

2023 ACM(ASSOCIATION OF CHILDREN'S MUSEUM) INTERACTIVITY

*Meaningful Moments of Play-Based  
Learning in K-Institution:  
Case Studies From South Korea*

April. 28. 2023



# *Meaningful Moments of Play-Based Learning in K-Institution : Case Studies From South Korea*

- 1. Reimaging : Conversion from a theme playground to a children's museum**
  - Jinhee Kim (Chief Curator, Gyeonggi Northern Children's Museum)
- 2. Yangju Chang Ucchin Museum of Art ACT Project**
  - Kim Suyeon (Curator, Chang Ucchin Museum of Art Yangju City)
- 3. Diversity and Challenge : KidsMaker Studio**
  - Yu Mansun (Director, Department of Exhibition Support, Gwacheon National Science Museum)
- 4. Expansion of healthy living habits of young childrens and their families**
  - Park Ji-un (Consultant, Korea Productivity Center)



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*Meaningful Moments of Play-Based Learning in K-Institution  
: Case Studies From South Korea*

# Reimagining : Conversion from a theme playground to a children's museum

April. 28. 2023

**Jinhee Kim**

(The former Chief Curator, Gyeonggi Northern Children's museum)

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- II . The current status** of the Korean Children's Museum and the uniqueness of the exhibition administration
- III . Enhance renovation** and exhibition contents
- IV . Contributing** to the Children's Museum in the Metropolitan Area



## **Jinhee Kim**

- As the opening member of Samsung Children's Museum, Korea's first children's museum, a child museum worker for more than 30 years.
- Major: Ph.D. completion in early childhood education and two master's degrees in art education
- Career: Starting as a curator ~ Experienced director GCM Samsung Museum of Art, Leeum's Children's Open Exhibition and Children's Art Exhibition for 3 years, etc

# Gyeonggi Northern Children's Museum



# Gyeonggi Northern Children's Museum

- ✓ **Location**  
: the South Korean metropolitan area,  
Dongducheon City under the truce line
- ✓ **Building area**  
: 6000 m<sup>2</sup> , 3rd floor
- ✓ **Visitors**  
: 150,000 visitors in 2019  
135,000 COVID-19 cases in 2022
- ✓ **Operation**  
: Gyeonggi Cultural Foundation,  
a public institution in Gyeonggi-do



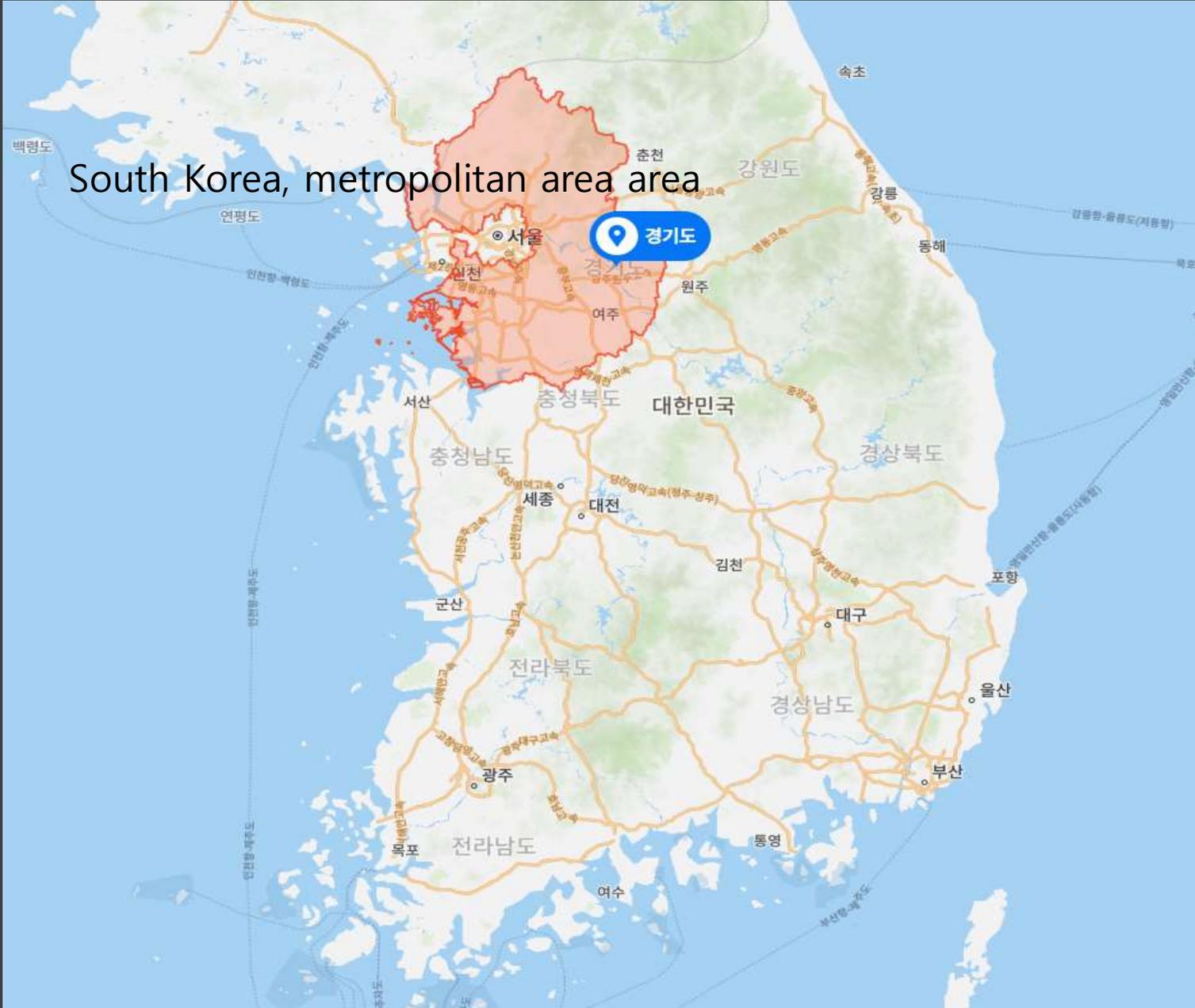
# Gyeonggi Northern Children's Museum

## [ Conditions and Environment ]

- ✓ The location of the entrance to Soyosan Mountain, which is beautiful with autumn leaves
- ✓ an accessible weekend outing in the Seoul metropolitan area
- ✓ It's relatively poor in Dongducheon City of Dongducheon, Visitors visit without much expectation
- ✓ Surprised Children's Museum  
A treasure in nature,  
We're restricting visitors due to COVID-19  
More pleasant viewing!



# II current status of the Korean Children's Museum and the uniqueness of the exhibition administration



## II current status of the Korean Children's Museum and the uniqueness of the exhibition administration



**Gyeonggi Northern  
Children's Museum**

**Goyang  
Children's Museum**

**National Children's  
Science Museum**

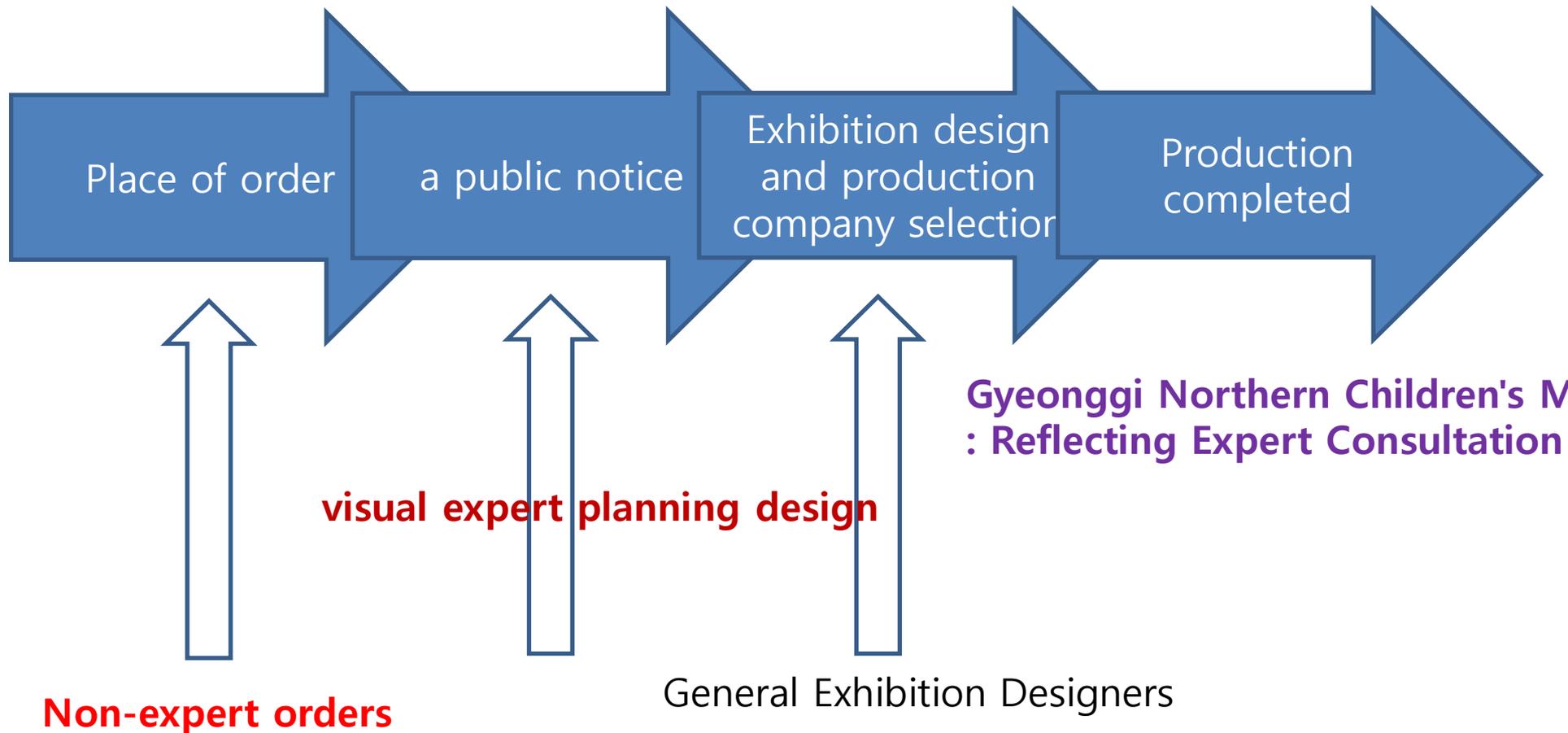
**Seoul  
Children's Museum**

**Incheon Children's  
Science Museum**

**Gyeonggi  
Children's Museum**

**II current status** of the Korean Children's Museum and the uniqueness of the exhibition administration

## Administrative System of Exhibits in Korea



### III. Enhance renovation and exhibition contents

[ Project for the Reopening of the Gyeonggi Northern Children's Museum in 2020 ]

- Judgment: The name of the children's museum is difficult to say
- Administration: Opening the Children's Museum in Dongducheon City without planning by experts (2016)
- Content : Focus on physical play in the theme park atmosphere and install water and dinosaurs that children like, Contextless environments and exhibitions, Lack of ability to explore curiosity and world knowledge

# Ⅲ. Enhance renovation and exhibition Gyeonggi Northern Children's Museum



1 Floor : Climber Zone / Dinosaur Zone / Infant Zone

2 Floor : Forest Ecological Zone/WaterPlay Zone/Animal House Zone/Special Exhibition



Water play zone: Water gun play level that has nothing to do with the ecological environment of the forest, which is the subject, and excessive failure

\* **Thinking: How to turn it into a children's museum?**

- Content Topics: Forest, Ecology, and Environment
- Renovation Gallery Scope: 3 out of 7
- budget: 1 billion
- Schedule to reopening: 8 months
- Number of planners: 3 people

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the water zone :120 pyeong  
Animal House Building Zone  
: 80 pyeong  
Special Zone: 70 pyeong

Exhibition of water  
Forest and Character Exhibition  
Media Education Zone  
(Future Environment)

# 숲길을 따라 물길과 비밀의 연못 속으로!

감성적 체험놀이를 통해 원할한 체험학습활동으로  
동물과 자연의 지혜를 인식하고 가치를 발견하며  
자유롭게 체험하는 숲 속 공간



a proposal from a selected company

[경기북부어린이박물관] 상설전시 사인그래픽

## 1. 벽면그래픽

Zone 2. 계곡 물테이블  
Zone 3. 계곡물

주조색

Pantone  
629U

포인트(기둥)

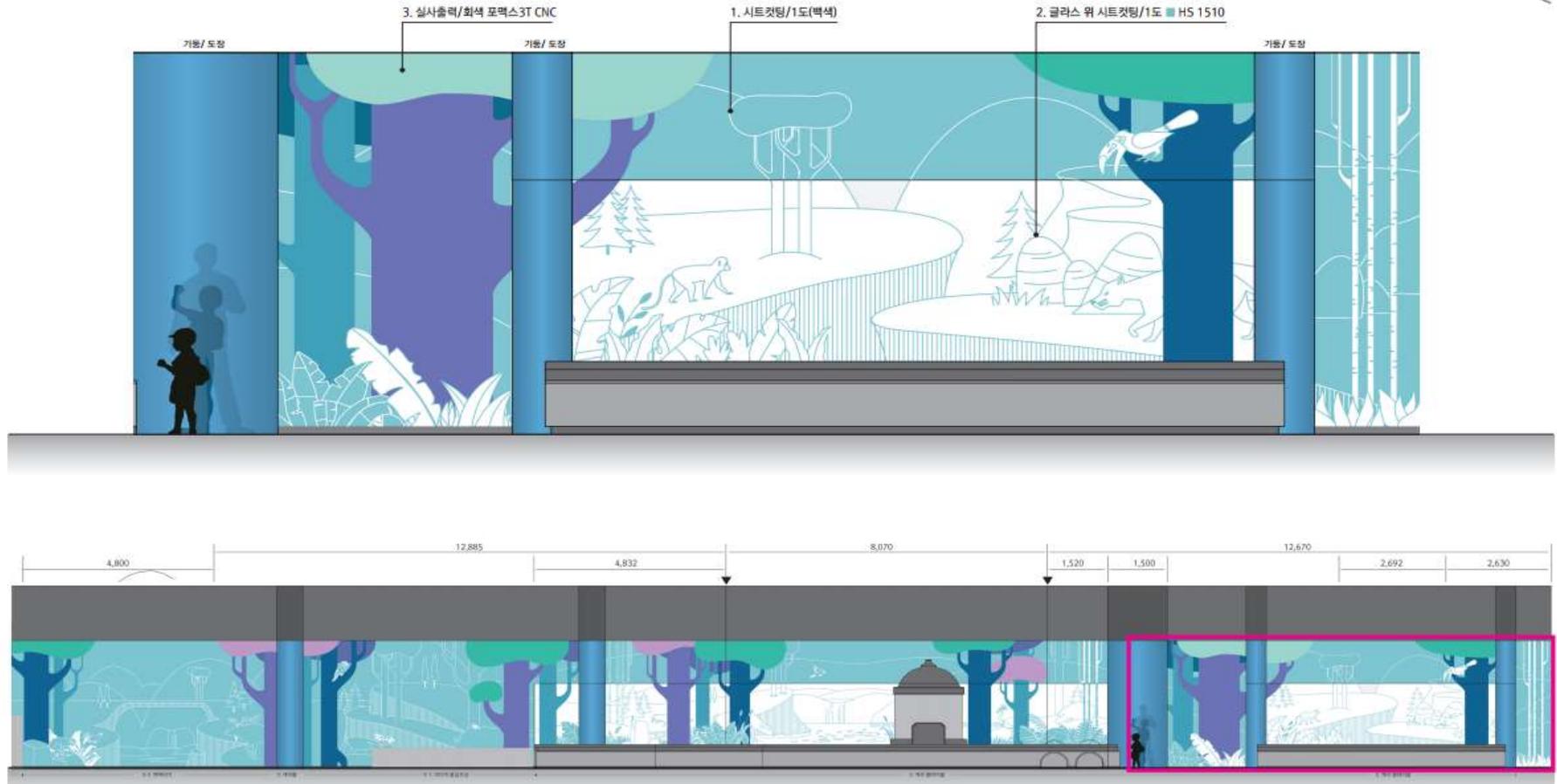
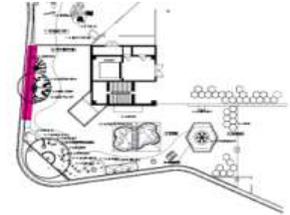
Pantone  
2915U

시트1

White

시트2

HS 1510



Wall graphic: Simple but somewhat mysterious color of the valley, line drawing and white surface treatment on the wall where the exhibits are located



Report on the final of the exhibition: Check the matters to be considered in the operation with the exhibition operation staff and reflect the necessary matters in the exhibition



3 Types of Bird's House kiosks



## Exciting valley water

Water table recycling + new exhibits + valley graphics + media pond installation



[ Gallery renovation and exhibition enhancement plan establishment ]

year	the promotion of a plan	the result
2020	Renovation of 3 galleries out of 7	Renovation of 3 galleries completed
	The first half of year Complementing the exhibits	14 exhibits completed
	the second half of the year Complementing the exhibits	13 exhibits completed
2021	The first half of year 2nd Floor Forest Ecological Zone Enhancement Exhibition	12 exhibits completed
	the second half of the year 1st floor reinforced dinosaur zone exhibition	5 exhibits completed
2022	the second half of the year 1st floor reinforced infant zone exhibition	10 exhibits completed



Ensuring the separation of the entrance and exit.



Preventing safety accidents and ensuring cleanliness.



Creating an appropriate experience

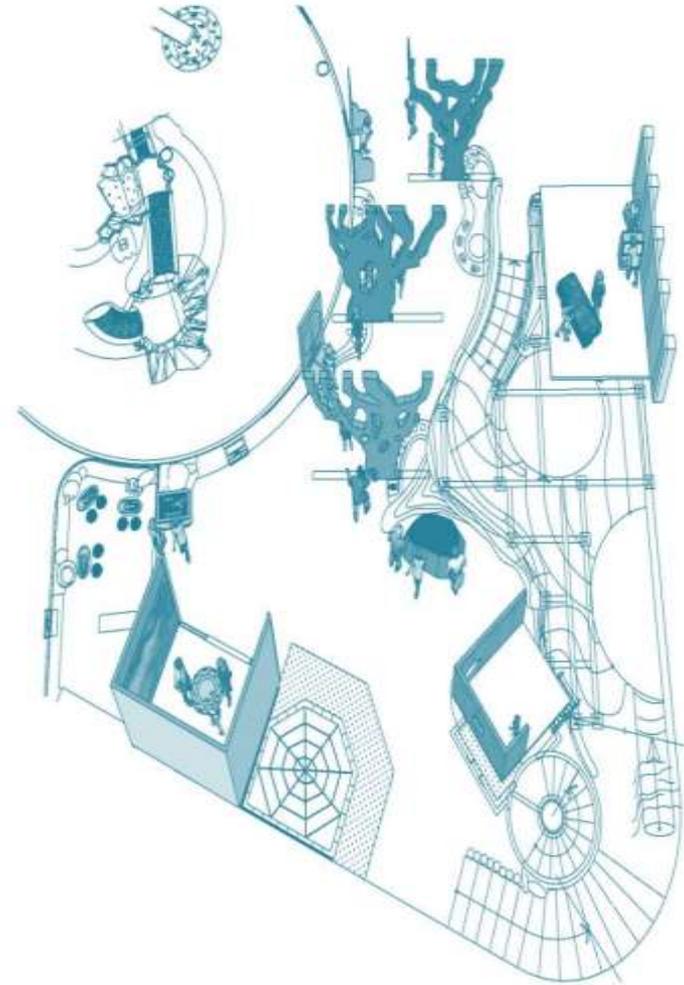
### III. Enhance renovation and exhibition

#### **Gradual enhancement of gallery content :**

the forest ecology zone in 2020 -> the dinosaur zone in 2021-> the toddler zone in 2023.

#### 2020 specialization of the forest ecology zone

- ✓ **Graphic treatment of the ant colony (friendly induction)**
- ✓ **Additional production.**
  - Forest orchestra exhibit
  - Four-season tree transformation (media)
  - Wearing protective clothing of insects exhibit
  - Viewing through the eyes of a bird (media) exhibit
- ✓ **Adding three more types of trees for visitors to view.**
  - Moving model of ground squirrel,
  - video of squirrel
  - model of bird
- ✓ **Specialization of constellation-related exhibits.**
  - Constellation storybook
  - Constellation shadow puppet show
  - Relocation of constellation exhibition items and wishing well

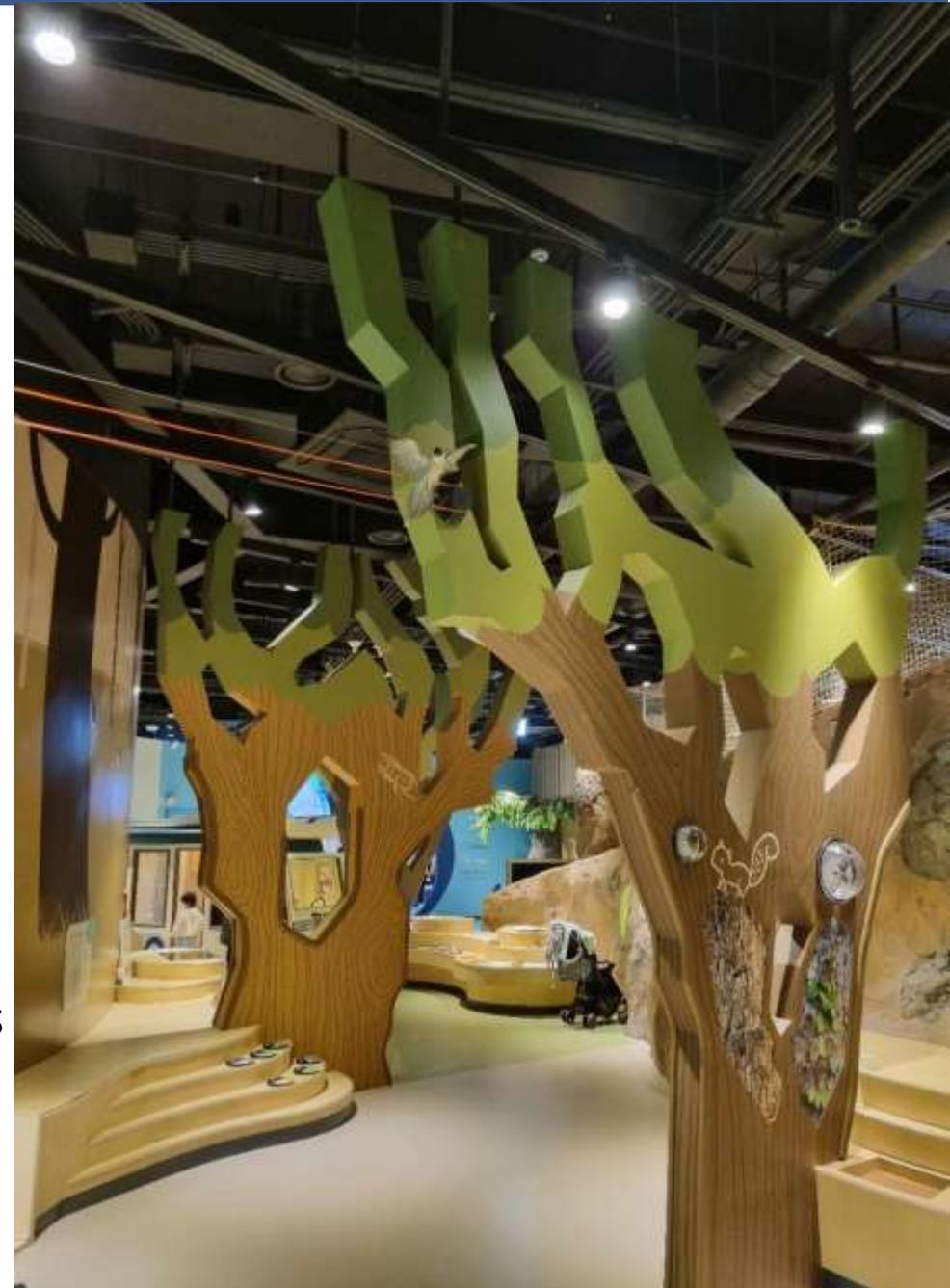


### III. Enhance renovation and exhibition



For the large ant colony exhibit, we added friendly ant illustrations and 2D slide images to enhance the graphics.

### III. Enhance renovation and exhibition



The gallery has added experience exhibits for each of the three trees by painting their tops with green color and creating small squirrel videos to watch.

### III. Enhance renovation and exhibition



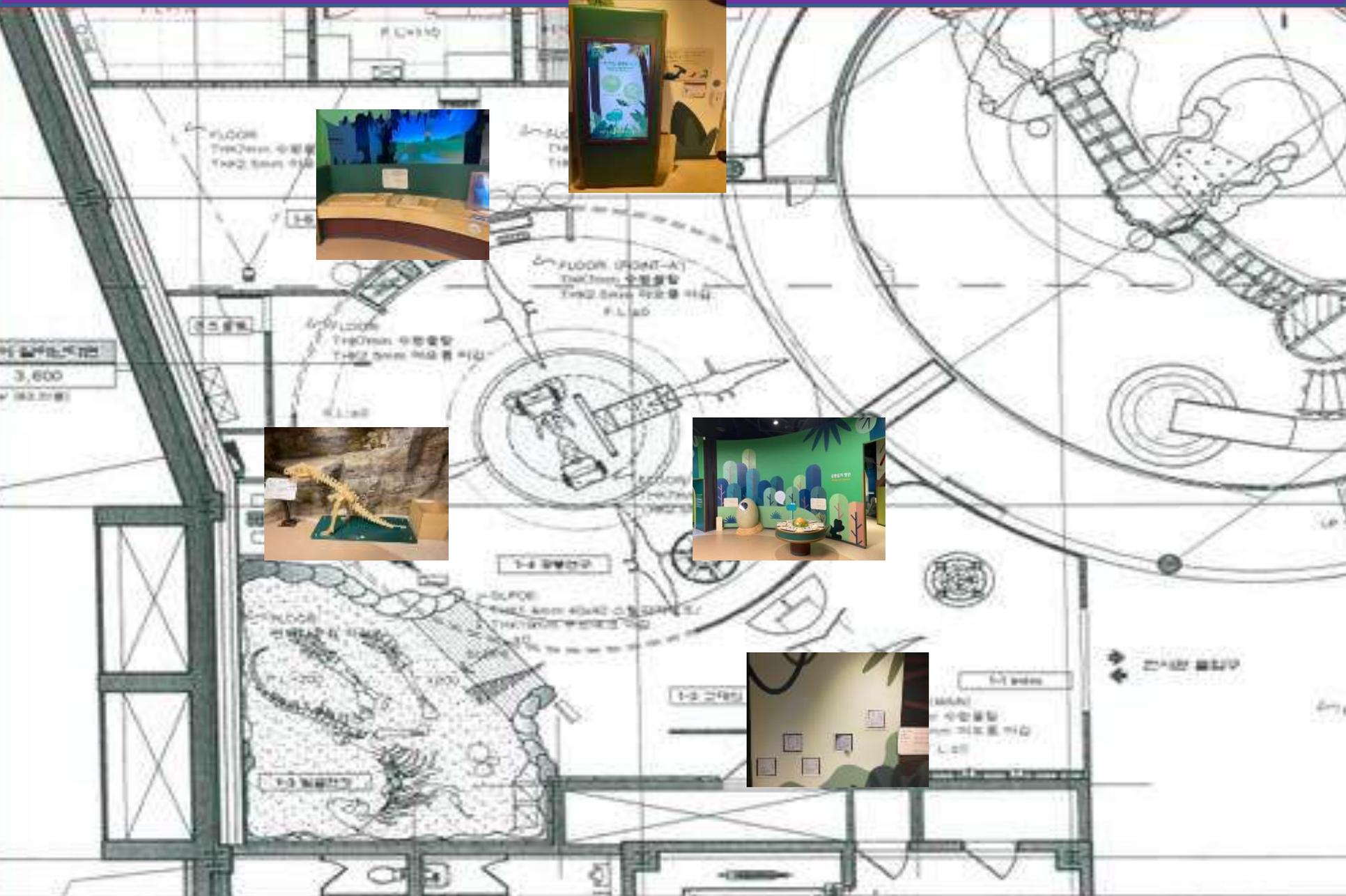
### III. Enhance renovation and exhibition



### III. Enhance renovation and exhibition



# III. Enhance renovation and exhibition



### III. Enhance renovation and exhibition

Imagination World's dinosaur exhibit



### III. Enhance renovation and exhibi

#### The Dinosaur Media Observatory



dinosaur mask



### III. Enhance renovation and exhibition

YouTube: Development of Dinosaur Workout



오감이와 함께하는 공룡체조!



어박TV  
구독자 1.92천명



구독중 ▼



93

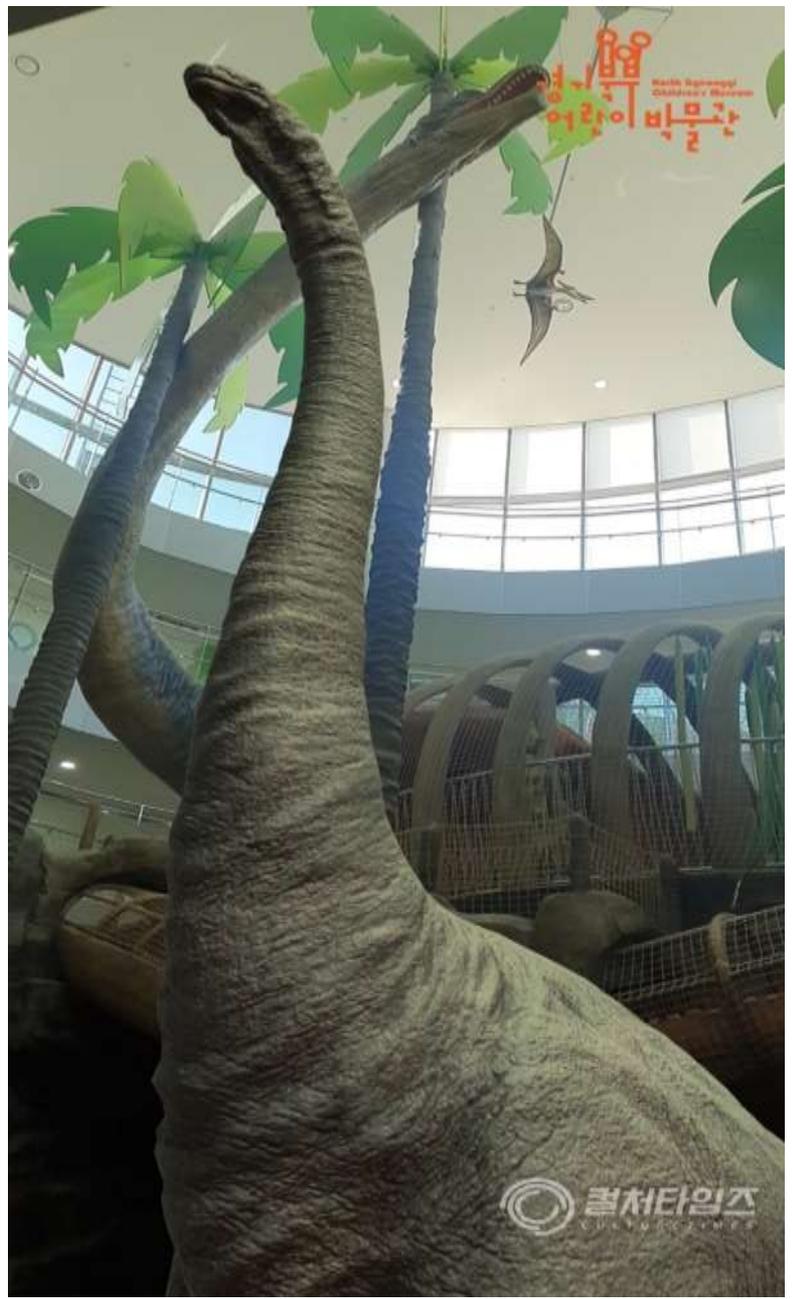
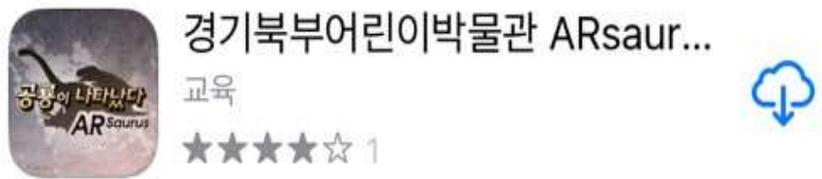
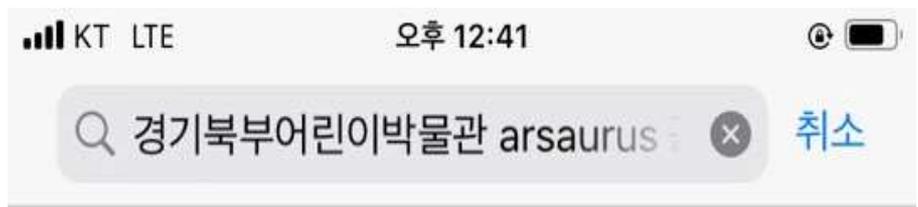


공유



### III. Enhance renovation and exhibition

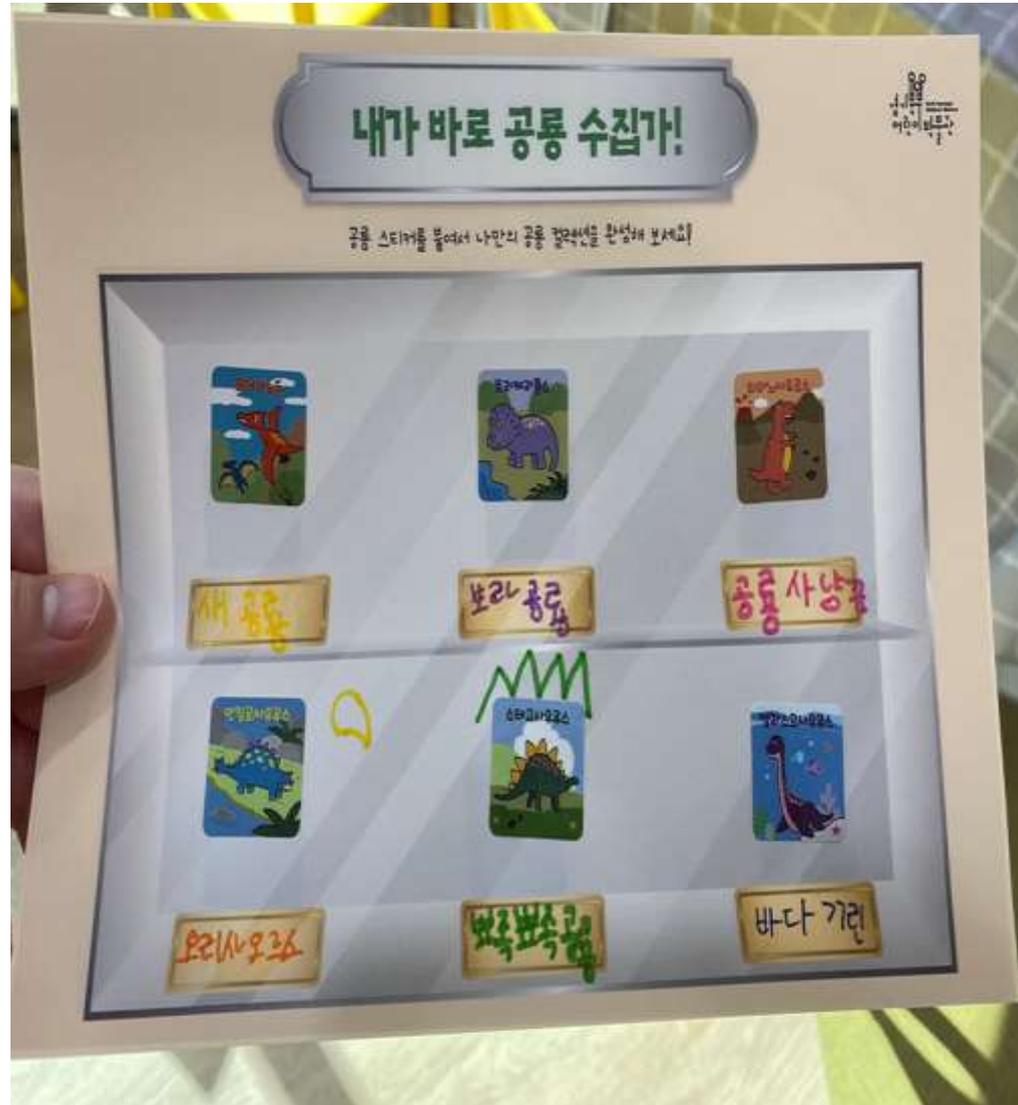
<The dinosaurs have appeared – Arsaurus> APP



### III. Enhance renovation and exhibition

#### Dinosaur activity center

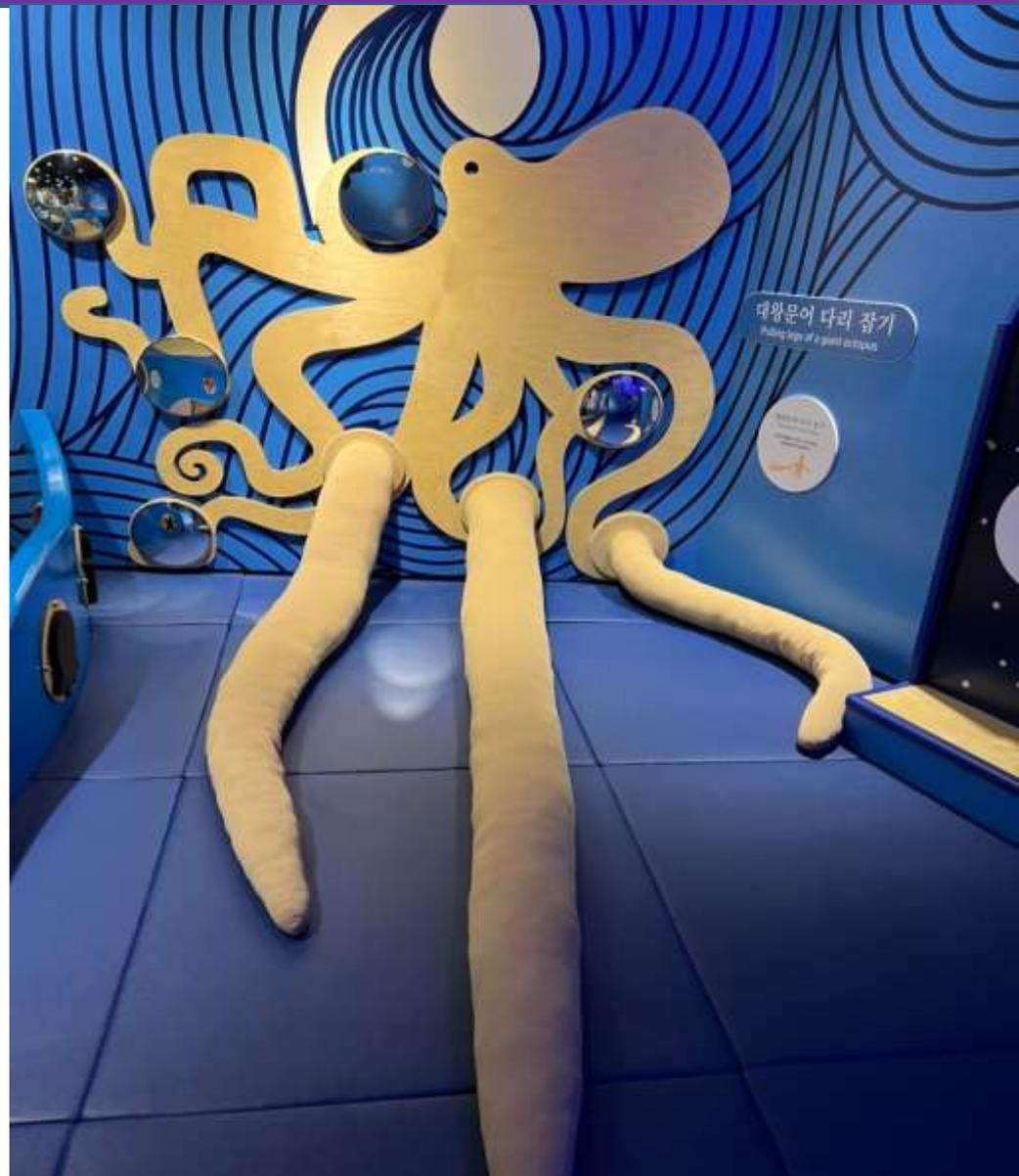
Programs will be operated for a month to commemorate the Dinosaur Zone exhibition





### III. Enhance renovation and exhibition

Octopus Leg Catching Game.



### III. Enhance renovation and exhibition

#### The sound of marine creatures



## **Visitor's feedback after enhancing the Infant Zone exhibition**

As mentioned by the operating staff,

the satisfaction of the visitors comes from the number of various contents and the cleanliness of the facilities where infants can play.

Previously, when entering the Infant Zone, parents often left their children to play and rested themselves.

However, after enhancing the exhibition items, there are more activities to experience together, and it is noticeable that parents are actively participating with their children.

## Mom's internet reactions

그냥 지가 가고싶은데로 무조건 직진직진



## IV. Contribution as a children's museum in the metropolitan area

[ Results and analysis of visitor survey ]

year	2021	2022	analysis
Visitor age range	Ages 4 to pre-school (30%) Ages 1 to 3 (27%)	Ages 4 to pre-school (41%) Ages 1 to 3 (23%)	<b>Infant &amp; preschooler – centered</b>
Residence	Gyeonggi Province (74%) Seoul city (23%)	Gyeonggi Province (60%) Seoul city (31%)	<b>Increase of Seoul citizens (30%)</b>
re-visit rate	re-visit rate (41%)	re-visit rate (51%)	<b>The number of repeat visitors</b> has increased compared to the first-time visitors.
Gallery satisfaction	Valley Water Zone (93%) Forest Ecology Zone (92%) Dinosaur Zone (88%)	Toddler Zone (93%) Forest Ecology Zone (78%)	In 2021, <b>all new planned galleries</b> were opened and the <b>forest ecology zone</b> remained popular. In 2022, <b>the newly revamped Toddler zone</b> became popular. However, there have been issues with the water zone.
Exhibition experience satisfaction	Satisfied + Very Satisfied(93%)	Satisfied + Very Satisfied(95%)	Partial increase

## IV. Contribution as a children's museum in the metropolitan area

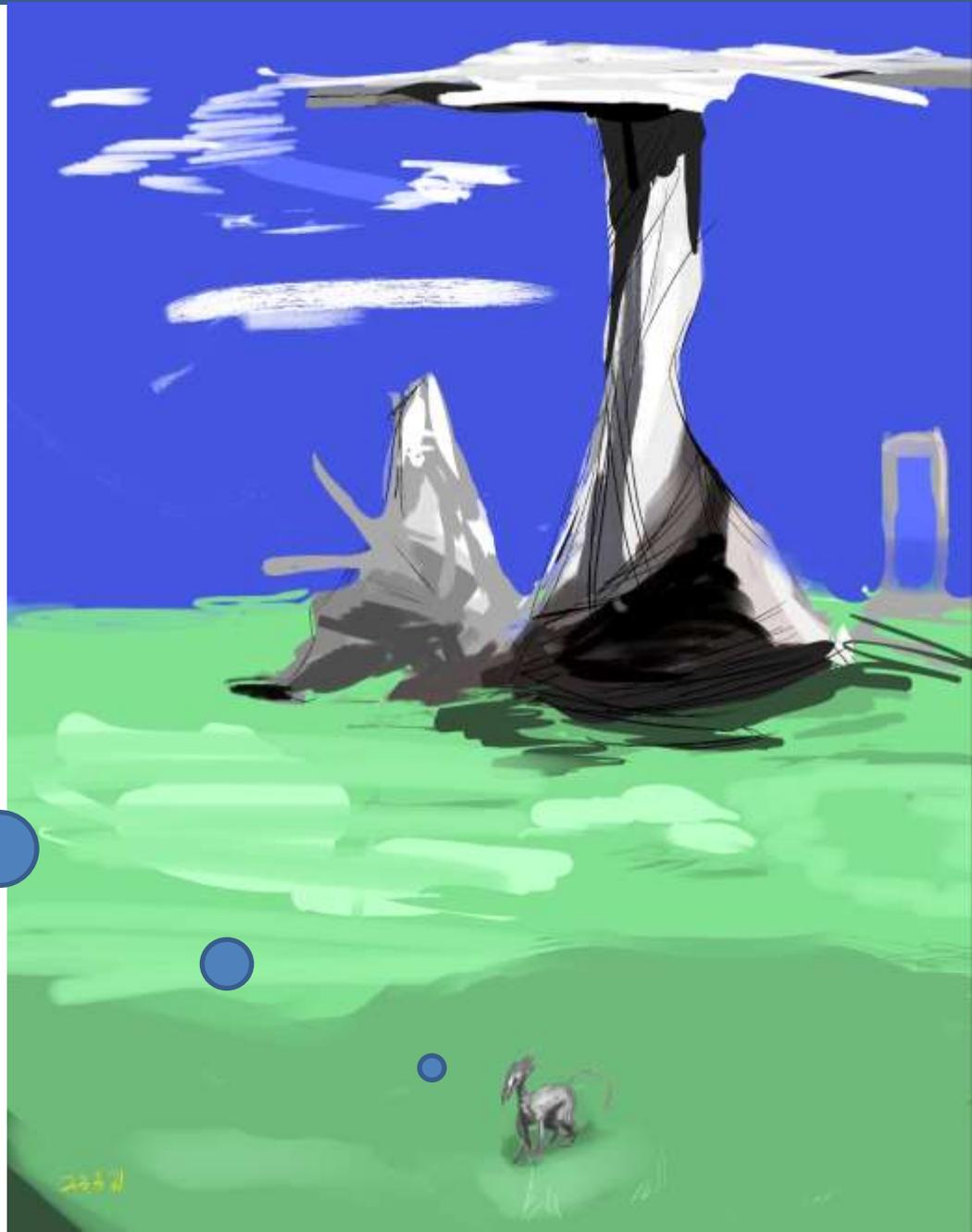
The space that was previously like a themed playground was transformed **into an children's museum from 2020 to 2022 (3 years)**.

All galleries except the Climber Zone were renewed or reinforced with a **total of over 100 exhibits**.

- The exhibit design included a connection between photo materials, real objects, replicas, the real world, and online-offline media presentations.
- In terms of child development, exhibits were planned according to the developmental level and interests of children.
- The operation focused on easy maintenance and safety in replacement, as well as program operation.

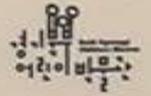
The Gyeonggi Northern Children's Museum has established its identity as a specialized children's museum in the forest, ecology, and environment, and contributed as an educational and cultural institution **with a re-visit rate of over 50% in the metropolitan area**.

Thank you~



Now let's make a dinosaur collector activity site

# 내가 바로 공룡 수집가!



공룡 스티커를 붙여서 나만의 공룡 컬렉션을 완성해 보세요!



새 공룡

보라 공룡

공룡 사냥꾼



파란색공룡

초록색공룡

바다 공룡

## Now let's make a dinosaur collector activity site

1. Select 6 out of 8 dinosaur stickers and attach them to the activity site of the showcase picture.
2. Name a dinosaur. Refer to the etymology of the dinosaur name.
3. Write down the names of dinosaurs.
4. You can decorate the surroundings with markers or colored pencils.



# Dinosaur naming References

Saurus is a lizard, Laptor is a thief, Deino is a scary, Tree is three, Korea is a Koreano

It's for your reference in naming.

이름	뜻
사우르스(saurus)	도마뱀
랍토르 (raptor)	도둑
미무스(mimus)	모방꾼, ~을 닮은
프로(pro, proto)	초기의, 원시의
데이노(deino)	무서운, 끔찍한
벨로키(veloci)	날렵한
케라(cera)	뿔이 달린
로포(lopho)	뿔이 달린
톱스(tops)	~가 있는 얼굴
투스(thus)	턱
니쿠스(nychus)	발톱
오돈(odon)	이빨
모노(mono)	하나
디(di)	둘
트리(tri)	셋
파키(pachy)	두꺼운