



Gwangju uses media arts to create online arts exhibitions

Recognized as a cultural and artistic hub, the city of Gwangju (Republic of Korea) is also known for its creative and innovative approaches in the field of media arts. Designated as a UNESCO Creative City of Media Arts in 2014, the city has engaged in numerous public projects that reflect the artistic value of media arts in everyday life.

During the COVID-19 pandemic, the city of Gwangju has further connected its contemporary art talents with cutting-edge technologies and turned most of its cultural exhibitions into digital forms for the enjoyment of everyone.

Thanks to its affiliation with several museums located in the city, the Gwangju Culture & Art Centre has offered a diverse cultural programme that spans from the ancient to the modern era. Numerous artistic exhibitions and other cultural experiences have also been shared through its YouTube channel and Naver TV (a Korean search engine).

To help its citizens better cope with the confinement measures, the city has offered, on a weekly basis, free dance and theatre performance videos. The city has also provided live broadcasting of performances when possible.

Gwangju also supported the 'weRculture' social media campaign and produced two video messages illustrating the daily lives of artists during the pandemic as well as spreading the message of hope and solidarity. As a result of these initiatives, the city of Gwangju has managed to provide professional development space to its local creative talents and expand their horizons and visibility, whilst ensuring the continuity of the city's cultural and artistic life for the benefits of all its residents.

The videos can be viewed using the following links:

Video I: <https://youtu.be/i-WtTIWrEyK>

Video II: <https://youtu.be/skiGUc8PRF8>

KEY WORDS: • Access to and participation in culture