

World Design Capital Busan 2028

Pavilion International Design Competition

Competition Guidelines

WDC 2028 Busan Pavilion International Design Competition

This is an international design competition to identify creative design ideas for the WDC Busan Pavilion and progressively develop an integrated design direction and implementation strategy. It is not a competition to select statutory professional design services or detailed design services in architecture, structural engineering, electrical engineering, mechanical engineering, fire protection, or other regulated disciplines.

Organizer Busan Metropolitan City

Host Design Council Busan

How to Use These Guidelines

Competition Structure and Service Fees

- Stage 1 is an anonymous Concept Proposal competition. No separate fee is paid for Stage 1.
- Two teams selected through the Stage 1 review will carry out approximately four weeks of Stage 2 Design Development. Each team will receive a Design Development Fee of KRW 20,000,000.
- The Final Winning Team selected through the Stage 2 review will carry out approximately 2.5 weeks of Design Refinement under a separate agreement and will receive a Design Refinement Fee of KRW 50,000,000.
- Professional design, technical review, fabrication, and installation in 2027 will be procured and implemented separately from this Competition. The Final Winning Team is not granted any preferential negotiation right, right to demand a direct-award contract, entitlement to a subsequent design commission, or fabrication or installation rights for such work.

Effect and Interpretation of the Documents

- By submitting an entry, each entrant is deemed to have reviewed and agreed to comply with these Guidelines, any corrigenda or amended notices, and the official Questions and Answers.
- If a corrigendum or amended notice is issued, the most recent such notice prevails. If none has been issued, the documents apply in the following order of precedence: the Korean-language Guidelines, the Competition Notice, the official Questions and Answers, and other guidance materials.
- The official Questions and Answers interpret and supplement these Guidelines. Any material change to eligibility, evaluation criteria, service fees, or rights conditions will be made through a separate corrigendum or amended notice.
- In the event of any discrepancy in meaning between the Korean and English versions, the Korean version prevails.
- Unless otherwise stated, all dates, times, and deadlines are based on Korea Standard Time (KST, UTC+9).

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I. Purpose and Overview

1. Background and Purpose

- a) As the host city of World Design Capital 2028, Busan intends to create a pavilion through which residents and visitors can experience the WDC vision and Busan's design capabilities in everyday urban life.
- b) The purpose of this Competition is to identify diverse and creative design ideas for a Fixed Pavilion and a Mobile Pavilion that travels throughout the city; progressively develop and refine selected proposals; connect them through a unified design language, components, user experience, and operating system; and establish an integrated design direction that can be adapted and expanded across different locations, scales, and programmes, providing a basis for future implementation planning.
- c) Under the Host City Agreement (HCA), the WDC Pavilion must be accessible to the general public and, during the designation period, serve as a key information hub for the WDC designation, related events, and design more broadly.
- d) Beyond this core role, Busan intends to develop the Pavilion as an open design platform supporting exhibitions, education, exchange, citizen participation, and rest.

2. Competition Overview

Category	Details
Competition Name	• WDC 2028 Busan Pavilion International Design Competition
English Name	• WDC 2028 Busan Pavilion International Design Competition
Organizer	• Busan Metropolitan City
Host	• Design Council Busan
Format	• Open international two-stage design competition
Selection	• Two teams selected for Stage 2 Design Development through anonymous Stage 1 Concept Proposal review • One Final Winning Team selected after Stage 2 Design Development and final review
Language	• Korean and English (subject to the language requirements for each stage)
Entry Fee	• None

3. Nature of the Competition

- This is a two-stage design competition intended to identify diverse Pavilion design ideas and progressively develop and refine selected proposals into an integrated design system and implementation strategy.
- This is not an architectural design competition to select a complete building design or an architect, and it does not impose statutory professional design responsibility or construction responsibility on entrants.

a) Scope Included in the Competition

- 1) Vision, integrated concept, and design principles for the WDC Busan Pavilion
- 2) Spatial, experience, and programme design for the Fixed and Mobile Pavilions
- 3) Concept-level plans, sections, assembly/configuration diagrams, and key visualisations
- 4) Strategies for modules, materials, transport, assembly, disassembly, storage, reuse, operations, and maintenance
- 5) Performance requirements, risks, and review items to be handed over to subsequent professional design and fabrication work

b) Scope Excluded from the Competition

- 1) Structural calculations, geotechnical or survey investigations, final permitting determinations, or preparation of statutory review documents
- 2) Statutory schematic/basic or detailed design documents, and professional engineering documents for structure, electrical, mechanical, fire protection, or other regulated disciplines
- 3) Shop/fabrication drawings, construction details, specifications, or final construction cost breakdowns
- 4) Actual fabrication, transport, installation, removal, construction supervision, or on-site safety management

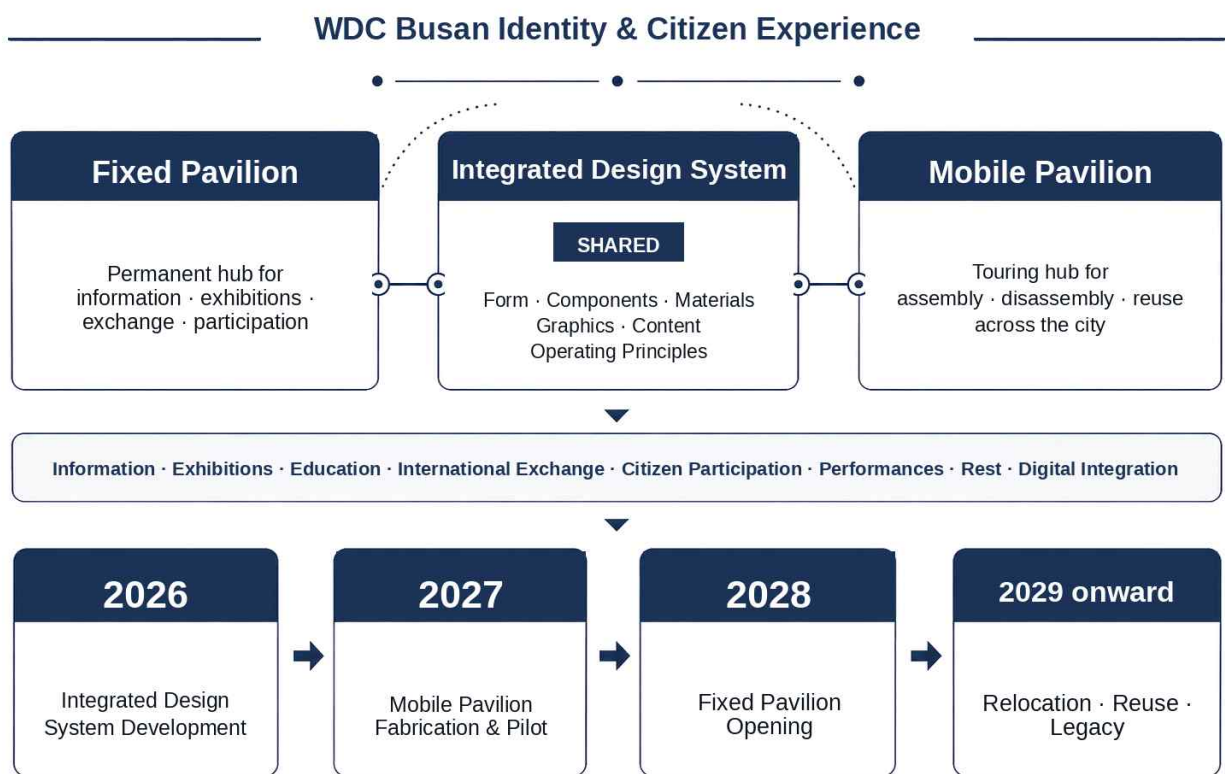
4. Subsequent Work and Status of the Winner

- a) Professional design, technical review, fabrication, and installation in 2027 will be separately procured and implemented in accordance with applicable laws and internal rules.
- b) Winning this Competition does not confer preferential negotiation rights, a right to demand a direct-award contract, status as a contracting party, entitlement to a subsequent design commission, or fabrication or installation rights for any subsequent work.
- c) Where considered necessary for subsequent work, Busan Metropolitan City may enter into a separate contract with the winner for advisory services or an explanation of the design intent. Winning this Competition does not, by itself, result in the execution of such a contract or confer any right to participate in subsequent work.

II. Design Brief and Proposal Conditions

1. Concept of the WDC Busan Pavilion

- The WDC Busan Pavilion is not intended merely as a single building or commemorative structure.
- It is an “urban design platform” that brings the WDC Busan vision and programme into everyday civic life, provides information, and enables people to meet and participate. The Fixed Pavilion will serve as a permanent hub for WDC information, exhibitions, exchange, and citizen participation, while the Mobile Pavilion will extend the same identity and functions to different locations.
- Design Development Concept and Year-by-Year Expansion



2. Core Design Challenge

- Entrants must go beyond proposing an eye-catching form and present an integrated experience system that addresses what activities take place in the Pavilion, who uses and operates it and how, and how transport, assembly, storage, and reuse are connected.
- The Fixed and Mobile Pavilions must not be proposed as unrelated objects. They must form an “Integrated Pavilion System” connected by a common identity, configuration principles, component system, user experience, and operating approach, with emphasis on balancing shared principles and site-specific adaptation rather than literal formal uniformity.

3. Design Requirements

Category	Requirements
Integrated Identity	- Based on the WDC Busan 2028 vision, “Inclusive City, Engaged Design,” connect Busan’s maritime and port identity, wartime-refuge heritage, industrial and cultural character, and inclusivity through form, colour, materials, graphics, signage, furniture, content, and service experience. - Follow the WDC Busan common Visual Identity and the application standards for the official logo colour, Inclusive Purple, as provided by the Host, while prioritising a meaningful expression of Busan’s narrative and citizen experience over excessive logo use.
Fixed Pavilion	- Envision a permanent hub accommodating WDC information services, exhibitions, international exchange, citizen participation, education, discussions, performances, rest, and related activities. - Consider support spaces for operations, storage, and equipment in addition to an open central space.
Mobile Pavilion	Develop a touring system that can be repeatedly transported, assembled, disassembled, stored, and reused in different environments such as urban plazas, waterfronts, and event venues.
Programme and Experience	Design operator and user circulation, spatial transitions, waiting and rest, multilingual information, citizen participation, and digital integration as one coherent experience.
Information and Digital Integration	- Use Korean, English, and pictograms as the baseline and connect on-site and online experiences through programme reservations, multilingual guidance, QR-based records and archives, collection of citizen feedback, and similar functions. - Minimise the collection of personal information and address locking, security, and maintenance of digital equipment.
Implementation Strategy	Propose modules, materials, components, transport units, assembly sequence, anchoring and lifting, power, lighting and equipment, cleaning, repair and storage, and key cost-generating items.
Legacy	Consider the full life cycle so that relocation, reconfiguration, component reuse, adaptive reuse, or responsible disassembly can be undertaken after 2029.

4. Common Performance Principles

- (Inclusion and Accessibility) Provide step-free access and routes for wheelchairs and strollers; accommodate different eye levels; and use Korean, English, pictograms, and clear information communication.
- (Response to Busan’s Climate) Address strong winds, intense rainfall, extreme heat, salt exposure, drainage, shade, ventilation, and criteria for suspending operations.
- (Safety) Reduce risks related to overturning, falls, entrapment, slips, sharp edges, blind spots, crowding, and work safety, and propose emergency egress routes, occupancy limits, daily inspection procedures, and criteria for suspending operations.

- d) (Circularity) Reduce the use of virgin materials and prioritise materials and connection methods that facilitate disassembly, repair, replacement, and reuse.
- e) (Operability) Consider cleaning, locking, power, consumables, equipment security, repairs, replacement cycles, spatial conversion, and annual maintenance costs. As a general principle, routine transitions between basic operating modes should be safely manageable by one operator.
- f) In particular, proposals should address integration and circularity in accordance with the following design directions.

Category	Design Direction	Considerations for the Proposal
Integrated System	Maximise shared components between the Fixed and Mobile Pavilions and minimise site-specific variable elements.	Criteria for distinguishing shared and variable elements; logic for site-specific application and adaptation
Circularity and Legacy	Maximise opportunities for relocation, reconfiguration, and component reuse after 2029.	Scope and methods of reuse; scenarios for repair, replacement, relocation, and final use

※ The above directions are intended to clarify integration and circularity; no uniform percentage or numerical target is prescribed.

※ Stage 1 should set out the basic direction; Stage 2 should further define the criteria, rationale, and application method for the proposed system.

5. Proposal Conditions

Item	Proposal Conditions
Opening and Operations	The target is to fabricate and pilot the Mobile Pavilion in 2027, open the Fixed Pavilion and operate the integrated system in 2028, and plan for relocation, reuse, and legacy beyond 2029.
Fixed Pavilion	- The Fixed Pavilion may be proposed anywhere within Busan Metropolitan City. Entrants must select and propose a representative setting considering: ① an urban space where Busan's identity can be experienced; ② a well-used space that is readily accessible to residents and visitors; ③ an open space accommodating diverse user groups; and ④ a place connected to its surrounding urban context and capable of supporting varied indoor and outdoor activities. - Propose one base design for the Fixed Pavilion and show its application to the representative setting selected by the entrant. Because the actual installation site may change, the proposal must be conceived as an expandable and adaptable design system that is not overly dependent on one specific location.
Mobile Pavilion	Propose one base design for the Mobile Pavilion and provide application/adaptation scenarios for at least three environments, such as an urban plaza, waterfront, and event venue.
Adaptability and Scalability	Propose integrated configuration principles and shared/variable elements that are not tied to a single site and can be applied across different locations, scales, and programmes.

Link to Subsequent Work	Professional design, technical review, fabrication, installation, and related work will be implemented separately from this Competition. Competition deliverables will serve as reference materials for subsequent work.
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- ※ The representative setting proposed by an entrant is a design context for the Competition and is not confirmed as the actual installation site. The specific installation site and proposal conditions may be adjusted depending on consultation with relevant authorities and on policy, budget, permitting, and operational conditions.
- ※ Entrants must not interpret the above as a confirmed procurement or guarantee of any contract.

III. Competition Stages and Schedule

1. Competition Stages

Category	Eligible Participants / Team	Core Task	Service Fee
Stage 1 Concept Proposal	All entrants	Anonymous concept proposal, up to six A3 landscape pages	No compensation
Stage 2 Design Development	Two Stage 2 teams	Approximately four weeks to develop and present the integrated design proposal and implementation strategy	KRW 20,000,000 per team
Winning Proposal Design Refinement	One Final Winning Team	Incorporate jury and technical comments; complete the integrated guide and handover package for subsequent work	KRW 50,000,000

2. Overall Schedule

Procedure	Schedule (KST)	Details
Competition Announcement / Stage 1 Submission Period	Oct. 2 (Fri), 2026, 09:00 – Oct. 26 (Mon), 2026, 17:00	Korean and English announcement; online submission
Question Submission Period	Oct. 2 (Fri) – Oct. 12 (Mon), 2026, 17:00	Designated channel on the official Competition website
Questions and Answers Published	Oct. 16 (Fri), 2026	Published collectively without identifying the questioners
Eligibility and Submission Document Check	Oct. 27 (Tue), 2026	Review eligibility and submission requirements; prepare for evaluation
Stage 1 Concept Proposal Review	Oct. 28 (Wed), 2026	Anonymous review; select two teams
Stage 1 Results Announcement	Oct. 29 (Thu), 2026	Publish entry codes and notify selected teams individually
Agreement Execution / Stage 2 Briefing	Oct. 29 (Thu) – Oct. 30 (Fri), 2026	Execute agreements with the two selected teams and provide identical briefs and materials
Stage 2 Design Development	Nov. 2 (Mon) – Nov. 29 (Sun), 2026	Approximately 4 weeks
Stage 2 Submission	Nov. 30 (Mon), 2026, 17:00	Online submission of deliverables
Stage 2 Design Development Final Review	Dec. 3 (Thu) – Dec. 4 (Fri), 2026	Equal presentation and Q&A time for each team
Final Results Announcement	Dec. 7 (Mon), 2026	Announce one Final Winning Team
Design Refinement	Dec. 8 (Tue) – Dec. 23 (Wed), 2026	Approximately 2.5 weeks under a separate agreement
Acceptance Review and Payment	Dec. 24 (Thu) – Dec. 31 (Thu), 2026	Deliverable acceptance review and payment claim process

3. Schedule Changes

- a) The Host may adjust the schedule in the event of natural disasters, infectious disease outbreaks, system failures, policy or budget changes, or other unavoidable circumstances.
- b) Changes will be announced on the official Competition website. Changes materially affecting entrant preparation, such as a revised deadline, will be announced with as much advance notice as reasonably possible.

IV. Eligibility and Team Composition

1. Eligibility

- a) Eligible entrants are companies, organisations, or sole proprietors active in relevant fields such as design, architecture and spatial design, exhibition and environmental design, service and experience design, industry, modular systems, or fabrication, that have completed business registration or an equivalent registration and are legally capable of entering into and performing the agreements and contracts required for this Competition, receiving service fees, submitting and handing over deliverables, and assigning author's economic rights and design-related rights and otherwise performing all related rights and obligations.
- b) Individuals who do not hold a business registration or equivalent registration are not eligible. No licence, geographic location, academic qualification, award history, or previous project experience is required for Stage 1.
 - Joint entries are permitted. Every member of a joint entry must satisfy the eligibility requirements above. The joint entry must designate one Lead Entrant and submit a Joint Entry Agreement.
 - The Lead Entrant is the official point of contact for Competition notices, questions, agreements and contracts, claims and payments, and rights-related matters.
 - The allocation of work, rights and obligations, and service fees among joint-entry members shall be determined by agreement among the members, who are responsible for its performance.
 - The same company, organisation, or sole proprietor may not participate in more than one entry, whether as a sole entrant or as a member of a joint entry.
 - Supporting documents concerning business registration, legal status, or similar matters that are issued in a language other than Korean or English must be accompanied by a Korean or English translation sufficient to verify the material contents.
 - Overseas entrants must submit documents evidencing lawful registration and operation in their jurisdiction and, if selected, must be able to provide additional evidence of authority to represent, tax status, bank account details, and other information required for agreements, contracts, payments, tax processing, and international remittances.

2. Stage 2 Team Supplementation

- a) Each Stage 2 team must secure sufficient expertise, either through internal specialists or external experts/advisers, to review the feasibility of structure, fabrication, transport, installation, and operations.
- b) This does not require statutory professional designer qualifications or a structural safety guarantee; it is intended to enable review of implementation risks at the concept stage.

3. Changes to Team Composition

- a) After the Stage 1 submission deadline, the Lead Entrant and joint-entry members may not be changed at will.
- b) However, where an unavoidable circumstance such as death, prolonged medical treatment, bankruptcy, or dissolution occurs, a change may be approved upon submission of supporting documents and an undertaking to assume the relevant rights and obligations, subject to the Host's prior approval.
- c) Additional Stage 2 experts may be added with the Host's approval, and their roles and rights arrangements must be submitted in writing.

4. Ineligibility and Conflict-of-Interest Grounds

- a) Any person directly involved in preparing the Competition plan, Guidelines, evaluation materials, or administering the Competition
- b) Any person affiliated with the same corporation or office as a juror, or who has within the past three years had an employment, joint business, advisory, or other relationship with a juror that may reasonably compromise the fairness of the evaluation
- c) Any company, organisation, or sole proprietor participating in multiple entries, or any entrant that submits false or improperly obtained evidence concerning eligibility or authority to represent
- d) Any person or entity currently subject to a participation restriction or sanction under applicable law that bars participation in this Competition
- e) Any entrant found to have submitted false or forged evidence, committed plagiarism or misappropriation, or infringed third-party rights

V. Stage 1 Concept Proposal

1. Purpose of the Stage

- a) Stage 1 anonymously evaluates the design direction, integrated principles, and potential for application and expansion across different locations, scales, and programmes.
- b) Stage 1 does not require completed design documents or technically finalised solutions and is structured to minimise unpaid work by entrants.

2. Submission Materials

※ Administrative Forms 1–5, together with eligibility evidence, must be combined into one separate PDF file and submitted separately from the Proposal File. They will not be provided to the Jury.

Category	Material	Format / Requirements
Proposal File	Design Concept Proposal (free format)	Up to six A3 landscape pages; one PDF; max. 50 MB
Entry Application	Entry Application Form [Form 1]	Representative's signature or seal
Eligibility Evidence	Business registration certificate or equivalent domestic/overseas registration evidence	All joint-entry members must submit
Joint Entry	Joint Entry Agreement [Form 2]	Joint entries only
Undertaking	Competition Participation and Compliance Undertaking [Form 3]	Includes eligibility, duplicate participation, integrity, rights, non-disclosure, and generative AI use declaration
Personal Information	Consent to Collection and Use of Personal Information [Form 4]	To be completed and signed individually by every participant
Participants	Participant List [Form 5]	List name, affiliation, field of expertise, and key experience

※ Entrants must use the official Korean or English forms provided on the Competition website. Confirmation and consent clauses may not be deleted or altered in meaning.

※ The proposal must be prepared consistently in either Korean or English as its principal language. To facilitate international evaluation, however, the project title, key concept, and a summary of the main proposal content must be presented in both Korean and English. Proper nouns and technical terms may also be shown in the original language where necessary.

※ Bilingual Korean–English presentation is required only for the key summary; a full bilingual translation of the Stage 1 proposal is not required.

※ Evidence relating to structural/fabrication experts, portfolios, previous project records, quotations, and statutory design documents must not be submitted at Stage 1.

3. Recommended A3 Proposal Structure

The following sequence is recommended. Entrants may reorganise the content within the six-page limit to suit the logic of their proposal (free format).

Page	Recommended Topic	Key Content
1	Vision and Interpretation	Project title, key concept, and summary of main proposal content (Korean and English); role of WDC Busan and the Pavilion
2	Integrated Principles	Principles linking form, materials, colour, graphics, experience, and components
3	Fixed Pavilion	Representative setting selected by the entrant and interpretation of place; key spaces, programmes, and user experience
4	Mobile Pavilion	Basic ideas for typology, site adaptation, transport, assembly, and expansion
5	Operational Scenario	Information, exhibitions, participation, exchange, rest, and spatial transitions
6	Sustainability and Legacy	Climate, accessibility, safety, circularity, reuse, and directions for expansion

4. Anonymity

- The Proposal File may contain only the assigned entry code as an identifier. It must not contain names, signatures, company/school/organisation names, logos, addresses, contact details, facial photographs, identifiable project histories, or project names.
- The file name must use the entry code assigned by the system and must not include the entrant's or company's name.
- Identity information must be removed from PDF metadata, including author, title, comments, layers, hidden information, and similar fields.
- Identity documents must be submitted separately from the Proposal File and will not be provided to the Jury.
- Minor identifying metadata may be anonymised before evaluation; however, a proposal may be excluded from review if the proposal content clearly reveals the entrant's identity.

5. Submission Method

- Submissions are accepted only through the official online submission system. Email, postal, and in-person submissions are not accepted.
- Before the deadline, all required files must be uploaded and the "Final Submission" action completed so that a submission-complete screen or confirmation email is generated.

- c) Submissions may be revised before the deadline. The most recent version finally submitted will be evaluated.
- d) As a general rule, errors involving an entrant's computer, network connection, or files do not constitute grounds for relief. If the Host confirms a failure of the submission system, it may announce an extension or an alternative submission procedure.

6. Non-Disclosure Before Final Results

- a) Until the Final Results are announced, entrants must not publicly disclose images or specific contents of their proposal on websites, social media, in the press, at exhibitions, lectures, or through other external channels. Entrants may disclose only the fact that they are participating in the Competition.
- b) A disclosure that materially compromises the fairness of the Competition may result in disqualification or revocation of selection.

VI. Stage 2 Design Development

1. Operating Principles

- a) The two teams selected through Stage 1 will enter into a separate Design Development Agreement and further develop the integrated design and implementation strategy over approximately four weeks.
- b) Both Stage 2 teams will receive the same base materials, common conditions, briefing opportunities, and official Questions and Answers.
 - Detailed Stage 2 instructions will be issued to both teams on the same basis after the Stage 1 results are announced.
 - The detailed instructions may supplement technical materials, submission formats, and common feedback, but may not adversely change core conditions such as eligibility, evaluation criteria, service fees, or copyright.
 - The Host may conduct one or two interim reviews. These reviews are intended to confirm requirements and identify risks early, not to impose a design direction.
 - Detailed reference materials—including examples of previous WDC city pavilions, information on Busan's urban, spatial and climatic context, operational conditions, and applicable Visual Identity materials—will be provided equally to both Stage 2 teams after necessary rights and currency checks. Teams are not required to imitate or directly apply the forms of the reference examples.
- c) Before executing the Design Development Agreement, each Stage 2 team must submit:
 - ① confirmation of selection and participation;
 - ② evidence of eligibility and authority to represent;
 - and ③ a list of additional Stage 2 personnel and evidence of their participation relationship.Supporting documents required for payment, including bank account, tax, and international remittance information, must be submitted separately by the deadline specified by the Host.
- d) If the Host provides materials during Stage 2 that are subject to restrictions on external disclosure, the permitted scope of use and handling requirements will be separately notified. Where necessary, the Host may require a confidentiality undertaking or related documentation.

2. Required Deliverables

Deliverable	Quantity / Length	Details	Language
A1 Panels	3 panels	Detailed design for one Fixed Pavilion and one Mobile Pavilion; integrated design system; concept plans and sections; key visualisations; and implementation strategy	Korean and English together
Design Report	Up to 20 A4 pages	Including cover and contents: concept; integrated design system and principles for application/adaptation by type;	Submit separate Korean and English versions with substantively identical

		concept plans and sections; programme; module, transport, assembly, disassembly, reuse, operations, and cost strategies; key implementation risks and responses; and possible approaches for cooperation and participation with Busan-based design, fabrication, spatial, content, and other relevant sectors (no prior contract or participation commitment from a specific company is required).	content and structure
Presentation Deck	Up to 25 pages	PDF or PPTX for presentation and Q&A	Korean and English together
Key Visualisations	At least 5 images	Application image of the Fixed Pavilion in the representative setting and images of the Mobile Pavilion applied to at least three site environments; JPG or PNG	Titles and captions in both Korean and English
Cost and Implementation Table	1 set	Key components, quantities, unit-price ranges, and assumptions for fabrication, transport, installation, and operations. This is not a final quotation.	Items and key descriptions in both Korean and English
Implementation Risk and Response Table	1 set	Key implementation risks and response principles relating to climate, structure, use, work activities, operations, maintenance, and similar matters	Items and key descriptions in both Korean and English
Source and Use Register	1 set	Sources and conditions of use for fonts, photographs, 3D models, maps, icons, data, AI, and other resources	Original-language entries permitted; key descriptions in both Korean and English

※ The Korean and English versions must be substantively identical. Entrants are responsible for translation accuracy and consistency between the two language versions.

※ Proper nouns, technical terms, external sources, original data, and similar items may be shown in their original language where necessary.

3. Presentation

- The Stage 2 final presentation and Q&A will be conducted by online videoconference. Teams and jurors will participate through the online platform designated by the Host.
- As a general rule, each team will have 15 minutes for presentation and 15 minutes for Q&A, with equal time provided to both teams.
- Presenters must be individuals listed in the Participant List [Form 5] or additional Stage 2 personnel approved in advance by the Host. Identity and participation status may be verified before the presentation.
- The Host will conduct a connection test before the presentations and will provide both teams with identical instructions regarding connection methods, screen sharing, audio, switching presentation materials, Q&A procedures, and other conditions necessary for online presentations.

- e) Jurors will participate through the same online platform, and access to presentation materials, Q&A, scoring, and other evaluation procedures will be conducted under the same conditions for both teams.
- f) The presentation order will be determined by drawing lots or another fair method. A team may not view or observe the other team's presentation or Q&A.
- g) As a general rule, communication or equipment failures attributable to a team are the team's responsibility. Where the failure is not reasonably attributable to the entrant, such as a failure of the Host or common platform, the Jury may determine appropriate measures, including reconnection or resumption, provided that fairness is not compromised.
- h) To ensure fair administration and recordkeeping, the Host may record the presentations and Q&A. Recordings will be used only to the extent necessary for Competition administration, dispute handling, and related purposes.

4. Technical Review

- a) To facilitate the final review, the Host may conduct a preliminary review of key implementation-feasibility issues in Stage 2 proposals, including cost, schedule, transport, assembly, and safety.
- b) The Technical Review is an advisory process to support the Jury's deliberations and does not assign separate scores or rankings. However, if a material false statement or clear infeasibility is identified, that fact may be provided to the Jury.
- c) Where factual clarification is required, the relevant team may be asked to provide an explanation. The same standards will be applied to both teams so as not to compromise fairness.

VII. Winning Proposal Design Refinement

1. Nature and Purpose

- a) Design Refinement is not a stage for rewriting the Stage 2 deliverables or converting them into statutory design documents.
- b) It is a separate paid assignment to incorporate comments from the Stage 2 final review and Technical Review, preserve the core value of the Winning Proposal, and complete application criteria and handover materials for the professional design, technical review, fabrication, and installation work planned for 2027.

2. Main Tasks

- a) (Jury and Technical Comment Response Matrix) Record how each comment is addressed, not addressed, or resolved through an alternative, with the rationale.
- b) (Integrated Design Guide) Application principles for form, colour, materials, graphics, signage, furniture, content, and experience elements.
- c) (Change-Control Criteria) Distinguish core elements that must be retained from elements that may be adjusted in response to site, budget, legal, or technical conditions.
- d) (Type-Specific Application Criteria) Principles for applying and adapting the Fixed and Mobile Pavilions to different site environments.
- e) (Handover Package for Subsequent Work) Design brief, performance requirements, unresolved items, risk register, and priority review items.
- f) (Source and Rights Documentation) Editable source files, explanation of file structure, and a register of external sources, licences, and AI use.

3. Required Deliverables

Deliverable	Quantity / Format	Details
Final Design Refinement Report	Approximately 30 A4 pages / 1 PDF	Incorporation of jury and technical comments; integrated design system; final designs for Fixed and Mobile Pavilion types; and application/adaptation principles
Integrated Design Guide	1 set / PDF	Application principles for form, colour, materials, graphics, signage, furniture, content, and experience elements
Jury and Technical Comment Response Matrix	1 set	Response to each comment, including incorporation, non-incorporation, alternatives, and rationale
Handover Package for Subsequent Work	1 set	Design brief, performance requirements, core elements to be retained, adjustable elements, unresolved items, risk register, and priority review items
Key Visualisations	At least 5	Final designs and key application images for the

	JPG/PNG images	Fixed and Mobile Pavilions
Editable Source Files	1 set	Original design files, editable graphics/drawings/images and other data, plus an explanation of the file structure
Source and Rights Documentation	1 set	Register of fonts, photographs, 3D models, maps, icons, external sources, generative AI use, and licences

※ Detailed file formats, resolutions, file names, submission methods, and related requirements will be specified in the Design Refinement Agreement or separate assignment instructions.

4. Link to Subsequent Work

- a) Design Refinement deliverables may be used as base materials for subsequent work planned for 2027, including professional design, technical review, fabrication, and installation.
- b) Contractors for subsequent work may carry out professional design, fabrication, and installation based on the Design Refinement deliverables from this Competition. Where necessary, Busan Metropolitan City may enter into a separate contract with the winner for advisory services or an explanation of the design intent. Winning this Competition does not, by itself, result in the execution of such a contract or confer any right to participate in subsequent work.
- c) If further development or adjustment is required during subsequent work due to site, budget, legal, structural, safety, technical, fabrication, or installation conditions, necessary modifications may be made within the scope of rights assigned to and vested in Busan Metropolitan City. Such work will, to the greatest extent practicable, respect the core design principles and key elements of the Winning Proposal and will be carried out without infringing the winner's moral rights as author under applicable law.

VIII. Evaluation and Selection

1. Jury

- a) As a general rule, the Jury will consist of five experts in relevant fields, including WDC/international collaboration, design/spatial design, public/urban design, industry/modular systems/fabrication, and service/experience/accessibility. Alternate jurors may be appointed.
- b) Jurors may be appointed through recommendations from relevant domestic and international professional institutions and organisations. The list of jurors and key biographies will be published on the Competition website after the Jury is constituted and before the Stage 1 Concept Proposal review.

2. Stage 1 Concept Proposal Evaluation Criteria

Evaluation Criterion	Points	Evaluation Considerations
WDC Busan Identity and Urban Interpretation	25	Does the proposal interpret WDC values and Busan's urban, maritime, port, industrial, and cultural characteristics in an original and compelling way?
Design Creativity and Distinctiveness	20	Are the integrated concept and ideas for form, experience, and operations creative and distinctive, with potential for international attention?
Integration and Relationship between Fixed and Mobile Pavilions	20	Are the Fixed and Mobile Pavilions coherently connected through a single set of design principles and configuration system?
Spatial and Programme Usability	15	Does the proposal accommodate varied programmes such as exhibitions, information, participation, exchange, and rest, while appropriately considering public use and accessibility?
Applicability and Scalability of the Design System	10	Does the proposal respond appropriately to the characteristics of the representative setting selected by the entrant, while enabling one design system to be applied and scaled across different locations and sizes, such as urban plazas, waterfronts, and event venues?
Sustainability and Circularity	10	Does the proposal appropriately address Busan's climate, resource circularity and reuse, and the basic direction for relocation, reconfiguration, and legacy after the WDC year?
Total	100	

3. Stage 2 Design Development Evaluation Criteria

Evaluation Criterion	Points	Evaluation Considerations
WDC Busan Identity and Symbolic Presence	15	Has the Stage 1 interpretation and identity of WDC Busan been developed into a concrete design with a recognisable and memorable symbolic presence and experience for residents and visitors?
Design Creativity and Distinctiveness	10	Have the creative concept and distinctiveness proposed in Stage 1 been retained and further developed through design resolution?
Integrated Design Resolution and Consistency	20	Have the Fixed/Mobile Pavilion design system, type-specific application principles, and detailed elements been developed consistently and to a high level of resolution?
Spatial and Programme Usability	10	Are user circulation, accessibility, spatial transitions, programme operations—including exhibitions, information, participation, exchange, and rest—and public use appropriately resolved?
Modularity, Mobility and Reusability	20	Has the design been developed so that repeated transport, assembly, disassembly, storage, site adaptation, expansion, and reuse are realistically achievable?
Feasibility and Cost Effectiveness	15	Considering fabrication, installation and operating conditions and the cost plan, is the proposal feasible and cost-effective, and are proposed approaches to cooperation and participation with Busan-based design, fabrication, spatial, content, and other relevant sectors realistically linked to subsequent implementation?
Safety and Sustainability	10	Does the proposal appropriately address Busan's climate, including strong winds, intense rainfall, extreme heat and salt exposure, as well as work and user safety, maintenance, and life-cycle sustainability?
Total	100	

4. Scoring and Selection Rules

- At least four of the five appointed jurors must participate. If recusals or disqualifications reduce the number of eligible jurors below four, the review may be postponed or alternate jurors appointed.
- If five eligible jurors participate, the highest and lowest total scores for each proposal will each be excluded, and the average of the remaining three total scores will be used. If there is more than one identical highest or lowest score, only one score at each extreme will be excluded.
- If four eligible jurors participate, the average of all four total scores will be used.

- d) Average scores will be rounded to two decimal places.
- e) At Stage 1, the two teams with the highest average scores will advance to Stage 2. In the event of a tie, ranking will be determined by the higher score in the following order: WDC Busan Identity and Urban Interpretation → Design Creativity and Distinctiveness → Integration and Relationship between Fixed and Mobile Pavilions.
- f) At Stage 2, the team with the highest average score will be selected as the Final Winning Team. In the event of a tie, ranking will be determined by the higher score in the following order: Integrated Design Resolution and Consistency → Modularity, Mobility and Reusability → WDC Busan Identity and Symbolic Presence. If the tie remains, the Jury will decide by vote.
- g) Any Stage 1 proposal with a Jury average score below 70 points will not be eligible to advance. If fewer than two eligible proposals remain, the Jury may decide to reduce the number of advancing teams or select none.
- h) If the highest average score at Stage 2 is below 70 points, the Jury may decide not to select a Final Winning Team.

5. Results and Objections

- a) The Host may publish selection results, the Jury's general comments, and evaluation information to the extent considered necessary.
- b) The professional judgment of the Jury is not itself subject to objection. An entrant may submit a written objection only in relation to a material procedural defect, within three business days beginning on the day after the results are announced.

IX. Service Fees and Rights

1. Service Fees

Category	Eligible Participants / Team	Amount	Payment Condition
Stage 2 Design Development	Two Stage 2 teams	KRW 20,000,000 each	Paid after confirmation that the agreed scope has been performed and the required deliverables and presentation have been completed
Winning Proposal Design Refinement	One Final Winning Team	KRW 50,000,000	Paid after submission and acceptance of deliverables under the separate agreement

- a) The amounts above include value-added tax and any other taxes, duties, or public charges arising under applicable domestic or foreign law. Payment and supporting-document procedures, and the net amount received, may vary depending on the entrant's domestic/overseas business status and tax circumstances.
- b) Service Fees are stated in Korean won (KRW). Domestic payments will be made in KRW. Where an international remittance is required, payment may be converted into a remittable foreign currency at the exchange rate applied by the foreign-exchange bank on the remittance date. As a general rule, intermediary and receiving bank charges arising from currency conversion or international remittance are borne by the recipient.
- c) As a general rule, Service Fees for a joint-entry team will be paid in a lump sum to the Lead Entrant. Allocation among members is governed by their agreement.
- d) The scope of services, acceptance of deliverables, payment procedures, and settlement upon early termination for Stage 2 Design Development and Winning Proposal Design Refinement will be specified in the respective agreements.

2. Author's Economic Rights and Design Rights

- a) Copyright in unselected proposals and non-winning Stage 2 submissions remains, in principle, with the relevant copyright holders, subject to the licences set out below. The author's economic rights and design-related rights in the Final Winning Proposal and Design Refinement deliverables shall be assigned to Busan Metropolitan City, subject to payment of the applicable Service Fee for each stage. The specific scope, timing and procedures for assignment shall be specified in a separate agreement with the Final Winning Team.
- b) Rights are allocated according to the selection stage and payment of the applicable Service Fee as follows.

Item	Details
Unselected Stage 1	The proposal will not be publicly disclosed, promoted, or used for project purposes other than evaluation, submission verification, and

Proposals	dispute handling. • After the Competition, if use is needed for public-interest, non-commercial purposes such as exhibitions, promotion, archiving, or design-policy materials, the proposal may be used only within the scope separately agreed by the relevant creator.
Stage 2 Proposals	• Subject to payment of the Design Development Fee, the Host is granted a non-exclusive licence to use the Stage 2 submission for Competition evaluation, records, exhibitions, press coverage, and non-commercial promotion. • When publicly used, authorship will be credited in a reasonable manner. Any commercial or project use beyond this scope generally requires separate agreement, except that the following scope applies to the Final Winning Proposal. • Before payment of the Design Development Fee, the Host may publish the team name, representative's name, project title and representative images solely to announce the selection results. Other exhibition, press and promotional uses under this paragraph are subject to payment of that fee.
Final Winning Proposal	• Subject to payment of the applicable Service Fee for each stage, the author's economic rights and design-related rights in the Final Winning Proposal and Design Refinement deliverables shall be assigned to Busan Metropolitan City as specified in the separate agreement. • The separate agreement shall secure the rights necessary for Busan Metropolitan City to use, revise and adapt the deliverables, and to authorise the Host and subsequent contractors to use them, for subsequent professional design, technical review, fabrication, installation, operations and related project purposes. Detailed arrangements concerning rights transfer, source files, external sources, third-party rights and the author's moral rights shall be specified in that agreement.

3. Modifications and Attribution

- a) The scope and procedures for the use, revision, supplementation, and adaptation of the Winning Proposal by Busan Metropolitan City and the Host shall be governed by the purpose of the subsequent work, applicable law, and the scope specified in the separate agreement.
- b) Specific rights arrangements required for use by subsequent contractors or other third parties, and matters concerning consultation with or advice from the winner, will be specified in the separate agreement.
- c) The author's moral rights remain with the creator. Specific matters concerning attribution and related matters will be governed by applicable law and the separate agreement.

4. Originality, External Sources and Generative AI

- a) Each entrant warrants that its proposal is based on the entrant's own creative contribution and does not infringe any third party's copyright, trademark, design right, portrait right, trade secret, or other right.
- b) For fonts, photographs, maps, 3D models, icons, data, open-source materials, and similar resources, entrants must record the source, licence, permitted media and duration, and whether modification is allowed.
- c) Use of generative AI is not prohibited. At Stage 1, entrants must indicate whether generative AI was used in [Form 3]. At Stage 2 Design Development and Design Refinement, entrants must record the tools used, the stages and scope of use, and the entrant's own modification, supplementation, and review in the Source and Use Register. Submission of the full text of key prompts or any trade secrets is not required.
- d) Third-party rights materials, including external assets and AI outputs, may be used only within the scope of the applicable permission. The Final Winner must notify Busan Metropolitan City and the Host in writing of the type of material and its conditions of use, duration, permitted media, and modification rights. Such materials are excluded from the assignment of author's economic rights and design-related rights. If rights necessary for project implementation cannot be secured, the entrant must replace the material.

5. Opportunity to Respond to Rights-Infringement Concerns

- a) If there are reasonable grounds to believe that a selected proposal infringes third-party rights, the Host shall notify the relevant entrant in writing of the grounds and supporting information and provide a reasonable period for a response before deciding whether to revoke the selection or recover any Service Fee.
- b) If rights infringement is confirmed after consideration of the entrant's response, if any, and the available evidence, revocation of selection and recovery of all or part of the Service Fee shall be determined in accordance with these Guidelines and, where executed, the applicable agreement.

X. Competition Administration, Disqualification and Disputes

1. Questions and Official Notices

- a) Questions are accepted only through the designated form and channel on the Competition website.
- b) Informal explanations given in response to individual telephone, email, or in-person enquiries do not form part of the Competition conditions and have no binding effect.
- c) Official answers will be made available equally to all entrants without identifying the questioners.

2. Disqualification, Revocation of Selection and Recovery of Payments

a) Grounds for Exclusion from Stage 1 Review or Disqualification

- Submission after the deadline or material omission of required documents
- The submitted Proposal File cannot be opened or otherwise cannot be properly evaluated
- A material breach of anonymity in which the entrant's identity is revealed in the proposal content, including by name, company name, logo, or similar identifier
- Duplicate participation, failure to satisfy eligibility requirements, or confirmation of any ineligibility ground
- False or forged evidence concerning eligibility, authority to represent, or similar matters
- Contacting or soliciting a juror, or otherwise attempting to improperly influence the evaluation
- Plagiarism or misappropriation, or submission of a proposal substantially identical to a work that has already won another competition, is concurrently entered in another competition, or has already been publicly disclosed or commercialised
- Infringement of a third party's copyright, trademark, design right, or other right

b) Grounds for Disqualification or Revocation of Selection during Stage 2 Design Development

- Failure to meet the Stage 2 submission deadline or material omission of required deliverables
- Refusal, without justifiable reason, to execute the Design Development Agreement or perform the assignment
- A material change or false statement concerning eligibility, team composition, authority to represent, or similar matters
- Contacting or soliciting a juror, or otherwise attempting to improperly influence the evaluation
- Plagiarism or misappropriation in the submitted deliverables, or infringement of third-party rights
- External disclosure of proposal images or specific content before announcement of the Final Results in a manner that materially compromises the fairness of the evaluation

- c) A minor formal error that does not affect fairness or the substance of the proposal and can be anonymised or corrected directly by the Host need not result in disqualification. However, no particular team will be given an opportunity for additional submission or substantive supplementation that is not equally available to others.
- d) Selection may be revoked after advancement to Stage 2 or after final selection if a material violation is confirmed, including an ineligibility ground, false or forged evidence, plagiarism or misappropriation, third-party rights infringement, or refusal without justifiable reason to execute an agreement or perform the assignment.
- e) Disqualification, revocation of selection and recovery of Service Fees shall be governed by these Guidelines and, where executed, the applicable agreement. Where a decision depends on disputed facts concerning an entrant's eligibility, conduct or rights infringement, the Host shall notify the entrant of the grounds and supporting information and provide a reasonable opportunity to respond before making the decision. Detailed procedures, the scope of recovery and settlement upon early termination shall be specified in the applicable agreement.

3. Withdrawal by a Stage 2 Team

If a Stage 2 team withdraws before executing the Design Development Agreement or its selection is revoked for ineligibility, the Host, in consultation with Busan Metropolitan City, may verify the Jury ranking and eligibility and select the next-ranked team, proceed with the remaining team only, or cancel Stage 2. The applicable approach will be announced on the same basis to all entrants.

4. Amendment, Suspension or Cancellation of the Competition

- a) The Competition may be amended, suspended, or cancelled in the event of natural disasters, policy or budget changes, an insufficient number of valid proposals, confirmed system failures, or other unavoidable public-interest grounds.
- b) Changes to core conditions will be announced by corrigendum or amended notice. If Stage 2 is discontinued after commencement for reasons not attributable to the entrants, work actually performed will be settled in accordance with the criteria specified in the applicable agreement.

5. Personal Information and Records Management

- a) At Stage 1, only the minimum personal information necessary for participant identification, contact, and eligibility verification will be collected.
- b) Bank account, tax, and remittance information will be collected separately only from payment recipients, such as Stage 2 teams and the Final Winning Team.
- c) Personal information and identity documents of unselected entrants will be destroyed without delay after the retention period specified in [Form 4] expires or the purpose of processing has been achieved. Where retention is required under applicable law or records-management standards, those requirements apply.

- d) Records relating to selection, agreements, payments, and disputes will be retained for the periods prescribed by applicable law and internal records/accounting rules.
- e) Key images and Competition records for which separate consent has been obtained may be retained and used within the scope of that consent.

6. Use after Announcement of Final Results

- a) After announcement of the Final Results, entrants may include their participation and submitted proposals in their own portfolios, subject to paragraph (b). Any assignment of rights in the Final Winning Proposal and Design Refinement deliverables shall preserve the relevant entrant's permission to use those materials for that purpose.
- b) Entrants must not disclose technical materials provided confidentially by the Host, personal information, or third-party trade secrets.
- c) The Host may publish the team name, representative's name, project title, representative images and the Jury's general comments for selected and winning teams, within the scope permitted under Section IX.2.

7. Dispute Resolution and Governing Law

- a) The parties will endeavour to resolve disputes arising from the Competition through consultation.
- b) Copyright or idea-related disputes that cannot be resolved by consultation may be referred to mediation by a specialist body such as the Korea Copyright Commission. Other disputes will be governed by the laws of the Republic of Korea and resolved by a court of competent jurisdiction under applicable law.

8. Matters Not Provided for in These Guidelines

Matters not provided for in these Guidelines will be determined by the Host in consultation with Busan Metropolitan City in accordance with applicable law, the purpose of the Competition, and the principles of fairness, transparency, and equal treatment. Any matter affecting entrants' rights or obligations or the Competition conditions will be announced on the official Competition website.