

# CREATIVE KOREA

*Exploring contemporary Korean cultural industries  
and cultural production*

## CONFERENCE PROGRAM

VENUE: *Salone Marescotti* (via Barberia 4, Bologna)

### DAY 1 - 04 MAY 2023    OPENING SESSION

10.00 - 10.20	<b>Participants Registration</b>
10.20 - 10.30	<b>OPENING REMARKS</b> MARCO MILANI, University of Bologna
10.30 - 10.40	<b>WELCOMING REMARKS</b> GIACOMO MANZOLI, Head of Department of Arts
10.40 - 10.50	<b>OPENING REMARKS</b> KANG HYUNG-SHIK, Consul General of the Republic of Korea
10.50 - 11.00	<b>OPENING REMARKS</b> 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*



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- **“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*

12.45 - 14.00

LUNCH BREAK

14.00 - 15.45

**PANEL 2. NEW MANIFESTATIONS AND INTERPRETATIONS OF HALLYU IN EUROPE**

**CHAIR:** HATICE ÇELİK, 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*



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- **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*

15.45 - 16.00

COFFEE BREAK

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*

19.30

WELCOME DINNER



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DAY 2 - 05 MAY 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**  
Jimmyn 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 (online presentation)  
*Hankuk University of Foreign Studies*

10:45 - 11.00

COFFEE BREAK



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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 (online presentation)  
*EIT | Hankuk University of Foreign Studies (Yongin)*
- **VR and AR in Gyeongju, Korea: How Museums Implement Technology to Educate Visitors in South Korea**  
Sarah BENAIZI (online presentation)  
*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*

12.45 - 14.00

LUNCH BREAK



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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)*  
Silvye 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 ÇELİK, Yusuf Avcı, Sıla Selin TÜRKEKEL  
*Social Sciences University of Ankara*

15.30 - 15.45

COFFEE BREAK

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*



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- **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 Univerisity*

**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

**Address: DAMSLab, Dipartimento delle Arti, Piazzetta P. P. Pasolini, 5/b, 40122 Bologna BO**



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