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# Abstract

The Gyeonggi Garden Culture Expo is celebrating its tenth anniversary this year. The event, first held in 2010, has enjoyed success not only in Gyeonggi-do Province, but nationwide. The purpose of this study is to reflect on the past decade of the Gyeonggi Garden Culture Expo, and to propose future directions.

Education is what lays the foundation for all expos. Garden culture expos have developed from exhibiting flowers to promoting urban regeneration, going beyond their basic function of exhibition to become a platform that drives positive change in the environment. A time-series analysis of Google images showed that they are shifting from West to East, where various themes have seen rapid advancements. Korean artists have showcased their talent, and Korea's garden culture expos are solidifying their position amid the growing competition.

From assessing the Gyeonggi Garden Culture Expo over the past decade, its greatest weakness was the lack of a representative image. In most cases, photos of the opening ceremony were used instead. Another general issue is the difficulty of maintenance after the actual event. While the sale of works contributes to industrial development, this has not been easy to achieve.

The ten major strategies proposed for the next ten years are: storing unsold works in garden archives, establishing the Gyeonggi Garden School, designing a representative image, choosing a topic to match the representative image, opening the Gyeonggi Garden Support Center, facilitating signing of agreements between the public sector and garden artists, developing village gardens near protected zones, developing wild gardens near protected zones, developing garden-themed streets and avenues, and becoming a garden city.

(Policy recommendation 1) Transfer the right to organize the Gyeonggi Garden Culture Expo to the city/county after the 15<sup>th</sup> event, and develop a separate garden culture expo unique to Gyeonggi-do Province. Develop village gardens and wild gardens near protected zones during the period of the 10<sup>th</sup> to 15<sup>th</sup> events.

(Policy recommendation 2) Establish a garden platform for Gyeonggi-do Province. Utilize the Gyeonggi World Garden (tentatively named) underway in Ansan as a hub of garden culture and related industries. Recruit civilian gardeners, and develop programs to support various artist performances.

(Policy recommendation 3) Establish the Gyeonggi Garden Support Center to support not only gardens, but also urban forests. Instead of creating a province-affiliated institution, begin as a team under the Gyeonggi Environmental and Energy Promotion Agency.

(Policy recommendation 4) Designate garden cities. If three cities/counties are designated as garden cities every ten years, Gyeonggi-do Province will consist entirely of garden cities in 100 years. Connect parks, arboretums, and botanical gardens via dedicated streets and avenues, and develop garden cities under the vision of Garden Korea. Garden cities can serve as a growth engine of Korea's Green New Deal.

In addition to the above, maintenance measures that can be implemented include creating maps and videos, organizing photo exhibitions, exercising flexibility in opening and closing ceremonies, holding online exhibitions for the contact-free era, and designating provinces as expo hosts.

**Keyword** Garden, Gyeonggi Garden Culture Expo, Garden cities