Introduction

A selected group of SUPSI students was invited by the Science and Technology Office (Swissnex) in Seoul to participate to the Swiss-Korean Innovation Week to learn about the technology ecosystem in Korea.

The students who participated to this amazing opportunity are: Leyla Tawfik (Interaction Designer), Reda Bousbah (Software Developer) and Ramona Waser (Business Administrator), the students were also accompanied by Dr. Serena Cangiano Coordinator of the Master of Advanced Studies in Interaction Design and Responsible of FabLab SUPSI.

Following some insights and experiences shared by the students about the Swiss-Korean Innovation Week.
DAY 1
Urban Informatics/Real Estate Social Innovation and Introduction & open discussion

Learning about Sustainable communities - meeting with Kyung-Min Kim, Urban Hybrid

The Technology and Science Office (Swissnex) in Korea did an outstanding job in organizing a series of personalized meetings parallel to the official events of the Innovation Week.

The SUPSI team started with a meeting with Professor Kyung-Min Kim Co-Founder and Adviser of the company Urban Hybrid.

During the meeting Kyung-Min Kim shared the work that is company is doing to sustain the development of local communities in Korea through fair development and the creation of co-working spaces. Urban Hybrid is a social venture involving the creation of spaces where designers and manufacturers can work together to generate social impact.

At the meeting the SUPSI team was joined by Michael Hunkeler Partnership Curator & Business Development at Impact Hub Zürich.
Fab Lab Seoul

The next visit took place in the historic Sewoon Market at the Fab Lab Seoul. Here Rodrigo Diaz, one of the responsible of the fablab, illustrated some of the projects that the Fab lab Seoul is involved with such as the Fab Academy and the setting of the new bio lab.

Introduction & open discussion “Challenges of South Korea in the 4th industrial revolution era”

Li Zhou  UN Economic and Social Commission for Asia Pacific
Joseph Lim  WFUNA
Eun Uk Ahn  Green Cross MS
Zahin Hussain  HUGE Ventures at Hanyang University Social Innovation Center
Inhyok Cha  SK Telecom

During the panel were touched different thematics related to technology innovation in Korea. The topics discussed were about smart cities, the korean government policies in supporting innovation and the importance of the role of education. One of the most discussed concepts was the necessity to create a sustainable community to support the 4th industrial revolution era.
Networking Dinner - BBQ

At the end of the first day, we have been invited to enjoy a very famous dish: the Korean barbeque!
There was just one rule: set nearby someone you do not know. This was the perfect way to meet other guests from the Swiss delegation, from the embassy and also the panelist from the previous meeting.
We had the opportunity to chat while enjoying this incredibly tasty food.

These restaurants have long tables with a few firepits embedded in the middle, and a suction tube straight above. Then a pan and some meat is provided, usually a grid is used directly above the fire. The meat is prepared and cut into small pieces which are easier to eat with chopsticks. Alongside, many sauces are provided, with the always present kimchi (salted and fermented vegetables).

After a lovely evening and some incredibly tasty food, we went back to the hotel. Time to get some rest and prepare for another intense day.
DAY 2

Swiss-Korean Smart Living Symposium and Matchmaking Dinner

Swiss-Korean Smart Living Symposium

http://www.stofficeseoul.ch/21-may-symposium-smart-living/
28 speakers

The world is changing. We are facing new challenges every day. Cities are changing; the growth and the increased density of the population forces a severe alteration in the urban planning, and in the development of the mobility. Technology is restyling the way in which we communicate, we interact with each other, and perform many basic tasks. The climate change is maybe the biggest challenge we face; we have arrived at a point where it is very dangerous, and we need to change drastically the impact we have on the planet.

An incredible team of 28 speakers offered an insight on how people are facing these challenges. Sharing how they are using technology to improve sustainability, inclusivity, and a human-centered environment.

Located into the stunning Seoul City Hall premise, a modern facility that hosts administrative affairs of Seoul.

The event was opened by Jung Hye Roe, the president of NRF (National Research Foundation of Korea), followed by the welcome by Linus von Castlemur the Swiss ambassador in Seoul.
The event was divided into 4 main sessions, from 09:30 in the morning to 18:00 in the evening. With a standing launch that allowed the guests to enjoy international food, while chatting with the other attendees and the speakers. An amazing opportunity to have a word with amazingly talented people.

The first session was centered on “Smart Mobility and Security”, and many different approaches and points of view were offered. Starting with Stefan Guggisberg, head of Outpost China for the Swiss Federal Railways (SBB). He explained the view that SBB has on the topic of Smart Mobility. How they are planning and putting in place a system that aims to provide the best service and experience for the final customer; interconnecting cities, making them smart, and reducing as much as possible the resources used in the process.

Min Kim, manager for the Corporate Venture Capital Team, Hyundai Motor Company, explained the way Hyundai approaches new technologies to gain competitive advantage. In particular the five key areas they are focusing on:
Smart Mobility - approaching concepts such as Mobility as a Service (MaaS), Smart City - the inclusion of ICT technologies to obtain a better traffic control, Energy - the provision of power using a smart energy grid and the production and storage of hydrogen without CO2 emission, Robots - used as a wearable technology and as a service, and Artificial Intelligence - used to secure key areas.

These examples showed how two big companies, one located in Switzerland, and one in Korea, approaches some common issues.

The second session was focused on “Inclusive Technologies”, and focused on a set of topics about the use of technology to be more inclusive, Professor Alireza Darvishiy first and Ah-Rum Choi in a second instance explained their vision on making cities more accessible for elderly and disabled people. Sung-Un Chang, CEO of Yolk, presented the Solar Cow project, an incredible solution to bring electric power to the most remote areas of the globe. A very inspirational idea, that showed how much is achievable with everyday technology and a smart idea.

During this session Dr. Serena Cangiano and Leyla Tawfik presented their project “Ethafa” an educational kit to teach programming and electronics through playful interactive stories to kids (age 10-12). The Ethafa project is aiming to tackle of the gender gap in the tech field and to create cultural driven contents to be more impactful in the teaching of the STEAM subjects (Science, Technology, Engineering, Art and Mathematics).
The third session’s central focus was “Technology-Driven Solution”, it was discussed the use of IoT (Internet of Things), VR (Virtual Reality), and other very young technologies as driver for new solution. Chae Lee, Senior Vice President at LG Electronics, explained the evolution of sensors and how their wide adoption can be used to obtain smart cities, capable of making decisions based on deep learning.

Anna Jo, marketing manager for Looxid Labs, presented LooxidVR a product used to acquire valuable information about user behaviour, using VR and a grid of sensors that are capable of tracking the eyes and the interaction the user has with such virtual world. This is an example of how recent technologies can be used in different fields such as healthcare, education/training and marketing.

The fourth and last session titled “How Switzerland is Approaching Smart City Concept” was hosted by Michael Hunkeler, partnership curator for Impact HUB and Didier Schwarz, innovation advisor at Innovaud. They explained how Switzerland is providing spaces for idea development and financial support for startups in Switzerland.
Matchmaking Dinner
La Suisse - Swiss bistro & bakery

The best way to end this incredible day is for sure a matchmaking dinner at the suggestive La Suisse - Swiss bistro & bakery. The dinner was the chance for the Swiss delegation and the Koreans involved to have a further exchange about the subjects discussed during the day in an informal context. The decision of having a Swiss dinner was a way for the S&T offices to broaden this bridge between Switzerland and Korea.
DAY 3  
Meeting at Motoelastico and Visit to LG Science Park  

Meeting at MOTOElastico  

On Wednesday we had the chance to visit MOTOElastico one of the best Italian architecture office in Korea founded by Simone Carena and Marco Bruno. The studio is on the top floor of a building in Jonjno the most creative zone of Seoul. The area is surrounded by people doing things, blacksmiths, tailors, woodworkers, watch fixers and gold merchants and Marco took us through this vibrant environment from the balcony at the top of the building “the best view of Seoul”.  

During the meeting Marco and Simone explained the architecture scene in Seoul, showcasing some of the most characteristic interventions made for the city. The first project showed was developed in collaboration with Dr. Serena Cangiano. The aim was to map the mobility of the couriers and the outcome was the design of a structure to allow the couriers to carry more things while using a motorcycle, the fastest way to move around the city.
Other interesting projects showcased where the interventions for the markets called “bamdokkaebi Night Markets”. For the project Motoelastico designed tents that are collapsible and stackable. The aim of the markets is to provide a platform for young craftsmen and designers to sell their product in a festive environment. This intervention was made for two different locations on the side of the Han river.

Marco has also presented us their latest project called “Scroll” the main pavilion of the newly open Hangang Art Park in Seoul, an open-air collection curated by Eun Byungsoo that includes 37 new public art pieces. The intervention made in FRP (fiberglass reinforced plastic), is a 3 loops structure that welcomes the visitors with rest and performing areas and provides a key to navigate through the art park.
Gwangjang market

After the visit at Motoelastico we moved just around the corner to visit the Gwangjang market one of the most characteristic markets of Seoul. The market still remains authentic and retains its Korean cultural heritage, style, and charm. Here we were able to taste some delicious korean food like the Gimbap and the Dumpling Soup and enjoying some shopping the many section of the market.
LG Science Park

In the afternoon the swiss delegation visited the LG Science Park where it was organized a tour of the LG Innovation Gallery. During the visit we were able to have a first look of the latest trend in technology in the field of smart mobility, energy, smart city, smart home and cosmetics.

The LG Science Park is the largest R&D complex in Korea with a total area of 275 acre and 22,000 researchers. Also technologies of LG’s 8 R&D Companies of Electronics, Chemical, Communications, Services and other fields have gathered together to create the next generation of global growth engines. We were able to try some of the new products involving AI and VR, one of the most interesting pieces were probably the holographic navigation for the next generation of cars and the foldable LG rollable display and of course CLOi the family of assistant robots implemented by LG.
DAY 4

Swiss-Korean IDEA GENERATION Workshop and Global Impact Night

Swiss-Korean IDEA GENERATION Workshop & Global Impact Night

http://www.liftglobal.org/activity/liftlab-seoul-2019
http://www.stofficeseoul.ch/global-impact-night/

On Thursday we had the opportunity to participate in the Ideation Workshop, a one-day creativity sprint organized by Lift, where we were able to meet with Korean and Swiss start-ups, students and professionals.

The workshop was held in the inspiring location of Heyground, the first co-working community launched in 2017 by Root Impact.

The theme of the day was "How do smart technologies serve the Sustainable Development Goals?", and the goal was to create new ideas and projects based on Artificial Intelligence (AI), Augmented, Virtual and Mixed Reality (AR/VR/MR) and Blockchain technologies in favour of 3 of the 17 UN Sustainable Development Goals (SDG) and more precisely SDG 3 on good health and wellbeing, SDG 10 on reducing inequalities and SDG 11 on sustainable cities and communities.

The day started bright and early with coffee and getting to know each other and understanding the organization of the day.

Once we had formed 6 teams, we started with a first brainstorming and idea creation round resulting in the pitch of the 3 best ideas of each team.
The morning flew by and during lunchtime we had the opportunity to vote on the most interesting and engaging projects and get to exchange more opinions and thoughts. In the end, 6 ideas came out to be developed in the afternoon.

We shuffled the cards in the game by rearranging the teams, creating new momentum for the afternoon activities.

After a brief introduction of the teams we developed new projects on the mornings’ ideas, ranging from integration into the workforce for disabled people, gaming solution for the reduction of disposable plastic, especially in coffee shops (Plastic/Less) and a platform to connect maker and people with special needs (Solutinder).
The teams were supported by the following facilitators: Jean-Henry Morin from the University of Geneva, Olivier Mouroux from Asiance, Abir Oreibi from Lift and Serena Cangiano from SUPSI.

At the end of the day the two projects with the highest potential had the chance to participate in the Designathon on September 27-28, 2019 in Seoul.

The jury voted Plastic/Less and Solutinder as the most interesting projects to be developed further.

The day was a real sprint of creativity that allowed us to get involved, get to know outstanding people and different points of few on various topics and create interesting connections for the future… and of course there was a lot of fun too.

The day ended on the rooftop of Root Impact with the Global Impact Night where we could not only enjoy a fantastic view and wonderful food and wine, but inspiring presentations of Swiss and Korean companies active in sustainability, co-working and innovative technologies. There was no better way to end an amazing week full of interesting meetings, presentations and discovering of Seoul.
DAY 5
Meeting with prof. Joon Sang Baek at Yonsei University

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On Friday after an intensive week of meetings we met Prof. Joon Sang Baek at the Yonsei University. Professor Joon Sang Baek is an associate professor at the Department of Human Environment and Design at Yonsei University and the director of DESIS lab at Yonsei. His research areas include design for social innovation and sustainability, service design, and nature-inspired design. His current research focuses on understanding and designing for collaborative services.

The meeting focused on the work of Professor Joon Sang Baek in the field of social innovation and service design for the DESIS Lab at Yonsei University. The DESIS Lab is aiming to tackle complex social problems through design research and practice. Was a moment of exchange on the research practice and the importance of creating human centered solutions.