

방배1동 반딧불센터

# Firefly Center

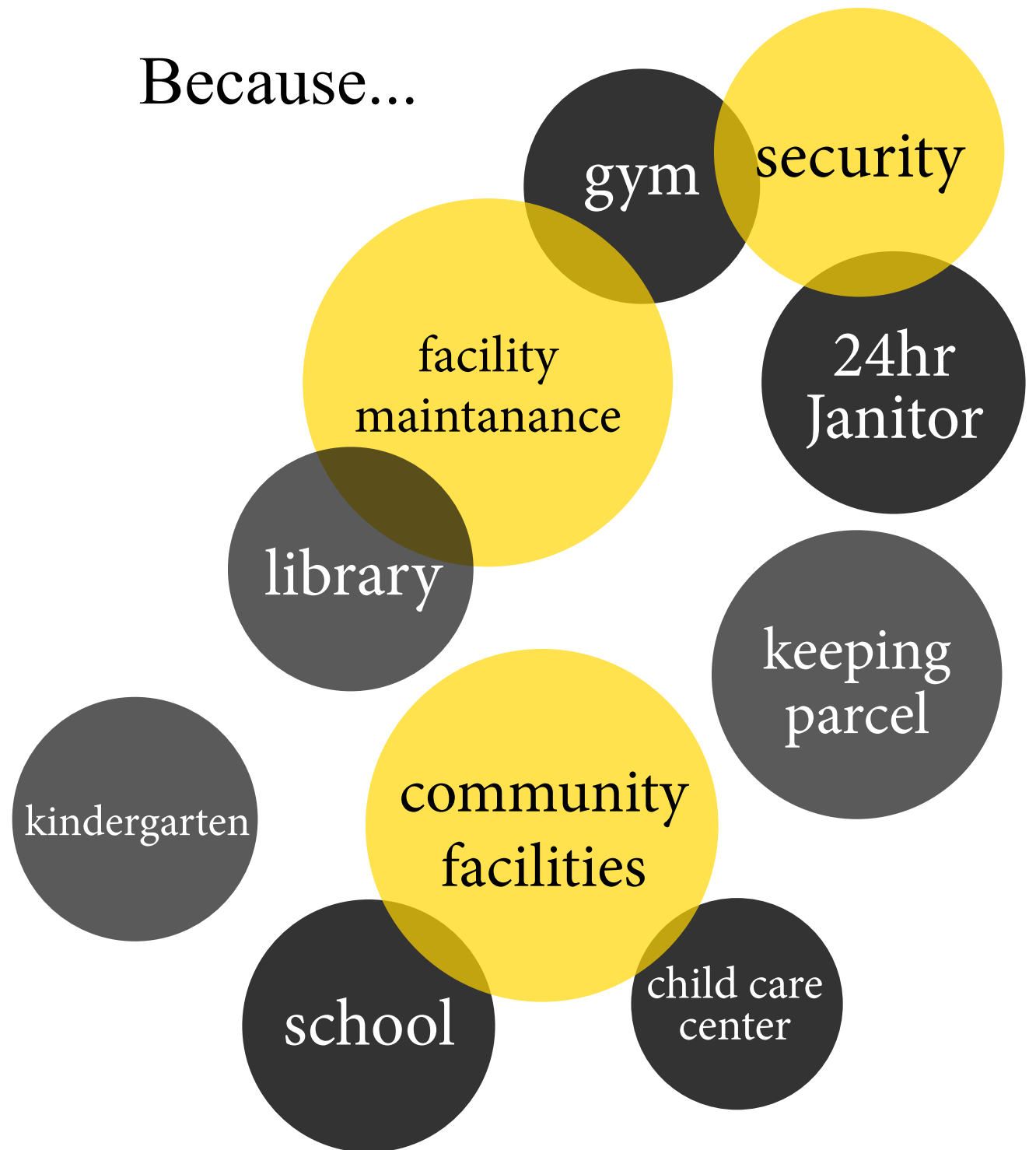
Co-creating space by residents and government  
for management of disadvantaged communities  
in Bangbae1-dong



반딧불센터  
BANDIBUL CENTER

Why  
do people  
prefer living  
in apartment  
to multi-household  
house  
in Seoul?

Because...



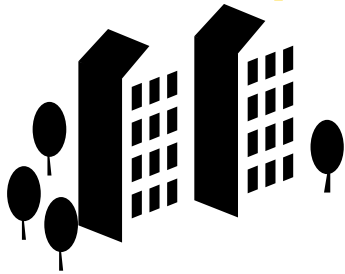
## Question

“How can residents in vulnerable areas  
get convenient service  
like apartment complex?”

# Demographic Data in Seocho

65%

of residents live in apartments.



20.2%

of residents live in multi-household houses.

\* Most multi-household houses locate in low-residential areas



Residents experience inconvenience and relative deprivation while living in low-rise residential areas.





**Bangbae  
1-dong**



V

NO SPACE TO PLAY FOR KIDS

V

NO SPACE FOR COMMUNITY GATHERING

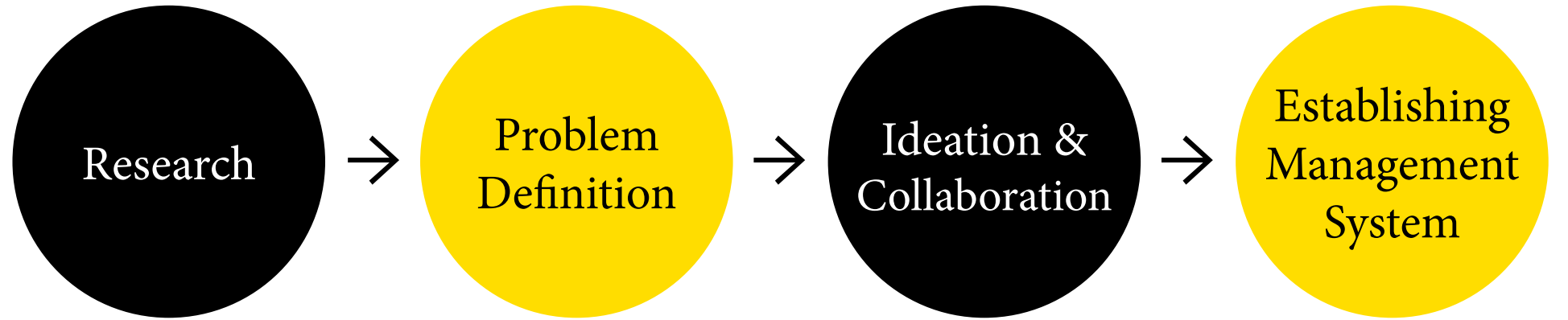
V

NO WAY TO KEEP PARCELS

V

UNSAFE TO WALK AT NIGHT

# Process



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Learing about the site & residents by collecting opinions & data

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Defining problems by finding residents' needs

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Brainstorming, sharing & developing ideas with residents

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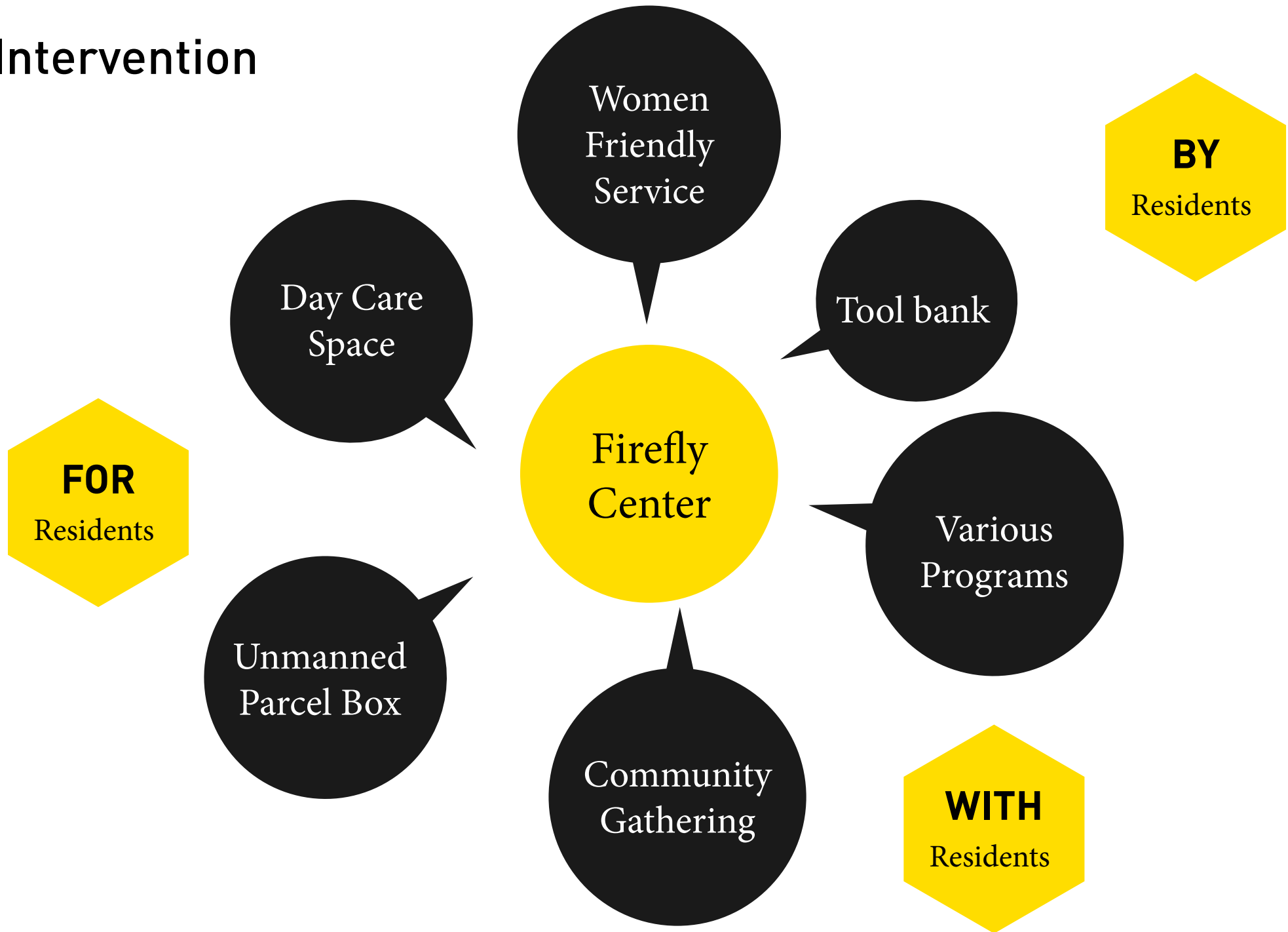
Building up management system based on cooperation with residents

# Theory of Change

“If there is a management office  
in disadvantaged communities,  
it will contribute to  
enhancing quality of life.”



# Intervention



“Spending time at the Firefly center is our favorite!”

Gwak, Bo-hyun & Jung, Da-in, Residents





“Voluntary work  
at the Firefly Center  
makes me happy  
to have  
an important role  
for my community”

Park, Hee-sook, Volunteer

“Community programs are very active here, and a lot of children and parent love day care service. I believe that this area is getting better and healthier.”

Lee, Eun-rae, Volunteer





# Branding



반딧불센터  
BANDIBUL CENTER



반딧불센터  
BANDIBUL CENTER

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The symbol stands for spreading light to neighbourhood to deliver happiness & hope like a firefly, which produces beautiful light at night.

# Facilities





# Programs by residents



Soap Making Class for Kids



Soap Making Class



Volunteer camp



Art class



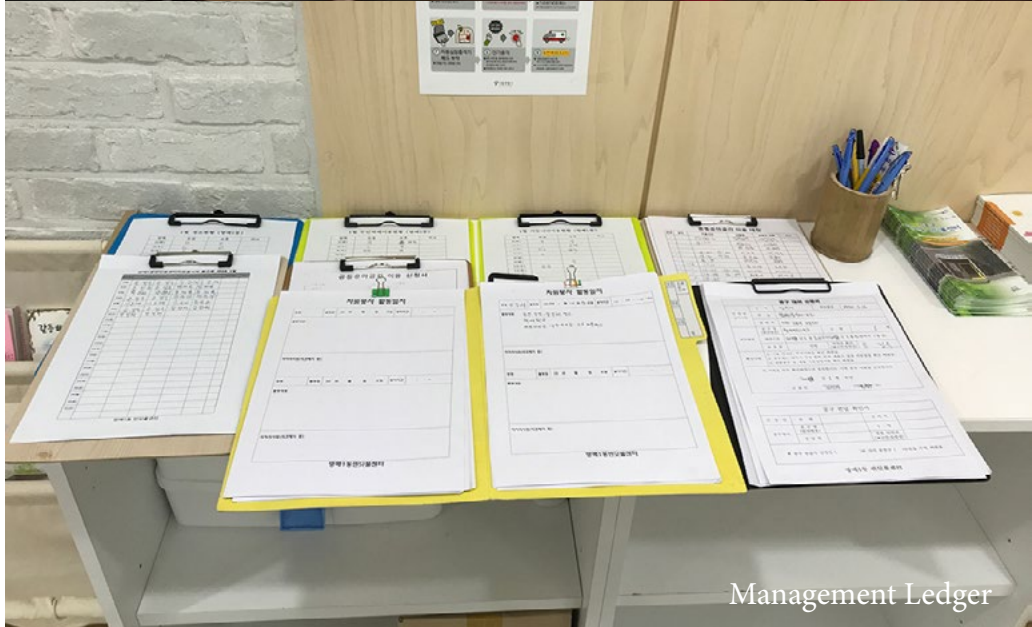
# Service



Safety Scouts for Women



Status Report after Safety Scout Service



Management Ledger



Day Care