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
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**

- Yongsan-gu, Seoul
- named in 1946

**Wonhyo** (617-686)
- eminent scholar and monk in the Silla Kingdom

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**Dunchon-dong**

- East of Seoul
- used since the Joseon Dynasty

**Yi Jip** (1314-1387)
- Scholar and writer in the late Goryeo Dynasty
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)
Ijungseom-ro

Seogwipo, Jeju Special Self-Governing Province

Lee Jung Seop (1916-1956) • Painter
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
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
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
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