

Republic of Korea

- **Not many practices of commemorative naming**
- **Naming after historical figures in the post-colonial period**
- **Increasing as a tool of branding places**
- **Sometimes used for resolving naming conflicts**
- **Guideline adopted by names authority in 2012**

Chungmu-ro

충무로 忠武路

Toegye-ro

퇴계로 退溪路

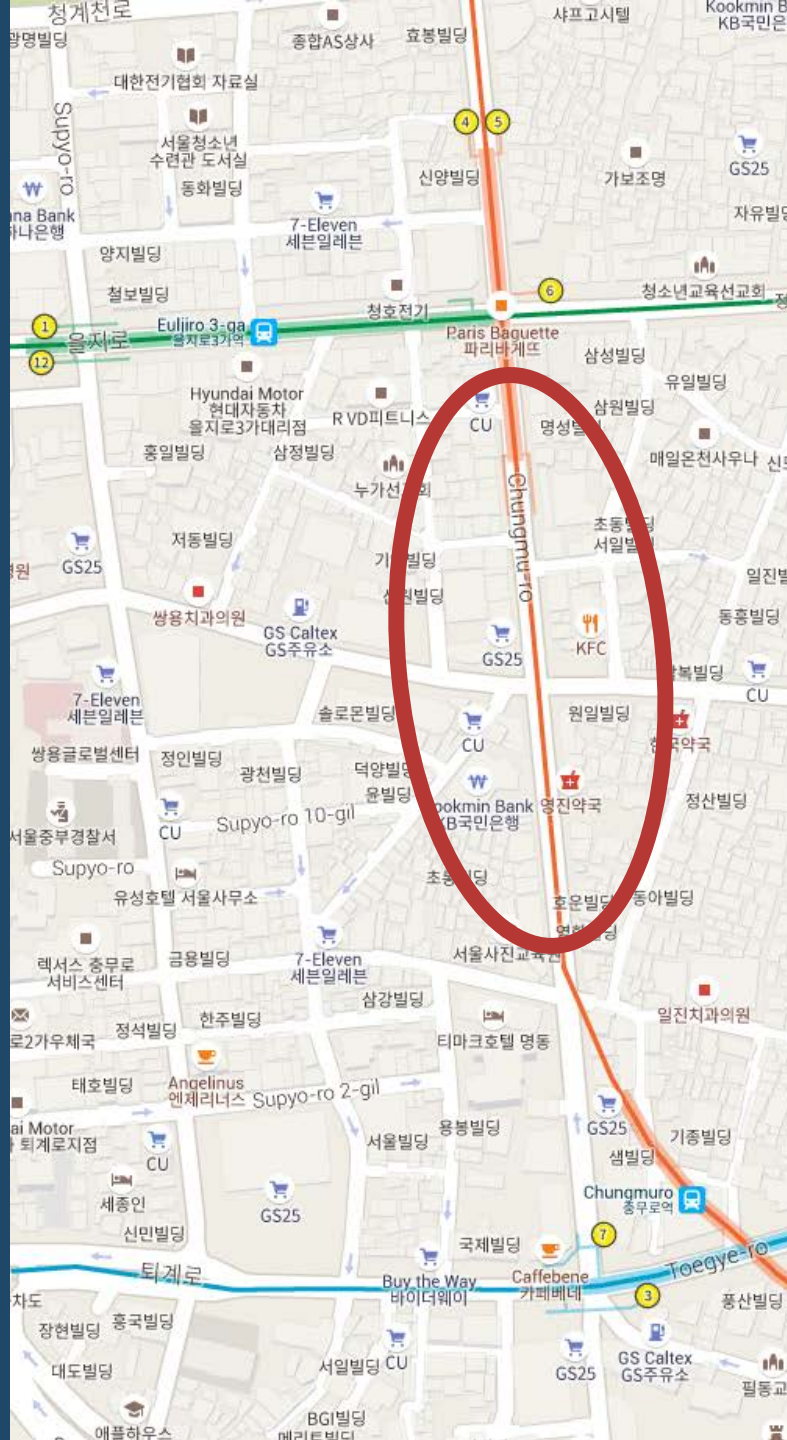
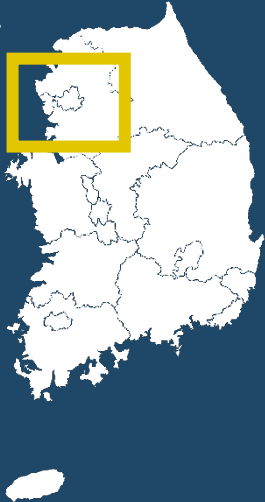
- center of Seoul
- named in 1946

Yi Sun-sin (1545-1598)

- Navy commander in the Joseon Dynasty

Yi Hwang (1501-1570)

- Confucian scholar and administrator



▲ Street of Cinema in Chungmu-ro



▲ Yi Hwang



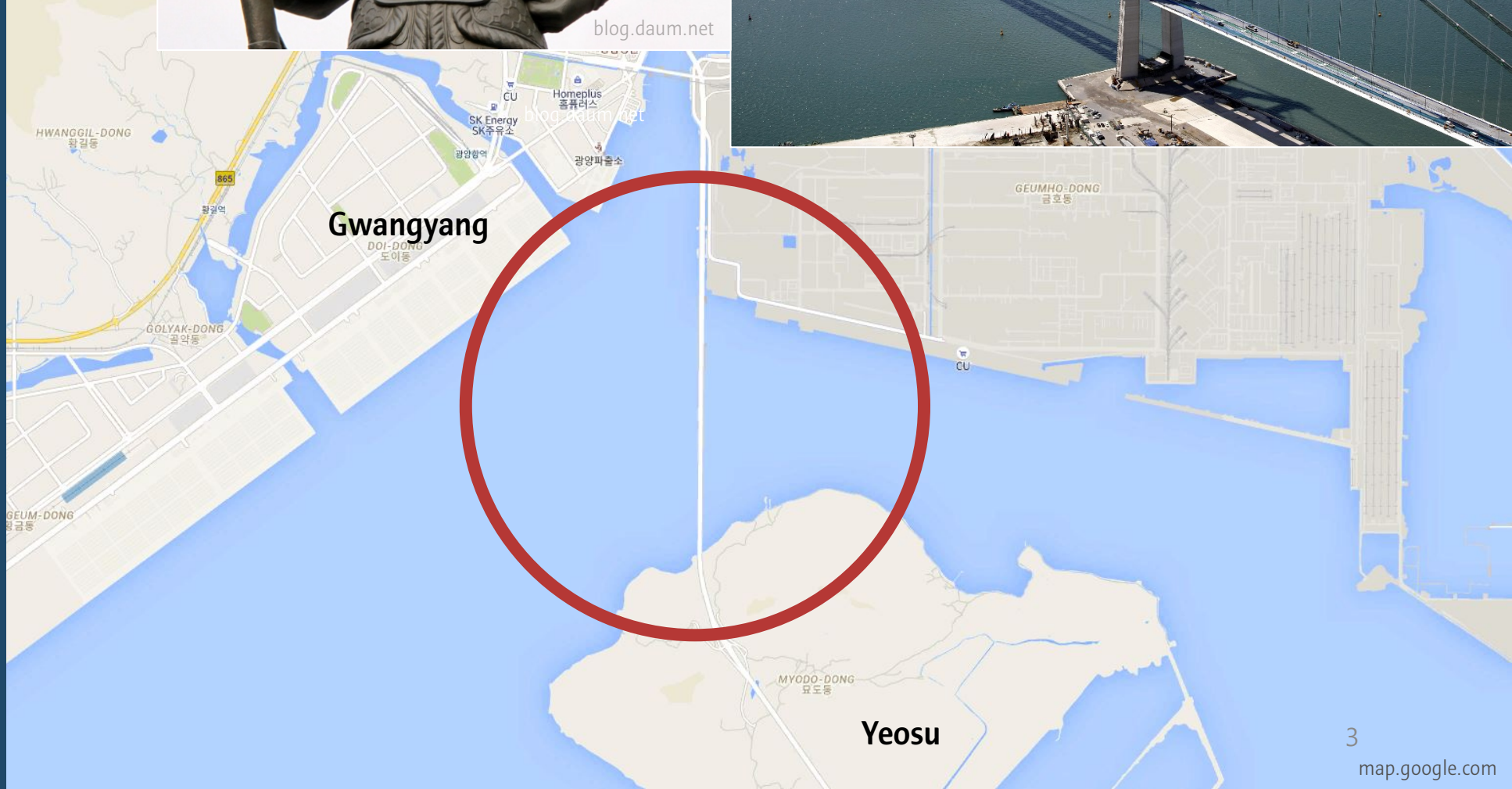
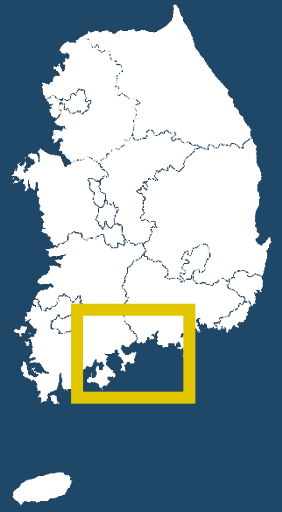
Yisunsindaegyo Bridge

이순신대교 李舜臣大橋

- between Yeosu and Gwangyang, Jeollanam-do
- named in 2007, opened 2013

Yi Sun-sin (1545-1598)

- Navy commander in the Joseon Dynasty



Wonhyo-ro

원효로 元曉路

- Yongsan-gu, Seoul
- named in 1946

Wonhyo (617-686)

- eminent scholar and monk in the Silla Kingdom



▲ Wonhyo-ro

Dunchon-dong

둔촌동 遁村洞

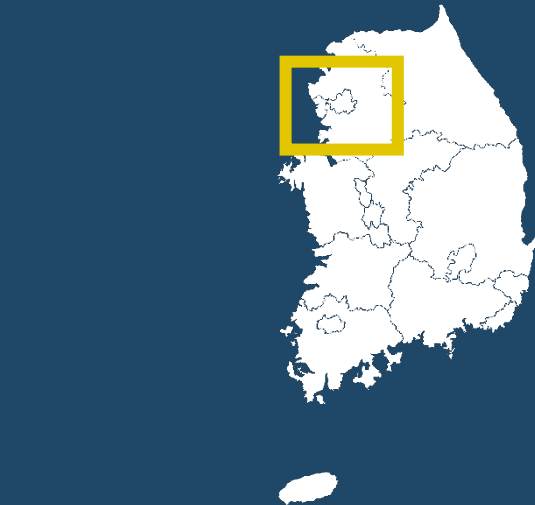
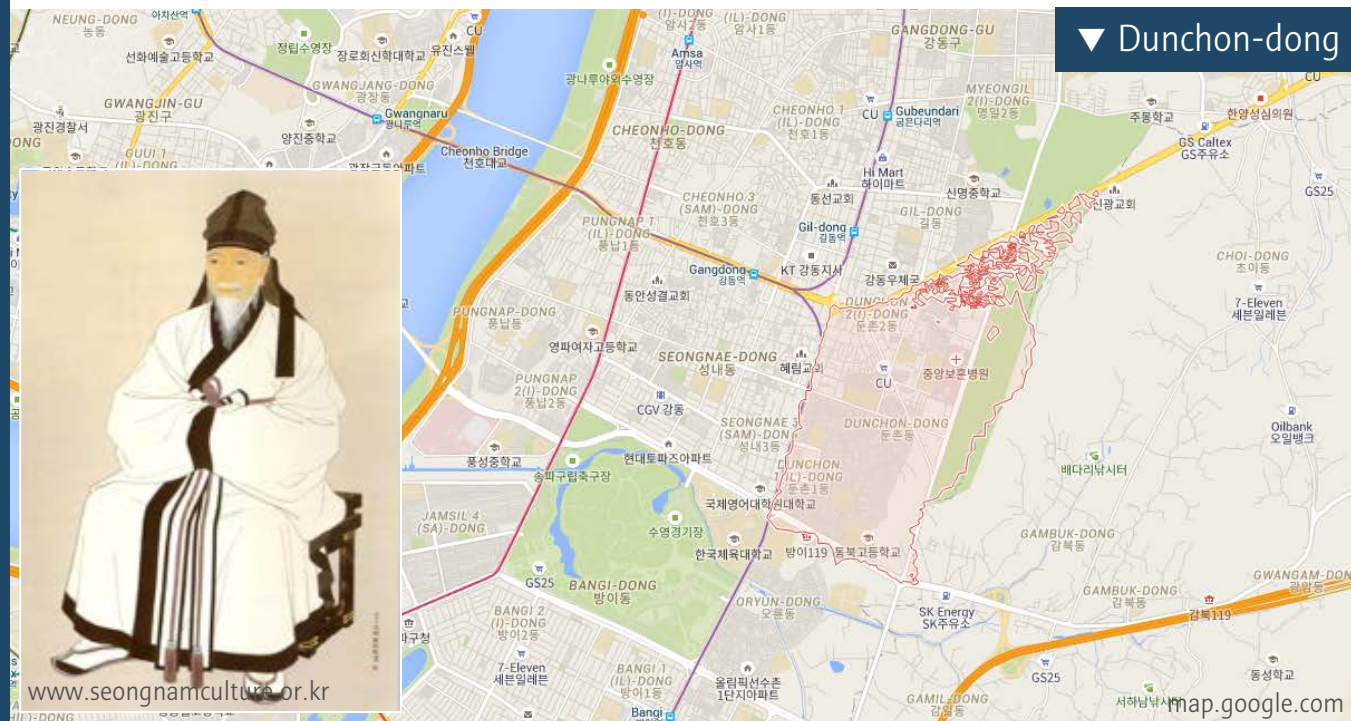
- East of Seoul
- used since the Joseon Dynasty

Yi Jip (1314-1387)

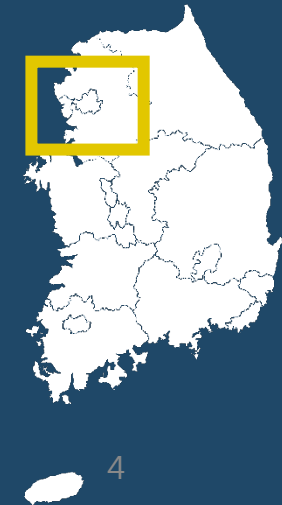
- Scholar and writer in the late Goryeo Dynasty



▼ Dunchon-dong



www.seongnamculture.or.kr



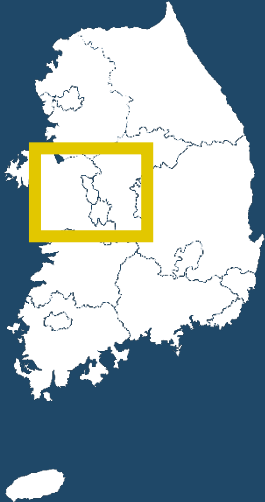
Sejong Special Self-Governing City

세종특별자치시
世宗特別自治市

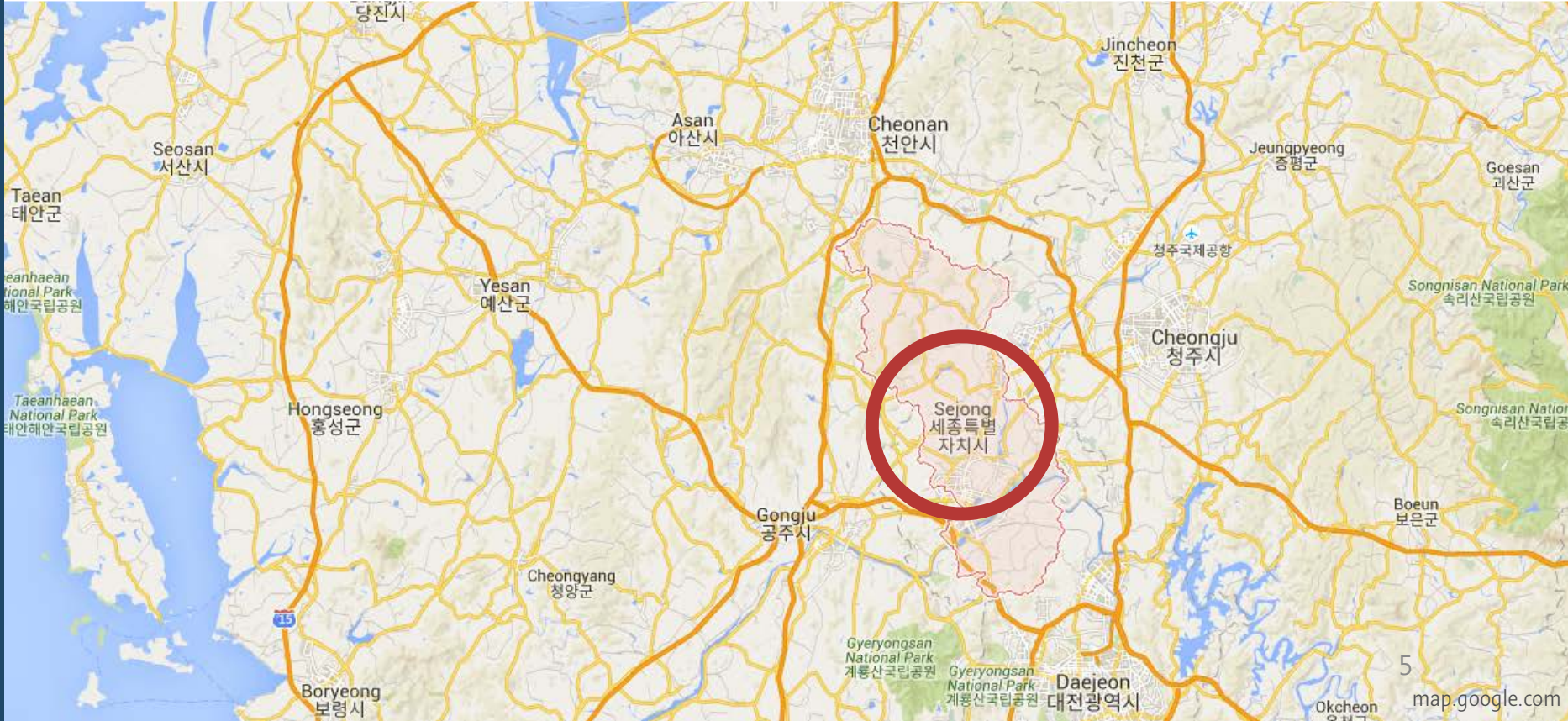
- named in 2006
- opened in July 2012 as administrative capital city

Sejong the Great (1397-1450)

- The fourth king of Joseon Dynasty
- created *Hangeul* (Korean alphabet)



Agency for Administrative City Construction



Ijungseom-ro

이중섭로 李仲燮路

• Seogwipo, Jeju Special Self-Governing Province

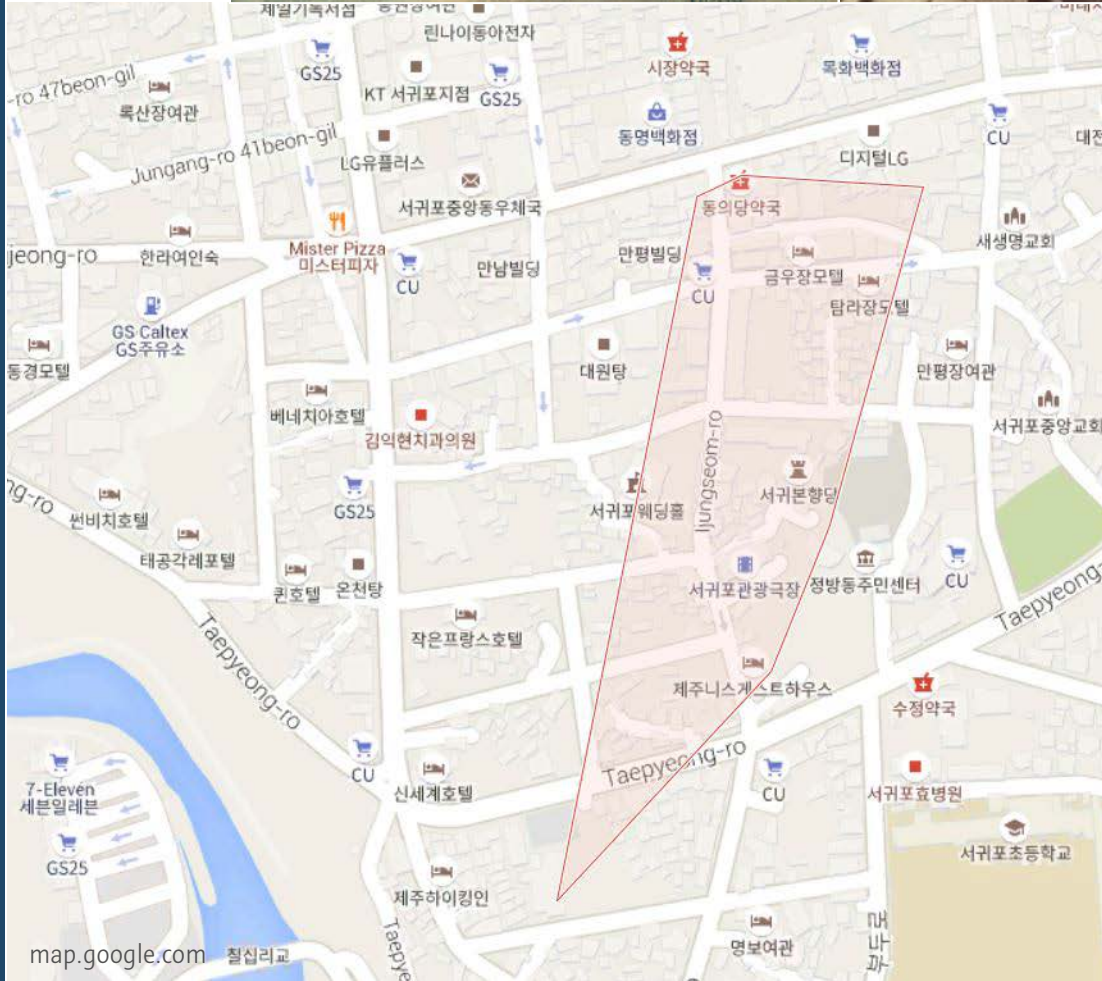
• Lee Jung Seop (1916-1956)
• Painter



White Ox (1954, Wikipedia)



www.pinterest.com



map.google.com



blog.daum.net

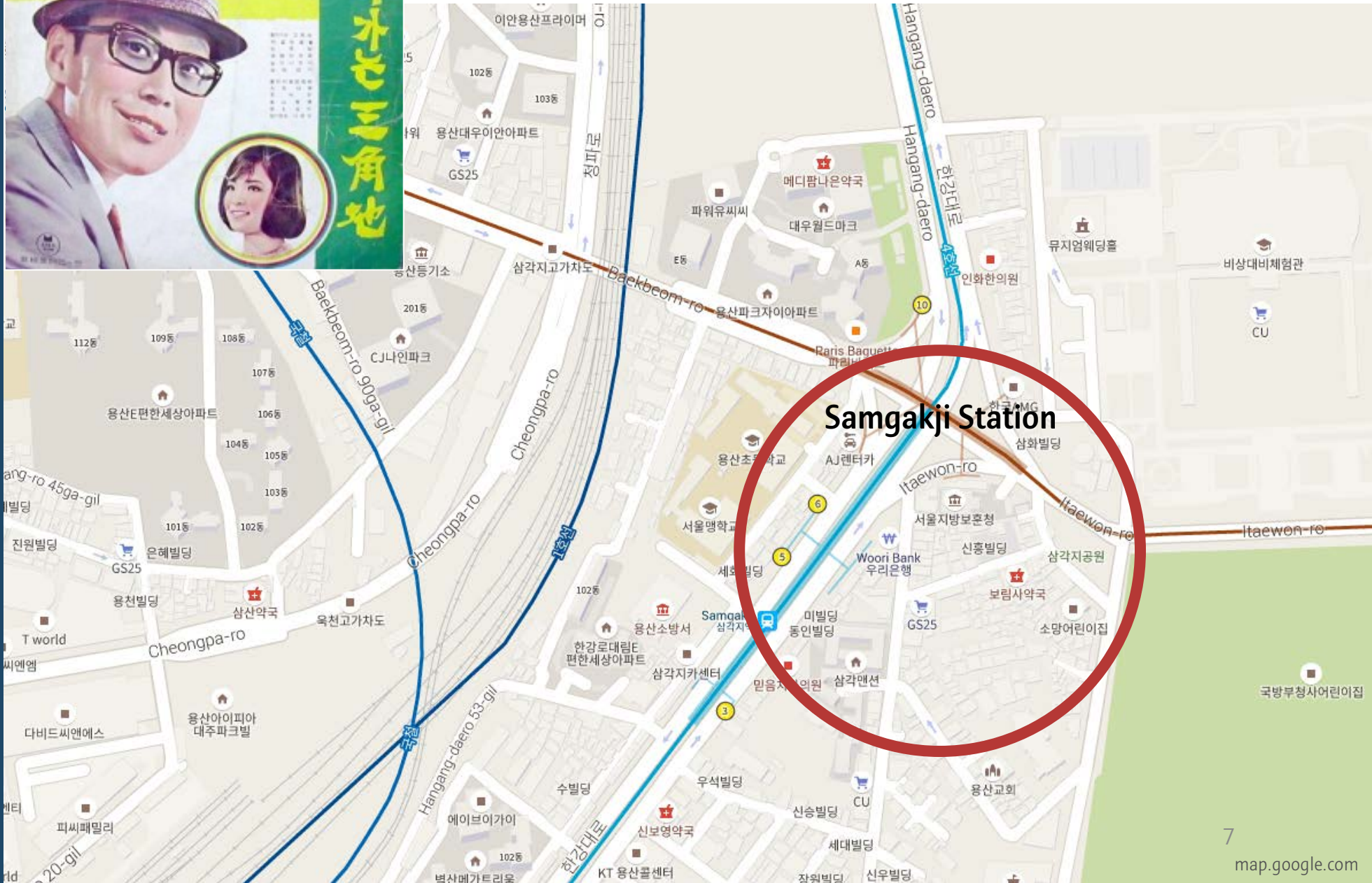
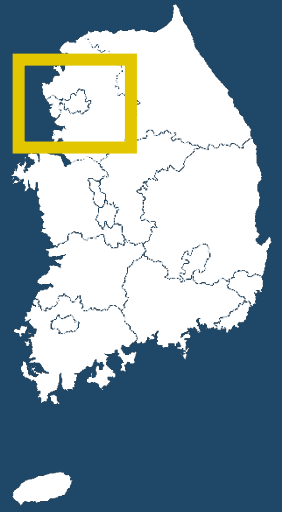


hyororo.blogspot.com

Baeho-gil 배호길 裵湖길

- Yongsan-gu, Seoul
- nearby Samgakji Station

Bae Ho (1942-1971)
• Popular singer who sang on the sentiment of the area *Samgakji*



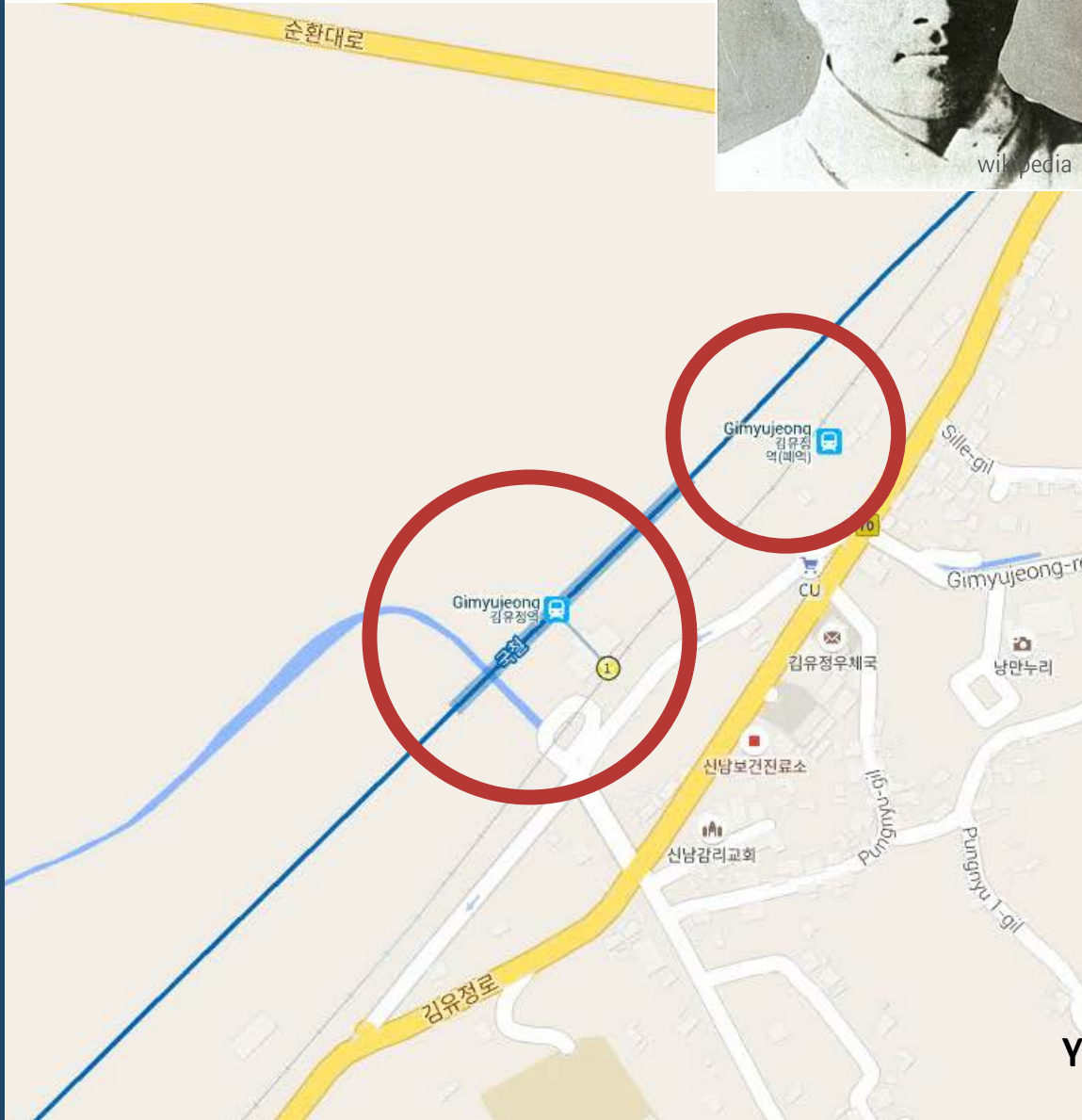
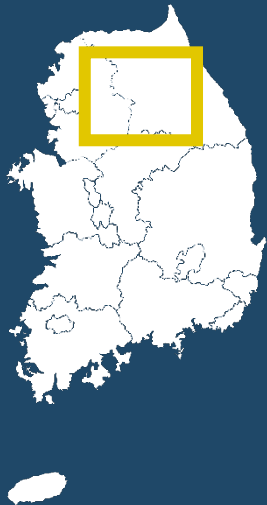
Gimyujeong Station

김유정역 金裕貞驛

- Chuncheon, Gangwon-do
- named in 2004
- Gyeongchun Line

Kim Yu-jeong (1908-1937)

- Novelist



Yeosu

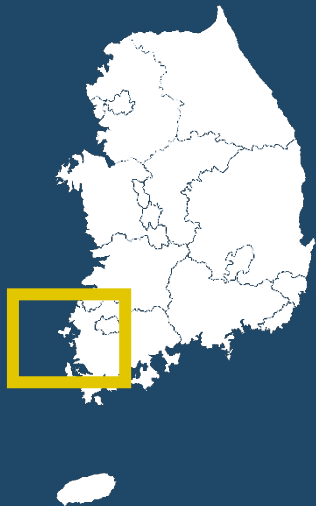
Kimdaejungdaegyo Bridge

김대중대교 金大中大橋

- between Muan-gun and Sinan-gun, Jeollanam-do
- named in 2014

Kim, Dae-jung (1924-2009)

- 8th President of the Republic of Korea (1998~2003)
- Nobel Peace Prize in 2000



sanews.co.kr



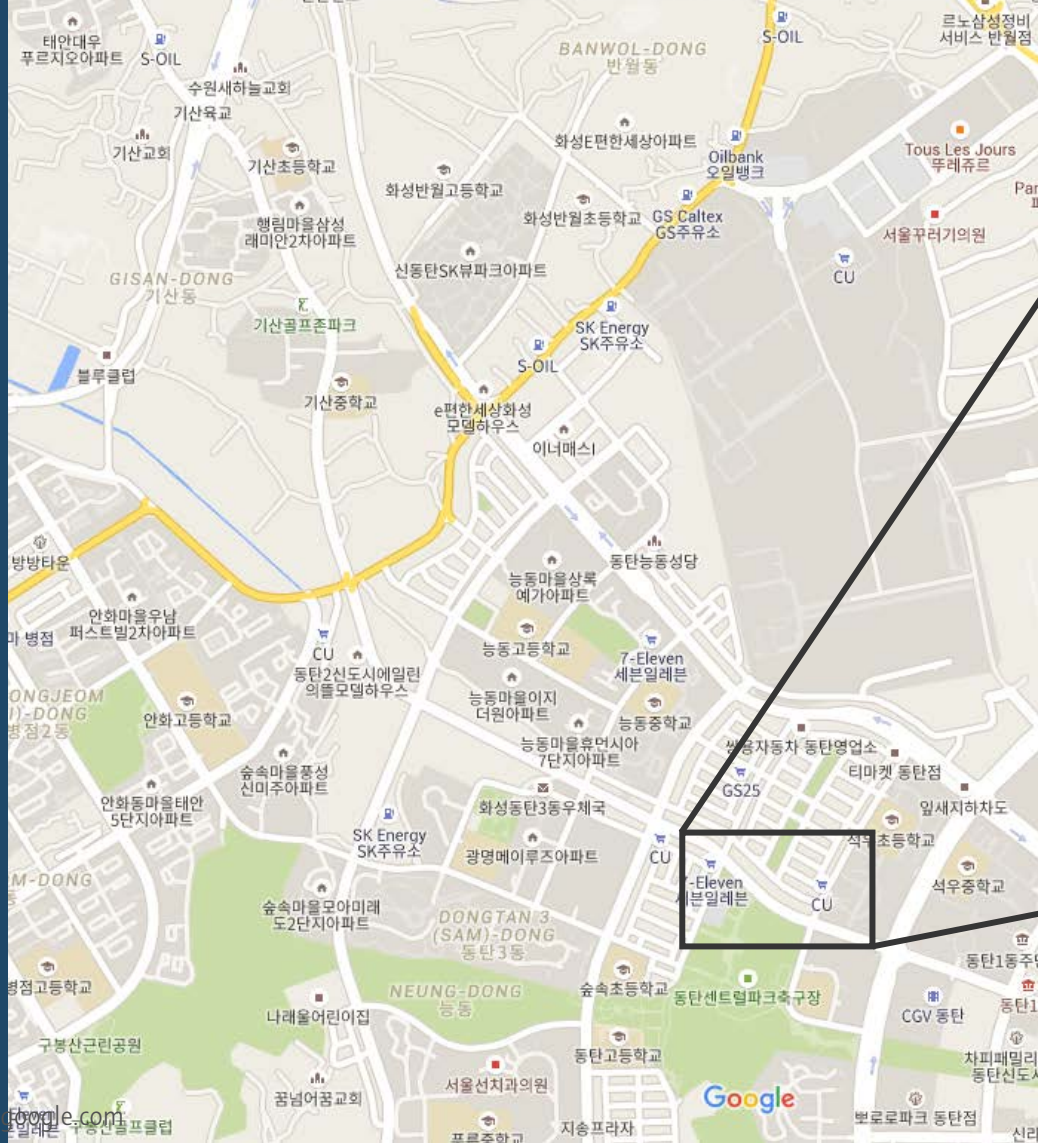
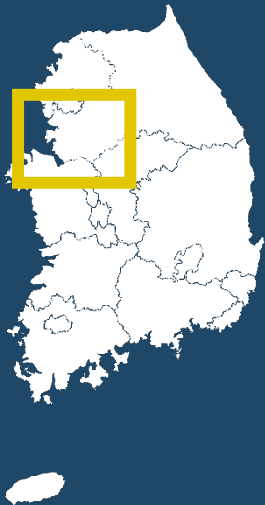
wikipedia



Dongtanjiseong-ro 동탄지성로

- Between Suwon and Hwaseong
- *Parkjiseong-ro* is named in 2005
- changed in 2009
- Park Ji-Sung+Dongtan New Town

Park, Ji-Sung (1981~)
 • National football player until 2011



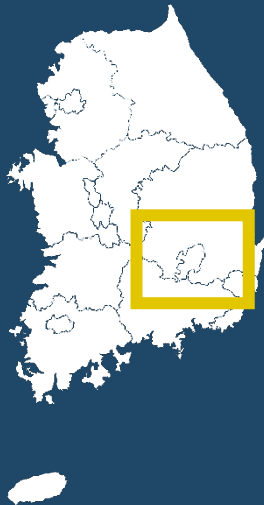
Okgyeonji Songhae Park

옥연지 송해공원

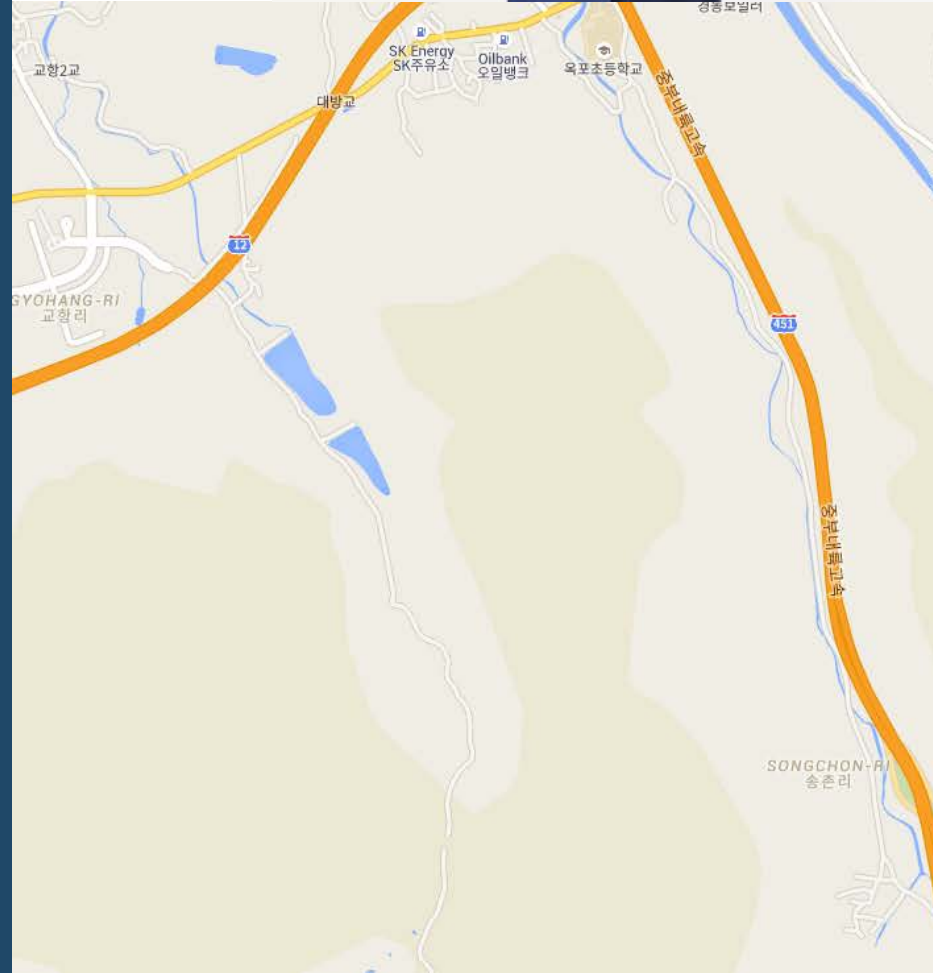
- Dalseong-gun, Daegu
- named in 2015

Song Hae (1927~)

- Entertainer, MC, comedian



mammy.xyz



www.dalseong.daegu.kr



Guideline by names authority (2012)

- Principle 7: Restraining the use of person names

Names of historical figures can be used for naming geographical features thirty years after death with agreement of more than two-thirds of local people. The use of names of living persons shall be excluded. (NGII, Principles of Standardizing Geographical Names, 2012)

- 원칙 7: 인명 사용 지명 제한 원칙

사망 이후 30년 이상 경과하고 해당 주민의 2/3 이상 동의한 역사적 인물의 이름을 지명으로 사용할 수 있으나, 생존 인물의 인명 사용은 배제한다.

Limits to implementing the principle

- **Lack of awareness by recent enacting**
- **Problem of toponymic management structure; not applying to naming administrative units**
- **Growing power of localities in search for increasing brand value through place naming**