



## PRESS RELEASE

### **Making Lemonade 2.0 Towards a Sustainable Future for the Arts**

Conference with talks, presentations and performances on sustainability in culture and arts.  
**Tuesday April 19<sup>th</sup> to Thursday April 21<sup>st</sup>, 2022**

Live at

Goethe-Institut Korea

132 Sowol-ro, Yongsan-gu, Seoul 04328

Pre-registration required on a first-come first-served basis at the following link:

<https://www.goethe.de/ins/kr/en/kul/kuf/aml.html>

and online via

YouTube livestream

<https://www.youtube.com/user/nabiart/>

Conference languages: English and Korean (simultaneous translation)

**Making Lemonade 2.0** is a **three-day conference** that addresses **how culture and arts can contribute to more sustainability**. In the face of climate crisis, the conference brings together **artists and persons engaged in the cultural sector from Korea, France and Germany** to **exchange ideas, insights and reflections** on how to create a more sustainable future.

**Making Lemonade 2.0** aims to contribute to the conversation on the role that culture can play in this process. As a sustainable future will also depend on **impactful new ideas and solutions**, artists and creatives can provide their **innovative and creative thinking**, as well as add new technologies to the process. Culture can furthermore contribute to **raise awareness and to open up spaces for discussion and reflection**. Cultural institutions can support these activities by **reviewing their own processes**. The conference will also look at the **impact that digital tools** may or may not have on a sustainable artistic and cultural practices.

This conference will present **four conversations, artist performances and presentations by 25 participants** from Korea, France and Germany amongst them Bang & Lee, Rimini Protokoll, Festival d'Avignon, Tongyeong Triennale, Seoul Performing Arts Festival, etc. (see full program below). It is **open to a broad public** interested in the issues of the arts and culture, sustainability, and technology.

**Making Lemonade 2.0** is co-organized by the Cultural Service of the Embassy of France in Korea, the Goethe-Institut Korea, Art Center Nabi and Arts Council Korea – ARKO and supported by the Franco-German Cultural Fund.

The title “Making Lemonade” is inspired by the English expression “**When life gives you lemons, make lemonade!**”, in other words, “if life gives you hardships, turn them into opportunities”.

**Making Lemonade 2.0: Towards a Sustainable Future for the Arts** is the second edition of the festival, and the continuation of **Making Lemonade: Towards a Digital Future for the Arts** which was held online from April 14 to April 16, 2021. It looked at the challenges of arts and culture in an online and digital environment during the pandemic and gathered almost **4.500 online participants**.

For press inquiries in **English**, please contact  
Erwan Jambet ([erwan.jambet@kr.ambafrance-culture.org](mailto:erwan.jambet@kr.ambafrance-culture.org))

For press inquiries in **Korean**, please contact  
Eun-Kyul Park ([eun-kyul.park@goethe-institut.de](mailto:eun-kyul.park@goethe-institut.de))



## PROGRAM SCHEDULE

### DAY 1 – Tuesday April 19<sup>th</sup> (2h10min)

<p>18:00 – 18:10 (KST) 11:00 – 11:10 (CET) <b>Greetings</b> <i><b>Towards a Sustainable Future for the Arts</b></i> 10 min.</p>	<ul style="list-style-type: none"> <li>- Ms. Soh Yeong Roh, Director, Art Center Nabi</li> <li>- Ms. Carola Lentz, President, Goethe-Institut</li> <li>- Ms. Eva Nguyen Binh, President, Ambassador for the External Cultural Action of France, Institut français</li> <li>- Mr. Jongkwan Park, Chairperson, Arts Council Korea (ARKO)</li> </ul>
<p>18:10 – 18:40 (KST) 11:10 – 11:40 (CET) <b>Keynote Conversation</b> <i><b>Technology of Climate Change and Art</b></i> 30 min.</p>	<ul style="list-style-type: none"> <li>- Mr. Jaesik Kwak, Writer - Professor, Korea Soongsil Cyber University</li> <li>- Moderator: Mr. Kyoung-han Hong, Art Critic</li> </ul>
<p>18:45 – 19:00 (KST) 11:45 – 12:00 (CET) <b>Artist Talk</b> <i><b>Ayoun Kim, “Surisol Underwater Lab and Speculative Geoengineering”</b></i> 15 min.</p>	<ul style="list-style-type: none"> <li>- Ms. Ayoun Kim - “<i>Surisol Underwater Lab and Speculative Geoengineering</i>”</li> </ul>

<p>19:00 – 19:55 (KST) 12:00 – 12:55 (CET) <b>Showcase #1: Best Practices Artists' Practices</b> 55 min.</p>	<ul style="list-style-type: none"> <li>- Bang &amp; Lee, Artist Collective - <i>"Gathering Moss and ActZero"</i></li> <li>- Mr. Joanie Lemercier, Visual Artist - <i>"Digital Arts, NFTs and Sustainability"</i></li> <li>- Mr. Stefan Kaegi, Rimini Protokoll - <i>"Remote Controlled Audiences and Absent Guests"</i></li> <li>- Ms. Anna Kim, Multimedia Artist - Senior Researcher, Korea Research Institute for Culture Technology – <i>"Invisible Cities: OPIM / 〇 ㄴ ㄷ ] □"</i></li> <li>- Moderator: Ms. Jungwoo Lee, Editor, ArtCulture4u Corp.</li> </ul>
<p>19:55 – 20:10 (KST) 12:55 – 13:10 (CET) <b>Artist Performance #1 Stéfane Perraud, "Sylvia"</b> 15 min.</p>	<ul style="list-style-type: none"> <li>- Stéfane Perraud, Artist – <i>"Sylvia"</i></li> </ul>

**DAY 2 – Wednesday April 20<sup>th</sup> (1h55min)**

<p>18:00 – 18:30 (KST) 11:00 – 11:30 (CET) <b>Keynote Conversation Examples to Follow! Towards a Fund in Aesthetics and Sustainability</b> 30 min.</p>	<ul style="list-style-type: none"> <li>- Ms. Adrienne Goehler, Publicist and Curator, Initiator and Artistic Director of Examples to Follow! Expeditions in Aesthetics and Sustainability</li> <li>- Moderator: Mr. Kyoung-han Hong, Art Critic</li> </ul>
<p>18:35 – 19:10 (KST) 11:35 – 12:10 (CET) <b>Panel Discussion Artivism: The Role of the Arts in Climate Action</b> 35 min.</p>	<ul style="list-style-type: none"> <li>- Ms. Jade Keunhye Lim, General Director, ARKO Art Center</li> <li>- Mr. Daniel Kapelian, International Commissioner and Curator, Tongyeong Triennale</li> <li>- Moderator: Mr. Kyu Choi, Artistic Director, Seoul Performing Arts Festival (SPAF)</li> </ul>
<p>19:15 – 19:30 (KST) 12:15 – 12:30 (CET) <b>Artist Performance #2 Chanil Jung, "The Sheep Are Allowed to Roam Freely on This Land"</b> 15 min.</p>	<ul style="list-style-type: none"> <li>- Mr. Chanil Jung, Director, Random Group – <i>"The Sheep Are Allowed to Roam Freely on This Land"</i></li> </ul>
<p>19:30-19:55 (KST) 12:30 – 12:55 (CET) <b>Showcase #2: Best Practices Civil Society, Cultural Institutions</b> 25 min.</p>	<ul style="list-style-type: none"> <li>- Ms. Eve Lombart, Administrator, Festival d'Avignon – <i>"Sustainable Strategy for Sustainable Performing Arts"</i></li> <li>- Ms. Hyewon Lee, Curator, Climate Citizens 3.5 - Associate Professor, Daejin University – <i>"Climate Citizens 3.5: A Public Art Project/Climate Campaign"</i></li> <li>- Moderator: Ms. Jungwoo Lee, Editor, ArtCulture4u Corp.</li> </ul>

## DAY 3 – Thursday April 21<sup>st</sup> (1h45min)

<p>18:00 – 18:30 (KST) 11:00 – 11:30 (CET) <b>Keynote Conversation</b> <b><i>Carbon Footprint of the Arts</i></b> 30 min.</p>	<ul style="list-style-type: none"> <li>- Mr. Samuel Valensi, Responsible for the Cultural Sector, The Shift Project</li> <li>- Moderator: Mr. Kyoung-han Hong, Art Critic</li> </ul>
<p>18:35 – 19:15 (KST) 11:35 – 12:15 (CET) <b>Showcase #3: Best Practices</b> <b><i>Innovative Solutions</i></b> 40 min.</p>	<ul style="list-style-type: none"> <li>- Mr. Ulrich Haider, Press Spokesperson, Orchestras of Change Germany - Associate Principal Horn, Munich Philharmonic – <i>“Climate Protection? That’s Music to our Ears!”</i></li> <li>- Ms. Louisane Roy, Co-director, La Réserve des Arts France – <i>“Re-using Materials, Re-inventing Creative Processes”</i></li> <li>- Ms. Sung Un Chang, CEO, YOLK – <i>“One Village Together for One Solar Cow”</i></li> <li>- Moderator: Ms. Jungwoo Lee, Editor, ArtCulture4u Corp.</li> </ul>
<p>19:15 – 19:45 (KST) 12:15 – 12:45 (CET) <b>Artist Performance #3</b> <b><i>Hojun Song, “Miyek Graffiti”</i></b> 30 min.</p>	<p>Artist (1):</p> <ul style="list-style-type: none"> <li>- Mr. Hojun Song, Artist – <i>“Miyek Graffiti”</i></li> </ul>

## CO-ORGANIZED BY:

- Cultural Service of the Embassy of France in Korea



The Cultural Service of Embassy of France in Korea is responsible for implementing cooperation actions between France and Korea in order to promote the artistic and cultural presence, the practice of the French language, research and academic exchanges and scientists.

The artistic sector supports the presence of French creators in Korea in the fields of visual arts, performing arts, architecture, design and digital arts, and pursues a policy of promoting French-speaking authors on the Korean territory. The audiovisual sector creates links between French and Korean professionals in the sectors of cinema, series, music, video games and virtual realities. The linguistic sector develops cooperation projects for French and education, and works with the Language Center of the French Embassy to Korea. The scientific and university sector promotes projects between university and research establishments in Korea and France, and works also with Campus France.

▪ Goethe-Institut Korea



The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. With its network of 158 institutes in 98 countries, the Goethe-Institut is the largest intermediary organization of Germany's foreign cultural and educational policy. It promotes access to the German language, fosters international cultural collaboration, and provides current information about Germany.

The Goethe-Institut Korea was founded in 1968 in Seoul. Since then, it facilitates cultural exchange between Korea and Germany. The Goethe-Institut Seoul initiates, organizes and supports a wide range of cultural events. with Korean-German encounters and exchanges at its heart.

▪ Art Center Nabi



Art Center Nabi aims to act as an intermediary that transforms the cultural desires into vital activities. Our goal is formed around the idea of humanizing technology that technology is fully integrated with human cultural life to open a new space for creative practices. This can be achieved only after the fruitful collaboration and understanding among science technology, humanities, and arts. Thus, Art Center Nabi maintains the following three ideas; being a 'critique' of contemporary culture independent from technological benefits; possessing 'creativity' which opens people's mind to regard a new perspective and enables a new form of expression; creating 'community' where these ideas are shared and the new world is dreamed of.

Art Center Nabi is at the center of this new culture, where artistic sensibility is combined with the technological possibility to bring out the power of change and creativity.

▪ Arts Council Korea – ARKO



ARKO aims to enrich the lives of the population by increasing accessibility to arts and cultural activities, making the arts a meaningful part of everyday life in Korea. ARKO endeavors to provide a strong platform to support artistic work in diverse disciplines, including performing and visual arts, by increasing funding opportunities for artists and arts organizations, undertaking outreach initiatives, enabling Korean artists to reach the world stage, and encouraging cultural exchange.

◦ **Supported by:**

▪ Franco-German Cultural Fund



The Franco-German Cultural Fund was created on 22nd January 2003, on the occasion of the 40th anniversary of the Elysée Treaty, sealing the friendship between France and Germany. It allows both countries to encourage and support cooperation initiatives conducted jointly by the French and German diplomatic networks in a third country. This program demonstrates France and Germany's shared desire to strengthen their cooperation in the cultural field, but also and above all to affirm their commitment to European integration.

For more than ten years, this fund has been promoting Franco-German cultural cooperation abroad by supporting projects carried out jointly by their national cultural institutes and the cultural services of the local embassies, in close collaboration with local cultural actors. They are active in many areas, covering a wide range of artistic fields: visual arts, performing arts, design, fashion, architecture, cinema, audiovisual art, new media, literature, public debate, etc. The Franco-German Cultural Fund is equally supported by French and German parties. Since 2011, the Ministry of Foreign Affairs and International Development has entrusted responsibility for the French part of the Fund to the Institut français.

- **Event name:** Making Lemonade 2.0: Towards a Sustainable Future for the Arts.
- **Dates:** from 19th to 21st April 2022.
- **Languages:** Korean and English (simultaneous interpretation).
- **Venue:**
  - Online: Art Center Nabi's YouTube channel: <https://www.youtube.com/user/nabiart/>
  - Onsite: Goethe-Institut Korea, 132, Sowol-ro, Yongsan-gu, Seoul 04328
- **Organizers:** Goethe-Institut Korea, Cultural Service of the French Embassy to Korea, Art Center Nabi, Arts Council Korea - ARKO.
- **Supported by:** the Franco-German Cultural Fund.

For more information regarding this event, please contact:

In English:

- Erwan Jambet, Cultural Projects Manager, Cultural Service of the Embassy of France in Korea  
P: 02 317 8544 – email: [erwan.jambet@kr.ambafrance-culture.org](mailto:erwan.jambet@kr.ambafrance-culture.org)
- Grégoire Vaquez, Communication Manager, Cultural Service of the Embassy of France in Korea  
P: 02 317 8540 – email: [gregoire.vaquez@kr.ambafrance-culture.org](mailto:gregoire.vaquez@kr.ambafrance-culture.org)

In Korean:

- Park Eun-kyul, Communication Manager, Goethe-Institut Korea  
P: 02 2021 2487 – email: [EunKyul.Park@goethe.de](mailto:EunKyul.Park@goethe.de)
- Choi Woo-jung, Project Manager, Goethe-Institut Korea
- P: 02 2021 2016 – email: [Woojung.Choi@goethe.de](mailto:Woojung.Choi@goethe.de)