

Full Name Seungho LEE

Position Associate Professor

Organization Ulsan National Institute of Science and Technology

Email seungholee@unist.ac.kr



Personal Link(s)

Personal website <https://seungholee.com/> Lab
website <https://www.newdesign.studio/> Medium
01 Personal <https://medium.com/@leeseungho>
02 Lab <https://medium.com/new-design-studio>
Instagram <https://www.instagram.com/seunghoparklee/>
LinkedIn <https://www.linkedin.com/in/leeseungho/>

Your Target Call

HORIZON_HORIZON-CL4-2027-04-DIGITAL-EMERGING-10
Horizon scanning and foresight in future enabling digital technologies (CSA)

Your Expected Contribution to the Project / Consortium

I bring in my experience in ethnographic research, qualitative analysis, citizen participation and participatory futuring. I can also request my past partnering organisations to join: LAB University, Demos Helsinki, Studio D Radiodurans. I have a tentative proposal concept that position Korean members participating in this call.

Biography

Seungho Park-Lee is a designer, researcher, and educator exploring how design can contribute to public services, policymaking, and sustainability transitions. He is Associate Professor of Design at UNIST in South Korea, where he directs New Design Studio, a research and design practice working with public- sector organisations and other stakeholders to develop strategic alternatives for more sustainable futures.

Seungho spent eleven years in Finland, where his work increasingly shifted from product and service design toward complex societal and policy challenges. He worked with the Finnish Innovation Fund Sitra's Helsinki Design Lab and later became an Associate of the Helsinki-based think tank Demos Helsinki. At Aalto University, he founded Design for Government, a course that brings master's students together with Finnish ministries and public organisations to address real policy challenges through systems thinking, empathic design, and experimentation.

His current research and practice examine the expanding role of design in government, public-sector innovation, sustainability transitions, participatory futures, and policy development. He has also served as Chair of the Policy Design Division of the Public Designers' Council Korea and as an expert team member for the New European Bauhaus at World Expo 2025 Osaka.

Research Areas / Expertise

Ethnographic research; qualitative analysis; citizen participation; participatory futuring

Motivation, Expectation and Plan

Emerging digital technologies are changing everyday life, public services, workplaces, and social relationships in ways that are difficult to anticipate. Their implications may first appear as small behavioural shifts, informal adaptations, or tensions between technologies and existing institutions. This creates a need to connect technological foresight with lived experience, public participation, ethical reflection, and policy discussion.

Rather than predicting a single future, this initiative would explore how different groups understand emerging changes and how diverse perspectives could help institutions prepare for uncertainty.

The initiative remains an open concept rather than a fixed project proposal. We hope to determine whether researchers, practitioners, civic organisations, technology actors, and public institutions share sufficient interest to develop it further. The technology domain, research questions, participating locations, partnership structure, and outputs would be shaped collectively.

A possible direction would connect horizon scanning, participatory futures, ethical inquiry, and policy experimentation. These are tentative starting points, and prospective partners may suggest different priorities and methods.

Initial exploratory conversations would identify complementary expertise and areas where international collaboration could add value. Interested partners could then jointly develop a preliminary concept, potentially including comparative observations, workshops, experimental activities, or policy discussions. Further development would depend on the final Horizon Europe call, an appropriate European coordinator, and the feasibility of creating a balanced consortium. No particular role, commitment, location, or organisational structure is assumed at this stage.

Our expectation is to meet potential partners and form a tentative consortium. With the consortium, we hope to create a concept/plan that can make a good use of the participation of Korean and Japanese members.