

NEWS RELEASE

The Korean Cultural Centre UK presents ‘K-Culture Forum’ in London

K-CULTURE FORUM

Celebrating Creativity: Digitally, Boldly, Korean

Mon 9 June 2025, 7PM
The Royal Society of Arts, London**Dr. Seunghye Sun**
Director | Korean Cultural Centre UK**Seungkyu Ryan Lee**
Co-founder | The Pinkfong Company,
Behind Baby Shark**Dr. Dobin Choi**
Lecturer | Leiden University, Netherlands

The Korean Cultural Centre UK (KCCUK) presents the ‘K-Culture Forum’ on (Mon) 9 June 2025, at the Royal Society of Arts (RSA) in London. The forum explores the future of Korean culture, proposing new directions for Korea's soft power in an era defined by uncertainty and transformation.

“Culture transforms uncertainty into possibility,” said Dr. Seunghye Sun, Director of the Korean Cultural Center UK. “At the forefront of Korea’s soft power, we aim to present the future of Hallyu here in the UK—the birthplace of the creative industries—while boldly navigating the digital era with Korean creativity and aesthetics.”

The forum features keynote lectures and a panel discussion with leading figures in the Korean Wave (Hallyu), followed by an Open Forum/Networking Reception with Korean and international experts and emerging leaders from fields of art, culture, economics, and digital content.

Part I: TALK – Rethinking K-Culture in the Digital Age

The first session of the forum will raise the central question: "How is a new Korean culture born in the digital age?" It will explore how the Korean Wave is evolving and expanding in unprecedented ways.

Dr. Seunghye Sun will open the session by sharing her insights on cultural diplomacy and digital aesthetics. Drawing on her leadership of campaigns of ‘140th Anniversary of Korea-UK Diplomatic

Relations, *'Connect Korea'*, and *'Korean Culture, Now!'*, she will outline a vision for Korea's cultural future—one that blends resilience, sustainability, and creativity. Dr. Sun will argue Korea will lead a new form of 'digital humanism' by transforming cultural assets into future heritage through digital public data and eXtended Reality (XR) technologies.

Next, Seungkyu Ryan Lee, co-founder of Pinkfong Company behind the global phenomenon 'Baby Shark', will discuss strategies for successful K-content expansion in the global market. With Pinkfong's YouTube channel surpassing 120 billion cumulative views and receiving Ruby Play Button (awarded for 50 million subscribers) in October 2024, Lee will share insights learned and propose new directions for digital content innovation.

Dr. Dobin Choi, the first Korean to be appointed as a lecturer of *Korean and Comparative Philosophy* at Leiden University, will provide a philosophical perspective on Korean aesthetics and its role in shaping a new cultural heritage. His talk will examine how traditional Korean thought intersects in the digital age with global cultural narratives.

Part II: OPEN FORUM – The Future of Korean Culture

The second part of the event will be an open forum where attendees can network and discuss the first session. It will facilitate a rich exchange of ideas on the future trajectory of Korean culture and its global resonance.

The K-Culture Forum positions Korean culture not merely as a global trend but as a **cultural inflection point**. It aims to offer critical insight into the evolving identity, uniqueness, and international potential of Korean culture.

For more details about the 'K-Culture Forum', please visit
<https://kccuk.org.uk/en/programmes/k-creative-forum/k-culture-forum/>

For further PRESS information, please contact: pr@kccuk.org.uk +44-020-7004-2606
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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK, opened under the aegis of the Embassy of the Republic of Korea in the United Kingdom, aims to enhance friendship, amity, and understanding between Korea and the UK through cultural and educational activities. From the KCCUK's central London location near Trafalgar Square, our dedicated team works to expand cultural projects, strengthen cooperation with major arts organisations and partners, and encourage cultural exchange.