



# ENCATC

The European network on cultural management and policy

READER

Last update on 16/05/2025



## 11TH ENCATC INTERNATIONAL STUDY TOUR TO SOUTH KOREA

26-29 May 2025  
Seoul, South Korea

An initiative by:



Co-funded by  
the European Union





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# ABOUT THE STUDY TOUR



## 11<sup>th</sup> ENCATC International Study Tour | Seoul, South Korea

For the 11th edition of our popular international study tour, we will bring you in the **dynamic and vibrant city** of **Seoul, South Korea**. This initiative has long stood as a hallmark of our network's commitment to excellence in cultural management and policy education.

More than a networking event, it is a living, breathing platform that fosters **transnational collaboration, interdisciplinary knowledge, and innovative thinking**. Each year, it draws participants who are not only eager to expand their intellectual horizons but also determined to contribute to building sustainable and inclusive cultural futures. As we convene in Seoul—an epicentre of cultural innovation, technology, and tradition—we are offered an exceptional opportunity to explore how Korean culture has emerged as a global phenomenon and what lessons it holds for **cultural actors** worldwide.

**Three core pillars** drive our programme forward: enhancing **knowledge, skills, and competencies** in cultural management and policy; facilitating the **exchange of good practices** and peer learning; and **energizing the ENCATC community** to become proactive agents of change in an increasingly complex world. These guiding principles are interwoven throughout our carefully curated programme of site visits, meetings, and immersive learning experiences.

**Seoul** provides the perfect backdrop for this edition—especially because of its impressive cultural infrastructure and internationally renowned creative industries. Participants will delve into the city's **multifaceted cultural ecosystem**, gaining behind-the-scenes access to leading museums, galleries, performing arts institutions, and cultural policy frameworks. This first-hand experience of South Korea's cultural model will shed light on how policy, innovation, and local traditions can be strategically aligned to elevate culture as a powerful tool for sustainable development.

What makes the Study Tour truly unique is its capacity to stimulate **long-term professional connections** and create a shared learning environment where diverse perspectives converge. Whether you are a scholar seeking new research methodologies, a policymaker examining comparative frameworks, or a practitioner looking for innovative strategies, this programme offers meaningful insights tailored to your professional goals.

# THE CULTURAL SECTOR IN SOUTH KOREA



## Legislation and funding

### 1962

#### Cultural Heritage Protection Act

Guidelines allowing the protection, maintenance and restoration of tangible and intangible South Korean's cultural heritage.

### 1972

#### Culture and Arts Promotion Act

Fosters the development and sustainability of South Korea's cultural and artistic sectors, in order to structure cultural policies.

### 2002

#### Framework Act on the Cultural Industry

Supports the cultural and creative industries, by recognizing their economic importance in the digital age.



The **2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage** was adopted in **Paris** but held a significant event in **Seoul**, South Korea, in **2006** to promote the implementation of the convention and raise awareness about safeguarding intangible cultural heritage, an essential feature of the identity of various communities worldwide. South Korea played a pivotal role in this convention, and Seoul's involvement helped further integrate ICH preservation into the global cultural agenda.

## South Korean's cultural sector is funded by...

#### Ministry of Culture, Sports and Tourism (MCST)

Central governmental body responsible for formulating policies and providing funding for the cultural and tourism sectors.



#### Local governments

In South Korea, local governments such as those in Seoul, Busan, and Gyeonggi Province, also offer funding and grants for local cultural projects and initiatives.

#### Private Sector

Cultural corporations or private foundations play a crucial role in supporting the cultural sector, particularly in the fields of K-pop, entertainment, and media.

# THE CULTURAL SECTOR IN SOUTH KOREA



## Infrastructure and audience

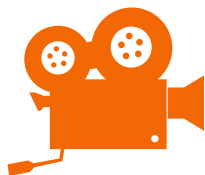
Cultural structures in South Korea are primarily concentrated in **urban centers** like Seoul, Busan, and Gyeonggi Province, but the entire country boasts a wide array of museums, galleries, performance venues, and cultural heritage sites. These locations not only preserve and celebrate South Korea's traditional culture but also foster innovation and contemporary artistic expression, making the country a global cultural hub.

**100+** Cultural centers across the country

**1,000** Performance venues

**130+** Museums dedicated to art, history and cultural heritage

**200,000** Attendees of the Busan International Film Festival each year



**MUSIC AND FILM** dominate South Korea's cultural sector. South Korean cinema has gained international acclaim, especially since Bong Joon-ho's *Parasite* (2019) won the Palme d'Or and Academy Award for Best Picture — a historic moment that put Korean film on the global stage. Regarding music, the industry contributes billions to the Korean economy. In surveys by South Korea's Ministry of Culture, film and music consistently rank among the top forms of cultural engagement by the public.



### International audience

Hallyu, also known as the Korean Wave, refers to the global spread and growing popularity of South Korean culture since the late 1990s. Hallyu has not only boosted Korea's soft power but also significantly contributed to its economy through tourism or branding.



### National audience

A 2023 national survey in South Korea revealed that approximately **58.6%** of respondents attended arts and cultural events, indicating a recovery from the pandemic's impact on cultural participation.



# DISCOVER SEOUL



## A glimpse into modernity and creativity

The capital of South Korea, with a population of 10 million people, is a vital hub for **contemporary art and culture**. Committed to nurturing creativity, enhancing citizen involvement, and promoting overall well-being, the city is renowned for its economic energy and rapid growth, backed by a **highly educated workforce** and state-of-the-art digital communication networks that emphasize its **modern** character. Yet, it also preserves its **cultural tradition**, filled with cultural treasures, including four **UNESCO World Heritage Sites** scattered throughout the city.

The Seoul Metropolitan Government is currently concentrating on three main objectives: adopting **innovative technologies**, expanding **citizen engagement**, and preserving the city's **cultural heritage**. Furthermore, South Korea's **digital infrastructure** is considered among the best in the world, providing **artists** with a unique platform to express their **creativity** and harness the artistic potential of this interconnected digital landscape.



# STUDY VISITS



## Day 1

On the 26th May, participants of the ENCATC Study Tour will embark on a full day of discovery, beginning with a welcome and an introduction to the **Goethe-Institut of Korea**. The journey will continue with engaging visits to the **Instituto Cervantes** and the **EU Delegation to Korea**, offering valuable insights into international cultural exchange and diplomacy.



## Day 2

On the following day, the Study Tour will turn its focus to Korea's cultural policy and academic landscape. Participants will visit the **Korean National University of the Arts**, where they will engage in a rich exchange with leading scholars. The day will go on with a visit to **The Korea Foundation's Global Center**, highlighting Korea's strategies for cultural diplomacy and international cooperation.



# STUDY VISITS



## Day 3

On the 28<sup>th</sup> May, participants will explore Seoul's commitment to international cultural exchange and heritage preservation. The day will begin with a visit to the **Seoul Foundation for Arts and Culture**, offering insights into its global partnerships and support for local artists. In the afternoon, the group will visit the **National Museum of Korea**.



## Day 4

The final day of the programme will center on the dynamics of the Korean and European art markets. The stage for the ENCATC Art Talk will be the **SEHWA Museum of Art**, while in the afternoon we will meet the CEO of **Cheyul**, a South Korean craftsmanship luxury brand, and we will visit the **Seoul Museum of Craft Art**.





# PROGRAMME



This programme may be subject to change.

SUNDAY 25 MAY	
19:00 - 21:00	<p><b>Welcome and official opening of the Study Tour</b></p> <p><u>Hotel Fraser Place Central</u>  <u>78, Tongil-ro, Jung-gu, Seoul 04517, Korea</u></p> <p>GiannaLia Cogliandro Beyens, Secretary General, ENCATC</p>

MONDAY 26 MAY	
9:30	<p><b>Get together at the hotel</b></p> <p>Hotel Fraser Place Central  <u>78, Tongil-ro, Jung-gu, Seoul 04517, Korea</u></p>
10:00 - 12:00	<p><b>STUDY VISIT N°1 - <u>Goethe Institut Korea</u></b>  <u>132, Sowol-ro, Yongsan-gu, Seoul 04328</u></p> <p>This visit offers a unique opportunity to discover the Goethe-Institut Korea and its role in fostering cultural exchange and dialogue. Participants will be welcomed by Ms. Andrea Bélafi, Regional Coordinator of Information and Library Programs, who will present an overview of the Institut's activities in Korea as well as its broader engagement across East and Central Asia. The session will include an open discussion providing space for exchange and discussion.</p> <p>10:00 - 10:15  <b>Welcome and introduction to the study tour programme</b>          GiannaLia Cogliandro Beyens, Secretary General, ENCATC</p> <p>10:15 - 12:00  <b>Welcome and introduction to the activities of the Goethe Institut in Korea and the East and Central Asia region</b>          Andrea Bélafi, Regional Coordinator of Information and Library Programmes, Goethe-Institut Korea</p>

13:00 - 14:30	<p><b>STUDY VISIT N°2 - <u>Instituto Cervantes Seoul</u></b>  <u>7F Instituto Cervantes, 26, Myeongdong-gil, Jung-gu, Seoul, 04536</u></p> <p>This visit will provide insight into the cultural and educational mission of the Instituto Cervantes in Korea. Participants will be welcomed by Mr. Rafael Bueno, Director of the Instituto Cervantes Seúl, who will introduce the institution's key programs and initiatives aimed at promoting Spanish language and Hispanic cultures. The session will include an open discussion, offering a closer look at the Instituto's local and international outreach.</p> <p>13:00 - 14:30  <b>Welcome and introduction to the activities in Korea of the Insituto Cervantes</b>  Rafael Bueno, Director, Instituto Cervantes</p>
15:30 - 17:30	<p><b>STUDY VISIT N°3 - <u>EU Delegation to the Republic of Korea</u></b>  <u>11th Floor, Seoul Square, 416 Hangang-daero, Jung-gu, Seoul, Korea 04637</u></p> <p>This visit will offer participants an introduction to the mission and activities of the EU Delegation in Korea, with a special focus on initiatives that foster cultural and educational exchange between Europe and Korea. Attendees will gain insights into the Delegation's role in strengthening EU-Korea relations through diplomacy, cooperation, and cultural engagement. The session is expected to include a presentation and open dialogue with representatives from the Delegation.</p> <p>15:30 - 17:00  <b>Welcome and introduction to the mission of the EU delegation in Korea.</b>  H.E. Ambassador Maria Castillo Fernández, Head of the Delegation of the European Union to the Republic of Korea</p> <p>17:00 - 17:30  <b>Introduction to mobility opportunities for European and Korean researchers</b>  Tomasz Wierzbowski, Ambassador, Euraxess, Hankuk University of Foreign Studies</p>
17:30 - 21:00	<p><b>Free time and free evening</b></p>

*The programme continues on the following page.*

9:30

## Get together at the hotel

Hotel Fraser Place Central

78, Tongil-ro, Jung-gu, Seoul 04517, Korea

## STUDY VISIT N° 4 - Korean National University of the Arts

146-37 Hwarang-ro 32-gil, Seongbuk District, Seoul

This study visit offers participants an opportunity to explore key issues shaping Korea's cultural policy and arts ecosystem from an academic perspective. The session will provide insights into the role of arts and cultural management in Korea, as well as current trends in cultural policy, the development of the cultural and creative industries, and the impact of technological change. Participants will also gain an understanding of how culture contributes to urban regeneration and how educational institutions are responding to the evolving needs of the sector.

10:00 - 10:05

### Welcome and introduction to the day

GiannaLia Cogliandro Beyens, Secretary General, ENCATC

10:05 - 10:30

### Welcome and introduction to the Korea Society for Arts and Cultural Management

Kiwon Hong, Professor in Arts Management and Policy, Korea National University of Arts

10:30 - 12:00

### Panel Discussion | *Chair: Kiwon Hong*

*Study tour participants will share their experiences on the topics addressed by the Korean peers*

### Introduction to the Cultural Policy in Korea

Yun Kyoung Kim, Research Fellow at Korea Culture and Tourism Institute

### Cultural Industry in Korea

Jong-Eun Jung, Professor in Cultural Content Policy, Pusan National University

### Cultural Regeneration in the Cities

Bohyun Choe, Professor in Cultural Policy, Sang-Ji University

### Arts and Cultural Management

Sehun Kim, Professor in Cultural Policy, Sookmyung Women's University

### Technological Change and its Impact

WoongJo Chang, Professor in Arts and Cultural Management, HongIk University

### Chiang Mai City Collaboration in Culture and Heritage Revival Movement

Aracha Boon-Long, Co-Founder, Greater Chiang Mai

### Chiang Mai Natural and Cultural Heritage Documentary

Chittiwat Pornprasert, Documentary Director Greater Chiang Mai

### Evolving dynamics of cultural policy and practice

Katri Halonen, Head of Master's degree in Cultural Management, Helsinki Metropolia University of Applied Sciences

### Role and current challenges of education in Arts and Cultural Management

Alan Salzenstein, Director, Performing Arts Management / Arts Leadership, DePaul University in Chicago

10:00 - 14:30



	<p>12:00 - 13:00 <b>Visit to the campus</b></p> <p>13:00 - 14:30 <b>Networking lunch at the University</b></p>
15:00 - 17:30	<p><b><u>STUDY VISIT N°5 - The Korea Foundation – Global Center</u></b>  <u>55, Sinjung-ro, Seogwipo-si, Jeju-do, 63505, Republic of Korea</u></p> <p>This visit offers participants an insightful look into the work of The Korea Foundation – Global Center, a key institution dedicated to promoting Korea's culture and fostering international collaborations, including research cooperations and supporting grants. The Foundation works to strengthen cultural exchanges and global understanding through a wide range of programs and initiatives aimed at enhancing Korea's international presence. At the Global Center office in Seoul, participants will learn about the Foundation's efforts to create dynamic partnerships with organizations worldwide. The visit will include a tour of their public exhibition hall and welcoming space for international visitors, showcasing the Foundation's commitment to cultural diplomacy and global engagement. This visit provides a unique opportunity to discover how the Korea Foundation plays a vital role in shaping Korea's cultural outreach on the global stage.</p> <p>15:00 - 17:30  <b>Welcome and introduction to the Korea Foundation</b>  <i>Representative name to be confirmed</i></p>
17:30 - 19:00	<b>Free time</b>
19:00 - 22:00	<b>Networking Dinner</b>

## WEDNESDAY 28 MAY

9:30 - 10:00	<p><b>Get together at the hotel</b>  Hotel Fraser Place Central  <u>78, Tongil-ro, Jung-gu, Seoul 04517, Korea</u></p>
10:00 - 12:00	<p><b><u>STUDY VISIT N°6 - Seoul Foundation for Arts and Culture</u></b>  <u>122 Dongsung-gil, Jongno District, Seoul</u></p> <p>This visit offers a deep dive into the Seoul Foundation for Arts and Culture, an organization dedicated to supporting the development and promotion of arts and culture in Seoul. Participants will be introduced to the Foundation's International Cultural Exchange program, which aims to foster global collaboration and cultural dialogue through a variety of initiatives and partnerships. The visit will also provide an opportunity to learn about the Foundation's strategic approach to international cultural exchanges, exploring how Seoul is strengthening its role as a global cultural hub. Participants will also gain insights into the Foundation's programs that connect local artists and cultural organizations with international counterparts, contributing to Seoul's dynamic arts scene.</p> <p>10:00 - 10:05  <b>Welcome and introduction to the day</b>  GiannaLia Cogliandro Beyens, Secretary General, ENCATC</p>

	<p>10:05 - 10:30  <b>Introduction to the Seoul Foundation for Arts and Culture</b>  Ilhan Jung, Director, Policy &amp; Strategy Office, SFAC  Jieun Kang, Team Leader, Cultural Cooperation Team, SFAC  Sungeun Kim, Assistant Manager of Cultural Cooperation Team, SFAC  Hyunjung Hwang, Team Leader of Strategic Planning Team, SFAC</p> <p>10:30 - 11:00  <b>Introduction to the ENCATC activities</b>  GiannaLia Cogliandro Beyens, Secretary General, ENCATC</p>
12:00 - 14:00	<b>Networking lunch</b>
14:30 - 17:30	<p><b>STUDY VISIT N°7 - <u>National Museum of Korea</u></b>  <u>137 Seobinggo-ro, Yongsan District, Seoul</u></p> <p>This visit provides an opportunity to explore the National Museum of Korea, one of the country's most prominent cultural institutions, and gain insights into its extensive collection and role in preserving Korean heritage.</p> <p>14:30 - 15:30  <b>Guided Visit to the Museum's Permanent Exhibition Hall and Immersive Digital Gallery</b></p> <p>15:30 - 17:30  <b>Free visit to the museum</b></p>
17:30 - 21:00	<b>Free time and free evening</b>

## THURSDAY 29 MAY

9:30 - 10:00	<p><b>Get together at the hotel</b>  Hotel Fraser Place Central  <u>78, Tongil-ro, Jung-gu, Seoul 04517, Korea</u></p>
10:00 - 14:00	<p><b>STUDY VISIT N°8 - SEHWA Museum of Art</b>  <b>ENCATC Art Talks</b>  <u>3F, Heungkuk Life Insurance Building, 68, Saemunan-ro, Jongno-gu</u></p> <p>This session explores Korea's dynamic AI art market, focusing on cultural policy, legal challenges, and institutional shifts. In dialogue with European perspectives, the panel examines how different regions are responding to AI-driven changes in the art world. It also offers an overview of the Art Markets trends in Europe and the official launch of the ENCATC Focus Group on Arts Markets, highlighting key trends, regulatory frameworks, and strategic insights for stakeholders across the cultural sector at global level.</p> <p>10:00 - 10:10  <b>Welcome and introduction to the day</b>  GiannaLia Cogliandro Beyens, Secretary General, ENCATC</p>

	<p>10:10 - 11:30  <b>ENCATC Art Talk</b> <i>online and in presence</i></p> <p><b>Art Markets in Europe: trends and perspectives</b>  Anne-Sophie V. Radermecker, Associate Professor, Université libre de Bruxelles</p> <p><b>AI Art in Korea: Navigating Culture, Policy, Law, and Market Dynamics</b>  Mika (Jaeyun) Noh, Expert in Arts Management and Cultural Policy</p> <p><b>Insights into the current state and future of art as an investment asset in the Korean art market, as well as topics related to Korean art tech such as NFTs and STOs.</b>  Yeong Jee Choi, Senior Director, Deloitte Korea</p> <p><b>'New narratives', 'Technology &amp; Science Innovation and Post-humanism in arts'</b>  Mister Replay, AI-based media artist and CEO, Retail-tech Company AFT</p> <p>11:30 - 12:30  <b>Study visit at the SEHWA Museum of Art</b></p> <p>12:45 - 14:00  <b>Networking lunch with the presence of local artists and CSS professionals</b></p>
14:30 - 15:30	<p><b>STUDY VISIT N°9 - Seoul Museum of Craft Art</b>  <u>4, Yulgok-ro 3-gil (Anguk-dong), Jongno-gu, Seoul, Republic of Korea</u></p> <p>The Seoul Museum of Craft Art (SeMoCA), inaugurated in 2021, stands as South Korea's first national institution solely dedicated to the preservation and celebration of Korean crafts. It houses an extensive collection of over 23,000 artifacts, encompassing a wide array of traditional Korean crafts such as embroidery, ceramics, lacquerware, and bojagi (traditional wrapping cloths).</p> <p>14:30 - 14:50  <b>Introduction to the Museum</b>  Hyerim Hwang, Curator, Exhibition &amp; Planning Division, Seoul Museum of Craft Art</p> <p>14:50 - 15:30  <b>Guided Tour to the Permanent Exhibition</b></p>
17:00 - 18:00	<p><b>STUDY VISIT N°10 - <u>Cheyul</u>, Seoul's Craft Luxury Brand</b>  <u>B1, Garosu-Gil17, Gangnam-Gu, Seoul</u></p> <p>Cheyul is a distinguished South Korean luxury brand that uniquely blends traditional Korean craftsmanship with contemporary design, aiming to preserve and modernize Korea's rich artisanal heritage. Often described as Korea's answer to Hermès, it was founded in 2008 by sisters Lee Jeong-eun and Lee Jeong-yoon. Cheyul has become a symbol of "K-luxury," showcasing the timeless beauty of Korean crafts on a global stage.</p> <p>17:00 - 18:00  <b>Exclusive Private Guided Tour</b>  Jeong-eun Lee, CEO, Cheyul</p>
19:00	<p><b>End of the 11th ENCATC International Study Tour</b></p>



# SCIENTIFIC COMMITTEE



The International Study Tour in Seoul was designed by a scientific committee that made it possible to devise the exclusive programme. The Scientific Committee is composed by:



**Giannalia Cogliandro Beyens**  
Secretary General, ENCATC

Giannalia Cogliandro Beyens has been the Secretary General of ENCATC since 2004. She is also the administrator of the Thomassen mobility programme and serves on several boards. Giannalia is an expert in EU affairs and international relations, with more than 30 years' experience in advocacy, cultural policy, and strategic management, in the context of international cultural NGO. Former Policy Officer of the Cultural Forum of EUROCITIES, Giannalia was also Secretary General of the Association of the European Cities of Culture, AECC. Journalist since 1993, she started her career as Press & PR Officer for the N.A.T.O organisation in Rome. For the European Commission, she wrote 10 Reports on social European policy and a major study on the European Cities of Culture. Educated at the University "La Sapienza" in Rome, Giannalia holds a Degree in Political Sciences - International Relations and two additional masters in European & International Career Studies, and a M.A. in European Constitution.



**Kiwon Hong**  
Professor in Arts Management and Policy, Korea National University of Arts

Kiwon Hong is an Associate Professor at Korea National University in the Department of Arts (School of Drama). Since 2022, she has served as a consultant for the Korea Commission for UNESCO in the UCCN Program. From 2008 to 2019, Kiwon worked as a Chief Researcher at the Korea Culture and Tourism Institute, specializing in cultural diversity, cultural exchange, cultural infrastructure, and policy evaluation. Her recent research includes the 2019 study titled "Gender Impact Assessment in the Arts Sector," which explored issues of gender equality in the arts and cultural industries. Kiwon is a founding member of the Women's Forum for Cultural Diversity and serves as a board member of the Seoul Foundation for Arts and Culture. She holds a PhD in Public Administration.



**Mika (Jaeyun) Noh**  
Chair, AI Art Forum

Mika Noh is a leading cultural policy strategist and art market specialist based in Seoul, with extensive experience in legislative affairs, media art curation, and international cultural cooperation. Currently serving as Legislative Director at the National Assembly of the Republic of Korea, she develops and advises on cultural and educational policy reforms. She also contributes to Artsy as a cultural policy writer and leads digital art strategy and partnerships at Niio Art.

As founder and creative director of Space Ba, Mika has curated cross-sector projects that integrate urban regeneration, public policy, and media art. With a Master's in Arts Management from Korea National University of Arts and legal training from Ewha Womans University, she bridges creative industries and government policy to foster innovation and sustainability in the cultural sector.

# SPEAKERS



This is the list of confirmed speakers so far. To learn more about their careers or the institution they represent, click on their pictures.



**Andrea Bélafi**  
Regional Coordinator of  
Information and Library  
Programmes, Goethe Institut



**Aracha Boon-Long**  
Co-Founder,  
Greater Chiang Mai



**Rafael Bueno**  
Director,  
Instituto Cervantes



**H.E. Ambassador Maria  
Castillo Fernández,**  
Head of the Delegation of the  
EU to the Republic of Korea



**WoongJo Chang,**  
Professor in Arts and Cultural  
Management, Hongik  
University



**Bohyun Choe,**  
Professor in Cultural Policy,  
Sang-Ji University



**Yeong Jee Choi,**  
Senior Director,  
Deloitte Korea



**Giannalia Cogliandro Beyens,**  
Secretary General,  
ENCATC



**Katri Halonen,**  
Head of Master's program in  
Cultural Management,  
Metropolia University of  
Applied Sciences



**Kiwon Hong**  
Professor in Arts Management  
and Policy, Korea National  
University of Arts



**Hyunjung Hwang,**  
Team Leader of Strategic  
Planning Team,  
Seoul Foundation  
for Arts and Culture

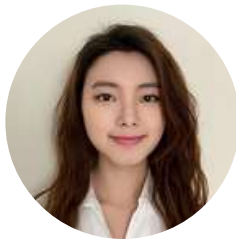


**Hyerim Hwang**  
Curator,  
Exhibition & Planning Division,  
Seoul Museum of Craft Art

# SPEAKERS



**Ilhan Jung,**  
Director,  
Policy & Strategy Office,  
Seoul Foundation  
for Arts and Culture



**Jong-Eun Jung,**  
Professor in Cultural Content  
Policy, Pusan National  
University



**Jieun Kang,**  
Team Leader,  
Cultural Cooperation Team,  
Seoul Foundation  
for Arts and Culture



**Sehun Kim,**  
Professor in Cultural Policy,  
Sookmyung Women's  
University



**Sungeun Kim,**  
Assistant Manager,  
Cultural Cooperation Team,  
Seoul Foundation  
for Arts and Culture



**Yun Kyoung Kim,**  
Research Fellow, Korea  
Culture and Tourism Institute



**Jeong-eun Lee,**  
CEO, Cheyul



**Mika (Jaeyun) Noh,**  
Chair, AI Art Forum



**Chittiwat Pornprasert,**  
Documentary Director,  
Greater Chiang Mai



**Anne-Sophie V. Radermecker**  
Associate Professor,  
Université Libre de Bruxelles



**Mister Replay,**  
AI-based media artist and  
CEO, Retail-tech Company  
AFT



**Alan Salzenstein,**  
Director, Performing Arts  
Management / Arts  
Leadership,  
DePaul University



**Tomasz Wierzbowski**  
Ambassador, Euraxess,  
Hankuk University of Foreign  
Studies



# LIST OF PARTICIPANTS

The list of participants will be updated regularly.

Last update: 16/05/2025

Surname	Name	Institution	Role	Country of Headquarters
<b>Beyens</b>	<b>Emmanuel</b>	N/A	Visual Artist	Belgium
<b>Boon-Long</b>	<b>Aracha</b>	Greater Chiang Mai	Co-Founder	Thailand
<b>Cho</b>	<b>Seo-Young</b>	University of Music and Performing Arts Vienna	Senior Researcher	Austria
<b>Cogliandro Beyens</b>	<b>GiannaLia</b>	ENCATC, The European Network on Cultural Management and Policy	Secretary General	Belgium
<b>Demollari</b>	<b>Etleva</b>	National Museum "The House of Leaves"	Director	Albania
<b>Garbero</b>	<b>Letizia</b>	ENCATC, The European Network on Cultural Management and Policy	Operations and Community Engagement Officer	Belgium
<b>Halonen</b>	<b>Katri</b>	Metropolia UAS	Principal lecturer	Finland
<b>Hong</b>	<b>Kiwon</b>	Korea National University of Arts	Professor	South-Korea
<b>Ivanišević</b>	<b>Nansi</b>	Prokultural - Observatory of cultural policies	President and project manager	Croatia
<b>Ivanišević</b>	<b>Zlatko</b>	N/A	N/A	Croatia
<b>Noh</b>	<b>Mika (Jaeyun)</b>	AI Art Forum	Chair	South Korea
<b>Pornprasert</b>	<b>Chittiwat</b>	Greater Chiang Mai	Documentary Director	Thailand
<b>Salzenstein</b>	<b>Alan</b>	DePaul University	Professor and Program director	United States

# PRACTICAL INFORMATION



## ABOUT SOUTH KOREA AND SEOUL

Seoul is the capital and largest city of the Republic of Korea, situated on the Hangang River. With its modern skyline and mix of contemporary and traditional architecture, Seoul has a unique landscape. It is the seat of the South Korean government. South Korea is today considered among the most advanced democracies in continental and East Asia and it performs well in metrics of education, human development, democratic governance, and innovation.

### Languages

The official language in the Republic of Korea is Korean. English is widely used, especially in Seoul.

### Population

The Republic of Korea has a population of around 51 million people, with about half the population - 24.5 million - is concentrated in the Seoul Metropolitan Area, making it the world's second largest metropolitan area.

### Food

Generally, food hygiene standards are high throughout the Republic of Korea. Many cafés offer free drinking water. There is a wide range of restaurants catering to different tastes. In recent years, Korean foods like tteokbokki, ramyeon, and gimbap have gained worldwide fame, which can be easily found in Seoul.

### Faiths

The major faiths in the Republic of Korea are Christianity, Buddhism, and Korean folk religions like Muism (Korean Shamanism). However, many Koreans also identify as non-religious or follow a mix of traditions.



# PRACTICAL INFORMATION



## ACCOMODATION

### **Hotel Fraser Place Central Seoul**

All participants of the Study Tour will stay at this 4-star hotel located in downtown Seoul and providing a range of service such as access to the sauna or the swimming pool.

78 Tongil-ro, Jung District; Seoul, South Korea  
Phone number: +82 2-2220-8888



## HOW TO GET TO SEOUL

### **Incheon International Airport**

Incheon International Airport (ICN) is the largest airport in the country and it connects most major international routes. Located approximately 60 kilometres from Seoul, you can reach the city using airport limousine buses, Airport Railroad Express (AREX), the Subway, or taxis.

### **Airport Limousine Bus**

No. 6001 airport bus, which departs from the Incheon Airport, runs approximately every 18 minutes. Bus tickets can be purchased at Terminal 1.

[More information can be found here.](#)

### **Train**

You can reach Seoul Station from all terminals at Incheon Airport - follow the Airport Railroad signs to the train platforms. Use the automated ticket vending machines near the AREX platforms at Terminal 1 and Terminal 2. The train journey to Seoul Station takes about 50 minutes from the airport.

[More information can be found here.](#)

### **Taxi**

You will find taxis waiting outside the terminal when you arrive at Incheon International Airport. The taxis at the airport don't use specific colors. Most taxis accept credit cards. If you have difficulty explaining your destination in English, we recommend utilising a translator application on your smart device. Taxi fares depend on distance and traffic conditions.

[More information can be found here.](#)





# PRACTICAL INFORMATION



## PUBLIC TRANSPORTATION

The **subway** is one of the easiest and most convenient ways to get around the city. It covers nearly all major areas and tourist attractions. Moreover, Seoul has an extensive and efficient **bus network** with blue, green, yellow, and red buses serving different routes.

### How to get to the locations of the Study Tour?

In the "Programme" section of the present brochure, each study visit includes a **Google Maps link** to the specific locations. By clicking on those links, Google Maps will automatically offer a range of public transportation alternatives to reach the different venues.



## VISA AND TRAVEL REQUIREMENTS

Many countries have a visa exemption agreement with South Korea for short-term stays (tourism, business, or any other kind of short visit). You can check the full list of countries with a visa exemption on the website of the [South Korean Ministry of Foreign Affairs](#).



## CURRENCY

The official currency is the **Korean Won**, marked as **KRW** or **₩**. **Most shops and stores accept only KRW**, so we recommend you exchange any foreign currency at a bank or the hotel beforehand. Generally, hotels and exchange offices accept US dollars and Euros for exchange into KRW..



# PRACTICAL INFORMATION



## ELECTRIC APPLIANCES AND INTERNET USE

The standard voltage in the Republic of Korea is **220v** and the frequency is **60Hz**. The power outlet has two round holes and is the **same standard used in France, Germany, Austria, Turkey, and other European nations**. Should your electric appliances and devices be incompatible with the Korean standard, please make sure to bring a multi-voltage travel adapter for your electric appliances and devices.

In Korea, almost every public location - including the airport, hotel, restaurants, coffee shops, stores and metro stations - is equipped with a WIFI network for **simple and easy internet access**. In most cases your device will pick up the WIFI network automatically. However, in some cases (such as private/closed networks) it may be necessary to seek consent from the owner of the network.



## WEATHER FORECAST

### Spring

From March to May, the weather is cold in the morning and at night, and warm in the afternoon. Many beautiful flowers and trees grow and bloom throughout the season.

You will still need warm winter clothes in March, but light clothes are recommended from April. On average, the temperature is expected to be around **23°C (73.4°F)**.



## ADDITIONAL INFORMATION

You can find more practical information in this [Guide to Living in Korea](#) published by The Ministry of Foreign Affairs.

# ETIQUETTE



## ETIQUETTE

South Koreans are reserved and well-mannered people. South Korea is a land of strict Confucian hierarchy and etiquette is important. While Koreans generally accept any cultural faux pas that visitors make, it's much better to be informed so you can make the best impression possible.

It is considered polite to **receive and give things with both hands**, especially when interacting with someone older or in a position of authority.

Koreans differentiate between using **one or two hands for shaking hands**. One hand can be used by someone of **higher rank** to someone of lower rank, but not vice versa since it's considered rude. To be on the safe side, it is best to show your manners by **shaking a person's hand with two hands** the first time you meet them.

General social etiquette:

- **Shoes** are normally removed at the door when entering any residence, temple, or guesthouse.
- When greeting people, it is customary to do a **short bow**, essentially a nod.
- **Pointing** with fingers may be considered impolite.
- Don't assume that you can call people by their first names. The safest way to handle this one is to **ask that person how they would like to be called** the first time you meet. Often, that person will give you a version of their Korean name or their English name.
- When you exchange **business cards** at a meeting in South Korea, your first instinct may be to put them in your pocket or to write some notes on them. A Korean's business card represents that person, so make sure you pay it with the proper respect: when you first receive the business card, **take it with two hands**. Look at it for a short time (5 – 15 seconds) to read it over and show that you are putting effort into reading the card. Put the card in front of you if you are sitting down, and don't make any marks on the card in front of that person.
- In South Korea, **drinking** is often a part of the culture, and you should never pour your own drink. You'll be **pouring someone else's drink**, and they'll return the favor to you. It's also important **not to use just one hand** when you pour for someone else.
- **Tipping** is not generally expected in the Republic of Korea, as service charges are included in prices at restaurants, hotels, and cafés.



# ENCATC RESOURCES

## WEEKLY



### ENCATC Flash

An essential weekly must-read for the latest news and happenings in cultural management and policy. Always benefit from a free publication, a rich offer of training and networking events, and a cultural discovery to satisfy your cultural curiosity!

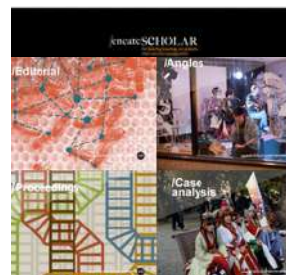
## MONTHLY



### ENCATC Newsletter

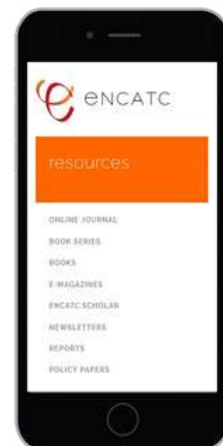
Feeling too much is happening too fast? Ease your mind as we work to find and compile key EU policy developments, calls, publications, events, conferences and more. You'll get what you and your institution need to stay on top of progress and opportunities in our field.

## YEARLY



### /encatcSCHOLAR

This is a unique tool for education and lifelong learning on arts and cultural management and policy. With the teaching needs of educators and trainers in mind, we publish unique content, exclusive interviews, case studies, conference reports and more from around the globe and across sectors useful for the classroom and in the



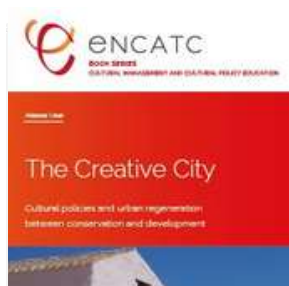
Never miss a beat! These and many other ENCATC resources are available in one place and in easy to use in e-formats. Learn more and visit us on the web at: [encatc.org/resources](http://encatc.org/resources)

## ONGOING



### ENCATC Journal of Cultural Management and Policy

Be part of the stimulating debate on hot research topics in our field happening among scholars, educators, policy makers and cultural managers. Benefit from the Journal's scientific rigor to bring you a multidisciplinary perspective bridging theory and practice.



### ENCATC Book Series on Cultural Education Management and Cultural Policy

Designed to promote the work of young promising researchers, this series is a must for your university library or collection on the topic of cultural management and policy.



ENCATC is the leading European network dedicated to advancing cultural management and policy. Established in 1992, this membership-based NGO gathers over 100 higher education institutions and cultural organisations in over 40 countries.

As a dynamic platform for collaboration, ENCATC fosters the exchange of knowledge, methodologies, comparative research, and innovative practices. It also conducts regular assessments to address the evolving training needs of the cultural management sector from a distinctly European perspective.

ENCATC is an NGO with a consultative status at the United Nations, it has an official partnership with UNESCO, is an observer to the Steering Committee for Culture of the Council of Europe, and is co-funded by the Creative Europe programme of the European Union.

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