

MOTION

The Seoul Metropolitan Government (SMG) conducted a survey from December 2022 to March 2023 to determine Seoulites' preferences for Seoul's new logo for the branding of Seoul, South Korea. Based on voting results, "Seoul, My Soul" was chosen as the new slogan. In preparation for the 50th Los Angeles Korean Festival, this slogan was recently displayed as a newly constructed sculpture at a Seoul Business Agency promotional booth. After its display at the Seoul Business Agency's booth, the sculpture was donated to the Los Angeles Korean Festival Foundation, a 501(c)(4) non-profit organization.

The Foundation now wishes to donate the sculpture to the City for permanent display at Seoul International Park. This location is ideal due to the park's name and its central location within Koreatown. The addition of the "Seoul, My Soul" sculpture to Seoul International Park promises to be visually captivating. Given the park's name, the sculpture will serve as a prominent symbol, representing the vibrant Korean American community. Its sleek, modern design, accented with lights, will illuminate the evenings, offering a scenic backdrop for park-goers taking strolls or enjoying the playground.

I THEREFORE MOVE that the City Council request the Department of Recreation and Parks and the Department of Cultural Affairs to collaborate in getting approval from their respective Commissions for the permanent display of the donated "Seoul, My Soul" sculpture at Seoul International Park.

PRESENTED BY: _____



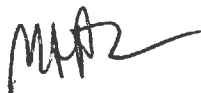
HEATHER HUTT
Councilmember, 10th District

SECONDED BY: _____



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