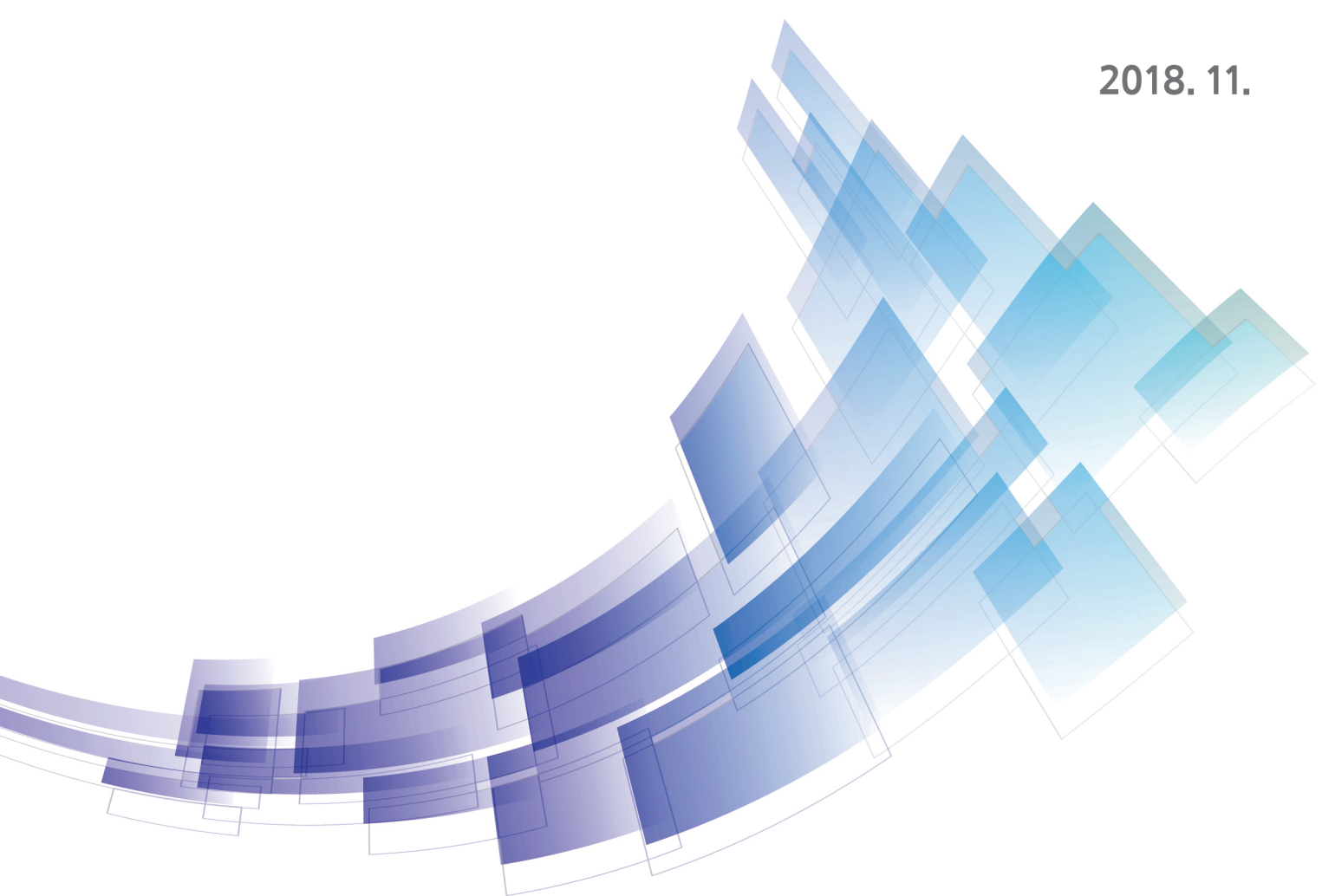


2014~2018

2014~2018
UNESCO
Media Arts
Creative City Gwangju
Membership Monitoring Report

2018. 11.



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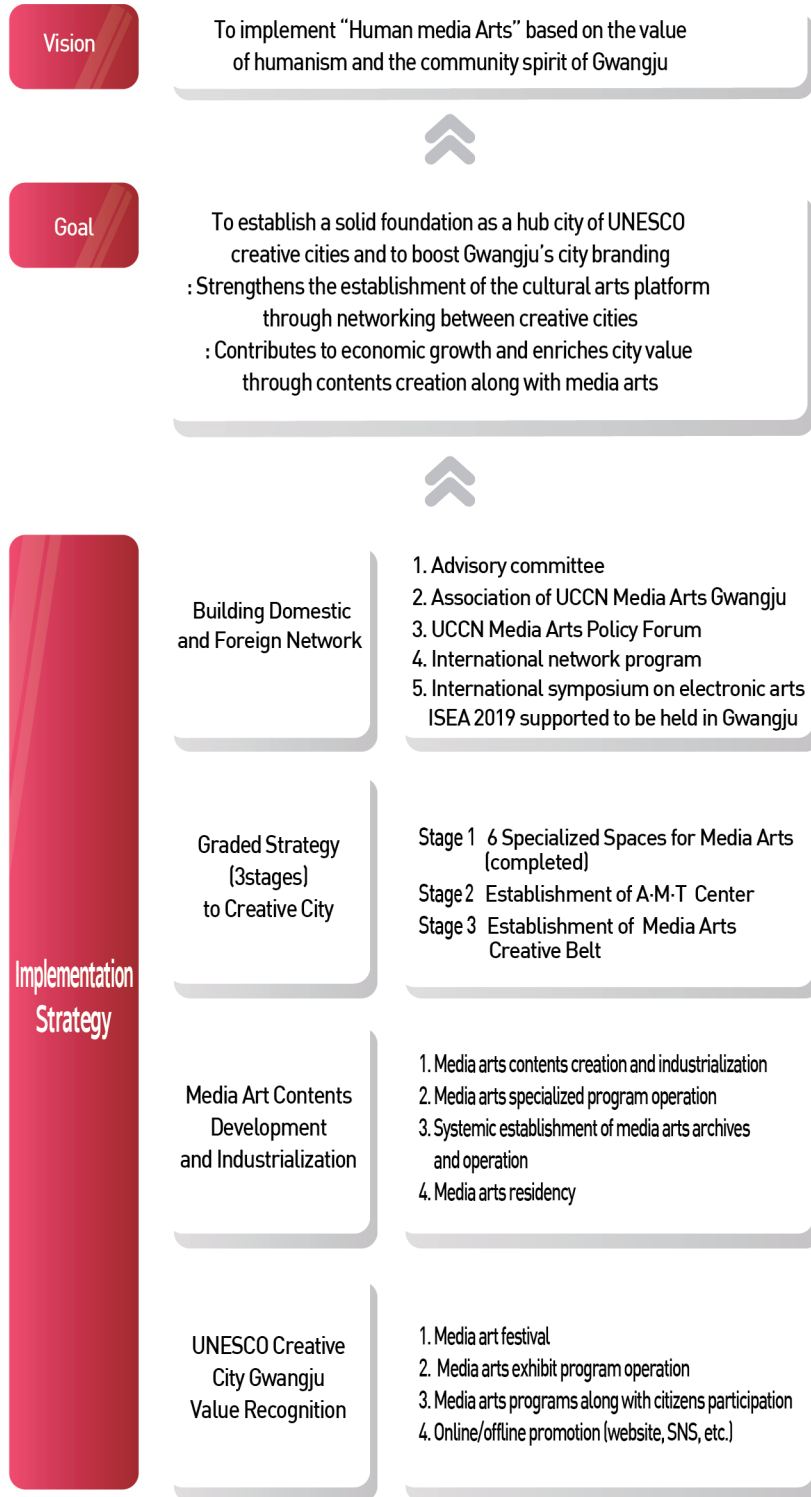
- 6.1_ Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally
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1. EXECUTIVE SUMMARY

Gwangju has established a set of graded strategies to continue encouraging further progress on the city growth by the use of cultural and creative assets along with the suggestion of UNESCO, ever since it joined UNESCO Media Arts Creative Cities Network (UCCN) in 2014. First, Gwangju has built a platform to create an international network for media arts in an attempt to cooperate with both domestic and foreign cultural foundations. Second, Gwangju has established three stages to support creative cities in order to encourage the further growth of creative city Gwangju. Third, it has continued to support industries that can converge with media arts, such as LED lights, holograms, VR, AR, and image technology (Façades) in order to make it one major industry across the city. Fourth, various activities are offered to shore up branding UNESCO Creative City Gwangju. Gwangju metropolitan city, known for its abundant cultural assets through Gwangju Biennale and Asia Culture Center, is the lab of light for creative experiments that strive to combine these three lights – cultural arts, democratic history of human rights including the cutting edge technologies by boosting the light industry. Now the goal remains to carry out “Human Media Arts” that bears the spirit of Gwangju’s humanism and the value of communities.



- Applied to Media Arts field of UNESCO Creative Cities Network : 19. Mar. 2014
- Special Exhibit Held for Gwangju Media Arts at UNESCO HQ : 7. - 9. Oct. 2014
- Officially Designated as UNESCO Creative City 1. Dec. 2014.
- **UNESCO Creative City Master Planning : 17. Apr. – 16. Oct. 2015**
- Special Exhibit for First Anniversary of UNESCO Media Arts Creative City Designation : 1. - 10. Dec. 2015
- UNESCO Media Arts Action Group of Cultural Foundation Created (Temporary) : 31. Dec. 2015
- Media Arts Tourism Planning with the Ministry of Culture : 10. Mar. 2016
- UNESCO Media Arts Creative City Platform Planning with the Ministry of Culture : 10. Mar. 2016
- Municipal Budget Added to Media Arts Tourism (1Billion) : 11. May 2016
- 6 Specialized Spaces for Media Arts Created (2Billion) : - 12. May 2016
- **Gwangju Cultural Foundation Media Arts Creative City Department Created : 6. Oct. 2016**
- UNESCO Media Arts Creative City Platform - AMT Center Publicly Funded (1Billion) : 2. Dec. 2016
- **Completed 6 specialized spaces for Media Arts : 28. Dec. 2016**
- **Media Arts Creative City Gwangju Support Ordinances Enacted and Enforced : 1. Jan. 2017**
- Official Opening of UNESCO Media Arts Creative City Gwangju Platform (Six Specialized Spaces) : 1. Mar. 2017
- 2017 Gwangju Media Art Festival 1. - 3. Dec. 2017
- 2017 UNESCO Media Arts Creative Cities Network Policy Forum : 2. Dec. 2017
- **UNESCO Media Arts Creative City Gwangju Association of Creation and Operation : Apr. – Present, 2018**
- UNESCO Media Arts Creative City Gwangju Platform Advisory Committee Meeting : 4. Jun. 2018
- 2018 Gwangju Media Art Festival : 28. Nov. – 7. Dec. 2018.
- 2018 UNESCO Media Arts Creative Cities Network Policy Forum : 29. Nov. 2018



2. GENERAL INFORMATION

- 2.1_ Name of the city : Gwangju
- 2.2_ Country : Republic of Korea
- 2.3_ Creative field of designation : Media Arts
- 2.4_ Date of designation : 1st. Dec. 2014
- 2.5_ Date of submission of the current report : 30th. Nov. 2018
- 2.6_ Entity responsible for the report : Gwangju Metropolitan City / Gwangju Cultural Foundation
- 2.7_ Previous reports submitted and dates : N/A
- 2.8_ Focal points of contact : Jin Kyoung Jeong Team Leader Creativity Cooperation Team
Media Art Creative City Department Gwangju Cultural Foundation

3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

3.1_ Number of UCCN annual meetings attended in the last four years

2015 Japan, Kanazawa 2016 Sweden, Ostersund
2017 France, Enghien-les-Bains 2018 Poland, Krakow-Katowice

3.2_ Hosting of a UCCN annual meeting and dates

Plan to submit the application to hold the annual meeting in Gwangju in 2022 or 2023

3.3_ Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives

- 2017 Gwangju Media Art Festival : UNESCO Gwangju declaration selected
- 2017 UNESCO Creative Cities Network Policy Forum, Keynote Speech_Director of UNESCO Secretariat
- 2018 UNESCO Creative Network Cities Policy Forum Opening: Keynote Speech_Director of CDA(Centre de Arts Enghien-les-Bains)



3.4 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network

- 2017 UNESCO Media Arts Creative Cities Network Policy Forum : UNESCO Media Arts Creative Cities Officials invited from 9 cities of 8 countries

- Theme : The representatives of UNESCO Creative Cities discussed (The 4th Industrial Revolution, Media Arts and the Future City) for the direction of media arts to the future. This forum reflected the 2030 agenda for sustainable development goals, on the importance and role of culture and creativity in both of social and economic aspects.

- 2018 UNESCO Media Arts Creative Cities Network Policy Forum: Invites experts from those including UNESCO media arts newly joined cities

- Theme (Connected city & Algorithmic society, Encounter the future city) : Finds the role of humans in the algorithm society growing at an unprecedented rate along with the power of technology, and discusses how cities and societies will remain sustained on the convergence of arts and technology.



3.5 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN

- Financial support remain on the table

3.6 Membership of the Steering Group and period

- Media Arts Field, Deputy Coordinator, October, 2017 to present

3.7 Participation in the evaluation of applications

- 6 Media Arts candidates cities in 2017

4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

1. Domestic and foreign network building and work on infrastructure

1) Formation and operation of UNESCO Media Arts Advisory Committee

- Experts with expertise and experience in each field discuss operational strategies to grow as the UNESCO Creative city of Media Arts

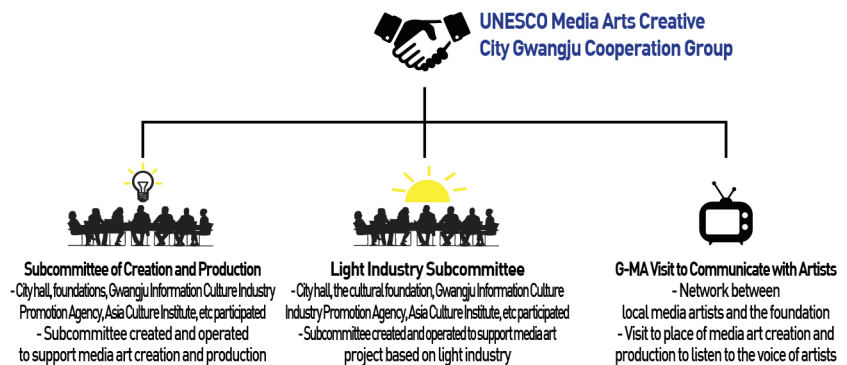
2) Composition and operation of Gwangju cooperation group and subcommittee (light industry, contents development) in UCCN media arts field

- Development of contents as well as flexible network for cooperation

(More than 10 cooperation groups associated with art institutions, science technology institutions and colleges, and corporations such as the Asia Culture Center)



Subcommittee association for light industry and contents development activated in order to facilitate the promotion and support of UCCN Media Arts Field



3) Strengthens individual network and cooperation in seven domestic fields with creative cities of media arts overseas

- Collaboration with seven cities in Korea: Daegu UCCN Korea Workshop (2018), Busan Creative City Artist Exchange Exhibition (2018)
- Individual cooperation with media arts Sapporo, Japan (visit to Sapporo Biennale, artist Seung-chan Kwon, 2017), Artist exchange exhibit with Enghien-les-Bains, France (visit to Enghien-les-Bains Festival, artist Do-won Shin, 2018), cooperation made with Changsha, China etc. for artists exchange and residency project, etc.)

4) Activities of deputy coordinator in the field of Media Arts of UCCN

- Adjusts to evaluation process on candidate cities of UCCN Media Arts fields
- Supports the evaluation process of Membership Monitoring reports on UCCN Media Arts fields
- Participates in steering group for discussion process to hold UCCN annual meeting
- Supports for media arts events and thematic conferences between member cities
- Supports communication management and project implementation between member cities

1) Stage 1: 6 Specialized Spaces for Media Arts(completed)

Gwangju's first strategy to support creative cities was to build a foundation for communicating with the public through media arts. The Gwangju Media Arts Platform, which opened on 1st March, 2017, consists of six popular and creative spaces that provide citizens with an exciting and easy access to media arts.

'Hologram Theater' is focused on hologram K-POP contents that can cross various ages and cultures, and is attracting attention from local people as a new specialized space that blends popular technology with advanced technology. 'Media Playground' is filled with interactive contents that can experience media arts as a play, in line with the eye level of children who will lead Gwangju in the future. 'Hologram Theater' and 'Media Playground' are paid spaces, and their operating profit is reinvestigating the business model by reinvesting for media arts platform operation and exhibition.

The other four specialized spaces are free facilities and are always open to citizens. The Media Arst Archive Room, which collects and records the media arts exhibition space 'Media 338' and the portfolio of the Gwangju Media Artist, is spreading synergy by linking the unique functions of creation, recording and storage. The digital gallery plays a role of civic education and publicity for the city of UNESCO media arts window, and the hologram facade which is displayed outside the building at night plays a landmark of 'UNESCO Media Arts Creative city Gwangju Platform'.

Monthly Ticket Sales 2017-2018

DIVISION	YEAR	SUM	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
HOLOGRAM THEATER	2017	11,526	Before the opening	Before the opening	782	858	588	847	1,485	1,530	946	1,002	1,194	2,294
	2018	8,271	308	367	264	918	1,755	1,303	1,769	815	772	-	-	-
MEDIA PLAYGROUND	2017	13,758	Before the opening	Before the opening	1,508	1,062	803	827	1,501	1,207	1,119	1,285	2,041	2,405
	2018	8,849	481	456	378	909	1,777	1,307	1,877	904	760	-	-	-

The media arts platform, which is designed to balance the popularity, artistry, education and profitability, has a total of 154,514 people, with 112,400 visitors and 42,114 visitors who paid during 19 months (as of September 2018). Revenues generated a total of KRW 191,049,900 in operating income of KRW 43,100,000, which was KRW 147,949,900 for the admission fee and KRW 431,000 for the donation from firms. The operating profit is aimed to make a virtuous circle to develop exhibition space 'Media 338' and 'Digital Gallery' works. Currently, 'Media 338' has had 10 times of media arts exhibits in 2017 and 8 times in 2018. Media arts experience education also solidifies the platform in the long run; currently, there are 203 children in preschool child institutions such as nursery schools and kindergartens, 8,006 children, 153 schools in elementary, middle and high schools; 8,400 young people made a visit to experience media arts. The construction of the 'UNESCO Media Arts Creative city Gwangju Platform' was an unprecedented attempt, although it kicked off with a lot of attention in affectionate anxiety.



2) Stage 2: Establishment of A-M-T Center

Overview

Period : 2017 – 2020

Location: Lot of Asia multicultural community park

Total Cost : KRW 29 Billion

Value: Publicity, Accessibility, Diversity, Inclusiveness, Creativity

Strengthens the capacity of media arts by building core infrastructure related to media arts such as UNESCO Media Arts Park, Media Arts Research Center, Creative City Network Center, Media Art Creation Studio, etc.

Summary

By entering of UCCN in 2014, Gwangju needed infrastructures to promote creativity of global citizen, exchange among creative cities world wide, and promote creative industries. However currently, Gwangju doesn't have enough such creative infrastructure. AMT Center is adjacent to the old downtown area and is where cultural activities are offered to the citizens through the places such as Cultural Hall, Art space of the City of Light, Gwangju Citizen Center and Gwangju Park, etc. Those are where activities are performed but it is not utilized as cultural tourism resources due to lack of amenities. For this reason, the city platform of the media art, AMT Center (experts + artists collaboration, fusion space of art + industry, the hub space to network with the world) is to be created in order to promote creativity and creative industries, contributing to the creative cities network of the world through taking a role as the Pacific region network and media art creation. It is hoped that the center will contribute to international cultural diversity through cooperation.



3) Stage 3: Establishment of Media Arts Creative Belt

Overview

Period : 2018-2021

Location : Gwangju Metropolitan City

Total Cost : KRW 18 Billion

Summary

Through establishment of AMT center project and media arts creative belt art development project of Gwangju metropolitan city, it is to establish a creative center of creative arts, technology, research, production (Light industry, automobile industry) to create a bridge between local industries and media arts to convergence. The artistic achievements of media art will be realized in urban space and citizen's life. The artists and citizens will cooperate with each other to improve the urban environment and reconstruct the existing space. This will provide citizens with opportunities to enhance their joy and creativity. Gwangju Metropolitan City is hoping to contribute to the expansion of cultural participation opportunities for citizens, the dissolution of cultural gaps and the promotion of cultural diversity through the establishment of Media Arts Creative Belt.

Planning	Location	Theme	Main Contents	Examples
PRIORITY PLANS	Asia Culture Center (ACC)	Democracy and Human rights	Democracy and Human Rights Square	· PULSE Square, · Media Human Rights Board
			ACC affiliate programs	· Media arts international competitions
	AMT Center and Geumnam-ro	Arts and Technology	Street of Light on Geumnam-ro	· Media Crosswalk · Hands in Hands Stop
			AMT Program	· AMT Media Façade Show
	Gwangju Station Square	New industry and Innovation	Media Arts Playground	· Roadmap to Light · Media book, · Media Arts Game
			Interactive Façade Show	· Projection Mapping
	City Hall and the Common	Participation and Communication	Citizen Square	· Voice of Light · Donation Media Wall
			Media Art Festival	· Media Art Festival · A-ak Festival of Light
Plans to be reviewed	Museum of Art and Creative Studio	Arts and Technology	Village of Media Arts	· Media Arts Open Lab
	Gwangju National Science Museum	Technology and Innovation	Youth Media Arts Culture Play	· Underteleport
			Youth Media Arts Program Operation	· Youth Media Arts Training
Gwangju Songjeong Station and Gwangju Airport	Door to Human rights and Culture	Door to Human rights and Culture	· Media Board (BTO) · Media Board (BTO)	



3. Media Arts Contents Development Case and industrialization

Gwangju Creative City has tried not only to create the artists and enjoy the culture of the citizens but also to connect them with the local industries and to get closer to the urban development through creative industries. Media arts contents newly created in the Gwangju media arts platform do not remain only as ideas but are being carried out through platform facilities, and this will be continuously upgraded. The contents produced cooperatively with the local companies have not only been displayed in Gwangju, but have also been distributed to other regions and contributed to expanding the market of local companies.

Gift of the Little Prince (25") is a result of the joint participation and investment of Magnon Studio Co., Ltd., a local company, and the local famous troupe Blue Bird of Gwangju. This work was produced in December 2017 and has been continuously loved since January 2018. It has been watched by 4,540 children for nine months. The producer of the 'Little Prince's gift' sold its contents built in the 'Hologram Theater' to another city (Incheon Metropolitan City) and is now trying to market their works overseas to export. This year, they have drawn investment from a wellknown firm (KT Co., Ltd.) to produce hologram images for children. In addition to this, the production company has started to collaborate with Adkhan Co., Ltd., a professional performing company for children, and EBS, a local education broadcast station; it will be released in December this year. This is also targeting the market overseas in a musical version. Media-experience-type contents are also being used in 'Media Playground' so far, produced into 7 types in 2016 and 2 types in 2017, and 6 types of media-experience contents are currently being produced in 2018 (Completed in December).

Main Contents

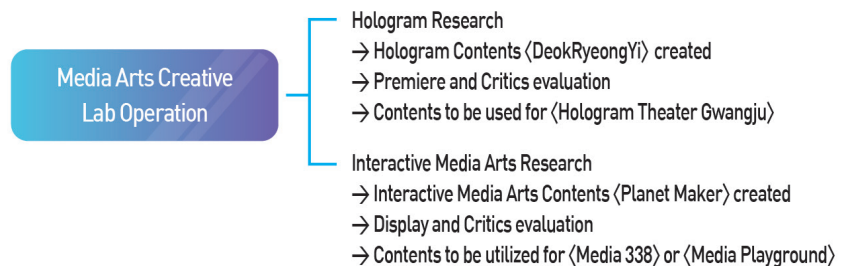


Title	Hologram Musical Puppet Show (Gift of the Little Prince)		
Type	Hologram Image	Production Period	2017.12.
Visitors	4,540 (charged), Admission profit: 18,070,800		

Title	Hologram Musical (Lightning man, Save the lightning crystal)		
Type	Hologram Image	Production Period	Ongoing
Visitors	Producing to be open in December, 2018		

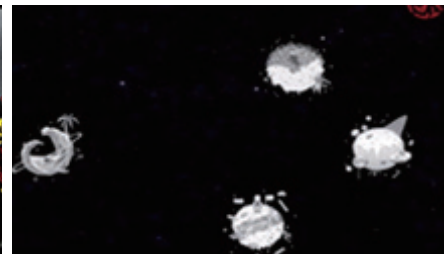
Contents Development through Creative Lab of media arts

Through the research and development of the media arts field, which combines arts and technology, it aims to secure original contents of Gwangju and utilize potential contents through the evaluation of expert committee in the media arts platform to establish a virtuous circle to self-production.





Title	Hologram Musical (Deokryungyi, Chihwawolya)		
Type	Hologram Image	Production Period	2018. 11.



Title	(Planet Maker)		
Type	Interactive Media Arts	Production Period	2018. 11.

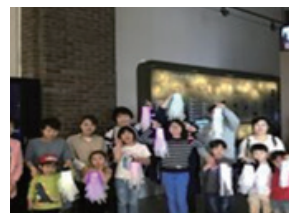
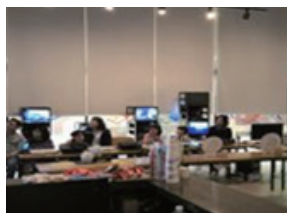
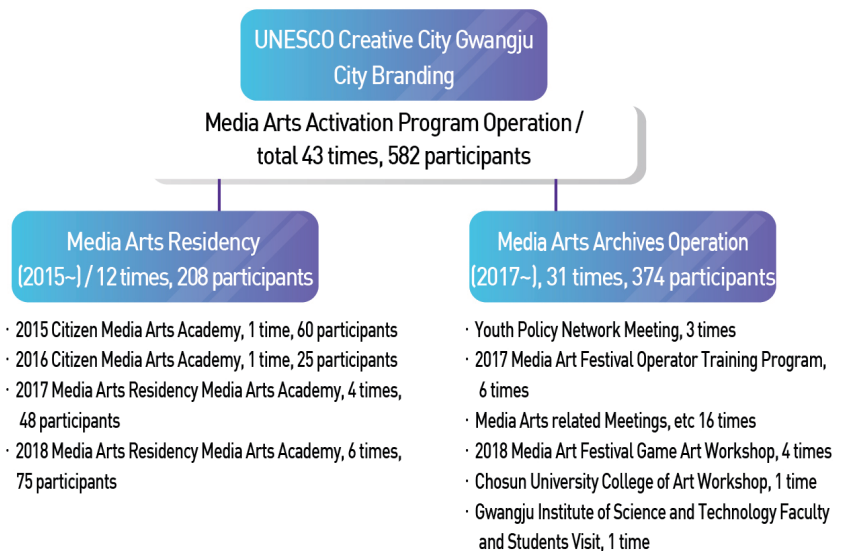
4. UNESCO Creative City Gwangju City Branding

1) Media Arts Activation Program for Citizens (Educational program, etc.)

Artists staying in the residency set up their own characteristic topics and carry out educational programs every year; this allows citizens of various ages to experience media arts in their daily lives and to understand easier. Also, an operation program is frequently operated to make the best use of each space of media art, such as <Youth Policy Network Meeting>, <Media Art Festival Operator Training Program>, <Chosun University College of Art Workshop>.

UNESCO Creative City Gwangju City Branding

Media Arts Activation Program Operation, total 43 times, 582 participants



2) Status quo of Media Arts Archives and Accumulated Sources It collects and stores the portfolio and digital sources of individual or groups of media artists who are based in Gwangju. They also have real-life data on media art projects related to the Gwangju Cultural Foundation for the last 6 years. This shows why Gwangju is the city of media arts along with the process displayed from LED art and light industry to media arts that Gwangju has walked through since 1990s.



3) Media Arts Residency

It is the only media arts-specific residency in Korea that operates 6 studios for activating local media arts and artists' creative activities since 2012, utilizing the idle space on the first floor of the Arts Space. For 9 months from 1st April to 31st December every year, the media artists participate in various programs such as <Making Public Media Art>, <Special Exhibition>, <Open Studio>, <Domestic and International Exchange Program> <Workshop training> and so on.

Year	Budget (1,000won)	Progress Status quo	Visitors
2012	37,000	3 exhibits, Academy once, local-participated program once delivered each	1,593
2013	40,000	2 exhibits, exchange and local-participated program once delivered each	840
2014	50,000	2 exhibits, exchange, open studio, local-participated program once delivered each	672
2015	50,000	3 exhibits, two exchange programs, academy once, local-participated program and open studio once delivered each	1,903
2016	50,000	2 exhibits, 3 exchange programs, workshop once, open studio, academy and local-participated program once delivered each	50,577
2017	60,000	5 exhibits, 2 exchange programs, workshop and open studio once per each, academy four times, production of public media art works once delivered	6,903
2018	60,000	4 exhibits, 2 exchanges(domestic), one exchange(overseas), workshop, open studio once delivered per each, academy six times, production of public media art works one time delivered	7,000

4) Local Artists Network Status quo

Gwangju Cultural Foundation has started to deliver a program titled <GMA Project – Gwangju Media Arts Exploration> once a month since July 2018, in order to visit media artists actively performing in Gwangju area to keep up with communication between local artists.

Artists	Date	Location	Contents	Participants
Shiyoung Jin	Aug.22 (Wed)	NewForms	Visit to the studio for talks with the artist with a curatorial assistant of 2018 Gwangju Media Art Festival	7,000
Sanghwa Park	Sep.11 (Tue)	Asia Culture Center	Visit to Gwangju Biennale to explore the art works with other artists of six creative spaces, such as Media Arts Residency, Hongji Arts Center, etc in Gwangju and Gyeongnam area	38
Seungchan Kwon	Oct.18 (Thu)	Gwangju Museum of Art Annex	Visit to explore the exhibit with the artists staying at Asia Creative Studio for further talks	16



5) Promotion Activities through Website, Facebook, etc.

An online website <http://gjmp.kr/> introduces UNESCO Creative Cities in both Korean and English, and it is also actively promoted through Facebook, Instagram, and blogs. News on media arts is being updated online, trying to share the latest trend with citizens and related experts.

5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN



I. Main Agenda Implemented through International Cooperation

The media art festival from 2014 to 2018 was an opportunity to broaden the viewpoint of the citizens by adding the topic of the fourth industrial revolution to the old artistic questions. In addition, Gwangju's media arts, which has been on the table in the field of art, has expanded its horizons to various fields into design, performance, and robot industry for the past four years.

1) 2012-2018 Gwangju Media Art Festival Continued



2) 2017-2018 UNESCO Media Arts Creative Cities Network Policy Forum

In order to achieve the goals of the UCCN, the International Urban Cooperation Program held its first forum to set the direction of UNESCO Media Arts Creative Cities Network Policy Forum in 2017. In this forum, experts from creative cities gathered together to discuss the influence of the 4th industrial revolution, which is a recent issue, on media arts and future cities, seeking out if the fourth industrial revolution can lead the future cities to a more rational direction. Especially media arts looked for a solution and a countermeasure to the question of how the future cities would be drawn.

The goal of the 2018 UNESCO Media Arts, which will be held this year, is to explore the creative roles of human beings under the theme of Connected City & Algorithmic Society: Encounter the Future City. This will establish a forum to communicate and discuss sustainable cities and society at the point where art and technology meet, and try to practice UCCN's goals between the creative cities.



3) Introduction of related institutes

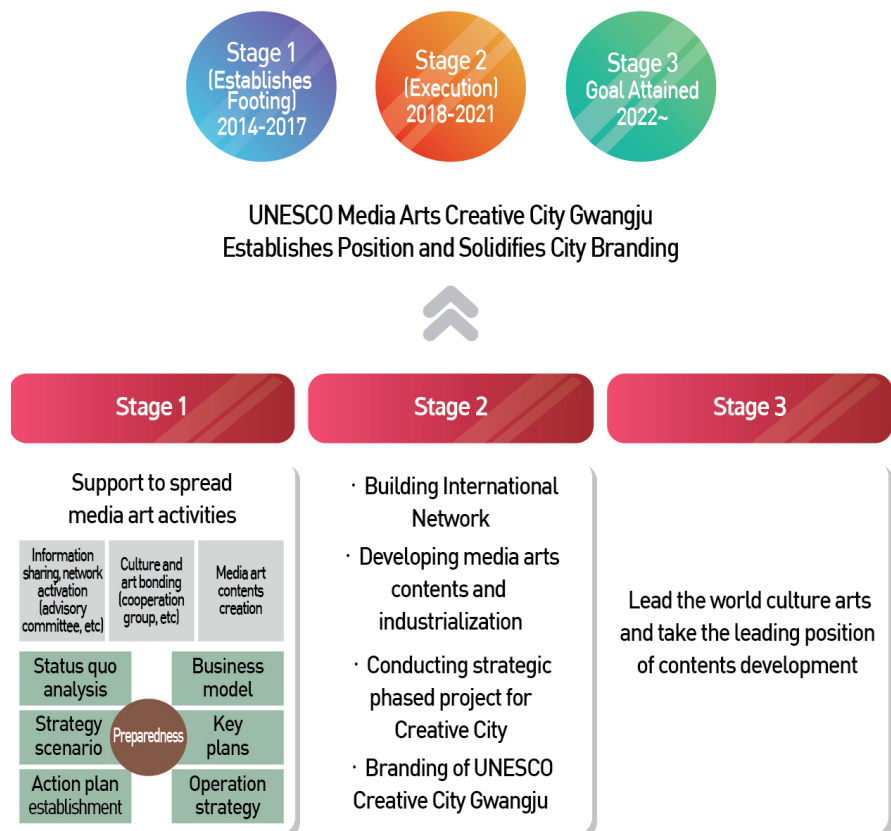
Various exhibits and forums held across Gwangju – Spread of Media Arts

Name	Introduction	Media Art Business and Contents Development Status quo
Gwangju Biennale	Place of international modern art to expand network from Korea to Asia and the world by the help of Gwangju, the culture and democratic city as a culture messenger	During the three competitions, 363 artists from 40 countries have participated to broaden the horizon of visual arts and to introduce Gwangju to the world. A total of 1,060,000 people visited the exhibition during the three events through various participatory programs such as drawing civil participation, forums and tours. It reflects the voices of the third world and minorities, spreading universal value of democracy and peace. To this end, various artistic media such as visual media, paintings, performances, installation arts have been exhibited. Gwangju Biennale fulfills its role as a leader in the local visual culture and as a source of cultural promotion along domestic and international network.
Asia Culture Center – ACT (Arts and Creative Technology Center)	ACC is an integrated platform where participants from not only Asia but all over the world can share their thoughts with each other across the borders according to the stages of Research, Creation, and Production.	The Art & Creative Technology Center, which creates the future value of contemporary communities through the creative combination of culture and technology, has held three festivals under the themes of Techtonics, Heterotopia, and Dramatic Networking since 2015. ACT is striving to make the use of its four major labs (Mixed Reality, Kinetic Media Art, Media surface, Art & Robot Lab) as Asia Digital Heritage (Interasiaver), in order to develop various convergence contents such as an outdoor performance, The Revival of Dragon and Horse, that come along with large robots. Those works were awarded and exhibited in Austria Ars Electronica and Germany ZKM, etc. The project was co-developed in the method of C&D (Connect & Develop) method with domestic and overseas writers and related institutions.
Gwangju Information Culture Industry Promotion Agency (Division of Creative Project)	Exciting playground and laboratory for creators who provide both open space for creative ideas and systemic support.	Contents Korea Lab: Working with the Ministry of Culture, Sports and Tourism and Gwangju Metropolitan City, it has aimed to excavate contents creators coming along training so to level up culture projects. It has excavated 100 creator contents for the last three years and trained 24 start-ups in the budget of 2 billion won every year, ultimately to commercialize media art contents. Also, they run an investment cooperation group of a 10 billion won budget in order to invest in convergence contents including media arts.
Gwangju Museum of Art (Art and Science Lab)	Gwangju Museum of Art has contributed to create a better world for culture isolated citizens and to draw expertise closely work with artists.	Gwangju National Museum of Art, which is the representative art museum of Gwangju Metropolitan City in the UNESCO Media Arts Center, plans to exhibit media arts every year in the future with the <4th Media Art: Post Human> exhibition held in 2017. This year, an exhibition "Paradise in Your Own_Media Utopia" is to be held from November 27, 2018 to February 24, 2019. Through this exhibition, it will allow people to think about what a real utopia is and what genuine happiness is. (Held once in 2017, once in 2018, and scheduled to be held once every year in media art exhibition)
Korea Photonics Technology Institute (Division of Light Convergence Research)	Leading research lab for light convergence in the fourth industry revolution era – the only light industry production technology lab. Contributed to new market finding along with light convergence technology trends. Built futuristic industry cooperation system at regional level.	Found Gwangju needs the cultivation of media art and light industry and the status of media art following analysis on the city. Announced necessity of linkage with the media art and light industry; suggested creation of subcommittee for media art, the goals of it, promotion system, and business model. Gwangju Cultural Foundation, together with local artists and related companies, formed a subcommittee (September 19, 2018) to discuss the direction of media art + light industry development.

6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

In December 2014, Gwangju was selected as a city of media arts and has been promoting media arts through local culture and arts in order to encourage its economic growth. This is consistent with the goal of implementing city growth through UNESCO's cultural and creative assets. Gwangju, as a source of specialized cultural arts and creative techniques of the region, tries to actively link arts and industries connected with lighting and cutting edge technology. Gwangju has been working with various local institutions such as Asia Culture Center, Gwangju Information & Culture Industry Promotion Agency, Gwangju CGI Center, Gwangju Cultural Foundation, etc. to deliver R&D following the establishment of mid to long-term strategies for continuous development on creative industries and UNESCO media arts creative cities. Above all, Gwangju recognizes that media arts actively embraces changes in today's art paradigm, and is a genre that can effectively prepare for the high waves of the Fourth Industrial Revolution. It will contribute to the development of the community as well as the arts by utilizing the infinite potential of media art.

[Media Arts Creative Cities Project Plan During the Middle Period]



1. Agenda to be implemented for Network Building at regional level

1) UNESCO Media Arts Creative City Platform AMT (Arts & Media Technology) Center

In the rapidly changing environment of media and communication, media arts, which is a convergence item with advanced technology based on arts as a future-oriented city development model, has emerged as a new high value that will lead the creative economy of Korea. Media arts, which is media technology and arts, is becoming a future strategic industry as the paradigm of arts is changing in daily modern lives. AMT is expected to perform as a platform for an arts converging with media technology, and the development of media arts and the opportunities for citizens to explore media arts are to be expanded by operating studios, labs, etc.

2) UNESCO Media Arts Creative Cities Cooperation Group and Operation

In order to promote the city development and support projects of UNESCO media arts, a cooperation group is established with the help of colleges, research institutes, labs, and organizations related to "Media Arts," the creative asset of Gwangju. This is ultimately aiming to provide an commercialized model as well as production support; the main role of this cooperation group is as follows.

- Excavates media arts based promising ideas and support industrialization
 - Joint business plan activated with industry experts and scholars to excavate competitive items
 - Supports with business mentors and offers promotion and marketing service to industrialization
- Plans and operates programs to support industrialization
 - Offers space to share ideas and operates a media arts startup program
 - Provides place for network between industry experts and scholars (Seminars, forums, etc.)
 - Supports access to expertise related
 - Operates one-stop program to industrialization (works on post-management, training, etc.)
- Establishes program planning, operation, promotion and marketing strategies
 - Offers opportunities to participate in various competitions to excavate better ideas (Convergence Contents Competition, etc.)
 - Analyzes each market and demand in order to establish promotion and marketing along

2. Three Agenda to implement international network at global level

1) 2019 International Symposium on Electronic Art

Period : 2019. 6. 10. ~ 17. (Scheduled)

Participation : 1,000 participants (incl. 500 foreign visitors) from 30 countries

Qualified: Professors and artists in the field of arts, design, engineering, etc.

Previously: The South African Republic ('18), Columbia ('17), Hong Kong ('16), Canada ('15), Dubai ('14), Australia ('13)

To be held: Gwangju, Republic of Korea ('19)

Attribute: The biggest festival of world media arts labs, institutes, colleges with scholars and artists

Summary: Provides opportunities to make progress on media arts through communication between artists and researchers to solidify the international image of Asia Culture Hub City Gwangju

2) Gwangju Media Art Festival (Since 2012)

Period: Regularly in Late November or Early December; Scheduled in June 2019 along International Electronic Art Symposium

Participation: UNESCO Creative Cities related artists and experts invited

Summary: Offers a place for citizens to enjoy media arts based on convergence of arts and science

History of Media Art Festival

No.	Year	Director	Theme	Achievements
1	2012	Shiyoung Jin	Light and Human	Introduced Media Art Facade
2	2013	Leenam Lee	I love Media Art	Contributed to activate media art by drawing local artists
3	2014	Unhak Jeong	Light of Future	Contributed to be designated as UNESCO Media Arts Creative City
4	2015	Jongok Baek	Talk of Lights	Spread festivals that involve citizens participation along with Gwangju Summer Universiad
5	2016	Dowon Shin	Living Art	Media Art Festival that drew citizens participation
6	2017	Yonghee Seong	Human x Machine System	Contributed to Gwangju city branding and implemented new media art
7	2018	Wonjoon Yoo	Algorithmic Society	Expressed modern algorithm through big data

3) UNESCO Media Arts Creative Cities Network Policy Forum

Period: Every November

Participation: Experts and officials of media arts and UNESCO Creative Cities

· UNESCO Media Arts Creative Cities (14 cities, 13 countries)

Lyon(France), Enghien-les-Bains(France), Sapporo(Japan), Gwangju(Korea), Dakar (Senegal), Linz(Austria), Tel Aviv-Yafo(Israel), York(UK), Austin(US), Braga(Portugal), Changsha(China), Guadalajara(Mexico), Toronto(Canada), Kosice(Slovakia)

Summary:

- Supports network between experts and artists to implement city growth strategies through cultural and creative assets that UNESCO aims
- Provides a place to communicate between UNESCO media arts creative cities for up-to-date information network

3. Communication and Recognition Planning

Gwangju Media Arts plays a role to deliver artistic and social practice which artistically reproduces the universal values that people should aim for and conveys the message of human rights and peace. Above all, media arts in Gwangju pursues the values of humanism and community spirit that have been created by overcoming the historical agonies, beyond the activation of related industries and the enhancement of local cultural and artistic capacity. Gwangju is designated as a UNESCO media arts creative city in 2014, along with the philosophy and the vision of Human Media Arts, which allows both men and women to enjoy the arts. It aims to develop arts, industries and social assets as a driving force to the city development. In addition to utilizing diverse cultural assets such as Gwangju Biennale and Asia Culture Center, Gwangju, as mentioned in the first stage, has built UNESCO Creative City Gwangju Platform (Hologram Theater, Media Playground, Media 338, Media Arts Archive, Digital Gallery, Media Façade) In the first half of next year, the city will start building AMT (Arts and Media Technology) Center, which will serve as a media arts park along the second stage of the project, and ultimately establishing the foundation as a Hub of UCCN.