

Con il patrocinio di



Film Commission



ENIT AGENZIA NAZIONALE DEL TURISMO



Città di Sorrento



DRAMA FESTA SORRENTO

BRIDGING CONTINENTS
TRANSLATING EMOTIONS

MARCH 14-17, 2024
TEATRO TASSO, SORRENTO

Day 1 Thursday March 14th. Tasso Theatre

16:00

Opening Ceremony – K-Drama Festa Presentation, Bianca Terracciano (Sapienza University of Rome)

16:30

Institutional greetings Seong-ho Lee (Ambassador of the Republic of Korea to Italy), Jong-yil Ra (Director of Baikbong Research Institute, former Security Advisor to Korean President, former Ambassador to Japan and UK), Massimo Coppola (Mayor of Sorrento).

17:00

Jong-yil Ra (Director of Baikbong Research Institute, former Security Advisor to Korean President, former Ambassador to Japan and UK), “Adventure of Korea. A very brief introduction to the background of K-World.”

18:00

Round Table: 140 years of diplomatic relations and beyond: K-Drama and tv series as amplifier of cultural identity

Chair: Youen Kim (Professor Emeritus at Hanyang University, Advisor to the Korean Association of International Studies)

Participants: Ye-Jin Chun (Director of Korean Cultural Center in Rome), Sang-gyu Kim (Gyeonggi Research Institute), Paolo Pane (Federico II), ENIT representative

19:30

Closing Remarks

Day 2 Friday March 15th. Tasso Theatre

10:30

Day 2 Opening Remarks, Antonetta Lucia Bruno (Sapienza University of Rome)

10:45

Doobo Shim (Sungshin University), “K-dramas: Unveiling the Current Korean Wave.”

11:30

Seongwon Yun (Hanyang University) “Transforming K-Drama: Exploring the Impact of Webtoons and OTT Platforms”

12:15

Soochul Kim (Yonsei University) “Continuity and Change in K-Drama Production”

