

Street of creative dreams for startup

Ewha Startup 52nd St. vitalizes alley

By Lim Ye-ju

The opening ceremony of Ewha Startup 52nd St. was held on March 11 at the alley beside the Main Gate of Ewha Womans University. The ceremony commemorated the grand opening of the shops in Ewha Startup 52nd St. and provided a tour around the

shops for the participants.

The project Ewha Startup 52nd St., established by Center of Entrepreneurship, aims to expand start-up projects and education beyond the campus, providing real experiences of business in a neighboring area of small merchandise shops and retailers.

“Not only are we looking

forward to nurturing talented students with real life experiences, but we are also expecting the vitalization of the business area in the alley next to the Main Gate,” said Park Yun-mi, the manager from Center of Entrepreneurship. “The alley showed the lowest growth rate compared to that of the business areas nearby other

universities in Seoul.”

A total of six teams were selected to participate in this project. Accessory brands ‘JE.D’ and ‘HAH’, bag brands ‘JIHONG’ and ‘WEAVOURS’, a custom made stamp shop ‘DAYGRAPHY’ and a shop selling education kits for children ‘ARISONG’ are the currently running shops. The teams were selected based on the strength and viability of their startup proposals and presentation. Various supporting programs such as scholarships and mentoring will be provided to help them start their businesses.

“I wanted to start my business after taking part in various flea markets,” said Noh Seung-yeon, CEO of the accessory brand JE.D. “However, starting a business on my own is risky and as well as costly, so I was hesitant to challenge myself. Fortunately, I got the chance to pursue my dream with the support and education from the school.”

After being selected as one of the six participants,

she mentioned that she felt excited to jump into the business she dreamed of. Her accessories from JE.D specialize in merging softness with funkiness. Bracelets, which are the main items of JE.D, are made from denim pieces taken apart strand by strand. The strands are then attached to jewels, and tied together to make a complete bracelet.

“It is not an exaggeration to say that my bracelets are everything to me,” Noh said. “I wish students would not think of my business as a simple shop, but as a place filled with my enthusiasm.”

Hwang Yeon-jae, representative of ARISONG, described her business as a start of something grander. ARISONG aims to research and produce media art kits for children.

“I hope to create stepping stones to my ultimate goal, which is to create a museum where children can be educated freely,” Hwang said.

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Park Won-soon, the mayor of Seoul, visited Startup 52nd St. to cheer up students who are starting their businesses. After listening to the students' explanation, he also purchased a small pouch from one of the shops.

Photo by Kim Kyung-min

New men's bathroom in Central Library

Welcoming change for male students and janitors

By Hong Ki-yeon

A men's bathroom has been installed on the 1st floor of the Central Library on Jan. 10. Made up of a single cubicle, the men's bathroom is located in front of the Audio Visual Room. It was built in the corner of the existing women's bathroom and is separated from the rest of the space by a newly installed inner door.

Hugo Daniel Pichon, a male exchange student from France, was pleased to know that a men's bathroom had been installed on the 1st floor of the library. Last semester, he experienced inconvenience when he spent his weekends studying in the Central Library due to the absence of a men's bathroom on the 1st and the basement floor. This is because the library closes the 2nd to 5th floor at nighttime and on the weekends, leaving access to only the two floors without a men's bathroom.

“It was annoying because I had to go outside to find a bathroom in another building,” Pichon revealed. “It was really bothersome.”

Not only male exchange students but also male janitors working in the Central Library also experienced difficulties due to the absence of a men's bathroom on the 1st or the basement floor. Lee Moon-won, a janitor of the Central Library, works night shifts from 10 p.m. to 00:30 a.m. the following day. Before the installation of the new men's bathroom on the 1st floor, he had to use his keys to get into the men's bathroom on the 3rd floor of the library when he needed to use the bathroom during his night shifts.

“As my night shift was only for two hours and a half and going to the 3rd floor didn't really interfere with my work, I never made an official complaint to the library about it,” Lee said. “Still, it was rather inconvenient when I needed to use the bathroom.”

It was not only during the nights or the weekends, when access of the 2nd to 5th floor of the library are prohibited, that male janitors used to be inconvenienced. When Lee was working during the daytime at the

west entrance (the entrance on the 1st floor), he preferred to exit the library building in order to go to the men's bathroom in Helen Hall, which was closer than the one on the 3rd floor of the library.

In response to such situations, the Central Library began to discuss the installation of a men's bathroom either on the 1st or the basement floor since the spring semester of 2015. Actual construction work began on Dec. 20, 2015, during the winter vacation.

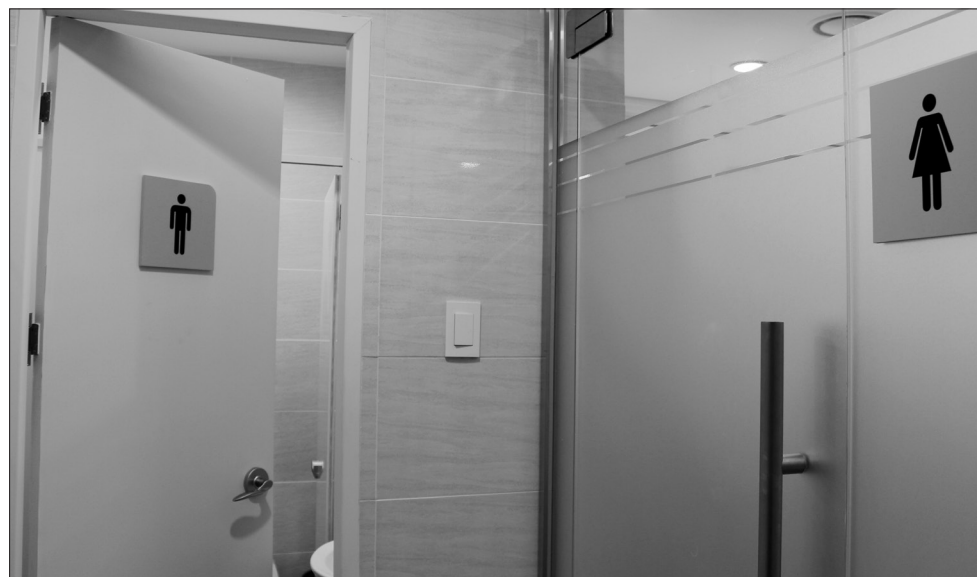
“As some male students began to use the library during the nighttimes and weekends when the 2nd to 5th floor is closed, we wanted to satisfy their needs by installing a men's bathroom where it can be more accessible,” said an official from the Central Library.

Although the library is not yet planning to install more men's bathrooms on the 1st or the basement floor, it is ready to build more if demand for more men's bathroom arises.

The installation of the new men's bathroom has received positive feedback from male students and janitors of the library. Lee feels that the night time work environment has been improved thanks to the change. Pichon is also satisfied with the new facility.

“I think it was a very good decision on the library's part to install the new men's bathroom,” Pichon said. “I can now go to the library more often now.”

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New men's bathroom installed on the 1st floor of Central Library added convenience for male students and faculty members.

Photo by Kim Kyung-min

In Brief

Ewha Womans University Medical Center supplements new professors for new hospital

Ewha Womans University Medical Center has supplemented new professors on March 17 for the completion of the new hospital in 2018. The full-time professors were recruited for the development of clinical and fundamental research.

School sends online video lecturing system to Waseda University

Ewha announced the delivery of online video lecturing system to Waseda University through ‘Ewha-KF Global e-School’ on March 15. Waseda University students are able to listen to ‘Korean Economics’ from professor Kim Sei-wan starting this April, who has opened access to his lectures to diverse countries.

2030hada holds Sewol ferry accident memorial at Ewha

2030hada, a political organization comprised of people in their 20s and 30s, held a two year memorial of the Sewol ferry accident lecture at the Ewha Campus Complex on March 15. Yoo Gyoung-geun, father of the deceased Danwon High school student Yoo Ye-eun, and Lee Ho-jun, a Law professor at Sogang University attended to give a lecture on what has happened during the past two years and the reason they still camp out at Gwanghwamun.

Ewha Music Research Institute holds MAPS V lecture

Ewha Music Research Institute held the first lecture of the Music, Arts, Philosophy and Science V series under the title of “How an Architect Thinks” at Room B119 of the Music Building on March 18. For comprehensive understanding of the arts, the series examine how one field of art converges with another by inviting professionals to present their interpretations. Professor Seo Hyun from Hanyang University opened a prelude to the MAPS V with his lecture.

Australia's International College of Management Sydney holds International Admission Information Session

Australia's International College of Management Sydney (ICMS) held its international admission information session at Samsung Education-Culture Building on March 19. ICMS is a university in Australia that specializes in hotel management education. The international admission to ICMS allows its students to graduate with a dual degree in hotel management both in South Korea and Australia.