Imagination is National Competitiveness

2008 11.04-07

Session 1 - Turn of Civilization and Imagination
Session 2 - Culture Contents and Imagination
Session 3 - Design and Imagination
Session 4 - Cultural Imagination of Asia

Date: November, 4(Tue.) - 7(Fri.), 2008
Place: Choi E Soon Hall, Yonsei University, Seoul (Nov. 4, 5, 6)
        Seosuk Hall, Chosun University, Gwangju (Nov. 7)
Organized by: Institute of Media Arts, Yonsei University
              Korean Society of Information Design
Supported by: Korea Research Foundation,
             Ministry of Culture, Sports and Tourism
November 4 (Tuesday) (Choi E Soon Hall, Yonsei University)

13:00-14:00  Registration

14:00-14:40  Opening Ceremony
Moderator: Hyung Chul Kim (Professor, Yonsei University, Korea)
- Opening Remarks:
  - Jeong Taeg Lim (Professor, Director of Institute of Media Arts, Yonsei University, Korea)
  - Congratulations: Hyun Soo Lee (President of Korean Society of Information Design, Korea)
  - Young Mee Chung (Dean of the College of Liberal Arts, Yonsei University, Korea)
  - Jang Sil Kim (The 1st Vice Minister of Culture, Sports and Tourism, Korea)

14:40-16:40  Session 1 - Turn of Civilization and Imagination
Moderator: Seung Jong Lee (Professor, Yonsei University, Korea)
- Jin Woo Lee (Professor, Former President of Keimyung University, Korea) Body, Media and Imagination
- Arthur Miller (Professor Emeritus of History and Philosophy of Science, University College London, UK) Art, Science and the Creative Imagination
- Longxi Zhang (Chair Professor of Comparative Literature and Translation, City University of Hong Kong, Hong Kong) Vision, Imagination and Creativity

16:40-17:00  Intermission

17:00-18:00  Discussion: Jeong Taeg Lim (Yonsei University, Korea), Michael Punt (University of Plymouth, UK), Bernard Darras (University of Paris 1, France), Choong Sun Kim (Yonsei University, Korea)

18:30-20:00  Reception (Allen Hall, Yonsei University)
November 5 (Wednesday) (Choi E Soon Hall, Yonsei University)

10:00-11:30 **Session 2 - Culture Contents and Imagination**
Moderator: Sang Won Lee (HK Professor, Yonsei University, Korea)
- Eun Joong Kim (HK Research Fellow, Institute of Media Arts, Yonsei University, Korea) *Digital, Desire, Imagination*
- Benjamin Joinau (Research Fellow, École des Hautes Études en Sciences Sociales, France) *Face and Imagination*
- May Fung (Creative Education Director, HKICC Lee Shau Kee School of Creativity, Hong Kong) *Imagination and Education*

11:30-12:00 Discussion: V. R. Devika (The ASEEMA, India), Jan-Ru Wan (North Carolina State University, USA)

12:00-13:30 Lunch

13:30-15:00 **Session 2 - Culture Contents and Imagination**
Moderator: Mi Seong Woo (Professor, Yonsei University, Korea)
- Michael Punt (Professor of Art and Technology, School of Computing, Communication & Electronics, University of Plymouth, UK) *Technology, Desire and Imagination; The Technological Imaginary and Popular Culture*
- Jung A Huh (HK Professor, Institute of Media Arts, Yonsei University, Korea) *Border Crossing Body and Imagination*
- Bernard Darras (Professor of Semiotics and the Methodology of Research, University of Paris 1, France) *Technology and Post-human Imaginary; Semiotic Approach of Adolescent’s System of Belief*

15:00-15:30 Discussion: Jin Woo Lee (Keimyung University, Korea), Ranjit Makkuni (Sacred World Foundation, India)

15:30-15:45 Intermission

15:45-17:15
- Ranjit Makkuni (Director, Sacred World Foundation, India) *Innovations Inspired by Ancient Wisdom*
- Tae Sub Chung (Professor of Diagnostic Radiology, Youngdong Severance Hospital of Yonsei University, Korea) *Imagination of Internal Structures; A New Try with X-Ray Photo Art*
- Françoise Sabban (Director, École des Hautes Études en Sciences Sociales, France) *Shaping Food; Between Creativity and Constraint*

17:15-17:45 Discussion: David Chung (University of Michigan, USA), Sohn Joo Minn (Yonsei University, Korea)
November 6 (Thursday) (Choi E Soon Hall, Yonsei University)

10:00-11:40  **Session 3 - Design and Imagination**
Moderator: Jeong Wha Song (Professor, Namseoul University, Korea)
- Hyun Soo Lee (Professor of Housing and Interior Design, Yonsei University, Korea) *Architecture and Design Imagination*
- Won Taeg Kim (Professor of International Design School for Advanced Studies, Hongik University, Korea) *The Origin of Imagination*
- Kun Soo Oh (Professor of Architecture, Namseoul University, Korea) *Architecture and Imagination*
- Andreas Schneider (Professor, International Academy of Media Arts and Sciences, Japan) *Tools for Thinking*

11:40-12:10 Discussion: Byung Keun Oh (Yonsei University, Korea),
              Hyu Ryun Kim (Yonsei University, Korea)

12:10-13:30 Lunch

13:30-15:10  **Session 3 - Design and Imagination**
Moderator: Mi Jeong Kim (CEO, Infodesign Group N*ruu, Korea)
- Byung Keun Oh (Professor of Visual Communication Design, Yonsei University, Korea) *Visualization and Imagination*
- Okumura Akio (Designer, Visiting Professor of Kyoto University, Japan) *The Design, The Discovery*
- Dong Hoon Chang (Executive Managing Director, Samsung Electronics, Korea) *Visual Image and Imagination*

15:10-15:40 Discussion: Jung A Huh (Yonsei University, Korea),
              Ki Yoon Kim (Hanyang University, Korea)
November 7 (Friday) (Seosuk Hall, Chosun University)

10:00-10:30 Opening Ceremony
Moderator: Seong Jae Kim (Dean of the College of Social Science, Chosun University, Korea)
- Opening Remarks: Jeong Taeg Lim (Director of Institute of Media Arts, Korea)
- Congratulatory Remarks:
  Dae Won Kim (Vice-President of Chosun University, Korea)
  Byung Hoon Lee (Head of Hub City of Asian Culture Project, Korea)

10:30-12:00 Session 4 - Cultural Imagination of Asia
Moderator: Seong Jae Kim (Dean of the College of Social Science, Chosun University, Korea)
- David Chung (Director, Center for Korean Studies / Professor, School of Art + Design International Institute, University of Michigan, USA) “Mega Morning Calm”; An Artist’s View of Korean Myth, History and Culture
- Longxi Zhang (Chair Professor of Comparative Literature and Translation, City University of Hong Kong, Hong Kong) Chinese Arts and Imagination
- V. R. Devika (Managing Trustee, The ‘ASEEMA’(without Boundaries) Trust for Arts, Education and Media) Indian Imagination on Mythology and Technology

12:00-12:30 Discussion: Hoi Soek Yang (Chonnam National University, Korea), Hee Duk Ra (Chosun University, Korea)

12:30-14:00 Lunch

14:00-16:00 Session 4 - Cultural Imagination of Asia
Moderator: Jang Hui Han (Dean of the College of Business Administration, Chonnam National University, Korea)
- Gyoo Tag Shin (Professor of Philosophy, Yonsei University, Korea) Buddhism and Imagination
- Jan-Ru Wan (Professor of Design, North Carolina State University, USA) From East to West and Back; A Visual Artist’s Odyssey
- Shuhei Endo (Professor of Architecture, Graduate School of Engineering, Kobe University, Japan) Paramodern

16:00-16:30 Discussion: Anton Scholz (Chosun University, Korea), Hui Suk Kang (Chosun University, Korea)

16:30-18:00 Visiting the Hub City of Asian Culture Information Center

18:00-20:30 Multicultural Performance & Reception (Shin Yang Park Hotel)