

FILM ACTIVITIES FOR DIVERSITY



CITY OF FILM
FOR ALL

In UNESCO Creative City of Film Busan, film events that encourage all ages, classes, and groups to participate are held throughout the city all year long. The city hosts film festivals and regular screenings centered around people with disabilities, women, sexual minorities, and people from multicultural backgrounds, so that all members of the society can enjoy culture. Furthermore, it contributes to spreading its value to advance into a society that appreciates diversity.

FILM FESTIVALS

People with Disabilities

Busan WITH BOM Film Festival

- Every October
- Hosted by Barrier Free Pictures Forum and Busan Cinema Center



Barrier Free Pictures Forum

Busan WITH BOM Film Festival is a program that screens excellent Korean and international films that raise awareness of people with disabilities while appealing to the general sentiment of the public and that discover the values of life. All films are screened in Barrier Free version", meaning that they have Korean subtitles and descriptive video service (audio). Moreover, as part of the screenings, the Barrier Free Pictures Forum presents original Barrier Free films in collaboration with experts such as local voice actors and subtitle writers.

2017	2018	2019	2020
7 films, 8 screenings (# of audience : 520)	10 films, 11 screenings (# of audience : 2,121)	9 films, 12 screenings (# of audience : 2,150)	8 films, 9 screenings (# of audience : 346)

Barrier Free Pictures Forum is a nonprofit private organization that strives to tear down the barrier to cultural access by becoming the eyes and ears of those who are visually or hearing impaired, and to enjoy culture together. Starting with the Persons with Disabilities Film Festival in 2006, it has been collaborating with over 100 members, including descriptive video service writers, voice actors, broadcasters (announcers, reporters, scriptwriters, etc), and recording engineers, to create a culture without barriers and a world without barriers. It has been participating in the Busan International Film Festival Barrier Free film production, starting with the Barrier Free performance production at the Busan International Performing Arts Festival, expanding opportunities for the visually or hearing impaired to enjoy culture. Also, it publishes textbooks for the practical education of Barrier Free film production and operates courses to train professionals for Barrier Free video production in Busan.

WITH BOM Regular Screening

- Supported by Korea Association of the Deaf and Korean Film Council

It is a project that regularly screens Barrier Free films, provided by Korea Association of the Deaf, across the country. In Busan, screenings take place at Busan Cinema Center and major movie theaters in the city.

2017	2018	2019	2020
27 films, 65 screenings	21 films, 54 screenings	29 films, 76 screenings	3 films, 11 screenings
Screened at 2 venues · Busan Cinema Center · CGV Asiad	Screened at 2 venues · Busan Cinema Center · CGV Asiad	Screened at 3 venues · Busan Cinema Center · CGV Asiad · Lotte Cinema Daeyoung	Screened at 3 venues · Busan Cinema Center · CGV Asiad · Lotte Cinema Daeyoung

Busan Human Rights Ordinance for People with Disabilities

In 2013, the Busan City Council enacted the "Busan Disability Discrimination and Human Rights Ordinance for People with Disabilities" to prohibit discrimination against people with disabilities, and to stipulate matters regarding guaranteeing human rights for people with disabilities. By doing so, it expressed the local government's will to resolve social inequality by realizing equality and social participation of the disabled and implementing human dignity and value in the local community.

In 2017, the Busan City Council enacted the "Busan Support for Activities of Arts and Culture for People with Disabilities Ordinance", which stipulates matters needed for the support for activities of arts and culture for people with disabilities, to encourage activities of arts and culture for the disabled and to promote their cultural rights. Based on this ordinance, the city of Busan is establishing and implementing plans to support activities of arts and culture by the disabled every five years. In 2020, it secured a total budget of KRW 540 million, which was used to support the development of people with disabilities in arts and culture, related programs, performances, rental of exhibition space and facilities, and training to strengthen the related capacities.

What is WITH BOM?

Since 2005, the Korean Film Council has been supporting the 'Korean Subtitles and Descriptive Video Service' to aid those who are visually or hearing impaired to watch films. However, it was referred to as 'Barrier Free films', 'film watching for people with disabilities' among other names, as it had no official name. "WITH BOM", the brand that represents "Korean subtitles and Descriptive Video Service" conveying that there is value in 'watching together', was launched in April 2019. **As it hasn't been long since this term was first introduced, the existing term "Barrier Free" is used as well as "WITH BOM". This report also uses both terms interchangeably to reflect the current situation.**

WITH BOM Screenings

WITH BOM screenings are categorized in two types: "open type" and "closed type". In the "open type", audio description as well as dialogue and subtitle description are shown to all audience members in the movie theater, which is the common type nowadays. However, excessive description may cause inconvenience to non-disabled audience members, which is why the "closed type" was introduced. In the "closed type", subtitles are shown only to those who are wearing special gears such as glasses, and audio description is heard only to those who have earphones on. Busan WITH BOM Film Festival mostly screens in the "open type" method, with some exceptions that are screened in the "closed type" that utilizes receivers and smartphone applications. Although audio description is provided via individual devices, there is the limitation that dialogue and subtitle descriptions are shown on the screen, making it a "half-closed type". Busan City of Film will actively make efforts to introduce a completely closed type screening by collaborating with related organizations and local companies.

Busan Media Festival for People with Disabilities

- On the second half of the every year
- Hosted by Busan Community Media Center, in collaboration with related organizations



Busan Media Festival for People with Disabilities is an event that raises awareness and social understanding of human rights of the people with disabilities, in which they become the main characters and enjoy various cultural events. Its predecessor is the Busan Disabled People's Film Festival, held from 2006 to 2009. Busan Media Festival for People with Disabilities screens not only released films, but also films made by people with disabilities with the support (equipment and production) from Busan Community Media Center, films dealing with the human rights of people with disabilities, and films with various perspectives on disabilities. All films have Korean subtitles and descriptive video service (audio). In addition to screenings of films, it holds various events including Barrier Free musicals, Open talk shows themed on media for people with disabilities and movie theater in the dark room (visual impairment experience), and in doing so, it leads the arts and culture of people with disabilities and contributes to discovering and disseminating local programs. During the festival period in 2018, the whole area of Centum City (KNN, Centum Campus of Dongseo University, Busan Cinema Center, Busan Film Commission, Busan Center for Creative Economy and Innovation, Design Center Busan, and Busan Community Media Center), which is known as the cultural cluster of IT, film, video, and arts, was declared a Barrier Free Zone, laying the foundation for communication and empathy between the disabled and non-disabled.

Gender Equality

Busan Women's Film Festival

- Biennially in November
- Hosted by Busan Women Education Center



Busan Women Education Center launched Busan Women's Film Festival in 2009 and hosted the 7th edition of the festival as of 2020. Busan Women's Film Festival aims to provide a venue for "women" in the "local area" to play, think, and be in solidarity through "film". Moreover, it plays a big role in satisfying the cultural desire of the local residents by providing them with films that were not easily accessible, and it also helps to establish a positive perspective on gender equality. While successfully hosting seven film festivals, it has been not only spreading feminism and raising the citizens' awareness of women's issues, but also helping establish the "enjoyment of culture" and "making of culture" by women in everyday life.

2018	2020
5 films, 5 screenings (# of audience : 600)	10 films, 8 screenings (# of audience : 83)

Busan Women's Rights Film Festival

- Every July or August
- Hosted by Busan Women's Hot Line



Busan Women's Rights Film Festival is a meaningful film festival that encourages a culture of violence prevention and creates a culture of gender equality. Hosted by Busan Women's Hot Line, the film festival under the title of "Finding the Way In Cinema" was first held in 2009 to report the severity of everyday violence against women and to spread a culture of supporting the survival and treatment of the victims. In 2020, it celebrated its twelfth festival.

2017	2018	2019	2020
6 films, 2 screenings (# of audience : 400)	6 films, 2 screenings (# of audience : 400)	5 films, 2 screenings (# of audience : 400)	4 films, online screening (# of audience : 500)

Mom and Kids Cinema

- Run by Busan Cinema Center



Busan Cinema Center runs "Mom and Kids Cinema" that provides parents with young children a chance to watch films. Mom and Kids Cinema offers a movie theater that is brighter and less loud, so that parents who don't have the opportunity to watch movies due to child care can enjoy the film with their young children. The ticket is sold at a discounted rate, and for every ticket of the guardian, one seat for an infant (aged 0 to 5) is provided free of charge.

2017(from September)	2018	2019	2020(as of 11/30)
13 films, 13 screenings (# of audience : 299)	20 films, 22 screenings (# of audience : 625)	18 films, 22 screenings (# of audience : 1,598)	6 films, 7 screenings (# of audience : 41)

Senior

Busan Silver Image & Video Festival

- Every September
- Hosted by Busan Association of Senior Welfare Centers

It is an event hosted by Busan Association of Senior Welfare Centers, with the objective of establishing a new culture for the elderly, in which the negative perceptions of the elderly are corrected and many generations can communicate with each other through video in the 21st century media era in Busan City of Film. It not only supports the production of films of various themes made by or centered around the elderly, but also selects among the submitted films, and screens, exhibits, and distributes them to invigorate and lead a new culture of the elderly.

Festival outcome

Ten festivals (2011-2020), about 2,600 films submitted, 414 films awarded



Senior Theater

- Run by Busan Cinema Center

Busan Cinema Center offers regular screenings for seniors aged 60 or older at 10 AM on the second and fourth Mondays of every month. Senior Theater is a special service for the audience that provides active seniors pursuing a better quality of life with an opportunity to enjoy culture. Free admission tickets are distributed at the presentation of an ID, from 9 AM on the day of the screening at the ticket booth on the sixth floor of Busan Cinema Center. Different films are screened for each program, and the films to be screened can be found on the schedule at Busan Cinema Center.



2017	2018	2019	2020(as of 11/30)
22 films, 22 screenings (# of audience : 2,586)	20 films, 20 screenings (# of audience : 2,520)	20 films, 20 screenings (# of audience : 3,087)	5 films, 5 screenings (# of audience : 379)

Multiculture

ASEAN Film Screening Program

- Regularly hosted by ASEAN Culture House
- In collaboration with Busan Cinema Center, Busan International Film Festival, Busan Film Commission, other film-related organizations and groups in Busan, and embassies



ASEAN Culture House was established in Busan for the mutual exchange between South Korea and the Association of Southeast Asian Nations (ASEAN). It screens various films from ASEAN countries to introduce the history, society, and culture of those 10 countries. In addition to the screenings, it offers dialogue with the directors and experience of each culture's food and clothing, to better understand each other.

YEAR	EVENT	CONTENT
2017	KOR-ASEAN Documentary Film Screening	Screening of documentary films on marriage, family, and children
2018	Encore FLY Film Festival	Screening of films submitted to FLY Film Festival hosted by Busan Film Commission *FLY Film Festival: film festival of the 10 ASEAN countries
	Easy Access Brunei - Film Program	Screening of Bruneian films, children's programs, cooking and language experience, lecture on understanding the country
	Easy Access Cambodia - Film Program	Screenings of Cambodian films, children's programs, cooking, tradition and language experience, lecture on understanding the country
	Easy Access Indonesia - Film Program, "Indonesian Film and Coffee"	Screening of Indonesian films, performance of traditional dance, Indonesian coffee tasting
	Bridging the World through Film "KOR-ASEAN Kids Film Screening"	Screening of films submitted to Busan International Kids and Youth Film Festival
	Easy Access Malaysia - Film Program	Screening of Malaysian films, Malaysian batik experience, dessert class, lecture on understanding the country
	Easy Access Singapore - Film Program	Screening of Singaporean films
	Easy Access Thailand through Film in Commemoration of the 60th Anniversary of Korea-Thailand Diplomatic Relations	Screening of Thai films and GV, performance, food and clothing experience
	Easy Access Vietnam - Film Program	Screening of Vietnamese films
	2019	KOR-ASEAN Animation and Kids Film Screening "Bridging the World through Film"
Philippine Film Festival		Screening of Filipino films in commemoration of the 70th anniversary of Korea-Philippine diplomatic ties and 100th anniversary of Filipino films
ASEAN Cinema Week - ASEAN Cinema NOW!		Special screening of films of the 10 ASEAN countries
2020	Fly By Night - Malaysian Film Screening	Screening of Malaysian films recommended by the Malaysian Embassy in Korea

Cultural Diversity Film Festival

I-eum Film Festival

- Every November
- Hosted by Busan Cultural Foundation, Busan Cinema Center, and Cine Folk

I-eum Film Festival is a film program to spread cultural diversity, jointly organized by Busan Cultural Foundation, Busan Cinema Center, and cinema culture cooperative Cine Folk. It is held with the purpose of continuing the citizen-led film festival, which was reduced or abolished due to social prejudice or indifference. Citizen programmers plan and operate all programs and prepare various side programs for each section. The mentoring program offers citizen programmers the chance to tell their stories through films. This film festival strives to make a city of tolerance without discrimination, phobia, isolation, and exclusion.

YEAR	THEME	OUTCOME
2017	Youth human rights, experimental film, human rights of people with disabilities, QIP(queer)	21 films, 13 screenings (# of audience - 428)
2018	North Korean culture, female adolescent, part-timer labor union, job-seekers, human rights of people with disabilities, QIP(queer)	21 films, 13 screenings (# of audience - 428)
2019	North Korean culture, female adolescent, complex, human rights of people with disabilities, QIP(queer)	18 films, 14 screenings (# of audience - 1,564)
2020	North Korean culture, female adolescent, complex, vegan, QIP(queer)	25 films, 14 screenings (# of audience - 692)



In UNESCO Creative City of Film Busan, various film and video education is offered to increase access to film education and to provide an opportunity to communicate through films for classes and groups with few opportunities to enjoy arts and culture, based on support from the local government and mutual cooperation with related organizations. Moreover, the city attempts to expand the discourse to support film activities of the classes and groups recognized as socially underprivileged by holding various academic events, such as forums. The city hopes to disseminate the value of diversity within the local community and head forward a "Film for All", the vision of Busan City of Film.

EDUCATION

People with Disabilities

Barrier Free film production course

· Run by Busan Community Media Center

Busan Community Media Center is operating a variety of education programs with the purpose of fostering talents to produce Barrier Free films. There are voice actor training and audio description courses for descriptive video service, as well as subtitle description courses for Korean subtitles among other specific courses. Moreover, it offers an integrated course to train professional filmmakers. It is laying the foundation of human resources in the field of Barrier Free video contents and making efforts to contribute to job creation.

Barrier Free voice actor training course

A course to train aspiring voice actors and acting majors to be voice actors in the field of Barrier Free film production

Barrier Free descriptive video service production course

A course to train talents to write scripts for descriptive video service for the visually impaired

Barrier Free subtitle description production course

A course to train talents to produce subtitle description for the hearing impaired

Barrier Free content production professional training course (integrated course)

An integrated course to train both people working in the field and all citizens interested in Barrier Free content on descriptive video service for the visually impaired and subtitle description for the hearing impaired



Development of an integrated textbook to foster professionals in Barrier Free content production

· Busan Metropolitan City
· Busan Community Media Center
· Busan Institute for Talent & Lifelong Education

As part of the project to foster professionals in new jobs for the future, Busan Community Media Center developed an integrated textbook to foster professionals in Barrier Free content production with the support from Busan Metropolitan City. The textbook explains the concept of Barrier Free, understanding of disabilities, and general concepts regarding film language. It not only includes Barrier Free script writing, descriptive video service, and subtitle description, but also expands the area of Barrier Free content production to include writing technique on stage description, proofreading and Barrier Free direction. This textbook aims to foster professional talents by creating a social consensus of vitalizing Barrier Free content production in the local community and establishing a unified domestic guideline.

Side by Side Media Education

· Run by Busan Community Media Center

Side by Side Media Education is a project that supports media education programs for people with disabilities, the elderly, immigrants, and local residents of small communities. In 2020, the education program was provided to a total of three organizations, including two welfare centers for the disabled. This program offers education after consultation based on the characteristics of the group and the content they wish to learn. At welfare centers for the disabled, programs including create-your-own music video education are offered for people with developmental disabilities who use the welfare center, and descriptive video service narration and media criticism classes were offered to the visually impaired with the civic group, Share Mind.



Gender Equality

Education for women on a career break

Course to foster CG/VFX professionals
(Run by Busan Film Commission)

This project is the winner of the Grand Prize of a job contest hosted by Busan Metropolitan City and the Busan branch of the Ministry of Employment and Labor, and it cultivates CG/VFX young professionals and supports women on a career break to work in a new field.

You who shine today
- Personal media education
(Run by Content Korea Lab BUSAN)

Youtube video creation class for women on a career break. The class teaches planning, filming, basic editing, and channel management of the personal media. Considering the growing interest in Youtube personal media, a creator training course was set up to help career-interrupted women in their new step forward.



Senior

Courses Busan Community Media Center

· Run by Busan Community Media Center

Busan Community Media Center offers a wide range of courses from video production and editing using smartphones to drones, for the silver generation who are starting the second phase of their lives. The courses are as follows:

"Create your own video autobiography": make your video autobiography of your life story

"Step by step, Premiere": video editing class for people over the age of 60

"Documentary production": offered in basic, intermediate, and advanced levels

"Personal media production": practice creating simple contents using smartphones

"Drone filming": learn about drones and try flying them yourself

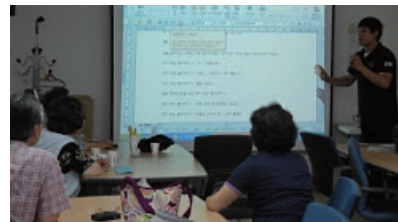
The classes are popular among the silver generation who have a growing interest in the film culture.



Silver Video Mentoring Service Education

· Run by Busan Association of Senior Welfare Centers

Busan Association of Senior Welfare Centers runs a mentoring service education for seniors prior to the annual Busan Silver Image & Video Festival. The training course has a total of eleven to twelve sessions, in which general filmmaking, including writing the scenario, filming, and editing are taught. In 2020, classes were held online due to COVID-19.



Multiculture

Saturday Family Intercultural Academy

· Run by Busan Multicultural Education Center and Busan International Kids & Youth Film Festival

Saturday Family Intercultural Academy was launched to help multicultural families better adapt and raise awareness of multicultural families. It runs the "Film and Fun - Family Movie Play Experience" program, in which they can watch and experience films that help understand multicultural families, such as *The Sea of Their Own*, *Lola on the Pea*, *The Wayang Kids*, and *Two Worlds*. This program will promote a mature democratic citizen's consciousness that understands and appreciates each other's culture

Square Prism - publication of the film literacy book on *The Wayang Kids* and multicultural education through film

· Run by Square Prism and Busan International Kids & Youth Film Festival

Square Prism, the affiliated research institute of Busan International Kids and Youth Film Festival, has been publishing teacher's education textbooks for film literacy classes every year. In 2020, Square Prism published a literacy book on *The Wayang Kids*, a movie on the multicultural society in Singapore, dealing with understanding multicultural backgrounds and how to live in a multicultural Korean society. The teaching methods introduced in this book are actually used for multicultural education through film in school, and it is evaluated as an exemplary case in that it enables students to learn and practice the values through films.

Jangdaehyun School Filmmaking Camp

· Run by Jangdaehyun School
· In collaboration with Busan Asian Film School and US embassy

Jangdaehyun School, an alternative school for North Korean refugee adolescents, conducts filmmaking classes every year to provide students with filmmaking experiences and opportunities to systematically explore their educational paths. In particular, in 2018, Busan Asian Film School and "Urdeul", a nonprofit volunteer group of people currently working in the film industry, participated in the program. They taught students filming, acting, and editing, and provided pro bono equipments to them, giving the North Korean refugee adolescents an opportunity to experience filmmaking. Students attending Jangdaehyun School are experiencing a meaningful opportunity of meeting with the Korean society through the filmmaking class where they express their own stories in the form of video.

YEAR	PROGRAM	CONTENT
2018	Filmmaking Camp	Produced films: two short films. <i>Unfamiliar Day</i> (Natseon Haru) and <i>Banggetteu</i> participation of 22 people
	GV of Director invited by BIFF	Special lecture - career exploration (in collaboration with the US embassy)
2019	Filmmaking Camp	Produced films: three short films. <i>One Way</i> , <i>One Tenth</i> (Sipbunui II), and <i>Psalm 119:9</i>
2020	Online Film Class	Process of making and editing short films (in collaboration with the US embassy)





ACADEMIA

Gender Equality

Korean Cinema Gender Equality Policy Forum

· Hosted by Korean Film Council

A forum on gender equality policies in cinema was held during the 24th Busan International Film Festival (BIFF) in 2019. This event, hosted by Korea Gender Equality Subcommittee, an affiliation of Korean Film Council, was planned to look into the specific figures of the comprehensive gender equality status quo of Korean cinema in the past ten years, and to listen to the voices of female staff active in the industry. Korea Gender Equality Subcommittee, headed by Professor Joo You-shin (advisory committee member of UNESCO Creative City of Film Busan) of Youngsan University, aims to create an environment of gender equality in the film industry, develop policies in Korean cinema to implement gender equality, and provide consultation in film policy to various minority groups.



Forum BIFF

· Hosted by Busan International Film Festival

Forum on Gender/Sexuality as Aesthetic Impetus in South/Southeast Asian Cinema (2019)

This forum aims to introduce gender and sexuality as aesthetic impetus in South/Southeast Asian Cinema and to see how they function as a source of creation, beyond the limiting circumstances and repressive conditions. Along with the BIFF section of the three female directors, the three directors from India, Malaysia, and Vietnam reflect on the meaning of "female auteurism" that they have established under each homeland's regional characteristics. Moreover, the forum focused on queer sexuality of Southeast Asian film and carried out a discourse on alternative queerness constructed by Southeast Asian queer cinema through native culture and transnational media environment.

Forum on Gender Politics in 21st Century's Korean Films (2020)

A Forum on Gender Politics in 21st Century's Korean Films was held at the 25th Busan International Film Festival in 2020. Under the theme of "Korean Cinema and Feminism", it explored the capacity and context of the discourse of feminism, a topic of radical social debate, in the viewpoint of film criticism.



Cine Kitten

Cine Kitten is a film club made by students who met at a film criticism for beginners class held at Busan Cinema Center in 2014. The club, which consists of people with various job backgrounds and ages, has been continuing for seven years and it aims to being an alternative gathering with an inclination of "queer-friendly feminist group". At first, they gathered every week to share their criticism on the film of their choice, but now they get together every other week to read film theory literature, give presentations on it, and share their research on directors for each era.



Filmmakers of UNESCO Creative City of Film Busan have been continuously making films that deal with issues and voices of the socially underprivileged and minorities overshadowed by the majority. Such films by local filmmakers are presented at the Busan Independent Film Festival every year, contributing to resolving social prejudice and spreading the value of diversity. In addition, along with the will to produce Barrier Free films within the region of Busan, Barrier Free Pictures Forum introduces Barrier Free films they produced themselves at Busan WITH BOM Film Festival every year. Moreover, companies based in this area are developing technologies to assist the vulnerable social groups to enjoy films, establishing a leading position within the industry. The importance of "diversity" is emerging in the industrial sector as well.



PRODUCTION

Busan films with the theme of "diversity"

· Films screened at Busan Independent Film Festival

YEAR OF SCREENING	THEME	TITLE (DIRECTOR)
2017	Sexual Minority	<i>Mr. Egotistic</i> (Kim Jae-sik)
	Senior	<i>Old Sea</i> (Kang Byung-joon)
	People with Disabilities, Senior	<i>Hansu Sauna</i> (Park Sang-kyun)
	Senior, Socially Underprivileged	<i>Soseongri</i> (Park Bae-il) <i>Still and All</i> (Kim Young-jo)
2018	Women	<i>Good Girl</i> (Jeong Ji-hye)
		<i>Sub-zero Wind</i> (Kim Yu-ri)
		<i>In the Dust of Time</i> (Kim Na-young)
	Sexual Minority	<i>Dad Is Pretty</i> (Park Soo-min, Kim Seong-guk)
Senior	<i>Father and Son</i> (Yoon Ji-soo)	
2019	Women, Sexual Minority	<i>Bitter End of the Month</i> (Kim Hye-jeong)
	Senior	<i>When the Moon Shines For Me</i> (Kim Su-ji)
	Multicultural Background	<i>Parterre</i> (Lee Sang-hwan)
2020	People with Disabilities, Women	<i>Before Dawn</i> (Kim Dae-cheol)
	Sexual Minority	<i>ICE</i> (Lee Seong-wook)

Production of Barrier Free films

· Produced by Barrier Free Pictures Forum

YEAR OF SCREENING	NUMBER OF FILMS	TITLE
2017	3 films	<i>La Famille Belier, My Life as a Zucchini, Sophia and the Stubborn</i>
2018	3 films	<i>The Lives Of Others, I, Daniel Blake, Omok Girl</i>
2019	5 films	<i>Children of Heaven, A Prosecutor and A Teacher (Geomsawa Yeoseonsaeng), Way Back Home, 100 Dinge, On Your Wedding Day</i>
2020	2 films	<i>Little Q, Lucky Chan-sil</i>



INDUSTRY

People with Disabilities

Development of Barrier Free film Synchro application

· AccessICT

AccessICT is a media ICT convergence technology company based in Busan that owns world class technology in the field of Barrier Free film subtitle platform. It was the first in the world to develop the "technology to synchronize different contents through ACR (Automatic Contents Recognition) second screen" and it owns it as a core technology. Utilizing it, AccessICT developed Synchro, a Barrier Free exclusive application. The application provides Barrier Free descriptive video service and Korean subtitles on over 130 films, and it continues to increase the number of content for the people with disabilities to enjoy a wider variety of movies.





Implementation of film education for the vulnerable in society



Providing benefits of film and video education without discrimination



Diversity can be respected for everyone to enjoy the joy of cinema



Establishing a system for revitalizing diversity film production



City of Film for All



This year's UNESCO Creative City of Film Busan Annual Report deals with the theme of "Film Activities for Diversity". It focuses on film activities of the groups and classes recognized as the culturally and socially underprivileged, including people with disabilities, women, sexual minorities, and multicultural groups. As Busan City of Film hosts the largest film festival in Asia, numerous film festivals and regular screenings under the theme of diversity take place in Busan all year long, raising the value of diversity through film within the local community.

Moreover, Busan Community Media Center and other media organizations in Busan carry out film education to narrow the gap in film education accessibility and to have all members of the community be able to enjoy the benefits of film education without any discrimination. Also, reflecting the social atmosphere where the issue of feminism is emerging to the surface, discourse regarding the issue is formed in the city through creating an environment that encourages gender equality in the film industry and holding academic events to improve gender consciousness. On the other hand, although studies and academic activities

for the other socially disadvantaged and minorities (the disabled, seniors, etc.) are being conducted at the national level, there's room for improvement in the city level.

Furthermore, local films with the theme of diversity are produced every year in UNESCO Creative City of Film Busan. However, a production support system for female filmmakers or for films on diversity still needs to be established. Once the support system is devised, diversity films of better quality are expected to be produced in the area.

Busan was the first in Asia to be designated UNESCO Creative City of Film in 2014. Since then, under the slogan of "Film For All", it has been striving to create an environment where all groups and classes can enjoy film activities without discrimination. By developing the industry and professional academic research through their cooperation as well as by supplementing related policies. We hope to make a society in which diversity is respected and all members of the community can enjoy film as a true 'City of Film for All'.



Printed Dec. 22nd, 2020

Published Dec. 26th, 2020

ENTITY RESPONSIBLE FOR THE REPORT

Film and Contents Industry Division, Culture & Sports Bureau, Busan Metropolitan City Government

1001 Jungang-daero, Yeonje-gu, Busan, Korea 47545

Busan UNESCO Creative City of Film Team, Busan Cinema Center

120 Suyeonggangbyeon-daero, Haeundae-gu, Busan, Korea 48058

FOCAL POINT OF CONTACT

Anika Eunhye KIM

TEL +82 51 780 6162

E-mail creativecitybusan@korea.kr
keh5733@dureraum.org

www.unescobusan.org



United Nations
Educational, Scientific and
Cultural Organization



BUSAN CITY OF FILM

Designated
UNESCO Creative City
in 2014

UNESCO CREATIVE CITY
OF FILM BUSAN
ANNUAL REPORT 2020
**FILM ACTIVITIES
FOR DIVERSITY**

www.unescobusan.org