

Korean Cultural Centre UK hosts 'Korea Day' in Oxford: Exploring the Future of K-Culture and Digital Innovation

The Korean Cultural Centre UK (Director: Seunghye Sun), in collaboration with Kellogg College, University of Oxford, successfully hosted Korea Day in Oxford on 3 February 2026.

This event highlighted Korea's leading role in digital culture, technology, and creativity, and was particularly meaningful in commemorating the completion of Kellogg College's "Global Cybersecurity Talent Development Programme."

Director Seunghye Sun said, "It was a meaningful opportunity to witness how Korean culture has evolved through digital technology with the minds of Oxford." She added, "We will lead the way so that the new imagination of the digital world can transcend the boundaries of culture, security, and technology and lead new future discourses."

Hannie Riley, Librarian at Kellogg College, Oxford University, noted, "Korea's digital transformation, from advanced cybersecurity and AI to creative digital innovation, is not only a story of technological success, but also one of vision, collaboration, and human creativity." She shared her pride that Kellogg College is a place where interdisciplinary dialogue and international collaboration can truly flourish."

Under the theme 'K-Digital World', the seminar commenced with welcome remarks from Professor Jonathan Michie OBE FAcSS, President of Kellogg College, Pro-Vice-Chancellor and Professor of Innovation and Knowledge Exchange.

Professor Michie expressed his delight in hosting such a meaningful event for Kellogg College students and the wider Oxford community, held in collaboration with Korea, a global leader in digital innovation.

The seminar that followed featured lectures on various topics, including literature, security, and art.

- **Dr Seunghye Sun (Director, KCCUK)** delivered a lecture titled 'Born Digital: Korean Web Novels and the New Aesthetics of Creative Writing'. Raising the question, "Where does the future of literature lie?", Dr Sun analysed the global influence of Korean web novels as a 'born-digital' genre. The talk garnered significant interest by proposing a new definition of creative writing in the digital age, citing participatory storytelling with online fandoms and the expansion into 'Super IP' (Intellectual Property).
- **Professor Jiwon Yoon (Department of Cyber Defense at the Graduate School of Information Security at Korea University and visiting scholar at Kellogg College)** gave a special lecture titled "Defending the K-Digital Border." Drawing on real-life examples and geopolitical tensions, Professor Yoon delved into how Korea should defend its advanced digital ecosystem from cyber threats.
- **Yoonseo Jung (Project Manager, KCCUK)** presented on the topic of "Gugak in the Epoch of AI." Jung introduced current research and projects related to AI-based *Gugak* and led an in-depth discussion on the implications of these technological advancements for the transmission, preservation, and utilisation of Korea's traditional music.

Following the seminar, a cultural experience programme was held where participants could experience Korean culture. Participants experienced Korean food culture through Korean cuisine

tasting, participated in a Korean culture quiz, and enjoyed traditional games like Jegichagi, a traditional Korean game.

Approximately 80 students, researchers, and professors from the University of Oxford attended the event. Participants expressed their appreciation for the opportunity to "experience cutting-edge discourses combining Korean technology and culture, such as web novels, cybersecurity, and the use of AI in music."

KCCUK collaborates with major universities in the UK to host "Korea Day" festivals tailored to each region's unique characteristics. The 'Korea Day' festival is an event held in major cities in the UK to promote Korean culture and present a new discourse on the future through various topics such as Korean culture, music industry, and K-pop.

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For further information and a selection of press images about the Korean Temple Food Programme, please contact Yoonseo Jung on ys.jung@kccuk.org.uk / +44 (0)20 7004 2612.

About the 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.