

# Global Edition - Celebrating 20 Years of SFAC

# Seoul Arts and Culture Forum

## Drawing the Future of Seoul, the City of Arts

Date & Time **21 March 2024 (Thursday), 10:30 ~ 17:30**  
 Venue **Design Lab, 3rd Fl., Design Hall, DDP (in Seoul) / Live streaming on YouTube SFAC TV**   
 Organizer **Co-hosted by Seoul Foundation for Arts & Culture(SFAC), Korea Association of Cultural Economics(KACE), Korean Association of Arts Management(KAAM)**

### SCHEDULE

Opening ceremony		
10:30~12:00	<b>Plenary Session</b> Chaired by Prof. U-Seok Seo (Dept. of Urban Sociology, University of Seoul)	Keynote Speech : <b>"A City for all its People"</b> by Mr. John Newbiggin OBE (The Founder and first Chairman of Creative England)  Discussion: Mr. Kim Sunyoung (President, Korea Association of Cultural Economics), Mrs. Ji-yeon Yang (President, Korean Association of Arts Management) with Keynote-speaker
12:00~14:00	Break	
14:00~15:00	<b>Session 1.</b> <b>Changes in Urban Environments and the Sustainability of Arts</b>  Chaired by Prof. Sung-ah Ahn (Dept. of Contents Business, Chugye University for the Arts)	<b>" Toward Artist-Friendly City "</b> by Prof. U-Seok Seo, (Dept. of Urban Sociology, University of Seoul)  <b>" Arts policy in response to environmental transformation in the future urban landscape "</b> by Dr. Hyein Kim (Director, Arts Policy Research Division, Korea Culture & Tourism Institute)  <b>"The Opportunity for Arts and Innovation in the City: E-Sports, AI, and Public Venues "</b> by Mr. Won Kyung Paik (Principal, Korea office representative, Populous)  <b>" Inclusive City and Cultural Policy in Seoul "</b> by Dr. MIREE BYUN (Head of Division, Office of Inclusive City Research, The Seoul Institute)
15:00~15:30		Discussion: Prof. Byungmin Lee (Dept. of Digital Culture & Contents, Konkuk University), Prof. Je Baak (Dept. of Sculpture, Media Arts, College of Fine Arts, Seoul National University), Dr. Hae-Bo Kim (Advising Director, Policy & Strategy Division, SFAC) with Speakers
15:30~15:45	Break	
15:45~16:45	<b>Session 2.</b> <b>The Attractiveness and Competitiveness of City Powered by Arts &amp; Culture</b>  Chaired by Prof. Heungjae Lee (Visiting Professor, Korea National University of Cultural Heritage)	<b>" Emergence of high-tech based future cities and new urban culture "</b> by Prof. Youngsang Kwon (Dept. of Civil and Environmental Engineering, Seoul National University)  <b>" Preservation and Creation of Memory - From Frankfurt to Seoul, Archival of Urban Culture and Art "</b> by Prof. SongA Park (Visiting Professor, Multi/Inter-Cultural Education, Multi/Inter-Cultural Education and Social Welfare, ACTS University Graduate School)  <b>" Analysis of economic effects by the improvement Seoul's cultural and artistic capabilities and policy agenda suggestions to make Seoul an international city of culture and arts "</b> by Prof. Jaehyun Kim (Adjunct Professor, Korea National University of Cultural Heritage), Prof. Eunji Park (Director and Head Professor, AI Culture Management Research Institute, Seoul Venture University)  <b>" The Culture of Planning Culture "</b> by Mr. Chris Van Duijn (Partner, OMA)
16:45~17:15		Discussion: Prof. Jeongmin Ko (Arts MBA, Hongik University), Prof. SangMin Shim (Media Communication Department of Sungshin Women's University), Dr. Jung Su Park (Senior Research Fellow, Korea Institute for Industrial Economics) with Speakers
17:15~17:30	Wrap-Up	

### PRE-REGISTER



### NOTICE

- Please pre-register for attendance at the offline event by scanning the attached QR code.
- We will give gifts celebrating the 20th anniversary of the Seoul Foundation for Arts and Culture to on-site attendees who pre-registered.
- An offline event will be held for on-site participants on the event day, and further details will be provided on the event day.
- This event will be broadcast live on the Seoul Foundation for Arts and Culture's YouTube channel(SFAC TV).
- Contact : (+82) 070-5165-7534 (Operation Office)

### VENUE INFORMATION



- ※ Location : **Design Lab, 3<sup>rd</sup> Fl., Design Hall Dongdaemun Design Plaza** (281 Euljiro, Jung-gu, Seoul)
- ※ We kindly recommend to use public transportation.
- ※ From Dongdaemun History & Culture Park Station, use exit 1 (toward DDP) for lines **2**, **4**, and **5**  
→ Entrance to the 1<sup>st</sup> and B2 floors of the Design Lab.