

MAY
2025

ISUS UOS NEWSLETTER

International School of Urban Sciences
University of Seoul

01 ISUS Sports Day: A Celebration of Fun and Friendly Competition



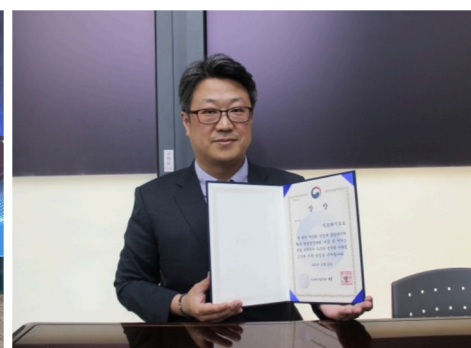
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01. 2025 ISUS Sports Day: A Celebration of Fun and Friendly Competition



On Saturday, May 17th, the long-anticipated ISUS Sports Day brought a wave of energy and excitement to Shindap Elementary School. Hosted by the ISUS Korean Student Association, the event united Korean and IUDP students for a full day of games, laughter, and meaningful connection.

The festivities began with an opening ceremony featuring warm remarks from Dean Shin Lee, setting an enthusiastic tone for the day. Colorful teams gathered on the field, ready to compete and cheer each other on. Faculty members also joined the fun, adding to the inclusive and lively atmosphere.





A variety of competitions filled the schedule, from high-energy team relays and the crowd-favorite OX Quiz to the classic tug of war, which brought out everyone's competitive spirit and teamwork. Memorable moments came through events like the six-legged race, shoe archery, Princess Dodgeball, and spirited relay marathons. Special prizes brought extra excitement, leaving winners thrilled and spectators cheering.

Even those who attended just to support found themselves swept up in the infectious joy of the day. The event concluded with a heartfelt closing ceremony, group photos, and a well-earned dinner that left everyone full and fulfilled.

More than just a sports event, this year's ISUS Sports Day was a vibrant celebration of community, culture, and the lasting friendships that make ISUS truly special. (J.T)



02.

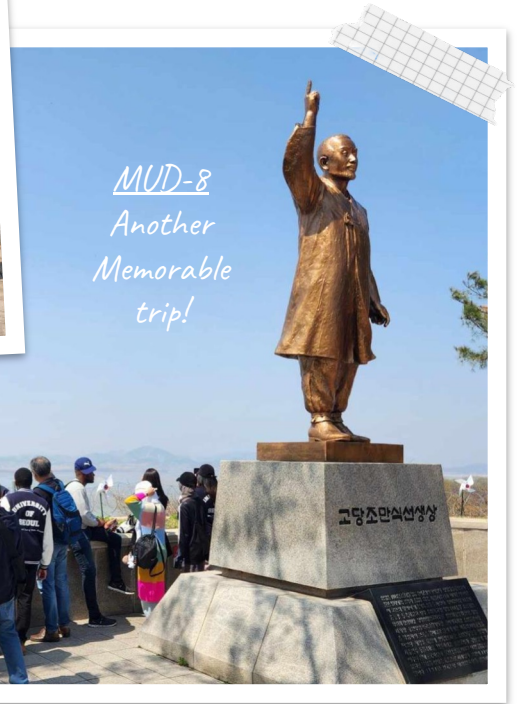
MUD-8: Exploring Ilsan Lake Park and Odusan Observatory

The students of MUD-8 recently ventured on a remarkable field trip to the Ilsan Lake Park and the Odusan Reunification Observatory with a blend of lessons in sustainable city planning and profound geopolitical realities.

At Ilsan Lake, one of the largest artificial lakes in Asia, students examined sustainable landscape design principles in action, analyzing how the park enhances urban livability through its waterways and green spaces.

The visit to Odusan Reunification Observatory provided a stark contrast and offered students a powerful, first-hand look of Korean peninsula division. Peering across the border through observation scopes, they deepened their understanding of inter-Korean relations while learning about the complex infrastructure and ongoing challenges surrounding potential reunification.





This dual-location field experience bridged theory and practice, allowing students to explore real-world design solutions at Ilsan Lake while gaining critical perspectives on Korea's division at Odusan. The trip underscored how landscape architecture intersects with geopolitics, enriching their understanding of both design solutions and real-world challenges. (K.B)



03. GIS class students explore Suwon on a Joint Field Trip

On May 9th, students from two Geographic Information System (GIS) classes led by Professors Chin Jae Teuk and Jun Chulmin participated in a joint field trip to Suwon, transforming their classroom knowledge into real-world exploration.

The day began at the National Geographic Information Institute (NGII), where students received an in-depth introduction to South Korea's advanced spatial data infrastructure and geospatial information systems, and experts from NGII detailed the institute's critical role in national mapping and data-driven governance. A visit to the Map Museum within NGII added a touch of history to the field trip, showcasing the evolution of cartography.





The journey continued at the Suwon Hwaseong Museum, where students explored the historical and cultural significance of Hwaseong Fortress, a UNESCO World Heritage Site. Through interesting exhibits and captivating narratives, they explored the fortress's architectural brilliance, enduring legacy, and cultural significance, gaining a deeper appreciation for Korea's history and culture.

Overall, this well-rounded excursion combined modern geospatial technology with rich cultural heritage by offering students a holistic learning experience. (K.B)



04. IUDP Students Join 2025 KWRA Academic Conference in Yeosu

From May 21 to 23, nine (9) final-year students in the International Urban Development Program (IUDP), specializing in water management, participated in the 2025 Korea Water Resources Association (KWRA) Conference at the Yeosu Expo Convention Center. Centered on the theme “*New Normal Era: Digital Water Management Innovation*,” the event brought together key stakeholders from the water industry, including K-water, Korea Hydro & Nuclear Power, and several leading construction firms.



The conference kicked off with an International Exchange Welcome Reception and featured a dynamic three-day program, including invited lectures, student competitions, planning sessions, AGU-KWRA joint events, and exhibitions. Students from various universities engaged in in-depth academic discussions, presented their thesis research, and explored cutting-edge developments in digital water management.

For IUDP students, the conference served as both an academic platform and a valuable opportunity for networking and professional development, offering meaningful interactions with peers and experts from around the world.



Beyond the conference sessions, participants also enjoyed a variety of local attractions such as a scenic river cruise, the Yeosu marine cable car, and Jinnamgwang pavilion—adding a rich cultural and recreational dimension to the experience.

The event concluded with the Won Tae-sang Memorial Lecture and the Best Presentation Paper Awards Ceremony.

Congratulations to all IUDP students for proudly representing ISUS and taking another meaningful step toward becoming future leaders in sustainable water resource management. (J.T)



05.

Alum of the Month Minho SONG (SUD 9.5)

Minho SONG is a graduate of ISUS's Sustainable Urban Development program and currently leads InfraShift, a company pioneering digital transformation in land development. With nearly two decades of experience as an urban planning engineer, he now also pursues a Ph.D. in International Urban Development at University of Seoul.

1. Could you please briefly introduce yourself?

Hello, My name is Minho Song, Vice President of the 9.5th Cohort Alumni Association. I graduated from the Sustainable Urban Development (SUD) program at ISUS, and I am currently the CEO of *InfraShift Co., Ltd.* and a Ph.D. student in International Urban Development at the University of Seoul. With 18 years of experience as an urban planning engineer, I now lead a digital transformation in the construction tech field, operating a national land development platform called PROM, which provides practical solutions across various industries.



2. What is PROM, and who is it designed for?

PROM is a platform that integrates over 760 types of spatial data with current legal regulations (including local ordinances), enabling users to easily and quickly analyze land information.

It is designed for real estate developers, construction firms, engineering companies, and public institutions that need to assess legal risks, identify suitable development sites, or make informed policy decisions. It is also helpful for individuals who want to evaluate land development potential or avoid speculative risks.

3. Could you elaborate on the types of data integrated into PROM?

PROM combines spatial information such as land parcels, buildings, environmental conditions, and public regulations with over 130 land-use-related laws and 162 local ordinances. It enables fast and accurate decision-making by automating complex legal-spatial analyses - for example, identifying developable land based on environmental and legal restrictions, assessing the legal feasibility of building types on a specific parcel and evaluating redevelopment potential based on standards for urban regeneration or small-scale development.

4. Can the system be applied internationally?

Currently, PROM is built upon Korean legal frameworks and spatial data. However, its structure and technology are transferable to other countries. To enable this, foundational steps such as establishing data standards and enacting relevant laws are necessary. I believe this can begin with Korea's KSP (Knowledge Sharing Program), and ISUS has great potential to lead such initiatives globally.

5. We heard you've received some awards—can you tell us more?

Since PROM's launch, we've received four major awards and seven certifications. One highlight was winning the Minister's Award (Excellence Prize) at the All-Government Public Data Startup Competition, where we competed against 1,760 teams.

PROM was also selected for TIPS, one of Korea's most competitive startup support programs, which selects only 50 innovative companies each year.

Together with Prof. Hyeon Park, we submitted a KSP proposal titled: "Establishing a Framework for Integrated Spatial Data Analysis to Support Land Management and the Spatial Information Industry in Cambodia." We are currently awaiting the final approval.

6. How has your experience at ISUS helped you, and what have you been up to recently?

ISUS broadened my understanding of international urban issues and made me realize that urban challenges are global. I began thinking more deeply about how to integrate emerging technologies into sustainable urban development.

Through the ISUS global network, I participated in internships and technical exchanges with alumni and local officials in Cambodia, Mongolia, and Laos. These experiences confirmed the value of spatial data systems in efficient urban management and policy-making.

In 2024, I visited Ulaanbaatar City Hall, Mongolia, to discuss subway development and spatial analysis systems with alumni and university professors. In 2025, I led a seminar in Laos on new town development and urban data strategies, warmly supported by local alumni Vong and Keo.

Meeting old classmates who welcomed us like family reminded me of the strength and warmth of the ISUS community.

I also want to thank Korean alumni Junseop Lee, Dongjun Lee, Jihoon Kang, Dongjae Lim, and Jin Moon for their ongoing support in both local and global initiatives.



7. Would you like to share a final message with the ISUS family?

I want to express my deepest gratitude and respect to Dean Lee, all the professors, and the administrative team, with special thanks to Ms. Soojin Kim for her dedicated leadership in the Korean program.

To our ISUS alumni around the world—thank you for the memories we've made together. I hope we continue to collaborate and support each other's growth, no matter where we are.

Though we may be separated by distance, I believe we remain one ISUS family.
With love and hope, let's keep building a better future together. (D. K.)

06.

Special Lecture by Former Deputy Prime Minister Kang Man-Soo



On May 23, 2025, Mr. Kang Man-Soo, former Deputy Prime Minister and Minister of Finance and Economy, delivered a special lecture at the International Conference Room of the Natural Science Building, University of Seoul.

The title of the lecture was “The Korean Economy: Crisis Management and Future Prospects”, with the subtitle “*Survivors Become the Strong.*” This phrase is taken from the title of his second book, published in 2024. In the lecture, he reflected on Korea’s remarkable economic transformation through past crises, including the 1997 Asian Financial Crisis and the 2008 Global Financial Crisis. Drawing from his own leadership experience, Minister Kang emphasized that Korea’s resilience during times of adversity has been the foundation for its rise as a global economic power.

The session, chaired by the ISUS Dean and attended by UoS Vice President for External Affairs Hoon Park and IUDP students, offered valuable insights into Korea’s policy responses, institutional reforms, and long-term economic strategy. Minister Kang concluded with an optimistic note: Korea, once a “shrimp among whales,” has become a “clever dolphin” in the global economy—agile, strategic, and forward-looking. (D.K.)



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