



## Introduction

*" City Lives Alive : Urban Revitalization Milieu and Festival "*

<Outline of SINSFO 2006>

Date	Time	Event	Venue
10.19 (THU)	11:00 – 13:00	Opening of Exhibition	SFAC building
	14:00 – 16:30	Tour of Cheonggye stream	Start from SFAC
	16:00 – 18:00	Performance of Seoul Performing Arts Festival 2006 (Optional)	Daehakro
	18:30 – 20:00	Welcoming Reception	SFAC building
10.20 (FRI)	09:30 – 11:30	Workshop I	SETEC: Convention Hall
	12:00 – 14:00	Registration/ Festival Video Presentation	SETEC: International Conference Hall
	14:00 – 18:00	Seminar I	
10.21 (SAT)	09:30 – 11:30	Workshop II	SETEC: Convention Hall
	12:00 – 14:00	Registration/ Festival Video Presentation	SETEC: International Conference Hall
	14:00 – 18:00	Seminar II	
	18:30 –	Closing Party	SETEC: Convention Hall
10.22 (SUN)	09:00 – 18:00	Optional Tour (cultural areas of Seoul)	Hongdae/ Insadong/ Daehakro

< Structure of Seminar >

[Day I] Oct 20, 2006 (Fri) 14:00~17:50

“The Strategy for Urban Revitalization through Cultural Governance  
- Urban Revitalization through Culture”

Introduction “Cultural Governance of Festivities and City Regeneration”		
Time	Presentation Schedules	Speakers
14:00~14:10 (10 mins)	<b>Explanations on Theme and Preparation of 2006 SINSFO</b> "Festivities within Urban Revitalization Milieu & Cultural Governance Strategies"	Sejun Kim Sookmyung Women's University
Session I: Analyses on Overseas City Regeneration Projects		
14:10~15:00 (50 mins)	<b>Restoration of Life, Cultural Governance Strategies for Urban Revitalization</b> : Revitalization of City Area & Cultural Transformation of the City - Urban Revitalization Projects of Gateshead, Industrial Cities in the U.K. and Johannesburg in South Africa	Peter Stark Urban Revitalization Projects in Johannesburg (SA) Gateshead(UK)
15:00~15:20 (20 mins)	Q & A session	Oh Min-geun Ministry of Culture & Tourism, Kim Gyu-won Korea Culture & Tourism policy institute
10-minute Break: Videos on Festivals at Home and Abroad for Booth Exhibition		
Session II: Urban Revitalization of Mega Cities		
15:30~15:50 (20 mins)	1) Promotion of City Culture by Exploring Cultural Contents in Big Cities – “The Civic Mission of Art Professionals.”	Johann Zietsman ISPA(International Society for the Performing Arts)

15:50~16:10 (20 mins)	2) Challenge of Seoul, Cheonggye Stream Restoration and Urban Revitalization Milieu	Hwang Gi-yeon Hongik University
16:10~16:30 (20 mins)	3) Cultural Contents Exploration in Old Districts in Seoul - Promoting Cultural Values through Urban Revitalization	Baek Seon-hye Seoul Development institute
10-minute Break: Videos on Festivals at Home and Abroad for Booth Exhibition		
<b>Comprehensive Debates : Challenge of Seoul, Creative Urban Revitalization and Growth of Cultural Values</b> - Jan Briers		
16:40~17:30 (50 mins)	Challenge of Seoul, Creative Urban Revitalization and Growth of Cultural Values Moderator: Jan Briers, European Festivals Association	All keynote speakers including, Lee Mu-yong, and Kim Se-jun
17:30~17:50 (20 mins)	- Q&A	

[Day II] Oct 21, 2006 (Sat) 14:00~17:50

- Urban Revitalization Milieu and Challenge of Local Festival

<b>Session III "European Urban Revitalization Strategies through Culture"</b>		
Time	Presentation Schedules	Speakers
14:00~14:30 (30 mins)	<p style="text-align: center;"><b>Urban Revitalization in Europe</b></p> <p style="text-align: center;">:European Capital of Culture and Cases of Local Festivals in Europe</p> <ul style="list-style-type: none"> <li>- European Capital of Culture and Urban Revitalization Process</li> <li>- Cultural Urban Revitalization through Local Festivals</li> <li>- Cultural Communication through Local Festivals</li> </ul>	<p style="text-align: center;">Jan Briers</p> <p style="text-align: center;">EFA (European Festivals Association)</p>

14:30~14:50 (20 mins)	- Q & A	Kim Cheol-ri Seoul International Performing Arts Festival, Gwon Sun-seok BARA Culture & Arts Consulting Group Ltd.
10-minute Break: Videos on Festivals at Home and Abroad for Booth Exhibition		
<b>Session IV: Cultural Governance Milieu for Urban Revitalization and Life of Local Residents</b>		
14:50~15:10 (20 mins)	1) Cultural Milieu of Macro city, London and Cultural Governance - Management of Barbican Center, UK, and Local Culture of Macro city, London - Restoration of Cultural Life for London Citizens	Graham Sheffield Barbican Center
15:10~15:30 (20 mins)	2) Local Festival System and Cultural Governance Model - Cultural Administration to Revive Festivals - Development of Festival Management Systems and Cultural Prestige of Local Festivals	Kim Heung-su Sungkyunkwan University
15:30~15:50 (20 mins)	3) Seoul Government's Festival Operation and Strategy to Boost Urban Cultures - Festivals' Influence on Boosting Cultural Values of the City	Ryu Jae-hyeon SangSang Gongjang Inc.
15-minute Break: Videos on Festivals at Home and Abroad for Booth Exhibition		
<b>Comprehensive Debates : Urban Revitalization Milieu: Opportunity or Challenge?</b>		
Moderator: Peter Stark		
16:05~17:10 (65 mins)	Urban Revitalization Milieu and Fostering Local Festivals	All keynote speakers including Gwak Byeong-chang Joo Jae-yeon, and Im Su-taek
17:10~17:50 (40 mins)	- Q&A: Audience	

\* Simultaneous interpretation is provided for all seminars.

\* Schedules are subject to change.

## <Registration>

### Registration Schedule

Categories	Registration Period	Note
Foreign attendees	Sep. 15 (Fri) ~ Oct. 10 (Mon)	Sep. 30 (Closing date for early registration)

※ Please register as soon as possible as the quota of attendees can be met earlier than expected in which case on-site registration would not be available.

### Registration Fees for Overseas Attendees

Categories	Fees	Benefits	Note (Discounts)
SINSFO Registration fees	100,000 Won (KRW)	1. The name will be recorded in the networking note(participants' directory book) and sent to the attendees 2. Invitation to Workshops 3. Invitation to the Welcoming Reception and the Closing Ceremony 4. Invitation to Exhibition Opening	30% for those working for overseas festival supervisory centers and art institutions 50% for AAPAF members 50% for IETM members 50% for ISPA members 50% for IFACCA members
Seminar Participation fees		5. On-site tour of Cultural Zones in the City of Seoul 6. Seminar Participation 7. Program Book 8. Souvenirs	* 50% for those who register before Sep. 30

\* **How to register:** After sending us an e-mail with your registration form attached, please make the payment at the registration booth of SINSFO 2006 between Oct. 20 and Oct. 21.

## <Workshop>

Dates	Themes	Lecturers	Coordinators	No. of Attendees	Target Group
Oct 20 (Fri) 09:30~11:30	Fostering European Festivals and	Jan Briers (Vice president,	Choi Seok-gyu (Chuncheon	50	Festival Organizers

	Educational Methodologies	European Festivals Association)	International Mime Festival)		and Art Directors
Oct 21 (Sat) 09:30~11:30	Basic Premises of Promoting Urban Revitalization Projects	Peter Stark (General Director of Gateshead project)	Oh Min-geun (Spatial Culture Division, Ministry of Culture & Tourism)	50	Experts and Public Servants involved in Urban Revitalization Projects

- ※ The workshop will be presided by the coordinator in a seminar style among lecturers and attendees. Consecutive interpretation provided.
- ※ Membership at SINSFO will provide a free-of-charge attendance at the workshop. Please keep in mind that you need to additionally indicate your participation for workshop registration to make sure you are registered.
- ※ Please register as soon as possible, as it will be closed based on first-come, first-served basis.
- ※ Workshop will be conducted in English.

#### <Exhibition>

- Dates: Oct 19, 2006 (Thu) ~ Nov 17 (Fri)
- Venue: Exhibition Room at Seoul Foundation for Arts and Culture
- Organizer: Dept. of Industrial Design at University of Seoul
- Theme: Urban Revitalization of Seoul
- Opening Ceremony: Oct 19 (Thu) 11:00 a.m.

#### <Videos and Presentations on Festivals for Booth Exhibition>

- Festival-related videos for booth exhibition around the venue and in the lobby
- Available for view during breaks
- No. of video booths installed: 10 ~ 15
- Application accepted during registration
  - ※ No specific promotion booth will be run, but if there are large numbers of those wanting to have promotion booths, SINSFO Committee will select the participating organizations.

<Optional tour>

On-site Tour of Cultural Areas in the City of Seoul

- Dates: Oct 22, 2006(Sun) 9:00 ~ 18:00

- Theme: On-site tour in view of urban revitalization

: sources of urban vitality and gaps between revitalization and development

Venues	Significances	Note
City Hall /Gwanghwamun	Changes in Conventional City Areas	
Han River	Changes in Regions surrounding Water	
Bukchang-dong /Insa-dong	Living Milieu for Artists such as Traditional Korean-style houses or Art galleries	
Chungmuro	Related to the Movie Industry	
Daehangno	Related to the Survival of Play and Small theaters	* Watching Performance
Hongik Univ.	Hongik Univ. area designated as a Special Culture Zone and Other Points	(Play or Independent music band)

※ Specific programs to be notified later

- Attendees: Panels from home and abroad, and those involved in festival and urban revitalization projects

- Cheonggyecheon Tour to be optionally held after the opening ceremony of the exhibition