

서울특별시 공고 제2025-2876호

International Open Call: Media Façade Works for 2025 Seoul Light Gwanghwamun

Hosted by the Seoul Metropolitan Government <2025 Seoul Light Gwanghwamun> is an international festival held under the theme “Gwanghwa, Breathe with Light.” It presents extraordinary moments where art and technology converge through a wide range of content, including media façade shows, media art films, and interactive experiences.

We invite submissions of media façade works to be showcased at Gwanghwamun Square, in the heart of Seoul, and welcome submissions from domestic and international creators who can demonstrate strong storytelling and artistic excellence.

2025. 10.

Mayor of Seoul Metropolitan Government

1. Exhibition Overview

- **Title:** 2025 Seoul Light Gwanghwamun
- **Period:** December 12, 2025 (Fri) – January 4, 2026 (Sun) / 24 days
- **Venue:** Gwanghwamun and Gwanghwamun Square area
- **Theme:** Gwanghwa, Breathe with Light

2. Open Call Overview

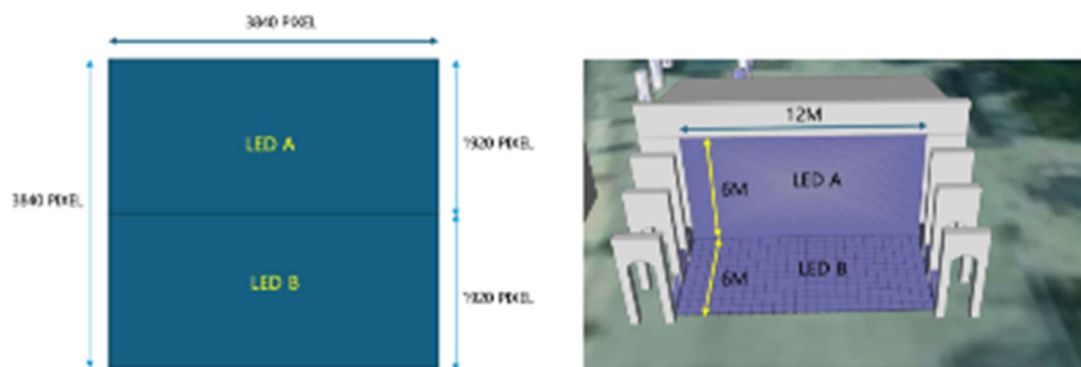
- **Title:** International Open Call: Media Façade Works for 2025 Seoul Light Gwanghwamun
- **Theme:** Gwanghwa, Breathe with Light
- **Details:** Hope, Energy, Dynamism, Narrative, Publicity
 - This open call focuses on five keywords: *Hope*, *Energy*, *Dynamism*, *Narrative*, and *Publicity*. *Hope* signifies the light that brightens the future, *Energy* represents the vitality created by citizens coming together, and *Dynamism* conveys the vibrancy of constant movement. *Narrative* and *Publicity* connect Gwanghwamun’s historical and urban significance to the present and invite broad public participation through diverse stories. Through this, we expect the submitted works to breathe new life into this historic space and expand vitality as if the city itself were alive.
- **Eligibility:** Open to anyone in the field of media art [Individuals or teams (up to 2 members) may apply]
- **Genre:** LED media façade video works (including sound)
- **Final Selection:** 10 individuals or teams (maximum of one work per applicant)
- **Exhibition Plan:** Selected works will be exhibited as large-scale media façades at Gwanghwamun Square during the exhibition period.

3. Application & Submission

- **Submission Period:** October 27, 2025 (Mon) – November 2, 2025 (Sun), by 18:00 KST
- **Submission Method:** Via email (seoullightgwanhwamun25@gmail.com)
- **Required Documents**
 - ① Application form, consent to personal data collection/use/provision, and pledge (designated forms attached)
 - ② Work description (designated form attached): Up to 3 pages on A4 paper (12pt)
 - ③ Portfolio or reference works (optional)
 - ④ Preliminary video submission (submitted with application)
 - Duration: approx. 1 minute 30 seconds (※ edited version for reference)
 - Format: MP4 (h.264), with audio (WAV or MP3)
 - Resolution: 1,920 x 1,920 pixels
 - Filename: Preliminary_[Individual/Team Name]_[Title].mp4
 - ⑤ Final video submission (for first-round finalists only)
 - Duration: up to 2 minutes
 - Format: HAP/H.264/ProRes 422 Codec (all three required), with separate WAV audio file
 - Resolution 3,840 x 3,840 pixels
 - File name: Final_[Individual/Team Name]_[Title].mp4

※ Reference: Media façade installation specifications

(Location: North of King Sejong Statue, Gwanghwamun Square)



Produce at 3,840 × 3,840 pixels,
then split into two sides (A/B), each 3,840 × 1,920 pixels.

4. Schedule

Category	Detailed Schedule	Remarks
Announcement Period	Oct 1, 2025 (Wed) – Nov 2, 2025 (Sun) ※ Posted on Seoul Metropolitan Government website, “Mediahub Seoul” website, etc.	
Application Period	Oct 27, 2025 (Mon) – Nov 2, 2025 (Sun), by 18:00 KST ※ Submission via email (seoullightgwanghwamun25@gmail.com)	1 minute 30-second video, etc.
First-round Screening	Scheduled between: Nov 4, 2025 (Tue) – Nov 6, 2025 (Thu)	Expert evaluation
Announcement of First-round Results	Nov 7, 2025 (Fri) ※ To be announced on Seoul Metropolitan Government website, “Mediahub Seoul”, etc.	10 works selected
Public Verification (misconduct screening)	Nov 7, 2025 (Fri) – Nov 16, 2025 (Sun)	Verification of misconduct (plagiarism, misappropriation, etc.)
Work Finalization & Final Submission	Nov 17, 2025 (Mon) – Dec 5, 2025 (Fri), by 18:00 KST ※ Submission via email (seoullightgwanghwamun25@gmail.com)	Video within 2 minutes
Exhibition Period	Dec 12, 2025 (Fri) – Jan 4, 2026 (Sun)	Exhibition of all works
Final Screening	Dec 12, 2025 (Fri) – Dec 28, 2025 (Sun)	Expert and public evaluation
Final Results Announcement	Dec 30, 2025 (Tue) ※ To be announced on Seoul Metropolitan Government website, “Mediahub Seoul”, etc.	Award winners selected

※ The above schedules, including evaluation, are subject to change depending on circumstances

5. Evaluation & Selection

- **First-round Criteria:** Evaluation by a review committee of internal and external experts based on submitted documents
 - Scores from experts will be aggregated by category to select 10 works

Evaluation Criteria	Points	Details
Total	100	
Creativity & Planning	30	- Original ideas with novel interpretations of the theme
Relevance to Theme	25	- Harmonious presentation aligned with the overall theme
Public Value	25	- Story composition that resonates with the public
Completeness	20	- Technical precision and completeness of the work

- **Final Evaluation:** Combined results of on-site expert evaluation (70%) and public evaluation (30%)
- **Expert evaluation:** During December 12–28, 2025, experts will conduct on-site assessments of the 10 works exhibited at Gwanghwamun Square, with scores aggregated by evaluation category

Evaluation Criteria	Points	Details
Total	70	
Creativity & Planning	25	- Original ideas with novel interpretations of the theme
Relevance to Theme	20	- Harmonious presentation aligned with the overall theme
Public Value	15	- Story composition that resonates with the public
Completeness	10	- Technical precision and completeness of the work

< Expert Evaluation Scoring Standards >

(applies to both first-round and final evaluation)

- Highest and lowest scores are excluded (if more than one identical high/low score, only one is excluded)
- The remaining scores are averaged, rounded to the second decimal place.
- Minimum scores must be at least 60% of the maximum points per category.

- **Public Evaluation:** During December 12–28, 2025, the public will evaluate the works either online (via the official website etc.) or on-site at Gwanghwamun Square, selecting three works to be aggregated into the final score.

Category	Points by Rank									
	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th
Total	30	29	28	27	26	25	24	23	22	21
Online Voting	15	14.5	14	13.5	13	12.5	12	11.5	11	10.5
On-site Voting	15	14.5	14	13.5	13	12.5	12	11.5	11	10.5

- ※ Public evaluation is reflected equally from online voting (50%) and on-site voting (50%).
Each individual may only vote once, either online or on-site.

6. Awards

- **Awards:** 10 works selected, prizes awarded according to ranking.

Category	Number of winners	Prize	Remarks
Total	10 winners	Total KRW 30,000,000	
Grand Prize	1 winner	KRW 8,000,000	Prize money will be paid net of applicable taxes.
Gold Prize	1 winner	KRW 5,000,000	
Silver Prize	1 winner	KRW 3,000,000	
Bronze Prize	7 winners	KRW 2,000,000 each	

※ Number of awardees may be adjusted depending on quality and results.

- All 10 finalists (selected after the first screening) will receive production/exhibition support equivalent to Bronze Prize.

7. Notes & Inquiries

• Notes

- Selected works must be original. Awards may be revoked if plagiarism or copyright infringement is discovered, even after selection.
- Existing works may be submitted; however, works that have won prizes in other competitions or substantially similar works are ineligible. If discovered after selection, the award may be revoked.
- Works must be suitable for screening in public spaces.
- All intellectual property rights (including copyrights, music rights, and portrait rights) are the sole responsibility of the applicant/creator.
- Intellectual property rights remain with the creator. However, the organizer may produce and use images/videos of the work for non-commercial public-interest purposes and event promotion.
- If usage beyond the announced scope or the creation of derivative works is required, the organizer will enter into a separate agreement with the awardee(s).

8. Contact

- For further inquiries, please contact:
- **Secretariat of 2025 Seoul Light Gwanghwamun** (seoulightgwanghwamun25@gmail.com)
- **Seoul Metropolitan Government, Urban Landscape Division** (ghkddltmf123@seoul.go.kr)