

GIST Korea Culture Technology Institute signed a business agreement with G.MAP, Gwangju Media Art Platform

**- Mutual exchange for 'creating a creative city of media art' where
art and technology converge**



▲ (From left) GIST researcher Anna Kim and Korea Culture Technology Institute Director Moongu Jeon, Gwangju Media Art Platform Director Jong-young Lim and Team Manager Chang-yeop Koo

GIST (Gwangju Institute of Science and Technology, President Kiseon Kim) Korea Culture Technology Institute (Director Moongu Jeon) signed a business agreement to create a 'Gwangju Media Art Creative City' with G.MAP (Gwangju Media Art Platform) at the Gwangju Museum of Art.

The signing ceremony was held on June 23rd (Thursday) in the networking room of Gwangju Media Art Platform in the presence of officials such as GIST Culture Technology Institute Director Moongu Jeon, researcher Kim Anna, Gwangju Media Art Platform Center Director Jong-young Lim and Team Manager Chang-yeop Koo

On the occasion of the agreement, the two organizations decided to cooperate with each other based on trust for the exchange of media art that connects creative cities around the world with media art, which combines art and technology. Specifically, it plans to train professional workers and operate education

programs for citizens to create a media art creative city and expand the base of media art.

G.MAP, the Gwangju media art platform, started with 'Digital Resonance,' an exhibition commemorating the opening on March 30 and has been offering experimental exhibitions introducing various genres of art, as well as allowing the general public to comfortably enjoy media art works by holding events that lower the threshold of media art.

In the last opening commemorative exhibition, researcher Anna Kim of the Korea Culture Technology Institute presented the environmental pollution that humanity is facing through the 'Ocean Machine,' an invention that removes marine plastics that was made by the collaboration of artists and artificial intelligence. While pointing out global issues such as the climate crisis, it was intended to provide an urgent warning signal for the future ecosystem.

Korea Culture Technology Institute Director Moongu Jeon said, "We hope that this agreement will serve as an opportunity for not only Gwangju citizens but also people around the world to enjoy GIST's cultural technology by using the latest facilities and spaces of G.MAP. I hope that it will serve as a good foundation for the development of cultural technology including media art in Korea."

Gwangju Media Art Platform Director Jong-young Lim said, "With the business agreement with GIST Korea Culture Technology Institute, we are able to focus on media art convergence research based on technical engineering know-how. We will continue to work harder as the control tower of Gwangju, the city of creative media art."

GIST Korea Culture Technology Research Institute was established in April 2013 to develop cultural industry convergence technology based on exchanges and convergence between various academic fields such as science, technology, culture, art, and humanities.

GIST was designated as a cultural technology research organization by the Ministry of Culture, Sports and Tourism, established the Korea Culture Technology Research Center, and developed cutting-edge technologies such as artificial intelligence (AI), image recognition, and image processing to meet the demands of the cultural arts and cultural industries. In the field of cultural technology, domestic and foreign industry, academia, and research joint research and technology alliances, cultural technology research and technology development and dissemination, and government entrusted projects are being carried out.