

## A Study on the Revitalization of Do Dream Fashion Center in Dongducheon

The achievements of attracting companies and creating jobs through the establishment of the Do Dream Fashion Center are contributing insignificantly to the economic growth of Dongducheon City in the current situation where the foundation for high-tech or specialized industries is weak.

However, although it should have a regional corporate support service base function that matches the official name of the 'Gyeonggi Textile and Sewing Knowledge Industry Center', it is currently only playing a supporting role for resident companies.

In the direction of strengthening the role of the Do Dream Fashion Center, the vision of the Do Dream Fashion Center is to establish a base for nurturing the fashion sewing industry specialized in knit and leather, which are regional specialized material industries.

As a strategy for strengthening marketing, which is a key short-term task, it is necessary to set 'brand companies' and 'Internet shopping malls' as key target distribution channels and focus on discovering and expanding suppliers.

Another short-term key task, a sewing education program to improve manpower supply and demand, is to introduce the 'on-demand education' method and operate a hobby class and a job class separately. In particular, in relation to the goal of strategically fostering specialized sewing industries such as knitwear and leather, it is necessary to review the operation of specialized programs for nurturing human resources suitable for this field.

In the direction of expanding the corporate support public infrastructure for the Do Dream Fashion Center's wide-area base function, it is necessary to prioritize the expansion of shared equipment over public facilities in terms of relative importance. 'Sewing machines' and 'Design machines' are the highest priority targets for provision of public infrastructure, and 'Completion automation system', 'Cutting machine', 'Pattern machine', and 'Product exhibition hall' should also be reviewed as priority targets. will be.

Meanwhile, as a way to reorganize the guidelines for resident companies of Do Dream Fashion Center, it is necessary to expand the occupancy opportunities for new businesses by setting a limit on rental space per business, and to increase the number of occupants by reducing the occupancy space and period per business. It is necessary to support the establishment of a smart sewing factory equipped with automated production facilities by creating a smart sewing industrial complex for companies whose contracts have expired to resettle within the region.

For the public space function and facility improvement plan to support the strengthening of the role of the Do Dream Fashion Center, two alternatives are proposed: 'business-friendly use plan' and 'companies and residents joint use plan'.

Exterior space design improvement measures include designing the exterior walls of the building and installing promotional materials to enhance the character of the fashion center, installing external access stairs to the 3rd floor roof garden and rest facilities such as cafes, and open, Consider the symbolic entrance design, etc.

As an improvement plan for interior space design, it is necessary to improve the design of the low-rise lobby and entrance to be user-friendly, and to enhance the symbolism of the space with the characteristic design of the open gallery space on the 1st and 2nd floors.

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**Keyword** Dongducheon City, Sewing Industry, Do Dream Fashion Center

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