

# Suggestion of Launching Jongno Museum Unified App Based on the Spirit of Jongno

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**Abstract.** Jongno has been a center of history and culture from the Joseon Dynasty period until today. There are 51 National, Public and Private museums in total, which have numerous exhibits. Especially, Private museums in Jongno hold various contents. However, due to the lack of unification and public relations, the museums in Jongno are not well known to the public. In addition, most of the Private museums are suffering from financial problems, in spite of their magnificent contents. In order to overcome these drawbacks, Smart content can be applied. It can provide a great deal of information to the customers by putting various contents from those museums through common App from Jongno museums. Based on location informations and routes of Jongno museums, it can provide open hours, informations of exhibition, collections, educational programs, etc. Through the development of Jongno museum App, Museums of Jongno will be more familiar to the public.

**Keywords:** Smart contents, Jongno, Spirit of place, Local museum, Network, Jongno museum unified App

## 1 Introduction

Jongno is a symbol of Seoul which has been a center place in terms of historical and cultural manner including geographical location. It's been in the center of Korea history since 1392, when Joseon Dynasty set up its capital. There are tremendous amount of vestiges and relics from Joseon Dynasty around its Palaces. Furthermore, Jongno is a treasure house of cultural contents with many cultural heritage such as Changdeok Place and Jongmyo Shrine selected as a UNESCO world heritage.

Jongno had also been a center of Politics and Economics. Among 5 palaces of Joseon Dynasty, there are still 4 Palaces as Gyeongbok Palace, Changdeok Palace, Changgyeong Palace, Gyeonghui Palace, and the Central government complexes as well as the U.S, Japan and China Embassy. It's been playing an important role of center place of liberation and foundation of Korea. Even when Korea was under the rule of Japan, struggling memories of adversity is engraved in the name of Jongno. In Jongno, there are many tracks of cultural elements through the economic development. There is a street of movie theaters named Danseongsa and Piccadilly, Daehak-ro of Hyehwa-dong is young people's favorite place to hang out boasting its attractions. Daehak-ro is very famous for its wide selection of performances, art crafts, and exhibitions. In addition, Insa-dong emerged as a tourists' favorite and became Korean

tradition itself[1]. In short, Jongno is the most important place of Seoul as a center place in terms of political, economical, as well as cultural manner with its infrastructure.

## **2 Status of Museum at Jongno**

There are over 800 museums in Korea, and as of 2011, 137 museums are located in Seoul. Especially, there are 51 National and Public museums in Jongno[2]. It is 6.4 percent of the museums in Seoul. Among them, 37 percent is in Jongno.

### **2.1 National Museums**

There are five National museums in Jongno and these are run by the Korean government with its budget.

The National Palace Museum of Korea has cultural assets from Joseon Dynasty and it has 12 theme galleries such as Royal Symbols and Records, State Rites, etc. It has many trial programs for children, youth, adults, teachers, families, and foreigners. The Museum has advantages that royal family's relic can be seen from the Palace of Joseon Dynasty because it is located in Gyeongbok Palace.

The National Folklore Museum has exhibits based on the theme from folklore and living culture. The permanent exhibition shows the life history, daily life, life time of Korean. The Museum enables foreigners, multi-cultural family, children, public and experts to experience traditional Korean culture.

The purpose of the Police Museum is to show the history of the police from the Joseon Dynasty to the present in order to make people understand the police. It also has a program of crime prevention. The Tax Museum shows the history of taxation related informations. The Postal Memorial Hall is the place where Central Post Office was located and selected as historical site no. 213. It was the government office which was in charge of postal services founded on 1884. It was the starting point where modern postal service was introduced. These National Museums show the historical meaning through folklore of Korea, history of the police, taxation, and postal services.

### **2.2 Public Museums**

There are 2 museums that are run by Seoul in Jongno. The Seoul Museum of History shows the history and traditional culture of Seoul while permanent exhibitions display the capital city of Joseon Dynasty, everyday life of Seoul citizens, cultures and development of Seoul. Also, there are a wide variety of trial programs. Especially, this museum pursues the open-minded management towards Seoul citizens as an urban history museum public museum. and at the same time, multi-use culture center. As an urban history museum that represents the capital city, a study of city and communities is making steady progress.

The Seoul Education Museum that is run by Seoul education office exhibits the development of system and the origin of education, categorized in accordance with

time period as time of enlightenment, resistance during Japanese colonial era, liberation and the Korean War. For social education programs, the museum offers Chinese character lessons for children and overnight museum for elementary, middle and high school students and etc.

### 2.3 Private Museums

In Jongno, there are 28 private museums other than the national museums, The private museums which are owned and run by individuals. The total of 44 private museums consist of 3 university museums and 13 art museums. Categorizing with its theme, they can be divided into folklore, food, clothing, funeral, living culture, housing culture, printing and publication, religion, medical science, liberal arts, ancient arts, modern arts, design, etc.

**Table 1.** Classification of Private museums with its theme

Subject	Museums	Number
folk	Gahoe Folklore Museum, Myungin Museum, Seoul Museum of Chicken Art, Sungkyunkwan University Museum, Lock Museum	5
food	Tteok Museum	1
costume	Bona Museum, World Jewellery Museum, Hansangsoo Museum, The Korea Museum of Modern Costume	4
funeral culture	Kokdu Museum, Mokin Museum, Shuim Museum	3
living culture	Bukchon Museum, Museum of Korea Straw and Plants Handicraft	2
printing and publishing	Samseong Museum of Publishing, The Presseum-Newspaper Museum	2
housing culture	Asian Art Museum, YooGeum Museum	2
religion	Central Buddhist Museum	1
medicine	Medical Museum, Choonwondang Museum of Korean Medicine	2
humanities	Young-In Literary Museum, Museum of Humanities, Poem Museum, Hahn Moo Sook House	4
traditional art	Sangmyung University Museum, Museum of Korean Art, Hwajeong Museum	3
modern art	Kumho Museum, Daelim Museum, Bukchon Art Museum, Savina Museum, Sangwon Museum of Art, Sungkok Art Museum, Arco Art Center, Art Sonje Center, Art Center Nabi, Ilmin Museum of Art, Zaha Museum, Total Museum of Contemporary Art, Whanki Museum	13
design	Seoul Design Museum, Jong Ie Nara Paper Art Museum	2

Each museum shows its characteristics through its own unique and various collection from ancient to modern. Folk paintings, masks, cock crafts, keys are the examples of relic which reflect the life of people. There is a museum that exhibits the rice cake, one of the Korean traditional food, and a museum that exhibits the accessories from Africa. Some of the museums exhibit the Korean traditional embroidery. And there is a Korean museum of modern costume which exhibits the changes of modern clothing. Also, there is a museum that preserves the living culture of the Bukchon district, and even a museum of indigenous straw and plant handicraft. The Museum of Publication exhibits the history of newspapers and printing technique. There are museums that exhibit the statues of the Buddha, paintings of Buddha, handicrafts for beer, a wooden figure, etc. Furthermore, some museums exhibit ancient furniture based on Korean-style house. Some museums exhibit the tiled roof from the antiquity era up to Joseon Dynasty. There are museums for eastern and western medical science, humanities, and modern literature. There are more than 10 museums that exhibit the various art works from ancient to modern times. Like this, various kinds of Jongno Museums have a broad cultural heritage.

Various kinds of temporary exhibitions are continuously holding by utilizing their own collections, and many trial programs are holding for children, public, foreigners, multi-cultural families, etc.

What we have to focus on the museums of Jongno that have a potential of upgrading their values by building a collaboration network with many organizations as a main agent of the community.

### **3 Current Issues of Museum at Jongno**

There are 51 museums including the national, public and private museums in Jongno. However, there are no organizations to make them connected. Thus, it is not easy to make those museums as one. There are only a few cases where those museums build the network and help each others.

Furthermore, the private museums of Jongno district improve their management[3]. In order to overcome their setbacks, it is suggested to make a museum belt by adopting a structure of eco-museum to revitalize the museums of Jongno. This is based on an idea that the community, supports from government, and people of Jongno can lead a collective effects[4]. Now there is the Jongno Museum Council, but it is not fully supported by the museums. Visitors have to find information by visiting each museum website or calling them up personally. Customer services and their network make the whole museums of Jongno linked together.

On this point, we need to focus on participatory the Museums of Nina Simon. They support the various experience of content experience. That organizations provide a 'platform' which connects the contents creator, distribution centers buyer, users, critics, and the co-workers[5]. Lack of communication among museums of Jongno will make a gap between visitors and museums of Jongno in the end. Now, it is the time when

museums of Jongno have to think over how to communicate with visitors while building up the network for each museums.

#### 4 Jongno Museum Unified App

In Ae Kang(2010) had announced 'Smart museum' is the case where 'Smart learning' was utilized which supports the interaction among users and it can be learned anywhere by using a mobile phones[6]. If small museums of Jongno develops the universal App, it can provide a lot of beneficial information to the visitors. Each museum can provide appropriate information such as an entrance fee, open hours, permanent and temporary exhibits, information on collections, trial programs and education programs. Even they can provide the routes that connect those museums.

If the App is developed in cooperation with each museum, 'newsstand' type where collections of each museum are updated individually will be appropriate. Examples of 'newsstand' are used by iPhone and iPad from Apple, The magazine called Zinio offers the readers the information provided by the magazines from all over the world, and there is a magazine developed by 'Fobikr' in Korea. Especially, 'the magazine' won an award as the best App from '2011 Korean Mobile Award' by MOIBA.

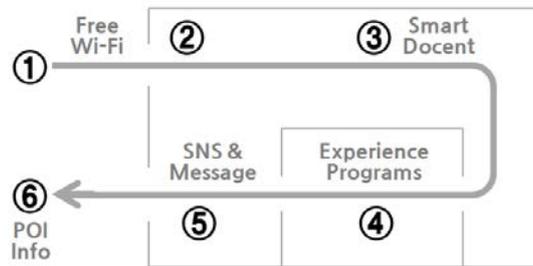


Fig. 1. Unified App as Newsstand type (©Apple, ©Fobikr)

If unified App uses the newsstand type, users can create their own contents after installing 'unified App' by choosing the museums they want. It will be unnecessary to purchase the audio guide because the 'unified App' can provide the text, images, audio and movie clips. If free Wi-Fi service can be given, it will be more beneficial for visitors for downloading the App and its contents in order to upgrade the efficiency.

#### 5 Sample of Established Jongno Museum Unified App

The following figure shows the schema describing its structure and inner function of unified App based on the flow of visitor's route. The Jongno Tteok (Korean rice cake) Museum are the examples.



**Fig. 2.** The schema examples of using unified app through the route

1. When visitors arrive in front of the entrance of museum or ticket booth, it will notify the availability of Jongno rice cake museum in the unified App. Now, visitors install the 'unified App' or each content that they want. Prior to this, we need to establish the free Wi-Fi services near the ticket booth, inside or gallery, or the whole museum.

2. Visitors open the 'Jongno Tteok museum' from 'unified App' as they enter the gallery. This will help visitors understand better by listening to the introduction of museum and the purpose of exhibition. The example of rice cake museum introduction follows. "In the old days, our ancestors made rice cakes using ingredients that are in season, and shared with their neighbors. Rice cakes played an important role both nutritional supplement and a spirit of mutual help." In addition, explanation of special exhibition can be added. For instance, purpose of exhibition for a wooden rice-cake pattern can be given as below. "Pattern of wooden rice cake pattern is very various from the existing objects to abstract concept. In fact, there are more cases where abstract concept than existing objects."

3. When the visitors put the number on the exhibit, 'Smart Docent Service' will be activated by providing additional text, image, audio, and movie clips. It can substitute the old Docent service with audio guide, and movie clips. For instance, it can show the process of making rice cake by explaining various tools for making rice cake.



**Fig. 3.** The Example of Smart Docent Service with images and movie clips

4. 'Unified App' might be beneficial for trial programs by using a similar contents. Especially, rice cake museum can provide direct experience by making rice cakes with various ingredients, which interests children and even foreigners. By checking the time table of trial programs through the App and making a reservation, it can save the waiting time. Depending on the situation, visitors can make a reservation for the program what they want.

5. During or after watching, it is possible to send a message to a curator for QNA. By merging existing QNA bulletin boards and SNS, mutual interactions between museums and visitors will be better than the previous ones.

6. After visiting, if 'Unified App' provides visitors with the information about the nearest museum or tourist attraction or fine restaurants, it can bring lots of benefits to the local economy.

## **6 Conclusion**

The role of the 1st generation was to preserve the collections, the 2nd generation was to run by opening the collections, the 3rd generation is participation of citizen. The rising issue is that there is no connectivity among nearest museums. If 'Unified App' can be provided to those visitors, they can select the appropriate museum by considering the purpose and preference. Furthermore, they can find the information of the trial programs of places, time, fees, contents, routes on the map, etc. Eventually, merging the spirit of Jongno with museums can be recognized as a one unified brand, Jongno itself will be the networked museum with unified connectivity and this kind of recognition will make people visit Jongno.

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