

→ **Salone Marescotti, Dipartimento delle Arti**
Via Barberia 4

Creative Korea: Exploring contemporary Korean cultural industries and cultural production

International Conference

May 4th – 5th / 2023
BOLOGNA

The Creative Korea international conference focuses on exploring the different aspects of contemporary Korean cultural production, with an inter-disciplinary and multi-disciplinary perspective, including the many different sectors that compose the Korean Wave: film and TV production, music, visual art, comics, graphic novels and webtoons, animation, fashion and food. The conference analyzes the multiple factors that have made the success of the Korean Wave possible, the specific characteristics of the cultural industries and cultural production in Korea, the different influences that shaped this production, the socio-political and economic effects and the impact of the spread of Korean cultural products both inside and outside Korea.

FREE ENTRANCE

In collaboration with:



DAMSLAB

Creative Korea:

**EXPLORING CONTEMPORARY KOREAN CULTURAL
INDUSTRIES AND CULTURAL PRODUCTION**

International Conference

Organizing Committee: Marco Milani, Mary Lou Emberti Gialloreti,
Matteo Casari, Marco Cucco, Antonio Fiori

In collaboration with **Academy of Korean Studies** and **Asia Institute**

This event is supported by the Seed Program for Korean Studies of the Ministry of Education of the Republic of Korea and the Korean Studies Promotion Service at the Academy of Korean Studies (AKS-2021-INC-2230003)

May 4th – 5th / 2023 BOLOGNA



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DELLE ARTI



MAY 4TH, 2023

OPENING SESSION

10.00 — Participants Registration

10.20 — OPENING REMARKS

MARCO MILANI, University of Bologna
GIACOMO MANZOLI, Head of Department of Arts

KANG HYUNG-SHIK, Consul General of the Republic of Korea
ANTONIO FIORI, Director of the Asia Institute

11.00 | 12.45 — PANEL 1. AT THE CROSSROADS BETWEEN CULTURE, POLITICS AND SOCIETY IN THE TWO KOREAS

CHAIR: ANTONIO FIORI, University of Bologna

• *Political Instrumentality of Korean Cultural Industries in the Policy Context: A Critical Analysis of the Korean Government's Blacklist Scandals*

Taeyoung KIM (Loughborough University)

• *"Dressing for success": Cultural and class reproduction through fashion in the North Korean jangmadang economy*

Bronwen Mary DALTON (UTS Business School, University of Technology Sydney)

• *Post-Cold War Remediation: South Korean Webtoon by North Korean Defectors*

Jinhee PARK (Lingnan University)

• *Storytelling in Korean Content: Examining the Depiction of Career Women in Korean Online Dramas*

Casandra-Angela CHISTINEAN (Goethe University of Frankfurt)

14.00 | 15.45 — PANEL 2. NEW MANIFESTATIONS AND INTERPRETATIONS OF HALLYU IN EUROPE

CHAIR: HATICE ÇELIK, Social Sciences University of Ankara

• *Korean Webtoon Readers in Germany*

Yonson AHN (Goethe University of Frankfurt)

• *Hallyu and Immigrant Entrepreneurship: Korean Restaurant Businesses in Frankfurt*

Jihye KIM (University of Central Lancashire)

• *Musical Engagement with K-pop and Subjective Wellbeing amongst Korean Students at the University of Leeds*

Hyunah CHO (University of Leeds)

• *Hallyu Beyond the Trend: Investigating the process of evolving into the realm of lifestyle*

JaeWook RYU (University of Central Lancashire)

16.00 | 17.30 — PANEL 3. NEW PERSPECTIVES ON KOREAN CINEMA

CHAIR: MARCO CUCCO, University of Bologna

• *From Chunhyang to Squid Game: Distributing South Korean Cinema in the US Film Market, 1996-2021*

Sangjoon LEE (Lingnan University)

• *Born in the 1980s: A Brief Survey of Women Filmmakers in Contemporary Korean Independent Cinema*

Andrew Sanggyu LEE (University of Pittsburgh)

• *Learning from the Experience, Experiment of an Inter-Asia Documentary Coproduction Network Project*

Gyuchan JEON (Korea National University of Arts)

MAY 5TH, 2023

09.00 | 10.45 — PANEL 4. ADDRESSING THE FUTURE CHALLENGES FOR THE KOREAN FILM INDUSTRY

CHAIR: LEE SANGJOON, Lingnan University

• *The Korean Film Industry in a New Environment: Adapting to the Rise of China*

Stephen RANGER (ECIPE | University of Turku)

• *When Tide of Investment Goes Out: Survival Strategies for the Korean Film Industry*

Jimmy PARC (University of Malaya | Seoul National University)

• *Film policies: lessons from the past and the present for the future European approach vs. Korean approach*

Patrick MESSERLIN (Sciences Po Paris | Steering Committee ECIPE)

• *How did Korean TV dramas become highbrow soft power in Africa?*

Suweon KIM (Hankuk University of Foreign Studies)

11:00 | 12:45 — PANEL 5. VISUAL KOREAN WAVE: CHALLENGES AND INNOVATIONS IN ANIMATION, WEBTOON, ART AND TECHNOLOGY
CHAIR: FRANCESCO SPAMPINATO, University of Bologna

• *Digital culture, graphic fiction, and webtoons — a culturally various form of cultural evolution*

Finn HARVOR (EIT | Hankuk University of Foreign Studies - Yongin)

• *VR and AR in Gyeongju, Korea: How Museums Implement Technology to Educate Visitors in South Korea*

Sarah BENAZIZI (Cultural Heritage Studies, Gyeongju | Korea University)

• *Relying on South Korea: outsourcing practices in the animation industry*
Alessandra RICETTO (Università degli Studi di Torino)

• *Korean Animation and Theme Parks: Creating Nostalgia to Compel Emotional Attachment*

Jae-Eun OH (The Hong Kong Polytechnic University)

14:00 | 15:30 — PANEL 6. SOCIO-ECONOMIC DIMENSIONS OF THE KOREAN WAVE

CHAIR: MARCO SOLAROLI, University of Bologna

• *Entertainment Capitalism as the Ultimate Stage of Aesthetic Capitalism: the Example of Hallyu*

Vincenzo CICCHELLI (CEPED - Université Paris Cité/IRD)
Silvy OCTOBRE (DEPS | Ministère de la Culture, Centre Max Weber ENS Lyon)

• *The Hallyu Self: Daily Korean Life as Aspirational Content on Social Media*
Faye MERCIER (University of Amsterdam)

• *"Eating" the Korean Wave: Korean Restaurants in Ankara*

Hatice ÇELIK, Yusuf Avcı, Sila Selin TÜRKEL (Social Sciences University of Ankara)

15:45 | 17:15 — PANEL 7. NEW TRENDS AND DEVELOPMENTS IN THE K-POP INDUSTRY

CHAIR: YONSON AHN, Goethe University of Frankfurt

• *East or West, North or South? Chungha's "Play" and the "localization strategy" in the K-pop industry*

Lorena Varela DOMINGUEZ (University of Oviedo)

• *Critical Discourse Analysis of Gendered Performance and Perception before, during and after Study Abroad: A Case of Korean Language Learners in the United Kingdom*

Soyoon PARK (York St John University)

• *No Longer Human: The Commodification of the K-pop Idol's Humanity*

Flora SMIT (Leiden University)

17.15 | 17.30 — CLOSING REMARKS
MARCO MILANI, University of Bologna

18.15 | 19.00 — Opening of the CONTEMPORARY ART EXHIBITION
at DAMSLab, University of Bologna:

무언의 형태
FORME DEL SILENZIO
Organized and curated by the Department of Arts and ARCOI - Association of Korean Artists in Italy
→ **DAMSLab**
Dipartimento delle Arti
P.tta P.P. Pasolini 5b