





Seoul Youth Factory for Alternative Culture

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SYFAC haja center : Process of development

1999 ~ 2005 : Results of 7 Years

1. Led policy discourse on youth of the IMF crisis era
2. Built alternative learning system of Seoul city
3. Cultural venture model going beyond productive welfare

1999

cultural work center
(5 factories)

Young people
are a resource,
not a problem

2001

Haja Production School
Seoul Alternative Learning
Community Network

Self-initiated
learning,
capability to solve
problems
and a school
without walls.

2004

Public Cultural Venture
Noridan

- Integrated model of work, play and learning
- Circulation system of office=school=factory
- Education program of businesses, school and civil society

2006 ~ 2010 : Vision for next 5 years

- Creative new town of youth learning and welfare in post-modern society
->circulation of work+play+learning+care => new town

2006 ~

Wit & Beat

Ecological Fantasy Performance

Youth creative learning centered New Town

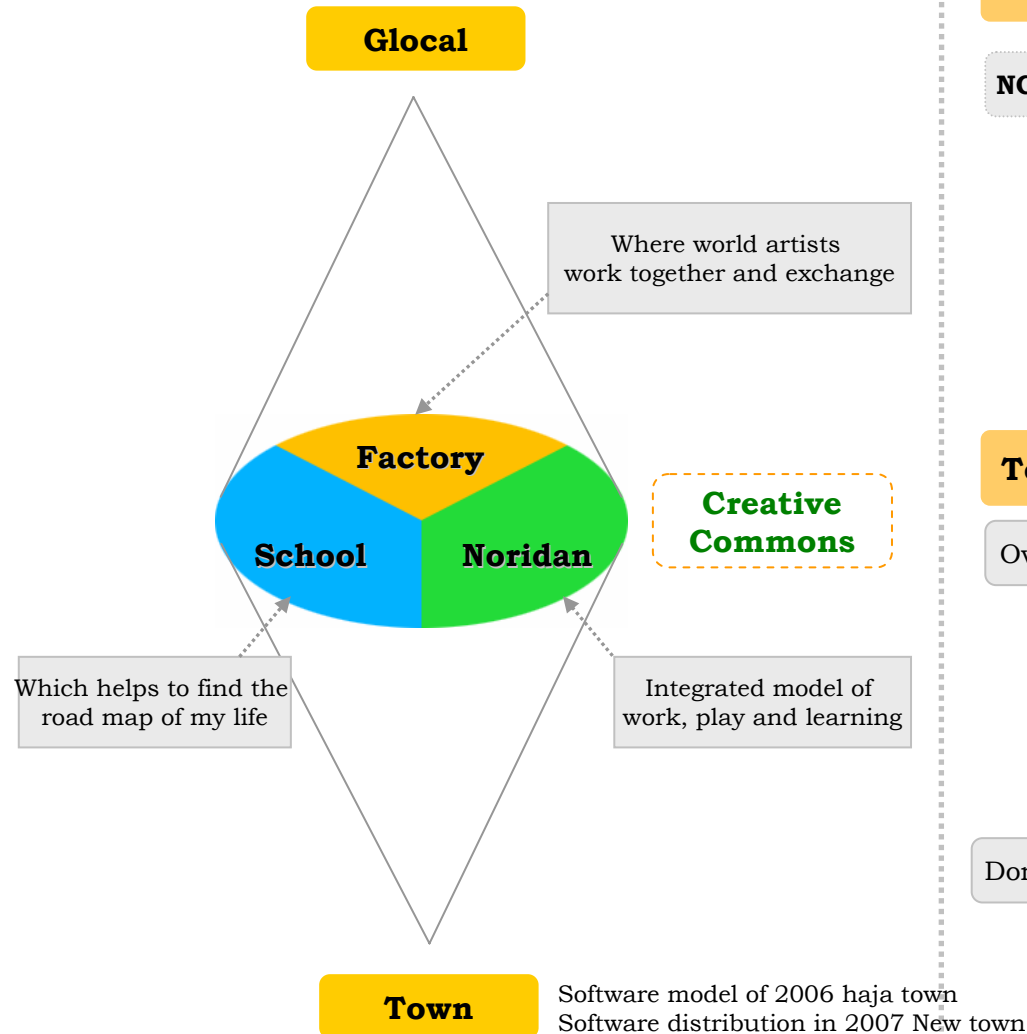
- with lively performers, school plays and town festivals
- with software and contents

Youth Creative Commons Lab
Global (Glocal) Town Center

- Software development and connection of sustainable ecological city
- Presenting a creative circulation model of play, learning and care
- New Town policy of a cultural city based on global network



SYFAC haja center : Internal Organization and Network



Village/Town Software creating Project

NGO community linked to regional economy+haja town software

- producing village performance team : play & festival
- producing village sound playground : contact through creating space
- village joint child nursery : child rearing
- village youth learning program : education
- village kitchen, farmers market program : food & farm
- village regional social enterprise program : livelihood & economics

Town Software creating network

Overseas

- Mark Enslin * Carol Huang (USA, School for Designing a Society)
- Takahashi Hideo (Japan, Architect working for care of Seniors)
- Doctor Yung and others (Hong Kong, Creative Education Forum)
- Steve Langton and others (Australia Hubbub)
- Bond Anderson and others (USA Soundplay)
- Barbara Lima and others (Brazil Escola Alegria)
- Linsey Pollak and others (Australia The Lab)

Domestic

- Corporate : Asan Foundation, Samsung Electronics, SK, Nexon, NC Soft and others
- Academic : Professors Cho Haejoang, Jung Byung-ho, Cho Hyung, Jeon Hyo-gwan, Jeon Gil-nam, Min Seon-ju, Park Hong-yi, Nam Jung-ho and others (Network of professors in field of Humanities, Architecture, IT Engineering, Education, Art)



NORIDAN : Distribution of Noridan + Wit & Bit Tour

2004 ~ 2005

Integrated Cultural venture of work-play-learning

Noridan = Performance company + Lifelong School + Handicraft

01 Integrated system of Educator+Artist+Professional Planner

- Recycling Ecology, Modern traditional art, Self-employment
- Education, Performance, artwork program

02 Education program for 3000 persons annually

- Corporate : MBC, McKenzie and other corporate training program
- Education : school teachers, After-school programs and workshop
- Public office : Cultural Administration, Navy experimental program etc.

03 200 performances annually

- Art : Pusan International Film Festival and others
- World : Woodford Folk Festival(Australia), Green Peaceboat and others
- Society : Nationwide tour performance for marginalized people

04 Production of over ten sound playgrounds annually

- Lotte Department Store, Roof-top Sound Playground
- Hongdae Kindergarten and other sound playgrounds
- Distribution in Ichun, Yeosu, Gwangju, Pyungchang and other cities

2006 ~ 2011

“Noridan + Wit & Bit”, the Next imaginative performance after Nanta-Jump-B-boy

01 Working together with producer, director, marketing, overseas agent of ‘Jump’ and ‘Show doctor’ of Europe

- Creating something which is unique from something which is all over the world

02 A special gift from Seoul – Wit & Bit

- ‘Chang-dong’ the Seoul Open Theatre, Dec. 6~10, 2006, 7 times performance (lease/support from Seoul Metropolitan Gov.)

03 Noridan, a part of the software of Seoul New Town

- Copy of Noridan community in each unit of Seoul New towns
- Spread of Noridan culture in all parts of Seoul city

04 Seoul’s presentation of youth creative work to the world performance market

- role of cultural symbol of software with work, play, learning and care
- role of global artist in residence catalyst for new town software
- role of invitation for the exchange between town software artists all over the world

Annual independent Revenue of 300 million won



Town Factory : Artist in Residence, Creative commons project

Production and workshop of sound playground

- Hubbub, Australia (Steve Langton, Chris Russell, Peter Mcharg)
- Soundplay, USA (Bond Anderson, Lewis Keller)

Diverse particles and workshop

- Brazilian dance and percussion (Barbara Lima, Bokchul)
- Soundplay using everyday tools (Linsey Pollak, Graeme Lock)

Town Kitchen and Farmers Market

- Cha Yoo-jin (Representative of Test Kitchen, Cooking Studio)
- Kim Ga-young (Representative of Chirisan Organic Food Inc.)
- Karl Mueller (Representative of MyMui, Fashion apparel co.)

Planning and Workshop of Creative Town

- Designing a Society (Mark Enslin, Carol Huang)
- Architect working for care of seniors (Takahashi Hideo)
- Creative Education Forum (Doctor Yung)

**Opening Show,
September 4, 2006 ~ December 16 2006 7th
anniversary symposium of haja**

**Civil + Industry +
Academic**

**Seoul City
Governments**

Residents Art Group in each town
Unique creative sound playgrounds of each town
Joint child nursery groups
Creative young peoples' learning program
Market providing fresh and safe food
Consultations for setting up social enterprise
(regional economy)

Children

Children of Yeong-joong Elementary School in Yeongdeung-po,
Children of Mongolian School, Children of Sungmisan School,
Children of Affiliated kindergarten of Kyungin Women's College,
Children of Samjeon Welfare Center and others

Young People

Rainbow Youth Center (North Korean + Korean-Asian) young people,
Young people of Seoul Alternative Learning Community Network,
Young people of Industrial high schools in Seoul,
Young people at haja and others

Youth and Adults

Members of Noridan, Artists in diverse fields,
Elementary, middle and high school teachers,
Planners of each field, Research team for the care of seniors



Schools : Haja Production school, Global school, Young haja class, Namaste Class

September 2001~August 2006

Seo Taiji Generation

New way, making alternatives/Creating stars and models

“Not protection but raising, not problems but resources.”

-Attempt to change existing system of stopping
to young people from doing what they want to do

Showing how to do what I want to
do and preparing places and
projects that can be done thus
leading to self-initiated project style
learning (Learning by Doing)
Development of model

**Haja Production
School**

**Seoul Alternative Learning
Community Network**

**Seoul Metropolitan City
Network School**

The Alternative Learning
Community Network which was
planned before founding of haja
production school lead to making
various small schools in youth
community centers (City as School).
Researching distribution of haja
model and budget support

September 2006 ~

2nd haja youth : Post Seo Taiji Generation

Sustainable Existence/High unemployment problems of labor

Crisis of motives, minimum safety net

Construction Industry Initiating Nation vs Care Society

- Compassionate sacrifice, reciprocal relationship, making towns

Making own group/tribe

understanding of community
and becoming a ‘motivated’
person in global society

(NC-haja) Global School

Rainbow Youth Center

Young haja
after-school care
for children
coming from
low-income families)

Namaste School
Noridan’s
children class

Haja production school

**Seoul Alternative Learning
Community Network**

School where young people
in search for individual path
create their own tribes
through the personal care by advisory system







