



**culture 21**  
UCLG Committee

VIRTUAL PEER-  
LEARNING VISIT  
**JINJU**  
**AUSTRIAN CITIES**  
NOVEMBER 2020



## **ACTIVITY**

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Peer-learning visit

## **DATE**

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5 and 24 November  
2020

## **PLACE**

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Virtual visit to  
Austrian cities



PEER  
LEARNING



# A.CONTEXT

## BACKGROUND

The peer learning visit from Jinju to Austria took place on 5th and 24th of November 2020 as a virtual seminar organized in two sessions, which offered simultaneous interpretation between Korean and English. This event is part of the activity '3.2' of the Pilot Cities programme, also titled "Culture in Sustainable Cities: Learning with Culture 21 Actions", in which Jinju city has been participating since 2019.

The Pilot City programme aims to promote self-evaluation, local dialogues, and policy innovation in cities, on the basis of **Culture 21 Actions**, a document which fosters the integration of the cultural dimension in local approaches to sustainable development.

The city of Jinju set up a local team consisting of public, private and civil society representatives, and has received support from UCLG Culture Committee and external experts to take advantage of cross-border peer learning activities.

The peer learning virtual visit programme proceeded according to the 'How To' guide provided by the UCLG Culture Committee, following its standard methodology. Due to the Covid-19 pandemic restrictions, the local team and experts decided to have virtual visits, instead of face-to-face peer learning. In addition, rather than visiting just one city, examples from various cities that are related to Jinju's topics of interest were considered. This change in Jinju's approach was made by consulting the local team and experts, as well as the UCLG Culture Committee coordinator. Finally, the event took place in the form of a virtual seminar organized in two sessions..

## AIMS

Specific aims of the virtual seminar include the following:

- To present and discuss the **general context of cultural policies in Jinju and the selected Austrian cities**, and how they relate to local sustainable development.
- To introduce activities conducted by Jinju in the context of its **work programme as a Pilot City**.
- To become familiar with **key cultural agents and projects in Jinju and the cities of Vienna, Bad Ischl, Bad Goisern, Linz and Bregenzerwald**.
- To address **common themes of interest** such as: the internationalization through art residencies and cultural events, creative industries, access to culture in rural areas, participation of disadvantaged or vulnerable groups in the cultural life, and cultural and creative uses of public spaces.
- To provide an **informal networking space** for participating cities and other stakeholders to meet and exchange views.

## **MAIN AGENDA**

The main agenda took those aims and emphasized on a number of thematic areas, all of which can be related to the Culture 21 Actions toolkit: cultural rights, diversity, creativity, heritage, governance, etc., according to Jinju's interests and needs.



# B.THE PROCESS

## TASK 1: IDENTIFICATION OF PEER CITIES

According to the result of self-assessment workshop carried out in May 2019, Jinju has well-preserved cultural assets in the field of crafts and folk arts. The self-assessment **report** shows that one of the most visible strengths in Jinju's approach to culture and local sustainable development lies in the area of '**Heritage, diversity and creativity**'.

The analysis also suggests that it would be necessary to reinforce the cultural development strategy with specific measures to expand its scope, thus reaching all citizens with adequate dissemination programmes and providing an international approach that allows interaction with foreign artists and performers.

The scores obtained in the commitment '**Culture, urban planning and public space**' reveal that cultural and economic gaps between the urban and rural areas of Jinju are considerable: particularly concerning is the lack of convenient cultural facilities and transportation to central cultural venues from rural areas. Different ways to foster citizens' participation in urban planning and public space should be discussed.

Based on the results of the initial workshop, Jinju prepared three pilot measures within the work programme:

1. First, Jinju Artist in Residence (JAR) project aims to establish a network of global experts and to foster creative talents of Jinju. Specifically, the city plans to run a residence programme for foreign artists in the crafts and folk arts field, so they can co-participate in the workshops and creative endeavours with Jinju's intangible cultural heritage masters.  
The goal is to promote the global mobility of artists, allow the exchange of innovative creative methods and ideas, and contribute to the understanding of international trends in traditional and modern arts.
2. Second, the 'City and Culture Lab' is a programme to foster the cultural and creative use of public spaces. The goal is to study the Agenda 21 for culture and Culture 21 Actions, and to make a list of symbolic public spaces of Jinju, thus transforming those spaces into creative spaces.
3. Third, Jinju has been offering the Arts Delivery Programme to encourage disadvantaged or vulnerable social groups' wider participation in cultural life and to reduce the cultural gap between urban and rural areas.

In selecting the peer cities, Jinju considered the issues resulting from the initial self-assessing workshop and the work programme designed thereafter. The decision was also based on consultation with the relevant experts, the local focal point, as well as local interlocutors.

Jinju, as a UNESCO Creative City in the field of crafts and folk art, has made efforts to converge the folk arts with media arts, in order to industrialize the folk arts. The

Secretariat of UCLG Committee on Culture identified Linz as a relevant peer city. Linz is a UNESCO Creative City in the field of media arts, and the Ars Electronica Festival and the Cloud of Sound are annually held in Linz. In addition, the nearby Bad Ischl has been selected as a European Capital of Culture (ECOC), and it is famous for its industrialization of crafts. The cities of Vienna and Bregenzwald were also selected to more extensively discuss the main topics of the seminars – namely creative industries and crafts.

## TASK 2: PREPARATION OF THE VISIT

Setting up the first peer learning visit plan to Austria

On March 9th 2020, UCLG Culture Committee Knowledge and Research Officer Marta Llobet suggested discussing the feasibility of the proposal elaborated by Expert Sylvia Amann for Jinju’s peer-learning visit to Europe (Vienna, Linz and other cities in Austria).

The proposed dates were 8-12 of September. These dates were going to allow Jinju to take advantage of events such as the Ars Electronica Festival. If the plan was agreed, according to Jinju’s interests and together with the stirring group, it was going to be a fruitful experience. The specific proposal was as follows:

DAY	PLACE	ACTIVITY
Tuesday, 08 Sept. 2020	Vienna	Arrival of Jinju delegation and free day in Vienna. Overnight in Vienna.
Wednesday, 09 Sept. 2020 –morning	Vienna	City creative industries policies with focus on crafts development. Travel by mini-bus to Lower Austria.
Wednesday, 09 Sept. 2020 – afternoon	Lower Austria (maybe Krems)	City-region development with focus on regional festival, international residency and optional rural open lab.
Thursday, 10 Sept. 2020 –morning		Overnight in Lower Austria. Travel to Salzkammergut (part of the trip could be done close to the Danube river – UNESCO World Heritage).
Thursday, 10 Sept. 2020 – afternoon	Bad Ischl	European Capital of Culture with focus on project ideas for cooperation with Asia. Overnight in Salzkammergut, optional visit to Hallstatt.
Friday, 11 Sept. 2020 – morning	Bad Goisern	Regional crafts network and optional rural open lab.
Saturday, 12 Sept. 2020 – during the day	Linz	Travel to Linz and free afternoon. Guided tour Ars Electronica Festival.
Saturday, 12 Sept. 2020 – evening	Linz	Light and sound show “Klangwolke 2020” at the Danube river banks in cooperation with Brucknerhaus and AEC.
		Overnight in Linz and end of programme.

The interlocutors of Jinju City had a Zoom meeting on 30th of March to discuss the feasibility of the above proposal, and decided to accept the proposal.

Byung Hoon Jeong, the focal point of Jinju City, announced to UCLG Culture Committee the decision to accept the proposal of visiting Austria as a peer learning activity within the Jinju Pilot City programme. Expert of Agenda 21 for culture Sylvia Amann started to set up a detailed plan, arrange the speakers for the seminar and contact with the stakeholders of the visiting places.

However, the Covid-19 situation was getting worse and the cancellation of the visit to Austria became necessary.

Because of the Covid-19 pandemic, the interlocutors of Jinju postponed their final decision until the end of June. In July, they had a meeting regarding the visit to Austria in September. According to the Korean Embassy in Austria and the Austrian Embassy in Korea, foreign travellers from outside the European Union and the Schengen areas were still prohibited from entering Austria. Therefore, the delegation of Jinju City came to the conclusion that the visit to Austria in September was going to be difficult.

The focal point of Jinju delivered this decision to UCLG Culture Committee. Both sides then continued to discuss various alternative plans, such as hosting webinar sessions to provide opportunities to meet virtually with the officials and stakeholders of important facilities and festivals of Austria.

The feasibility of such alternative measures was checked. It was finally determined that a virtual visit through the Zoom software could have similar effect as visiting Austria in person.

## **PLANNING THE VIRTUAL VISIT TO AUSTRIA**

On August 25th, there was a response to this suggestion of alternative plan. Expert Sylvia Amann confirmed the feasibility of webinars with Austrian stakeholders and suggested her proposal as follows:

- **Webinar 1: Vienna Creative Industries policies and initiatives with a focus on crafts**

- Speech 1: CCI policies of the city of Vienna

- Speech 2: New professions in crafts

- Speech 3: Crafts in Vienna Design Week

- **Webinar 2: Rural cultural development in Austria**

- Speech 1: European Capital of Culture Bad Ischl Salzkammergut with special focus of project plans with Asia (rural and global)

- Speech 2: Regional crafts network and common local centre

- Speech 3: Reinventing rural cultural tourism or alternatively rural youth culture funding programme

The webinars would be held on November 5th and 24th 2020, from 16:30 to 18:45 (Jinju time). Austrian stakeholders would deliver their presentations and the delegation of Jinju City would have Q & A time with them.

## JINJU INTERLOCUTORS' MEETING

Jinju City interlocutors had a meeting on September 1st, and accepted the proposal. They agreed with the topics and content for each webinar. But they asked minor revision which included a session on Linz's Media Arts Industries.

After the form and contents of webinars were defined, Austrian speakers were also selected, and Professor Byung Hoon Jeong was appointed to present the Cultural Policy of Jinju in both webinars. The webinars were to be conducted in English, and English-Korean simultaneous interpretation was to be provided.

The final programme for both sessions was set as follows:

- **Session 1 – Austrian Creative Industries policies and initiatives with a focus on crafts**

- Presentation 1. "CCI policies of the city of Vienna"

- Presentation 2. "Werkraum Bregenzwald - Crafting and designing a positive future through cooperation"

- Presentation 3. "Vienna Design Week – Passionswege (Passion Ways)"

- **Session 2 – Rural and digital cultural development in Upper Austria**

- Presentation 1. "European Capital of Culture Bad Ischl Salzkammergut with special focus on project plans with Asia"

- Presentation 2. "Regional crafts network and common local centre"

- Presentation 3. "Digital and media arts – urban and rural dimensions"

In each session, representatives of UCLG Culture Committee, Jinju City and Austria were going to give welcoming remarks. The summary of presentations was to be sent in advance.

The Jinju Pilot City team had a meeting to prepare for the webinars on October 13th. They decided on the individuals who would ask questions to the speakers. Those individuals were to prepare their questions in advance, and deliver them to the speakers. The team members also discussed the plans to promote the webinars. UCLG Culture Committee was informed of the content of this meeting.

## TASK 3: FOLLOW-UP

According to the 'How To' guide, within the month following the visit, the local focal point of the visiting city, with the support of the external experts, should produce a short report describing the main activities conducted. Therefore, the focal point of Jinju, Byung Hoon Jeong, wrote the report after completing the first and second sessions of the virtual peer learning seminar.

To write the report after the sessions, the members of the Jinju Pilot City team discussed at length the relevance and transferability of the knowledge generated during the virtual visit. The content of this report will be shared with other members of the local group of stakeholders and can be presented in any relevant meeting of Jinju City.





# C.VIRTUAL VISIT

## PARTICIPANTS

Participants in both sessions of the peer learning seminar included representatives and cultural stakeholders from the cities of Jinju, Vienna, Linz, Bad Ischl, Bad Goisern and Bregenzwald; representatives from UCLG Culture Committee; experts of the Agenda 21 for culture, and representatives from other Pilot Cities.

Sylvia Amann led the sessions as moderator, and speakers presented in English. Representatives of Jinju asked their questions in either Korean or English. Simultaneous interpretation between Korean and English was provided throughout the sessions.

Professor Byung Hoon Jeong has been involved in the virtual visit to Austria, as well as in the initial activities of Jinju Pilot City, as the local focal point appointed by Jinju. Particularly, he drafted a report of the sessions to ensure that the findings and lessons from the visit feed back into the city's own learning process.









As for other local stakeholders, Jinju city set up the team based on the topics to be discussed and the broader context of the city's work programme. Interlocutors of Jinju City, craft artists, cultural activists, and representatives of local culture communities participated in the event. Participants from Austria consisted of stakeholders and experts who were able to give presentations on the selected topics.



Jordi Pascual, Coordinator of UCLG Culture Committee, Sylvia Amann, EU-Expert on innovation and entrepreneurship in culture and creative sectors, Marta Llobet, Knowledge and Research Officer of UCLG Culture Committee, participated in the event as external experts. They discussed the design of the peer learning activities with the local focal point and interlocutors, and determined the agenda of the peer learning seminar. They also played a role in the preparation and follow-up of the sessions. Furthermore, the Secretariat of the UCLG Culture Committee provided support in the identification of peer cities and has been informed of all activities in the process.





Creative Days Vienna (Vienna Business Agency)

## SESSION 1 – AUSTRIAN CREATIVE INDUSTRIES POLICIES AND INITIATIVES WITH A FOCUS ON CRAFTS

### **Presentation 1. “CCI policies of the city of Vienna”**

The first presentation was given by Elisabeth Noever-Ginthor, the Director of the Vienna Business Agency. She began by defining what a creative industry is and explained how the city of Vienna is making efforts to develop the creative industry focusing on architecture, design, art market, fashion, multimedia, music, film, and publishing. She especially introduced the “Creative Days Vienna,” the annual creators’ lab to integrate culture and technology.

During the Q&A time, Yunhak Seong asked for possible solutions on how cities with insufficient infrastructure, such as Jinju, could develop their cultural industry. To answer her question, Elisabeth emphasized the importance of creating new knowledge by integrating creativity and business.

Jinju’s findings: In order for Jinju to develop its creative industry, it is important to first connect the culture and technology together. In addition, a cooperation and networking between cultural arts, academia, and business is essential in linking creativity and business.

## **Presentation 2. “Werkraum Bregenzwald - Crafting and designing a positive future through cooperation”**

Renate Breuss, the former CEO of Werkraum Bregenzwald, was the speaker. She is the Design Lecturer at University of Applied Arts in Vorarlberg. She introduced the Werkraum of Bregenzwald, a cooperative organization of craftsmen founded in 1999. It is registered as one of the UNESCO’s Good Safeguarding Practice Organizations. Bregenzwald is a region with a population of about 30,000, but crafts, tourism, and agriculture are well developed around this area. This organization has been innovating and promoting the local crafts by building architectures with a blend of tradition and modernity, valuing the surrounding environment and local knowledge, and cooperating with the local and international designers and architects to pass on the local crafts. There is also a craft school with a new educational approach towards crafts.

During the Q&A time, Mincheol Park questioned how the traditional and modern creative activities are harmonized at Werkraum. The speaker emphasized the importance of collaboration in technology, knowledge sharing, and production for the sustainability of crafts. She also highlighted the significance of tacit knowing in crafts and proposed the need for further research on this part.

Jinju’s findings: Werkraum of Bregenzwald encourages and stimulates the craftsmen of Jinju. First of all, Jinju does not have any suitable organizations or communities for the craftsmen yet. In addition, the craftsmen of Jinju need to adapt a new educational approach towards crafts that are appropriate to the local environment and context, and also promote ways to cooperate with the local craftsmen and international designers.

Werkraum Bregenzwald House (Werkraum Bregenzwald) - Venue and Showcase for the Crafts ([www.werkraum.at](http://www.werkraum.at)), © Peter Loewy







Passionswege programme ©VIENNA DESIGN WEEK/Kollektiv Fischka/Kramar

### **Presentation 3. “Vienna Design Week – Passionswege (Passion Ways)”**

This presentation was given by Gabriel Roland, the Vice President of Vienna Design Week. He introduced the city of Vienna as “full of design”. Vienna Design Week is an independent organization where experts in various fields participate in interdisciplinary ways. It is a non-profit, international organization which hosts over 200 events every fall for 10 days. Approximately 40,000 people visit the event. During the event, artists from specific countries are invited to hold exhibitions to share design achievements and assess cultural trends. The event aims to approach the current social issues through designs and seek for various ways to utilize public space. The event, especially, pays attention to the importance of media and uses virtual reality and virtual experience in the exhibition. It also looks out for opportunities to connect and collaborate with craftsmen and other fields.

During the Q&A time, Professor Youngmin Shin expressed interest in Passionswege, where a collaboration between designers and craft-based industry take place, and asked for advice on Jinju. For this matter, Gabriel Roland mentioned that it is essential to support and allow the curators to independently work without involvement and restrictions of other factors. He pointed out that it is fundamental to show how craftsmen actually work in the work space. He also stressed that it is necessary to connect craftsmen and designers together for their collaboration.

Jinju’s findings: Due to the COVID-19 pandemic, Jinju had to cancel the Traditional Crafts Biennale 2020 and postpone it to next year. Jinju has a lot to take away from the Vienna Design Week. Jinju, particularly, needs to pay attention to the ways that current social issues are approached through design exhibitions. Moreover, Jinju highly valued the Vienna Design Week for holding exhibitions by inviting international artists to find out the international trends.

## SESSION 2 – RURAL AND DIGITAL CULTURAL DEVELOPMENT IN UPPER AUSTRIA

### **Presentation 1. “European Capital of Culture Bad Ischl Salzkammergut with special focus on project plans with Asia”**

Petra Kodym, a visual artist and a cultural activist, gave a presentation on this topic. In 2019, Bad Ischl of Salzkammergut was selected to be a European Capital of Culture in 2024. Bad Ischl is a city with a population of about 10,000, including the surrounding regions. This city views liberal culture and space, cultural exchanges, and mutual respect as its cultural visions and sets them as the city’s long-term strategy for the urban development. In order for this to happen, the city expands international exchange and invites foreign artists to host the residence programme. Artists from Asia particularly express interest to visit the area and to participate in this programme. The programme encourages to showcase various artworks in the nature setting to approach nature and artwork from a new perspective.

During the Q&A time, Professor Jonghoon Shin questioned if Bad Ischl has any other cultural heritages to compete with other European countries. The speaker answered that there are various UNESCO cultural heritage sites in the area and several traditions and customs are being passed on. He introduced the tradition of making an infant bassinet on Christmas and mentioned the possibility of exchanges with Jinju’s Residence Programme.

Jinju’s findings: It is very impressive how Bad Ischl set their long-term strategy for urban and rural development by setting liberal culture and space, cultural exchange, and mutual respect as their cultural vision. Also, Bad Ischl is very similar to Jinju since both cities host residence programmes by inviting foreign artists. Therefore, there is a need to seek out for possible cooperation for the residence programme.







Hand.Werk.Haus in Bad Goisern

## **Presentation 2. “Regional crafts network and common local centre”**

This topic was presented by Barbara Kern, a representative of Hand.Werk.Haus, in Bad Goisern. Hand.Werk.Haus of Salzkammergut is a network created by local craftsmen in various fields which focuses on crafts. This organization was founded in 2000 and it aims to pass on the craftsmanship and the local craft traditions to the next generations. It especially targets to establish the local cultural identity by passing on the Austrian handcraft techniques and educates children and young adults to have new perspectives on crafts and craftsmen. It seeks to improve the status of the local craftsmen by providing more career opportunities in the crafts fields, strengthening the local cultural identity by offering apprenticeship education, and creating an active circulation in the local economy.

During the Q&A time, Dr. Seongjin Nam asked about possible strategies to pass on the craftsmanship to the younger generation, and Professor Joong-Gye Ha questioned possible solutions to raise the status of the local craftsmen. The speaker said that people need to acknowledge that handcraft works, and that intellectual works have the same level of difficulty and complication, and she also emphasized the importance of the connections between the crafts and handcrafts techniques by referring to an example of a collaboration between a craftsman and a botanist. Furthermore, she stressed the needs to develop the craft discourse from the perspective of climate change.

Jinju’s findings: Hand.Werk.Haus of Salzkammergut has a great knowledge and recognition towards crafts. Jinju needs to learn from its efforts in creating the local cultural identity by passing on the crafts and handcrafts techniques. Its way of viewing the craft and handcraft techniques from the perspective of climate change allow to think that the crafting is not actually a technique, but it is also a knowledge.



### **Presentation 3. “Digital and media arts – urban and rural dimensions”**

Michael Mondria from Ars Electronica Solutions of Linz gave a presentation on digital and media arts from an urban and rural dimension. He began by introducing the history of development of digital and media arts since the establishment of Ars Electronica in 1979. Ars Electronica was interested in how humans were affected by technology. This festival is held annually for 4 days with about 1,600 artists and scientists participating and about 100,000 visitors from all over the world. This event is a festival while serving as a platform. It runs also the Museum of Future, presenting thoughts and research results on technology through exhibitions and workshops in Linz. It provides opportunities to learn about the future of environment and technology. This event and the related initiatives also support the local residents and artists to approach their topics in new ways and enhance the relationships with academia. It leads the exchanges between businesses through the residence programme. Moreover, it serves as an innovation hub of Linz, connecting arts with technology and artists with businesses.

During the Q&A time, Professor Cho-Yeon Bak asked for his feedback and advice for Jinju since Jinju is planning to build a Media Art Centre (Media Lab). The speaker answered that Linz also faced some trial and error in overcoming the changes in political environment and boosting participation of stakeholders and citizens. He emphasized that institutions like these have to support and defend the artists. He especially advised that it is important to encourage the cooperation between industry and artists.

Jinju’s findings: Jinju has planned to visit Linz for peer learning. The city is making efforts to integrate folk arts and media arts. It is a good advice to take that the participation of citizens and businesses and the collaboration between the artists and scientists are fundamental.





# CONCLUSIONS

Through this virtual tour, Jinju has learned just as much as what it could have learned from physically visiting Austria in the context of a regular peer learning activity of the Pilot Cities programme.

First of all, all speakers demonstrated appropriate presentations according to the overall agenda. Various topics were covered to understand the cultural industry policy of Austria. Moreover, the presentations were not just theoretical and abstract but provided detailed and practical examples and cases, offering the same effect as visiting the actual place or institutions.

This virtual visit gave Jinju a great understanding that the cultural industry policy of Vienna and Bad Ischl are based on liberal culture and international exchange and the cooperation for the development of creative industries. Participants from Jinju also find it very impressive that the Vienna Design Week and Ars Electronica are progressing with a deep interest in the future and technology and the environment.

This peer learning experience will be a huge help in preparing for the Jinju Craft Biennale. The crafts industry of Werkraum of Bregenzwald and Hand.Werk.Haus of Salzkammergut are based on the voluntary cooperation of the local craftsmen. They also consider the local environment and context. The harmony between traditions and modernity and their awareness for the crafts and craftsmen will serve as a good example for Jinju as the city operates Jinju's Crafts Transmission Centre.



# PARTICIPANTS

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