

# World Cities Culture Summit Seoul

“Beyond the Creative City:  
new civic agendas for citizens and by citizens”

1-3 November 2017

DRAFT PROGRAMME FOR CONSULTATION

# Introduction



## World Cities Culture Summit

From 1-3 November, delegates in Seoul will come together to share experiences and devise responses to the new civic agenda for World Cities. Economic arguments for investment in culture and creativity no longer hold on their own. This is a time for fresh thinking. How do cities enable the debate and discussion that citizens demand, enhance the lives of their inhabitants, and help fulfil the ambitions of their creative entrepreneurs?

This is a destabilising and concerning time for future-facing World Cities. The old forms of government, family, work and media are under pressure from relentless technological and social change. As a result, some people seek refuge in nationalism and populism. World Cities are responding differently, using culture and creativity to foster openness, tolerance and citizen engagement.

The theme of the summit is expressed through three strands, exploring how politicians and policymakers in World Cities can use culture and creativity to:

1. support civic engagement
2. enhance happiness and wellbeing
3. support craft makers and entrepreneurs in fulfilling work.

## Seoul 2017

'The Seoul Culture Vision 2030' is a strategic plan for Seoul Metropolitan Government centred on citizen engagement and happiness. It sets out a transformative agenda to take Seoul from 'Culture City' to 'Creative-Civic City'. The Summit is an ideal opportunity to share this vision with other World Cities: to showcase early achievements and to learn from others to refine Seoul's approach.



**Please note that this is not the final version of the programme but a draft for your comments.**

We hope it will:

1. Provide members with greater detail about the proposed content
2. Enable you to give us your thoughts and comments before it is finalised.
3. Help us understand which break-out sessions your city is interested in attending
4. Help us match the most compelling stories / projects your city would like to present with the best session.

All international delegates will be staying at **Shilla Stay Gwanghwamun** (tbc), 63 Yulgok-ro 4-gil, Susong-dong, Jongno-gu, Seoul, South Korea

Website: <http://www.shillastay.com/gwanghwamun/index.do>

Accommodation will be covered for three nights, 31 October-02 November, including breakfast. Personal consumption will be charged to the account of the delegates. If delegates require additional nights accommodation, at their own expense, please let us know.

### **Asia Cities Culture Forum**

Seoul Metropolitan Government will host the Asia Cities Culture Forum on October 30-31 to explore further exchange and cooperation among Asian cities. The event's theme will be *Asian Context of Citizens' Arts Engagement and Civic City*.

If you would like to attend this event as an additional networking opportunity, please contact Mijin NAM (joyce@sfac.or.kr), Head of the Research and Development Team at the Seoul Foundation for Arts and Culture, organisers of the Forum.



## Itinerary

**31 October**

*All day*

### **International delegates arrival**

*Airport pickup and transport to hotel will be arranged.*

**Asia Cities Culture Forum** (*optional – only for delegates who have signed up to attend*)

*Evening*

### **Welcome reception**

**1 November**

*Morning*

### **Reception**

Seoul City Hall

#### **Opening Ceremony**

Welcome and opening speech

Keynote speech: Cultural city by and of the citizens

#### **Short tour: DDP and Seoul Biennale on Architecture and Urbanism 2017**

Dongdaemun Design Plaza

*Afternoon*

### **Networking and lunch**

#### **Launch of WCCF Leadership Exchange Programme**

#### **WCCF Workshops**

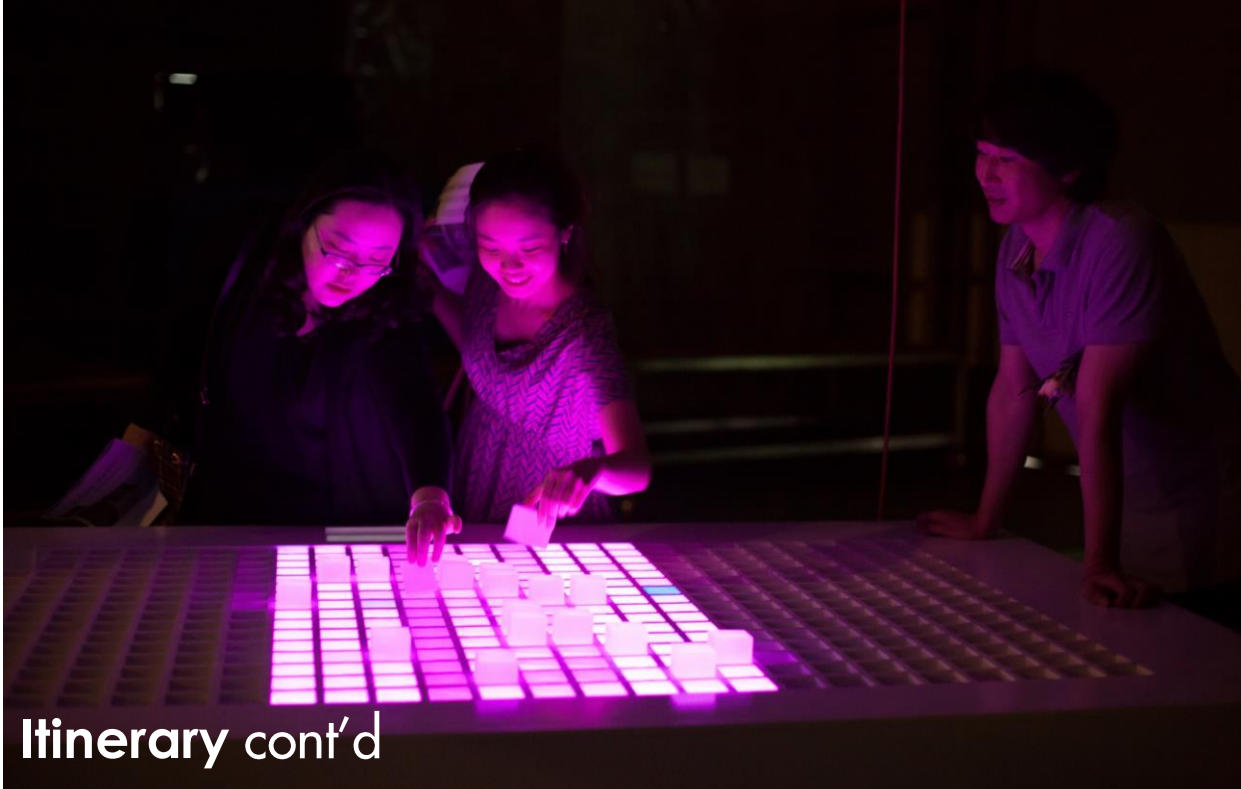
1. Culture and Creative Industries Tackling Climate Change
2. Making Space for Culture: scaling to meet the challenge

*Evening*

### **Opening dinner**

Networking with Seoul cultural sector

Floating Island 'Sebit'



## Itinerary cont'd

### 2 November

<i>Morning</i>	<p><b>Short performance – Korean traditional music</b></p> <p><b>Panel Session</b>  <b>New Civic Agendas for Culture:</b>  <b>Understanding The Cultural Life of Citizens</b></p> <p><b>Tea and coffee break</b></p> <p><b>Introduction to the breakout sessions</b></p>	<p>Seoul Donhwamun          Traditional Theater</p>
<i>Afternoon</i>	<p><b>Lunch and cultural tour</b></p> <p><b>Breakout Sessions</b></p> <ol style="list-style-type: none"> <li>1. Agora Democracy and Civic-Culture</li> <li>2. Expressive Lives – how cultural participation makes happy and engaged citizens</li> <li>3. Arts and Culture in the Fourth Industrial Revolution</li> </ol>	<p>Arario Museum in          Space/Changdeokgung          Palace</p> <p>Theme specific venues</p>
<i>Evening</i>	<p><b>Gala dinner</b>          Authentic Korean dinner and performance</p>	<p>Samcheonggak</p>

### 3 November

Morning	<p><b>Public Session:</b>  <b>Can Culture Ignite a New Civic Spirit in World Cities and Across the Globe?</b></p>	<p>Seoul Citizens' Hall</p>
Afternoon	<p><b>Lunch</b></p> <p><b>Closing Ceremony</b>          Declaration of "Cultural Agenda Seoul 2017 of World Cities"</p>	
15:00	<p><b>Summit closed</b></p>	
Evening	<p><b>Cultural programme (optional)</b></p>	<p>Various venues</p>



## Workshop 1

### Culture and Creative Industries Tackling Climate Change

Cities can provide the leadership needed for the cultural and creative sectors to address climate change. Building on the evidence and case studies gathered in the World Cities Culture Forum's *Policy Guide to Culture and Climate Change*, this workshop will guide participants through designing a diagnostic framework to help them identify opportunities and plan for action in their cities.

This workshop will be led by Julie's Bicycle and C40 Cities

## Workshop 2

### Making Space for Culture: scaling to meet the challenge

The World Cities Culture Forum's *Policy Guide to Making Space for Culture* is the first global survey of what world cities are doing to protect and develop cultural facilities and spaces in the face of increasing pressure in the property market. Drawing on the case studies and approaches from the guide, workshop participants will examine how their individual cities can 'scale up' their efforts in response to the challenge of development and change. Out of this the World Cities Culture Forum will produce a 'Policy Toolkit' to be published in 2018.

This workshop will be led by Tim Jones, CEO, Artscape Toronto

2 November

Panel and breakout sessions



## Panel Session

### New Civic Agendas for Culture: Understanding The Cultural Life of Citizens

This session will present the latest research and thinking on cultural participation from Seoul, who have just completed a major survey into the cultural life of its citizens, and from a number of other cities in other parts of the world.

- What are the key trends and patterns in cultural participation?
- What does participation in culture actually involve when it comes to the daily lives of citizens?
- What are the barriers to participation?
- What are the benefits and impacts of participation in culture?

## Breakout 1

### Agora Democracy and Civic-Culture

In South Korea, China and other countries, 'The Market Square' or Agora has sometimes been a place of protest and violence. Artists are using these spaces to give voice to citizens in pursuit of democracy. In 2016-2017, Gwanghwamun Square in Seoul became the stage for artistic activities and events which were peaceful and festive. In response to government censorship and to support the citizen's case, artists joined the square to open Black Tent Theatre and performed their work free from censorship. It was an attempt to unite with the citizens' cultural movement for democracy. The square became a symbolic site of civic culture.

- What role do artists play in city squares and similar public spaces?
- How do moments of civic and cultural turbulence transform a city?

### Breakout 2

## Expressive Lives – how cultural participation makes happy and engaged citizens

Traditional definitions of attendance, participation, consumption and creation are becoming increasingly useless. Art is no longer simply the responsibility of artists and arts organisations. People are going about their everyday lives with an appetite to be creative, happy and fulfilled, often using the new technologies at their disposal. Combine this with long-term trends such as aging populations and increases in single-occupancy housing and the need becomes apparent for a new civic and social infrastructure in the city.

All the evidence points to the positive benefits of actively engaging in art and culture: singing, playing music, painting, writing, etc. Actively participating in groups is especially beneficial, as is creating art in a way that gets the mind and body engaged. These activities are good for people as individuals, and may also be a way for society to function and cohere.

The city of Seoul is focusing on community arts and everyday culture to enhance the happiness of its citizens and support a civically active citizenry.

- What is the role of everyday culture and community arts in world cities?
- How can world cities support every day culture, and how might that also lead to greater civic participation and happiness?

### Breakout 3

## Arts and Culture in the Fourth Industrial Revolution

Certain kinds of cultural engagement and creativity have the potential to exacerbate the isolation and individualism of contemporary society. Virtual Reality, the Internet of Things, Automation and Artificial Intelligence – all of these demand a reconsideration of social infrastructure and the linkages between people. Culture is a vital part of the answer.

Cities are places for creativity and craft. This is a world city tradition. FABLAB Seoul is located in Sewoon Arcade which has been home to master craftsmen for more than 40 years and where many aged members of the '1<sup>st</sup> Korea generation' are still residing. Cities are the perfect incubation spaces: bringing together a variety of highly educated people who can thrive in small workshops and studios, much like their pre-industrial predecessors.

- How can shared civic resources: infrastructure, universities, tourism be put to work for the benefit of the new artists and artisans?
- How culture, arts and creative industries respond to the new ways of working, living and producing that are enabled by contemporary technology?





## Public Session

### Can Culture Ignite a New Civic Spirit in World Cities and Across the Globe?

World Cities are where the future begins. As such they are at the forefront of dealing with the huge economic, social and environmental challenges facing humanity. As these challenges become more urgent, cities need the active engagement of their citizens. Across World Cities of all types, culture is a powerful medium through which to inspire and engage citizens.

'The Seoul Culture Vision 2030' is a strategic plan for Seoul Metropolitan Government centred on citizen engagement and happiness. It sets out a transformative agenda to take Seoul from 'Culture City' to 'Creative-Civic City'. The World Cities Culture Summit is an ideal opportunity to share this vision with other World Cities: to showcase early achievements and to learn from others to refine Seoul's approach and thereby increase the effectiveness of the Vision.

As part of this learning process, Seoul Metropolitan Government plans to further democratize its approach to the development of the Vision. This commitment will be realised through a programme of in-depth discussions, [the expansion of citizen-led civic culture] and extra support for voluntary arts activity in Seoul.

- What is the role of culture in these fast-changing times?
- What does it mean to adopt an approach to placemaking and city development that prioritises people and their happiness (rather than economic outcomes)?
- What does it mean to put citizens' happiness at the centre of cultural policy?
- Can engagement through culture lead to deeper civic engagement and a more united citizenry?
- What is the role of City Government in nurturing and supporting culture?
- What is the interplay between government, civic society, politics and individuals?
- Can World Cities work together to promote a new global civic spirit?