global dissemination





01 Forming the ecosystem in the cycling industry

Up Resource circulation network in Seoul Upcycling Plaza





02 Regional dissemination

- Forming Re & Upcycling Plaza/Shop in 25 districts
- (100) Re & Upcycle Shops
- (300) Marketplace for sharing goods
- (32) Local recycling centers



Re & Upcycle Plaza



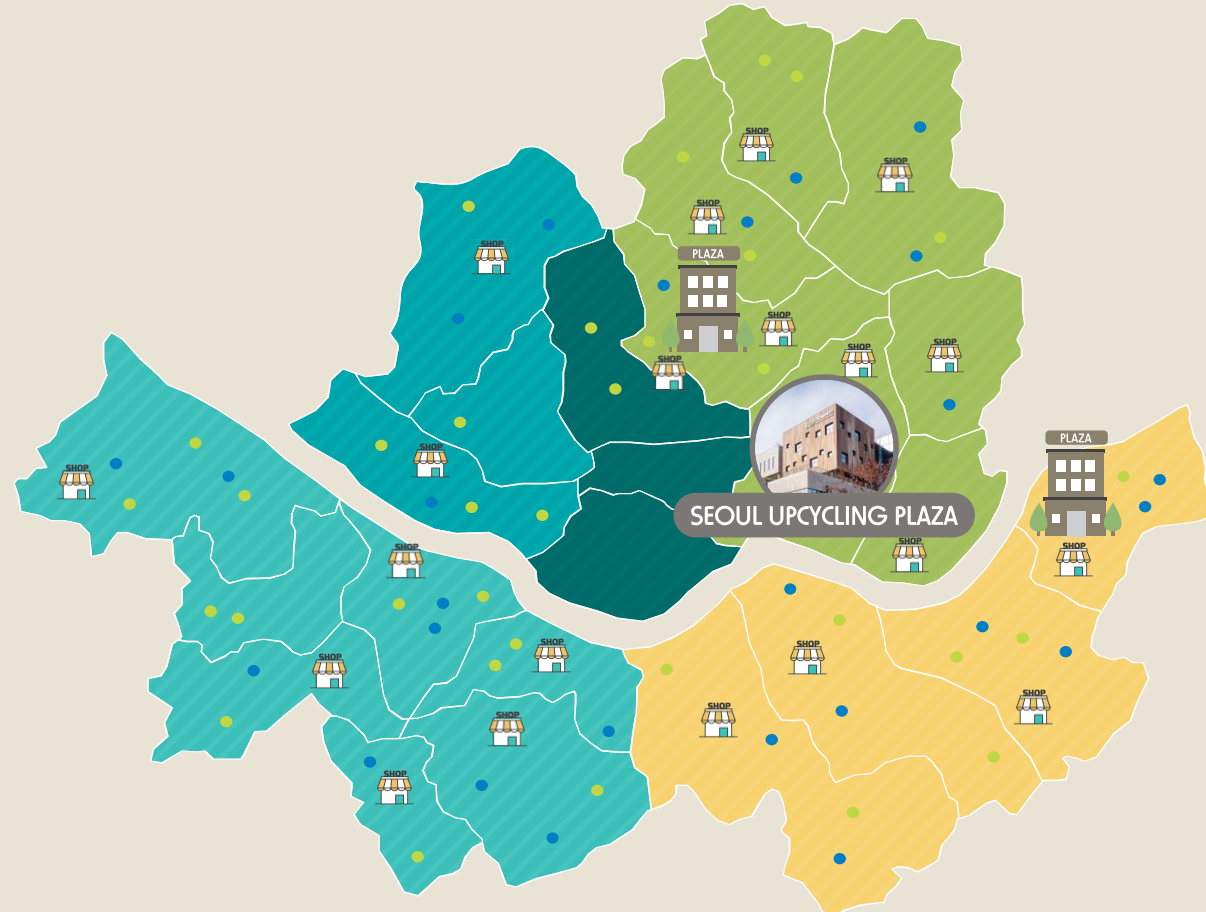
Re & Upcycle Shop



Reuse Household System



Recycling Center





03 International dissemination

Sharing Seoul's Upcycling Model with the World

Seoul Upcycling Plaza under the Global Spotlight



**A Young Leader
in the UNESCO**

“It is fun to see how randomly thrown away waste could turn into lighting and artworks that would convenience our lives.”



**Deputy Minister,
UAE Ministry of
Energy & Industry**

“It would be great if the SUP operation system and ideas of tenants could be submitted to the Zayed Sustainability Prize.”



**President of If
Design Award**

“Seoul Upcycling Plaza deserves to be called the world's top-notch institution in practicing upcycling.”

Thank you

SUP SEOUL UPCYCLING PLAZA

Question & Answer

