

Making Lemonade

TOWARDS A DIGITAL FUTURE FOR THE ARTS

Making Lemonade is a three-day online festival questioning the impact of digital tools and practices on the creation and distribution of artistic contents on an international level.

Presenting best practices from France, Germany and Korea, it discusses how the digital future of culture could look like through a mix of discussions, showcases and performances.

Conference language: Korean and English

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Wednesday, April 14th

18:00 - 18:15 KST **Opening Remarks**

11:00 - 11:15 CET

- Ludovic Guillot | Cultural Counsellor, Cultural service of the French Embassy to Korea
- Marla Stukenberg | Director Goethe-Institut Korea, Regional Director East Asia
- Soh Yeong Roh | Director, Art Center Nabi

18:15 - 19:15 KST **Opening Panel**

11:15 - 12:15 CET **Cultural Policies and International Exchanges in Pandemic Times**

- Johannes Ebert | Secretary General, Goethe-Institut
- Erol Ok | General Director, Acting President, Institut Français
- Kyu Won Kim | Executive Director of Culture and Arts Research Division, Korea Culture & Tourism Institute
- Moderator: Anna Seonglim Noh | Visiting Professor, Sookmyung Women's University - Journalist

19:15 - 19:30 KST **Digital Exhibition**

12:15 - 12:30 CET **Manuel Rossner - *Surprisingly This Rather Works***

19:30 - 20:15 KST **Discussion**

12:30 - 13:15 CET **New Creative Opportunities for Artists in Performing Arts**

- Annemie Vanackere | Artistic and Managing Director, HAU Hebbel am Ufer
- Jinyeob Cha | Choreographer - Artistic Director, Collective A
- Gilles Alvarez | Artistic Director, Nemo, International Biennial of Digital Art
- Moderator: Christian Rakow | Editor, nachtkritik.de

Thursday, April 15th

17:40 - 18:40 KST *Live from RectoVRso international digital arts festival - France*

10:40 - 11:40 CET **Hybrid Museums - A New Reality in a Pandemic World**

Recto VRso

Lecture "The Age of Creators has come, finally!"

- Soh Yeong Roh | Director, Art Center Nabi

18:00 - 18:15 KST **Opening Remarks**

11:00 - 11:15 CET

- Amanda Mouëllic | Cultural Attaché, Cultural service of the French Embassy to Korea
- Melanie Bono | Director of Cultural Programs East Asia, Goethe-Institut Korea

18:15 - 19:00 KST **Discussion**

11:15 - 12:00 CET **Future Potential of Virtual Reality**

- Tina Sauerländer | Artistic Director, VR Art Prize
- Jay Kim | Producer, GiiÖii - XR Curator, Bucheon International Fantastic Film Festival
- Olivier Fontenay | Head of Digital Creation, French National Center for Cinema
- Moderator: Dominique Moulon | Independent Curator, Art Critic and Professor - Creator of Arts in the Digital Age

19:00 - 19:15 KST **Virtual Reality Showcase**

12:00 - 12:15 CET **Hayoun Kwon - *The Bird Lady***

19:15 - 20:30 KST **Showcases**

12:15 - 13:30 CET **Digital Opportunities for Visual Arts**

- Seungmi Baik | Curator, Digital Museum Department, National Museum of Korea
- Leeji Hong | Curator, MMCA - Director of Curating Team and Editor, Meetingroom
- Alina Fuchte | Curator, NRW Forum - Project Manager, nextmuseum.io
- Marina Bauernfeind | Curator, Museum Ulm - Project Manager, nextmuseum.io
- Maïté Labat | Head of Digital Department, Musée du Louvre
- Victoire Thévenin | Co-Founder, Fabbula - Managing Director, VR Arles Festival - Director, Les Ailleurs
- Moderator: Melanie Bono | Director of Cultural Programs East Asia, Goethe-Institut Korea

Friday, April 16th

18:00 - 18:45 KST **Discussion**

11:00 - 11:45 CET **Online Culture and Economic Models**

- Lutz Leichsenring | Co-Initiator, United We Stream
- Chloé Jarry | Board Member, PXN (French Association of Digital Experiences Producers) - CEO, Lucid Realities Studio
- Seong Min Ham | Culture and Art Contents Manager, Naver
- Moderator: Hyung-Deok Shin | Professor Department of Arts and Cultural Management, Hongik University

18:25 - 18:40 KST *Live from RectoVRso international digital arts festival - France*

11:25 - 11:40 CET **Presentation of Making Lemonade**

Recto VRso

Recto VRso International Digital Art Festival

- Soh Yeong Roh, Director, Art Center Nabi
- Melanie Bono, Director of Cultural Programs East Asia, Goethe-Institut Korea
- Amanda Mouëllic, Cultural Attaché, Cultural service of the French Embassy to Korea

18:45 - 19:00 KST **Interactive Telematic Performance**

11:45 - 12:00 CET **Hojun Song - *Don't Compress Me***

- * Live performance on Zoom. Pre-registration required on a first-come first-served basis at the following link:
<https://forms.gle/1jfSWby9297jyEPEA>

19:00 - 20:00 KST **Closing Panel**

12:00 - 13:00 CET **Where do we head from here? The future of digital in the arts**

- Soh Yeong Roh | Director, Art Center Nabi
- Daehyung Lee | Curator - Director, Hzone
- Marcus Lobbes | Artistic Director, Academy for Theatre and Digitallity
- Judith Guez | Artist-Researcher - Founder and Director, Recto VRso International Digital Art Festival
- Moderator: Jinsuk Suh | Director, Ulsan Museum of Art

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