

건축진흥원 설립 타당성 및 운영방안 연구

A Feasibility Study of Korean Architecture Agency and the Operation Scheme

유광흠 Yu, Kwang Heum
차주영 Tchah, Chu Young
손동필 Son, Dong Pil

(a u r i

A feasibility study of Korean Architecture Agency and the operation scheme

Yu, Kwang Heum
Tchah, Chu Young
Son, Dong Pil

The Architecture Service Industry Promotion Act was put into effect on June in 2014. Therefore, the practical agency will be needed to increase the efficiency of The Architecture Service Industry Promotion Act. Generally, when “The Industry Promotion Act” is enacted, the special agency would be charge of the law, promote their own industry, and support related tasks. The publication of Korean Architecture Agency is statutory under 25th Act of The Architecture Service Industry Promotion Act.

Korean Architecture Agency should be essential to implement The Architecture Service Industry Promotion businesses systematically and expeditiously. However, first of all, it is substantial to present the credible evidences for the publication of the agency and the reason why Architecture industry should be promoted and for financial

government' s support. The purpose of this report is to testify the validity of the publication of Korean Architecture Agency by analyzing financial cost and effectiveness for the agency. Also, functions of the agency and plans for the optimal administration of the agency will be provided.

The background of the publication of the Korean Architecture Agency is originated from the value and the importance of Architecture Industry. The value of Architecture Industry is provision of shelters from the danger of outside, formation of families, the space for social activities, the medium of community activities, and the regional landmark as a high value product.

The importance of Architecture Industry is stem from contribution of quality of life, expression of the identity and the variety, safe and healthy city life, fulfillment of creative culture, the new national trend of creation of values, positive economic impact, and the strategy for the climate changing.

The legal evidence for publication of Korean Architecture Agency and financial government' s supports is based on The Architecture Service Industry Promotion 25th Act which guarantees the existence of the agency for the Architecture Industry.

The imperious need of Korean Architecture Agency is come from economic effects of good architectures, promotion of the essential focused industry, advancement of oversee markets, and development of information service industry.

The analysis of the case study in domestic was done with Korea Culture & Content Agency, National Institute for Lifelong Education,

Korea Forestry Promotion Institute, Korea Arts & Culture Education Service, Korea Institute of Design Promotion, Korea Robot Industry Promotion Institute, Korea Health Industry Development Institute,

The case study comprises the introduction of the agency, the major functions, the present condition of the agency, major businesses. The population, the assets, independency from government, common functions and distinguishing characters among 7 promotion agencies in Korea were resulted from those case studies.

France, German, and Netherlands were analyzed with Architecture policies, the major promotion programs and laws. The specific foreign cases are La Cite(IFA_CHAILLOT), FRAC(Fonds Regionaux D' Art Contemporain) Center, The New Institute, Architectuur Lokaal, DAM: Deutsches Architektur Museum, NAX(Network for Architecture Exchange. Foreign cases were analyzed by the purpose of publication, the present conditions of management, the structure of organization, the content of major businesses. The financial stability, the total information system, the responsibility of government, exhibition, archive, network, regional agency, and the supports of oversea market were resulted from the analysis.

The business plan of the publication of Korean Architecture agency is reviewed by The Architecture Service Industry Promotion Act and other promotion industry agency. With this plan we suggested research analysis, supporting oversea advanced businesses, fostering experts, and promotion of architecture' s culture as the agency' s major tasks.

The cost of maintenance for the agency was estimated annual

financial budget 2,000 million won, revenue from government 1,500 million won, resulted from lease, asset acquisition, administration cost, and supporting from government.

The long term plan comprises the plans for administration, asset, and business. The plan for administration comprises 3 headquarters, 5 centers, and 15 teams. (53 people) The plan for asset has 3 steps by 2024. Also the plan for business comprises Architecture Service industry advancement business, Architecture Service industry information business, competition of the best architectures, the new resource of Architecture Service industry, the standard business of Architecture Service industry, Global Archi-Korea business, and promoting creative men power business.

Lastly, the researchers conducted a survey targeting 630 people to recognize public awareness of Korean Architecture agency and analyze its effect. As a result, more than 60 percent of respondents answered that Korean Architecture agency related with the architecture service industry is needed. Approximately 22 percent thought that ‘research and development on the architecture service industry’ is the most significant function of the agency. Their WTP(Willingness to Pay) is 4859won and total benefit is 388 billion. Therefore Korean Architecture Agency Publication is economically feasible.

In this research, the major tasks of Korean Architecture agency include research analysis, supporting oversea advanced businesses, fostering experts, and promoting culture of architecture. Research analysis is based on survey data such as the status of the

architecture service industry and service industry professionals market to produce current industry statistics. Joint research and pilot projects cooperated with public institutions, universities, private organizations and businesses can promote the architecture service industry. Korean Architecture agency establishes database system of architecture service related information and maintains the operating plan to make professionals easy to access. Standardization of form, measurement and process of architecture service business contributes to cooperation and intercourse between different organizations. To promote oversea expansion and international exchange in architecture service industry, professional training and database network with foreign businesses are needed to be financially supported. As a new leading growth power, service industry experts should be trained in professional institutions and certification policy for excellent architectures could promote outstanding architects. Lastly, various architectural culture promotion activities such as IPR(Intellectual property rights) guarantee of architecture services and establishing fair trade order could vitalize the industry of architecture service.

For the application and implementation of the proposed policies, detailed regulations and rules for individual policies are needed in further studies and monitoring and follow-up evaluation should be continued for operation and enforcement of Korean Architecture agency.

Keywords : Korean Architecture agency, Construction Information System, Architectural Culture, The Architecture Service Industry