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InSEA 2017

# Building Relationships between Arts Management and Society

Aug 8 Tuesday, 2017 | Room 324B

Co-organized by Korean Association of Arts Management(KAAM)

# Keynote Session

\*Chair: Saejune Kim (Sookmyung Women's University, Korea)

11:00-11:50 Keynote 1	How To Play Seriously with Images?	* Presenter1: Bruno Carbonnet(National Higher School of Fine Arts, ENSBA, France)
11:50-12:40 Keynote 2	An invitation to insufficient pleasure	* Presenter2: Chul Mo Yang (mixrice, Korea)
12:40-13:00	Disccusion	* Discussant: Taeho Lee((Former)Kyung Hee University/Naksan Public Art Institute, Korea)
13:00-14:30	Break	

## Keynote Session 11:00-11:50



The overview of schools of Fine Arts, the roles of professors and competitive atmosphere between the schools are enormously changed in recent years in France. I suggest presenting some points of transmissions in art education and their relationships with the contemporary art world as well as their influences by the reality of liberal societies.

Bruno Carbonnet(National Higher School of Fine Arts, ENSBA, France)

## Keynote Session 11:50-12:40



**Chul Mo Yang (mixrice, Korea)**

mixrice (Cho Jieun, Yang Chulmo) is the duo team who explore various traces and processes, routes, results and memories of circumstances caused by 'Immigration'. Their current work illustrates transportation and evolution of plants, unexpected situations and contexts around immigrants through photography, video and cartoon.

# Session 1

		*Chair: Kiwon Hong(Sookmyung Women's University, Korea)
14:30-15:10	Customers Who Pays for Arts Education Programs: A Case Analysis on their Motivation and Loyalty Construction based on Self-Determination Theory	* Presenter: Insul Kim(Chonnam National University, Korea), SunHee Jung(Asia Culture Center, Korea)
		* Discussant : Jungsuk Jung (JEONJU CULTURAL FOUNDATION, Korea)
15:10-15:50	Mapping Arts Management Education and Research: Focusing on Associations in the Field of Arts Management	* Presenter: WoongJo Chang(Hongik University, Korea)
		* Discussant: Saemee Kim(Hanyang Peace Institute, Korea)
15:50-16:30	Arts Participation that Induces Social Trust	* Presenter: Hyesun Shin(Sookmyung Institute for Multicultural Studies, Korea)
		* Discussant: Joowon Yuk(Kyungpook National University, Korea)
16:30-16:50	Break	

## **Session 1 14:30-15:10**

“Customers Who Pays for Arts Education Programs: A Case Analysis on their Motivation and Loyalty Construction based on Self-Determination Theory”

Insul Kim(Chonnam National University, Korea)

## Session 1 15:10-15:50



WoongJo Chang, Ph.D., is Assistant Professor in the Department of Arts and Cultural Management in Hongik University, Seoul, Korea. Before coming to Hongik University, he taught in the Arts Leadership Program at Seattle University in the state of Washington, USA. He studied Performing Arts at Seoul National University and earned a Ph.D. in Cultural Policy and Arts Administration from the Ohio State University. His research is focused on small arts organizations' entrepreneurial practices and how to support them. His recent works have appeared in books and journals, such as in *Pioneering Minds Worldwide*, the *Journal of Arts Management*, and *Law and Society*, of which Chang is currently serving as a consulting editor.

WoongJo Chang(Hongik University, Korea)

## **Session 1 15:50-16:30**

Hyesun Shin is a Senior Researcher at the Sookmyung Institute for Multicultural Studies and the Assistant Editor for the OMNES: The Journal of Multicultural Society. She also teaches as a lecturer at Sookmyung Women's University and Chugye University for the Arts. Shin earned her Ph.D. degree in Arts Policy and Administration at the Department of Arts Administration, Education, and Policy, The Ohio State University in 2015. Shin's articles were published in Journal of Arts Management, Law and Society and more and she also has co-authored public-commissioned publications. Her current research interests include cultural exchanges, social capital, civic/community engagement, social trust and sustainability.

Hyesun Shin(Sookmyung Institute for Multicultural Studies, Korea)

## Session 2

\*Chair: Kiwon Hong(Sookmyung Women's University, Korea)

16:50-17:30	Re-defining “Museum Education” as Social Action: The Role of Museum as Social Actor through Museum Education	* Presenter: Jang Eun Cho(National Museum of Modern and Contemporary Art, Korea)
		* Discussant: Hai Kyung Kim(Gyeongin National University of Education, Korea)
17:30-18:10	From physical to digital: The use of digital technologies and museum experience	* Presenter: Bokyung Koo(Seoul Digital University, Korea)
		* Discussant: Byung-woong Kwon(Chung-Ang University, Korea)

## **Session 2 16:50-17:30**

Since 2003, Jangeun Cho has been working in the art museum field to develop and implement education programs for diverse audiences and witnessing the birth and evolution of art museum education in Korea as we know it today. She is interested in museums' new role as a social actor.

Jang Eun Cho(National Museum of Modern and Contemporary Art, Korea)

## Session 2 16:50-17:30



Bokyung Koo is an Associate Professor of Department of Culture and Arts Management at the Seoul Digital University, Seoul, Korea. Her research interests include museum management, museum exhibition, and museum education.

Bokyung Koo(Seoul Digital University, Korea)