**The Revitalization of Cultural Heritage For the Development of Korean Culture.**

The Jangseogak Archives at the Academy of Korean Studies has led various research projects for the development of Korean culture through archival researches and public exhibitions. In October, 2016, we plan to organize an international conference on “The Revitalization of Cultural Heritage For the Development of Korean Culture” to discuss the utilization of traditional sources for creating new cultural contents.

The recent rise of the Korean Wave (*Hallyu*) across the globe has encouraged the peoples of the world to rethink the potentials of traditional sources for enhancement of the so-called creative economy. Scholars worldwide are called upon to address the question of how to tap into, restore, and recreate indigenous cultures and traditions for future generations. By organizing an international conference on the creative utilization of traditional culture for the development of Korean culture, we hope to provide a global forum of debate on how to preserve and develop diverse traditions and cultures of Korea.

**Conference Date: October 20 -21, 2016**

**Proposals Due: April 28th, 2016**

**Venue: Jangseogak Archives at the Academy of Korean Studies**

The specific contents of the conference will consist of the following three sections:

**Section 1: Leadership and Cultural Promotion**

The leadership of the representative kings of the Joseon Dynasty was essential for the cultural achievements of the Korean civilization. This section will highlight King Sejong’s (r. 1418-1450) state management as the paragon of kingship in the early Joseon, with a special focus on his communication skills and care for the people, as demonstrated in the creation of the Korean alphabet, Hangeul. We will also examine King Yeongjo’s (1724-1776) leadership in dynastic restoration and cultural promotion, and King Jeongjo’s (1776-1800) leadership in the cultural promotion of Joseon society. Through close examination of the three king’s cases, we explore how royal leadership contributed to the cultural efflorescence of the Joseon dynasty:

1. The Leadership of King Sejong (r.1418-1450): The Creation of Hangeul and his Cultural Promotion Projects

2. The Leadership of King Yeongjo (r. 1724-1776): The Policy of Equitable Recruitment (*tangpyong chaek*) and his Cultural Promotion Projects

3. The Leadership of King Jeongjo (r. 1776-1800): The Renaissance of Joseon Culture

**Section 2: The Potentials of Jangseogak sources for developing new Hallyu Contents**

This section will discuss how to develop new contents for Korean culture today by using the Jangseogak sources. Drawing upon well-known Korean Wave cases which used Jangseogak collections, this section will provide opportunities to discuss how to develop new contents for Korean culture today. The cases to be discussed include: 1) the royal cuisine; 2) the life story of the court servant Sookbin (Sookbin Choi-ssi), the mother of the King Yeongjo; 3) the life and faith of Admiral Yi Shunshin (1545-1598), the national hero of Korean society; 4) the medical scientist Heo Jun (1539-1615), the author of the *Dongui Bogam* (*The Treasury Mirror of Eastern Medicine*), one of the documentary heritage inducted in the UNESCO Memory of the World.

**Section 3: Traditional Culture for the Creative Economy**

This section will examine how the revitalization of Korean cultural heritage can contribute to the making of the creative economy today. In an increasingly globalized economy, the importance of ‘culture’ and ‘cultural heritage’ for making economic innovations and intellectual breakthrough cannot be emphasized too much. In order to find the ways in which we can tap into traditional culture and create innovative new ideas for the world today, we will address the relationship between culture and the economy throughout history in comparative perspective. Apart from the Korean case, we will closely examine the specific cases of England and Italy that show how the ideas derived from the cultural heritage of the past led to making great achievements in the new industrial sector.

1. The development of the Creative Economy in Korea: Policy and Achievement

2. The Examples of traditional culture: Korean Designs, traditional Korean Paper (*Jeonju Hanji*), Embroidery, etc.

3. The development of the creative economy: The case of England

4. The development of the creative economy: The Case of Italy