

HUB CITY OF ASIAN CULTURE
GWANGJU

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To the world,
together with Asia

Project Hub City of Asian Culture is the largest cultural project since the founding of the Republic of Korea which aims to reshape Gwangju into a cultural hub where diverse Asian cultures and resources freely interact with each other.

The 21st century's new cultural Renaissance begins here in Gwangju,
the Hub City of Asian Culture.

GWANGJU

CONTENTS

1. Transforming Gwangju into the Hub City of Asian Culture through cultural exchange	06
2. Creating a cultural belt by establishing the Five Cultural Zones	08
3. Asia Culture Center – the core of Project Hub City of Asian Culture	10
4. Cultural spaces of the world created through joint efforts with other Asian countries	12
5. Key areas of the Asia Culture Center	14
6. Investment Promotion Zone of the Hub City of Asian Culture	16
7. Benefits for businesses moving into the Investment Promotion Zone	18
8. Hub City of Asian Culture industry promotion project plan	20
9. Expected Impact of the Project Hub City of Asian Culture	22

Transforming Gwangju into the Hub City of Asian Culture through cultural exchange



Creating a cultural belt by establishing the Five Cultural Zones

Five cultural zones will be established in Gwangju with each zone reflecting its own unique strengths and functions. Each cultural zone will be assigned its own unique projects aimed at maintaining the flow of cultural energy throughout the city



Asia Culture Center Cultural Exchange Zone

The germination point where the cultural energy of the city is circulated, accumulated and reproduced in close connection with the Asia Culture Center

Old downtown areas, including May 18 Democracy Plaza, Chungjang-ro and Geumnam-ro, Nam-gu Yangnim-dong area, Gwangju Park



Integrated Culture, Science & Technology Zone

The space for the integration of culture technology and contents industry where various Asian values are discovered and scientifically researched

Gwangsan-gu Bia-dong area, R&D Special Zone, Songam-Hanam-Sochon Industrial Complex



Asian Community Culture Zone

The space that creatively succeeds traditional culture that inherits Asian cultural style and principles

Nam-gu Chilseok-Daechon-Hyocheon Area, Pochungsa Shrine, Salon de Wolbong Area



Future Educational Culture Zone

The space for future innovative culture and art education which intensively infuses and realizes the value and philosophy of educational culture

Seo-gu Mareuk-dong Area



Visual Media Culture Zone

The space for interactive media culture that will represent Gwangju with state-of-the-art media technology

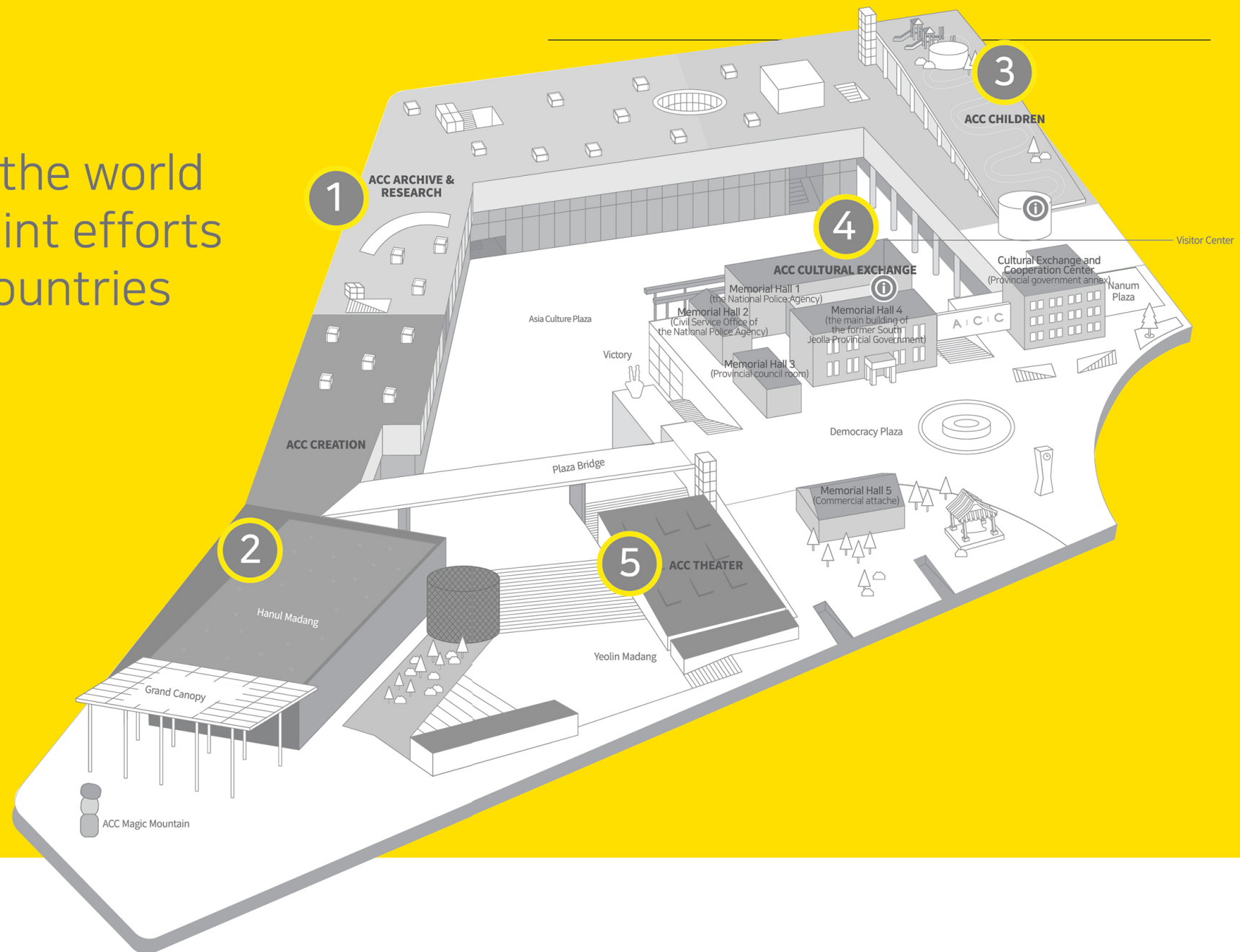
Jungoe Park Area

Asia Culture Center - The core of Project Hub City of Asian Culture

The Asia Culture Center is a powerhouse which radiates Asian cultural energy. It stands as a core institution for the Hub City of Asian Culture where the exchange of Asian culture, creation and production of digital content, exhibition and distribution of performance take place.



Cultural spaces of the world
created through joint efforts
with other Asian countries



1

ACC ARCHIVE & RESEARCH

Center for Asian culture research,
archives and education

Library Park
Theater 3
Grand Lecture Room
International Conference Room

2

ACC CREATION

Home for Asian culture creators
dedicated to creating a new world

Space 1~6
ACT Studio
Hanul Madang, and more

3

ACC CHILDREN

Platform for the creation and
distribution of Asian culture-
oriented content for children

Play Kids
Play House
Play Library, and more

4

ACC CULTURAL EXCHANGE

Venue for the expansion of values,
establishment of democracy,
human rights and peace network

5

ACC THEATER

Center for Asian performing
arts focused on creation and
production

Theater 1, Theater 2, Atelier 1,
Atelier 2, and more

Key areas of the Asia Culture Center

Address : (Gwangsan-dong 13) 38 Munhwajeondong-ro, Dong-gu, Gwangju

ACC ARCHIVE & RESEARCH

ACC Archive & Research serves as a venue for multi-layered research and knowledge production in various formats, such as journals, forums, and other publications based on the studies of Asian culture. It features a Library Park where Asian cultural resources can be searched and experienced, a Resource Center which collects, manages and preserves archived resources and an Academy for fostering culture planning experts.

ACC CREATION

This area represents a home-like space for creators dedicated to a new world. Various art and humanities research integrating science and technology are conducted through lab-based creation and production system and convergence contents in a wide array of themes are materialized.

ACC CHILDREN

This is cultural space for the future generation dedicated to developing children's creativity and broadening their understanding of cultural diversity. Exhibitions and performances are held for children and it provides children opportunities to experience and learn diverse Asian cultures through creative activities and play.

ACC CULTURAL EXCHANGE

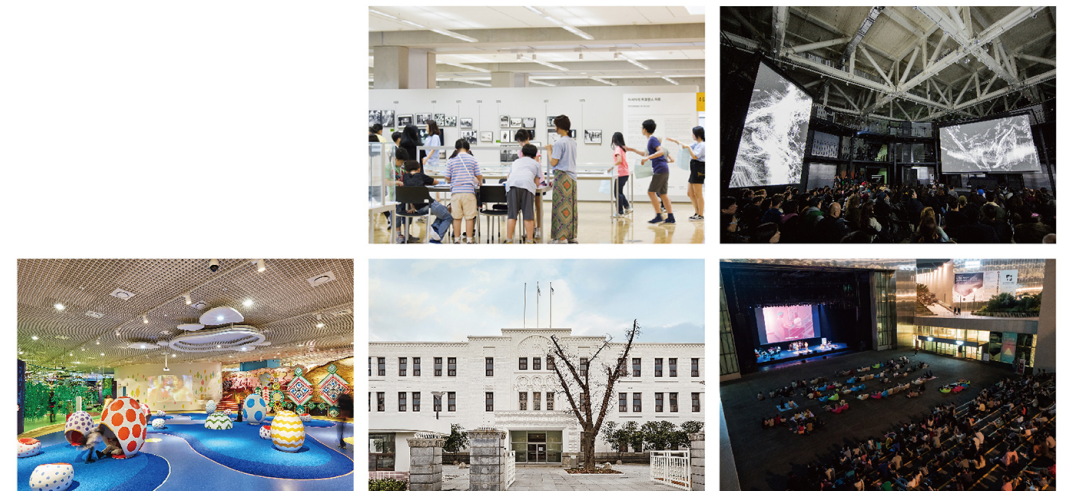
ACC Cultural Exchange is central to the exchange of Asian culture and cooperative networks. It is a space dedicated to realizing the values of Gwangju - democracy, human rights, and peace - and sharing them with other Asian countries by preserving historical buildings, such as Old Jeonnam Provincial Office, a symbolic site of the May 18 Democratic Movement.

ACC THEATER

ACC Theater is the Hub of Asian performing arts seeking to become a representative theater of Asia. Brand new art and performances beyond genres that are created and produced through domestic and international joint projects and community programs are presented at the multi transformable stage where the best aesthetic experience is made possible.



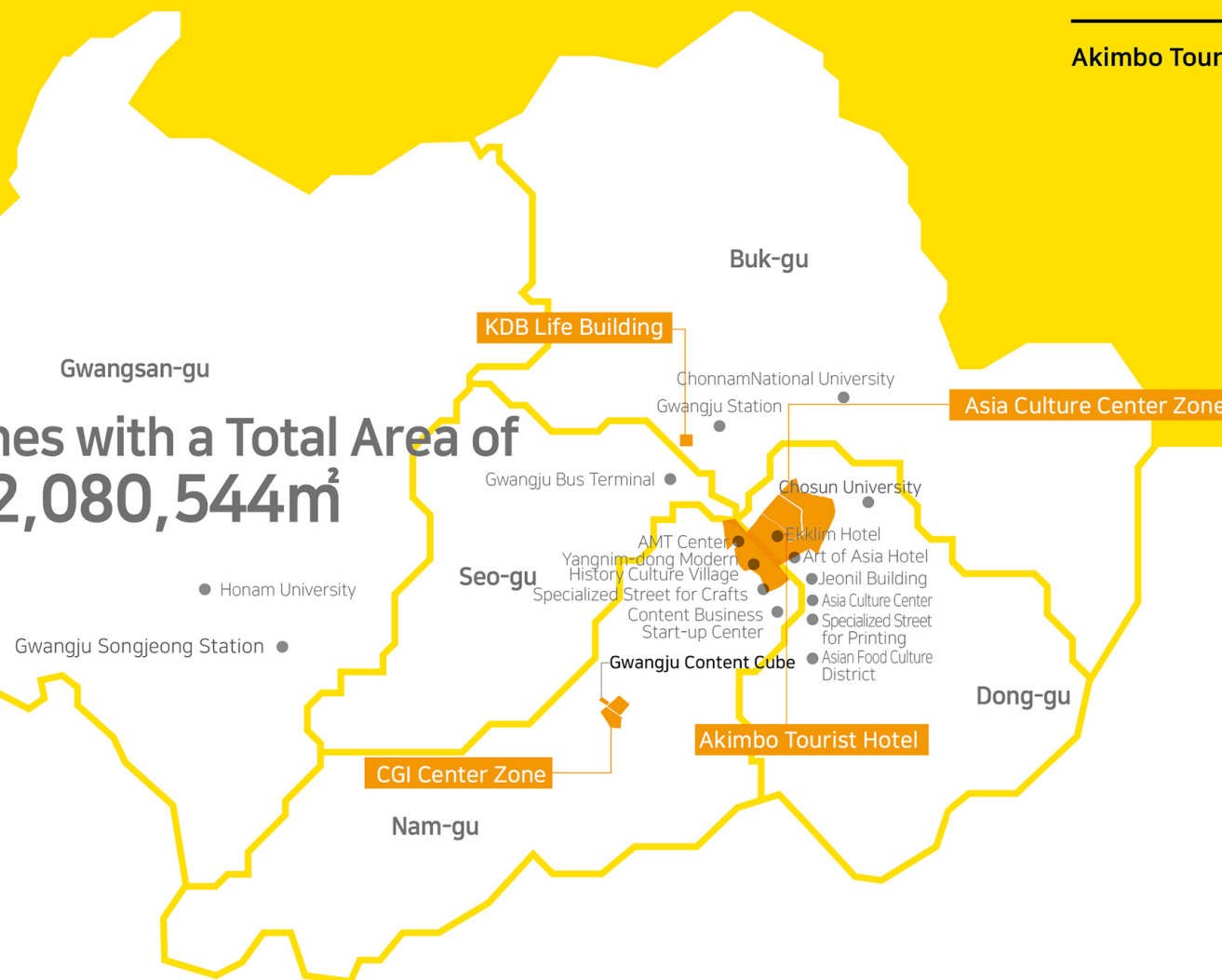
- ① ACC ARCHIVE & RESEARCH
- ② ACC CREATION
- ③ ACC CHILDREN
- ④ ACC CULTURAL EXCHANGE
- ⑤ ACC THEATER



Investment Promotion Zone of the Hub City of Asian Culture

We introduce you to the Investment Promotion Zone which is developing
as the hub of the cultural content industry.

Four Zones with a Total Area of
2,080,544m²



Asia Culture Center Zone

Location : Area of 38, Munhwajeondang-ro, Dong-gu, Gwangju
Gross Area : 1,950,091m²
Target Business : tourist accommodation, show and performances,
exhibition, music, etc.

CGI Center Zone

Location : Area of 61, Songam-ro, Nam-gu, Gwangju,
Gross Area : 37,100m²
Target Business : broadcasting, media, VFX, 3D stereoscopic image, etc.

KDB Life Building

Location : 268, Cheonbyeonjwa-ro, Seo-gu, Gwangju
Gross Area : 83,489m²
Target Business : animated films and videos, character industry,
content solution

Akimbo Tourist Hotel

Location : 369, Cheonbyeonu-ro, Dong-gu, Gwangju
Gross Area : 9,864m²
Target Business : tourist accommodation

Designated Zones :

Asia Culture Center Zone, CGI Center Zone, KDB Life Building, Akimbo Tourist Hotel

Target Business :

cultural industry, tourist accommodation, tourist facilities, youth training facilities, and more

Incentives :

tax exemption, financial support, provision of workspace and public equipment,
support for investment attraction and marketing

Hub City of Asian Culture industry promotion project plan

Project Overview

Project Objectives

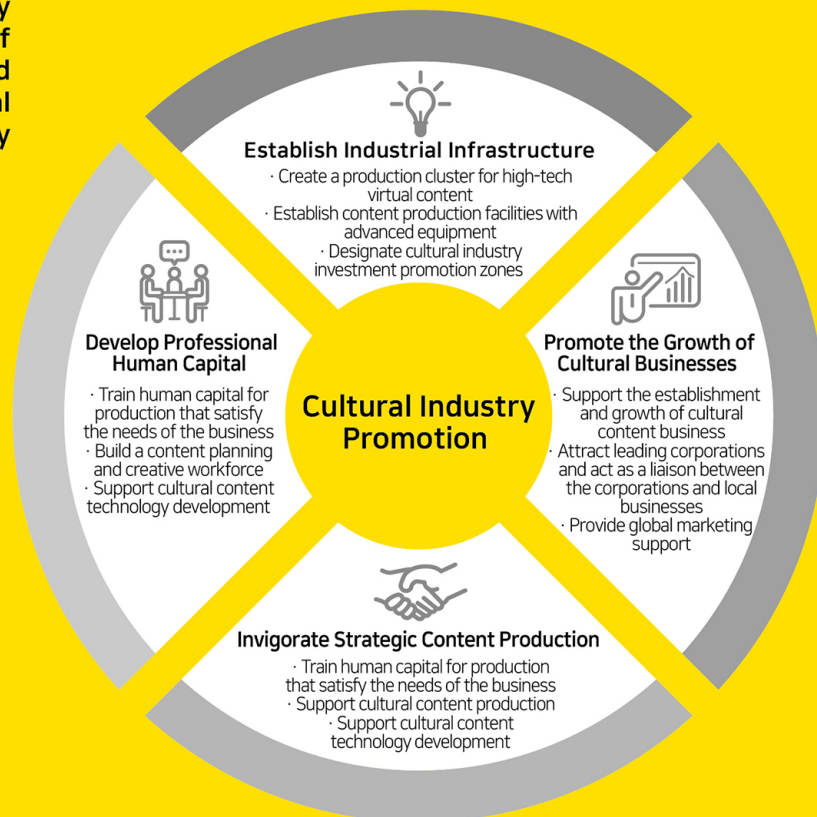
To establish the Hub City of Asian Culture by strengthening cultural industry competence and revitalizing the local economy through the concentrated growth of the five core cultural content industries.

Project Period 2004 ~ 2023

Phases



Cultural Industry Promotion Policy of Gwangju, the Foothold for the Asia Cultural Content Industry



Summary

Human Capital Development

- Develop professional cultural content workforce and provide employment support
 - areas in craft, design, convergence content, storytelling and more

Planning and Creation

- Support the operation of studios for cultural contents planning and creation :
 - operate support programs for pilot productions and business start-ups
- Discover and support new cultural content creators :
 - support public contests (WAF), commercialization of high-quality content

Production

- Support production and distribution of high-tech convergence content :
 - production of CG involved projects and experience-based convergence content

Marketing

- Support global marketing :
 - participation in exhibitions, content localization, trademark application and promotion
- Asia Content & Entertainment Fair in Gwangju (ACE FAIR) :
 - world web content festival of cultural content industry exhibition, export consultation, academic conference and more

Infrastructure

- CGI Center : Site Area 9,298㎡ Gross Area 14,286㎡ (10 stories above ground, 1 story underground)
- Visual Content Center : Site Area 1,598㎡ Gross Area 6,289㎡ (6 stories above ground, 2 stories underground)
- Create a production cluster for high-tech visual content :
 - Site Area 17,913㎡ / Building Area 20,346㎡
 - 2016~2021 (6 years of construction)

Hub City of Asian Culture Investment Cooperative

- Preferential investment in the high-tech cultural industry and tourism contents companies within the Hub City of Asian Culture Investment Promotion Zone
- The First Investment Cooperative
 - Investment Size : 19.04 billion won (3.84 billion won from the national treasury, 3.5 billion won from the local government, 11.7 billion won from the civil sector)
- The Second Investment Cooperative
 - Investment Size : 10 billion won (3 billion won from the national treasury, 3 billion won from the local government, 4 billion won from the civil sector)
- The Third Investment Cooperative
 - To be organized in 2021

Support for Cultural Content Production

Target Area

- high-tech video, gaming, mobile cultural content including 3D, VFX, animated film

Benefits

- up to 50% for completion-based projects (approximately 500 million won), up to 100% for pilot production projects (approximately 100 million won)

Expected Impact of the Project Hub City of Asian Culture

Sociocultural Impact

Economic Impact

Balance national development through culture Enhance the cultural competence of the nation and raise its cultural prestige

Realize Asian cultural community by promoting the formation and exchange of world cultures together with other Asian countries

Expected Impact of Project Hub City of Asian Culture

Individual

- Enhance quality of life by making culture a way of life
- Develop creative cultural potentials through enjoyment and education of culture
- Achieve self-realization through various jobs in the culture sector

Regional

- Expand social overhead capital through civil cultural activities and culture exchange
- Revitalize local economy through culture and art, cultural industry and tourism
- Attract outstanding human capital from across the country and Asia

National

- Create a model of balanced national development through culture
- Form an open identity required for a multicultural society
- Raise the cultural prestige of the Republic of Korea within the Asian community

Continental - Asia

- Promote the diversity of Asian culture
- Contribute to sustainable development by utilizing the cultural resources of Asian countries
- Establish trust and peace among countries in Asia through cultural exchange

