

# World Cities Attractiveness Index Development Project

SFAC is currently conducting a study on the development of a <World Cities Attractiveness Index>, in connection with the upcoming Seoul International Forum on Arts & Culture (scheduled for November 3-4, 2025)



*What defines "Seoul-ness"?*

*What makes Seoul uniquely attractive as a global city?*

*As city Competitiveness gives way to the emerging concept of Urban Attractiveness,*

*what are its key components?*

*How do arts and culture contribute to enhancing a city's Attractiveness?*

SFAC warmly invites global partners to share their insights and case studies through the Joint research and speaking at the International Forum.

# 1. Project Overview

## ☐ **Project Title : Development of a <World Cities Attractiveness Index>**

- In connection with the Seoul International Forum on Arts & Culture

## ☐ **Tasks Outline**

- **Define the concept and key components of “Attractiveness” as a rising alternative to urban competitiveness, through discourse with global city partners and policy researchers**
- **Develop a new urban policy index from a Culture & Attractiveness perspective**
  - Incorporate potential for Digital transformation(DX) of cultural policy
  - Utilize cultural Big data for the restructuring of cultural statistical systems
- **Conduct joint research with global members**
  - Focus on discovering, managing, and spreading each city's unique charm as a new factor of competitiveness
  - Collaborate through case exchanges and joint field workshops
- **Invite international research partners to the Seoul International Forum on Arts & Culture (November 2025)**
  - Share relevant policy cases from partner cities
  - Gather international perspectives on “Seoul-ness as a World City”

## 2. Research Tasks and Methodology

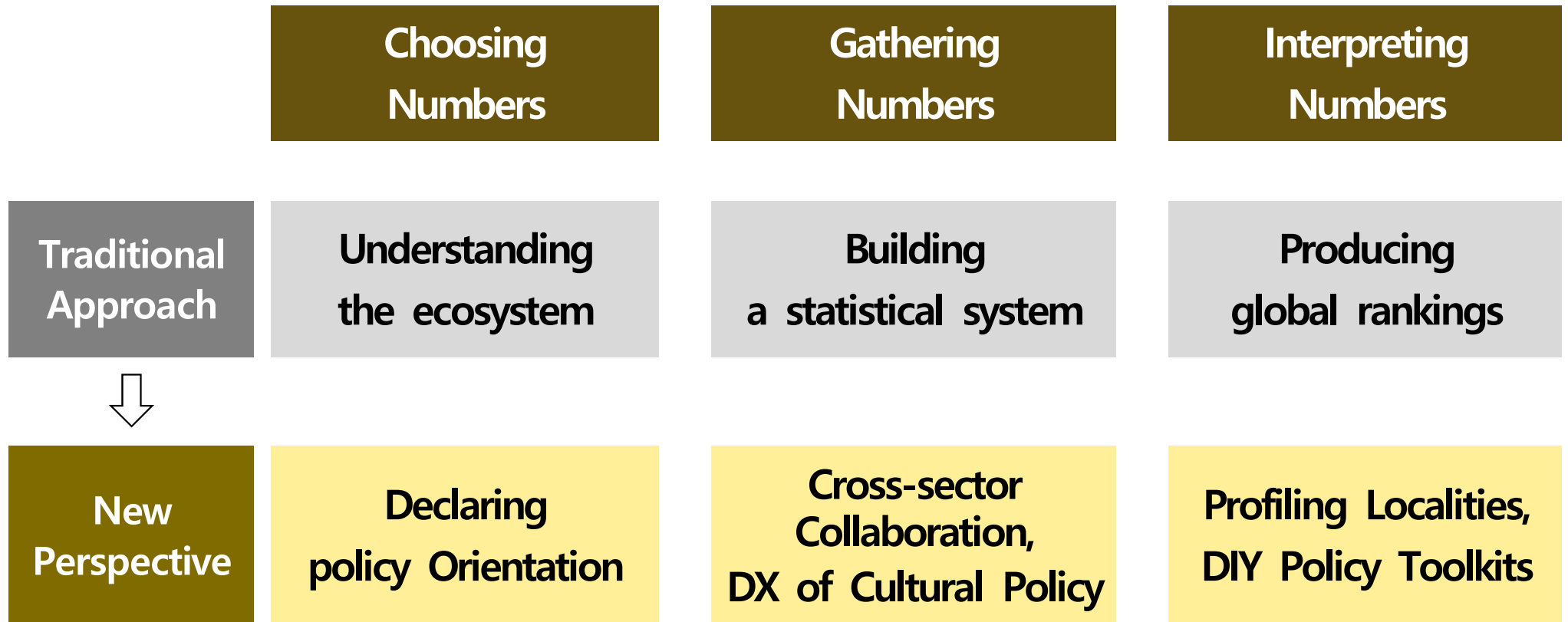
- **Two Main Tasks = Development of a World Cities Attractiveness Index System**  
**+ International Exchange and Discourse Formation in Cultural Policy**

Sub-Tasks		Task Overview and Schedule
Development of a new Index system	① Development of a World Cities Attractiveness Index	<ul style="list-style-type: none"> <li>- Research to develop an urban policy index system focused on cultural attractiveness to identify and manage the charm of "Seoul-ness" as a world city.</li> <li>- Until December 2025 (Data collection will be included in the revised Seoul Cultural Index and piloted in 2026)</li> </ul>
	② Establishment of an ongoing Data collaboration and management system	<ul style="list-style-type: none"> <li>- To establish a collaboration network producing and managing big and statistical data included in the new index system through an online platform for cultural, tourism, and digital policy stakeholders in Seoul.</li> <li>- Until December 2026 (Establishing collaboration among relevant institutions is the focus of 2025. The online system will be developed in 2026)</li> </ul>
Facilitation of exchanges among world cities	③ International Exchange and Discourse Formation	<ul style="list-style-type: none"> <li>- In connection with the development of the World Cities Attractiveness Index system, SFAC will invite WCCF member cities and global partners to share policy examples of urban indices, digital transformation of cultural policies, and foreign perspectives on "Seoul-ness".</li> <li>- Until December 2026</li> </ul>
	④ Seoul International Forum on Culture and Arts	<ul style="list-style-type: none"> <li>- To invite foreign research partners to the Seoul International Forum on Culture and Arts as panelists.</li> <li>- November 3-4, 2025</li> </ul>

## □ Research Questions and Approach (Combined with International Collaboration)

Research Questions	What constitutes the unique charm and attraction of a city, and how can world cities recognize, manage, and service these charm elements as new resources for city's competitiveness? What defines "Seoul-ness"? and What makes Seoul uniquely attractive as a global city?	
	Detailed Research Questions	Research Methodology & Exchange Activities
1) City's Unique Charm	What constitutes the unique "Seoul-ness" that is attractive to people?	FGI's on "How do foreigners perceive the uniqueness and attraction of Seoul?"
2) Attractiveness Index	What factors should be considered in reconfiguring existing city competitiveness indices and cultural indicators in light of the emerging trend of global competitiveness centered on local attractiveness?	Review of similar index systems like the OECD Regional Attractiveness Index, Korea Culture and Tourism Institute's National Culture Index, and Asian perspectives of local charm
3) Index as a Policy Toolkit	Can the global index system be utilized not just to spur competition among sub-local entities collecting statistics and cases, but also as a toolkit to aid in policy decisions?	Case studies on OECD Regional Attractiveness Index profiling, WCCR, BOP500, etc.
4) Shift in Cultural Policy	Which elements—such as playfulness and empathy—should be prioritized as key components of urban attractiveness? What strategies should be adopted to ensure their sustainability?	Case studies on Cultural policy shift of WCCF member cities
5) New Cultural Index	What Should a New Cultural Statistics Framework Look Like in the Era of Digital and AI-Driven Cultural Life and Artistic Creation?	Case Studies on The Revision of UNESCO's Framework for Cultural Statistics (FCS) and the Seoul Cultural Indicators
6) Big Data	How can big data, which captures the flow of city charm perceived by people, be incorporated into the cultural statistics system?	Case studies on Amsterdam's City Card, Korea Tourism Organization's Big Data Tourism Consulting, etc.
7) DX of Cultural Policy	Can the cultural statistics system be used as a foundational platform for cultural information services for citizens?	Case study on London's Cultural DX including the Cultural Map, etc.

# Beyond Metrics: A New Cultural Policy Perspective on Numbers



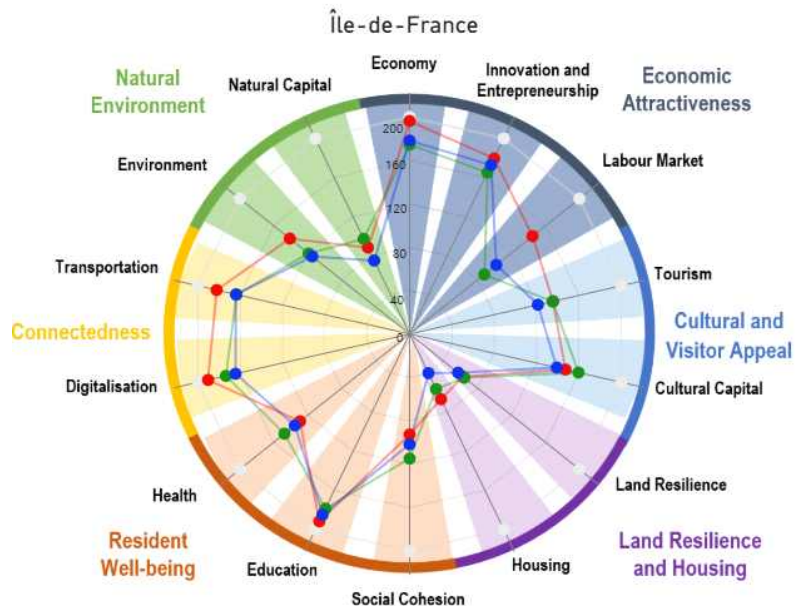
### 3. Research Rationale and Background

#### □ Shift from Global Competitiveness to Local Attractiveness

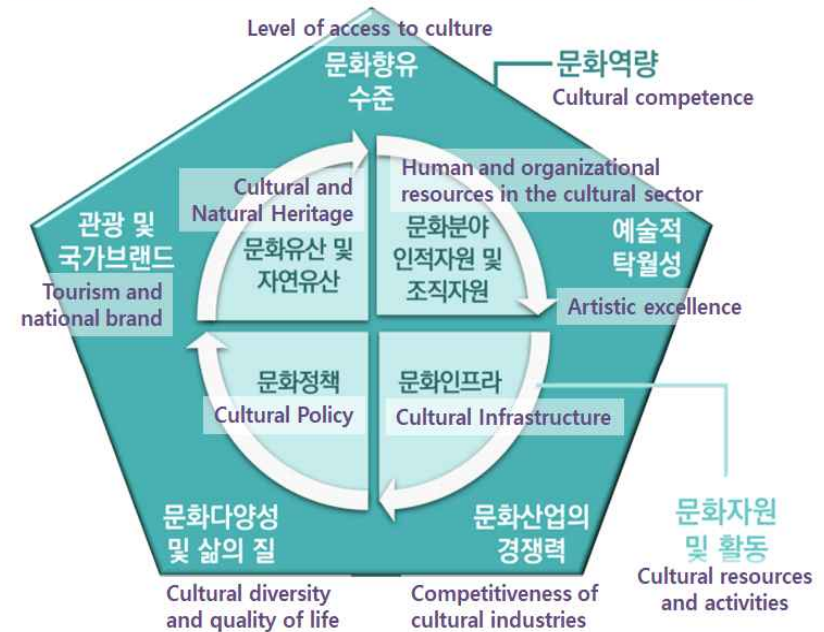
- Locality is gaining attention as a resource for urban attractiveness, replacing global competitiveness
- Research examples include the OECD's 『Measuring the Attractiveness of Regions』(2022) and 『Research on Strategies to Enhance Regional Attraction and Vitality through Locality & Culture』 (Presidential Committee for Decentralization and Balanced Development, Korea, 2024)

#### Attractiveness of Regions

(source : [Measuring the attractiveness of regions](#) (OECD, 2022))



#### Framework for the Global Culture Index system Toward a Sustainable Cultural Attractiveness



(source : Research on the Development of Global Culture Index for Sustainable Cultural Attractiveness(Hye-won Yang, et al., KCTI, 2023))

Cultural Values			Value Elements Offered by Arts and Culture and Their Changing Importance Over Time	
			Previously prioritized elements (Tangible)	Newly emphasized elements (Intangible)
Social Value	Intrinsic Value		Image	Story
	Economic Value	Industrial Value	Cash	Credit
		Instrumental Value	Competitiveness	Attractiveness



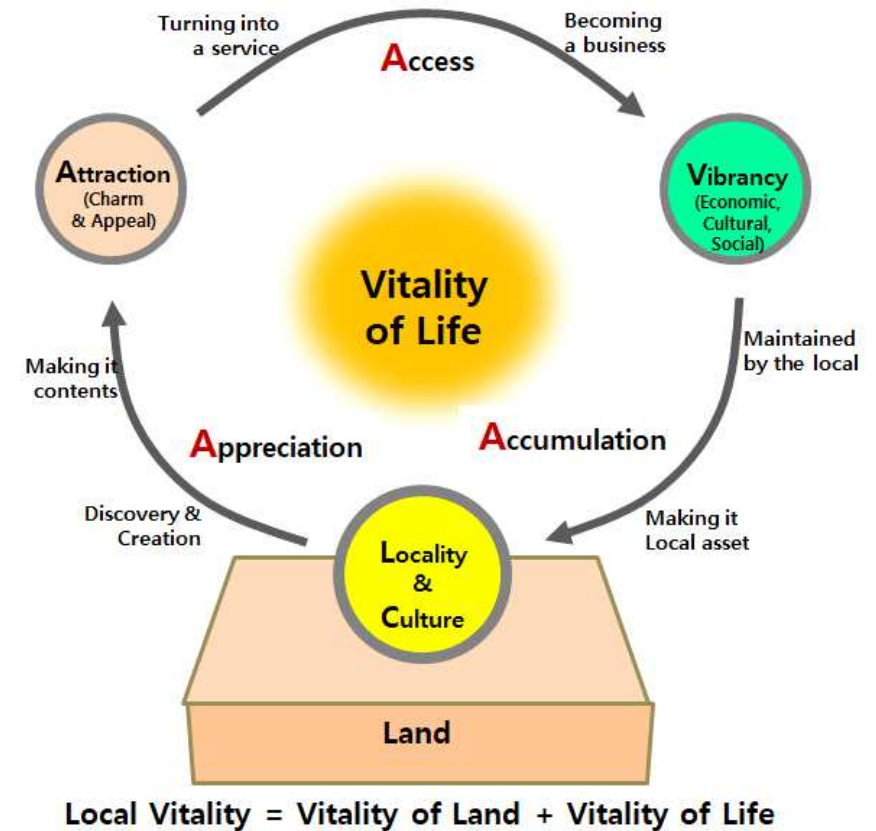
## Urban Space Attractiveness

(SMG, 2024)



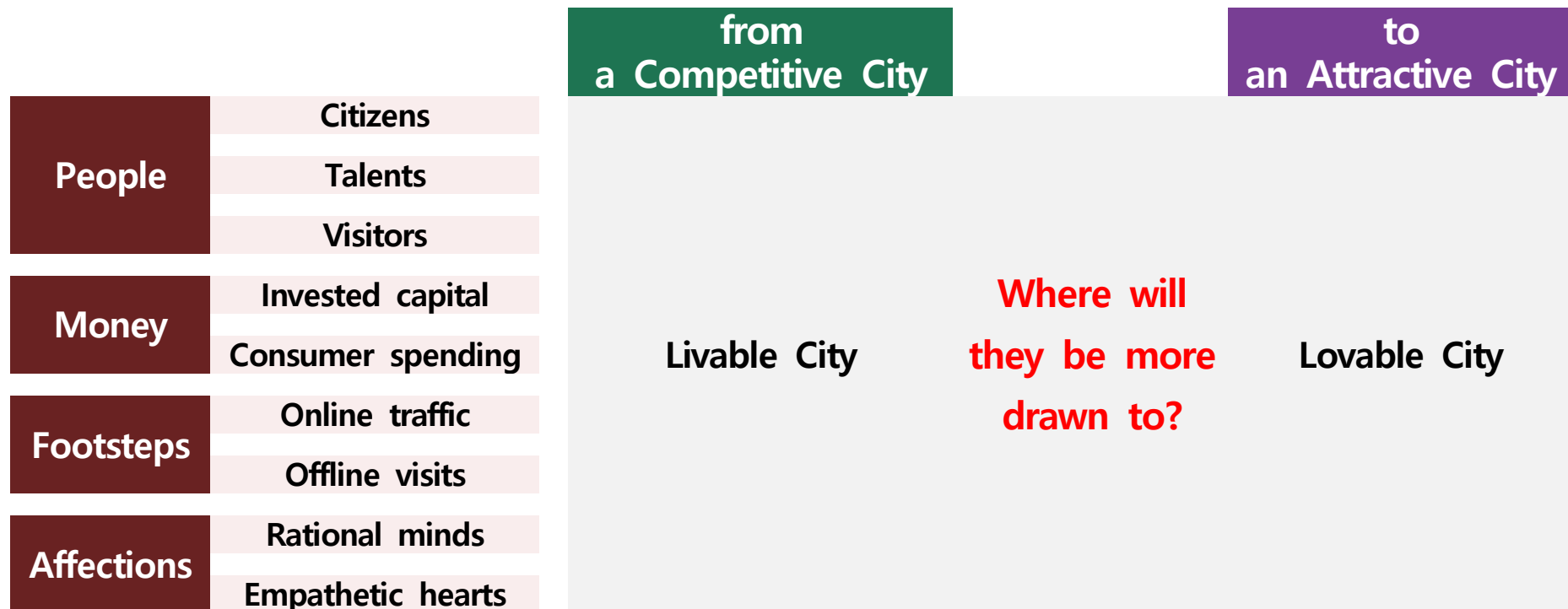
## Cycle of Locality-Culture-Attraction-Vitality

(source : Research on Strategies to Enhance Regional Attraction and Vitality through Locality & Culture(Hae-Bo KIM et al., Presidential Committee for Decentralization and Balanced Development, Korea, 2024)





- In an Affective Economy where emotional resonance becomes monetized, what matters most is the <Power to Enchant> and the <Power to Draw footsteps> - in other words, the power of attraction.



- The <Power to be loved ~ Attraction> now outweighs the <Power to win ~ Competitiveness>
    - People exhausted by competition seek the <Power of Non-harmfulness : 無害力>
    - The <Attraction of Lovable Cities> is more compelling than the <Competitiveness of Livable Cities>
    - Culture is the most vital resource in cultivating urban attractiveness
- "I want our country to become the most beautiful nation in the world... The only thing I endlessly desire is the power of high culture."* - Kim Gu, President of the Korean Provisional Government, from "My Wish"

○ **Yet, Attraction(魅力) is difficult to define or grasp through reason**

- Attractiveness(魅力)= The power to attract Investors, Visitors, Relationship-based populations, Creative talents, and Residents
  - = Inner charm (inherent value) + Outer appeal (magnetic force)
  - = Living conditions + Unique locality + Playfulness + Empathy
  - = Tangible assets + Intangible resources
- Rather than focusing solely on strict conceptual definitions, it is more important to:
  - . Form and share a global discourse on attractiveness
  - . Identify and prioritize key elements of attractiveness for strategic policy design

Components of Urban Attraction (to be consulted)			Target Groups to Attract				
			Investors	Visitors	Relationship-Based Populations	Creative Talents	Residents
Attraction	= Charm + Appeal	Living Conditions	<b>Economic Prosperity</b> (GRDP growth rate, Startup ecosystem index, etc)				
			<b>Housing Stability</b> (Housing cost burden, Housing supply rate, etc)				
			<b>Jobs and Opportunities</b> (Youth employment rate, Number of creative industry firms, Cultural industry export volume, etc)				
			<b>Social Environment &amp; Quality of Life</b> (Participation rate in higher education, Quality of healthcare and welfare services, Urban green coverage ratio, etc)				
		Unique Locality	<b>Distinct and Authentic Local Assets</b> (UNESCO heritage sites, Hip commercial alleys, Cultural heritage resources, etc)				
			<b>Cultural and Artistic Resources</b> (Density of cultural infrastructure, Vibrancy of the arts ecosystem, etc)				
			<b>Diversity of People and Culture</b> (Proportion of foreign residents, Cultural diversity index, etc)				
			<b>Geographic Connectivity</b> (Accessibility, Transport infrastructure, Number of annual visitors, etc)				
		Playfulness	<b>Cultural Events and Artistic Projects</b> (Arts festivals, Public art initiatives, etc)				
			<b>Nightlife and Street Culture</b> (Outdoor cultural events, Nighttime cultural offerings, Public safety levels, etc)				
			<b>Tourism Resources and Infrastructure</b> (Number of international events hosted, Accommodation capacity, Average length of stay, etc)				
			<b>Civic Cultural Participation</b> (Levels of citizen engagement in cultural activities, Cultural consumption expenditure per capita, etc)				
		Empathy	<b>Expressed Attraction(Buzz)</b> (Volume and sentiment of Digital buzz on travel platforms, etc)				
			<b>Evaluated Attraction</b> (Recognition by major media outlets, Awards and honors received, etc)				
			<b>Visitor Satisfaction</b> (Tourist satisfaction ratings, Business engagement satisfaction, etc)				
			<b>Resident Satisfaction</b> (Quality of life ratings, Level of social trust, etc)				

## □ Limitations of Competitiveness Indexes and the Need for New Locality-Focused Indicators

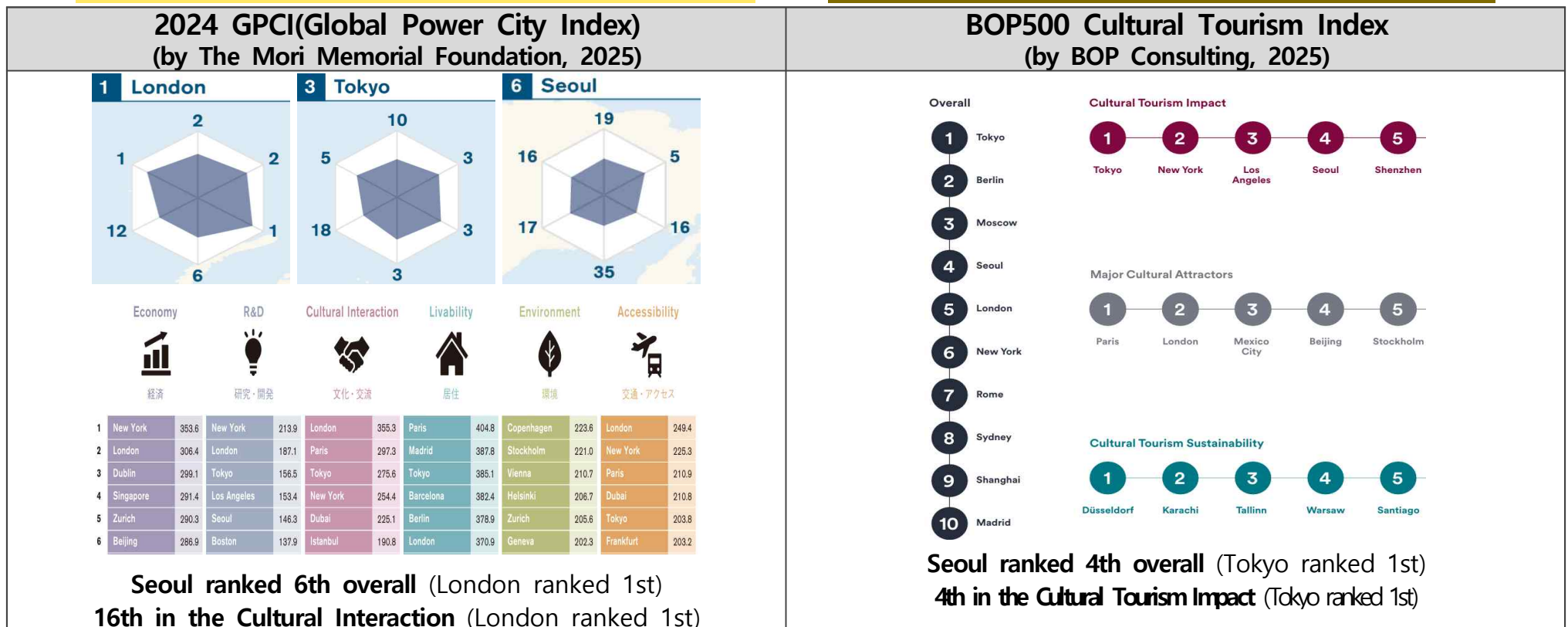
○ Urban Competitiveness Indexes—which often serve only to rank global cities—provide limited insight for developing effective cultural policies.

- Why should we allow ourselves to be swayed by rankings created by foreign consulting firms?
- Isn't it time to design an indicator framework that places greater emphasis on culture within urban policy?
- Can urban indicator systems evolve beyond composite scores to actually guide strategic policy direction?

### Single Global Standard of Competitiveness

vs.

### Diverse Local Attractions



## ○ Need for New City Index System as a toolkit for Cultural Policy Development

### Resistance to Ranking Announcement

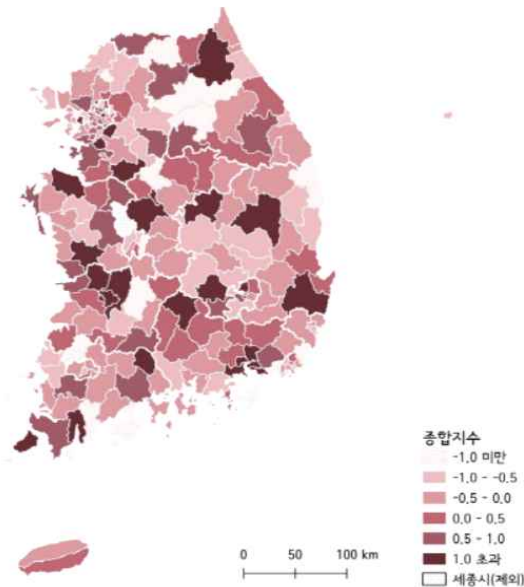
vs.

### Need for Indicators as a DIY Policy Development Toolkit

There have been cases of criticism and backlash from local stakeholders in response to the announcement of overall rankings.

대전일보 ≡ 뉴스 대전·세종 충남·충북 기획 오피니언

문체부·한문연, '2021 지역문화실태조사' 발표  
충청권은 대전·충남 부여만 10위권 內... "양적 요소만으로 지역문화 정의할 수 있나"



전국 245개 기초자치단체의 지역문화종합지수 결과표. 충청권 기초자치단체 중 종합지수 1.0 이상인 지역은 충남 부여군과 당진시, 충북 청주시와 증평군으로 나타났다. 사진=문화체육관광부 2020 지역문화실태조사 캡처

We need to provide a toolkit that profiles the attractiveness factors of localities to support cultural policy development by municipal governments.



### Overall Performance



### Case of Interactive Data and Economy Profiles of TTDI by WEP

## ○ Need to Integrate Theory to Understand Cultural Changes in the Local Scene

**Local Data tends to be erased  
in Global composite indexing**

vs.

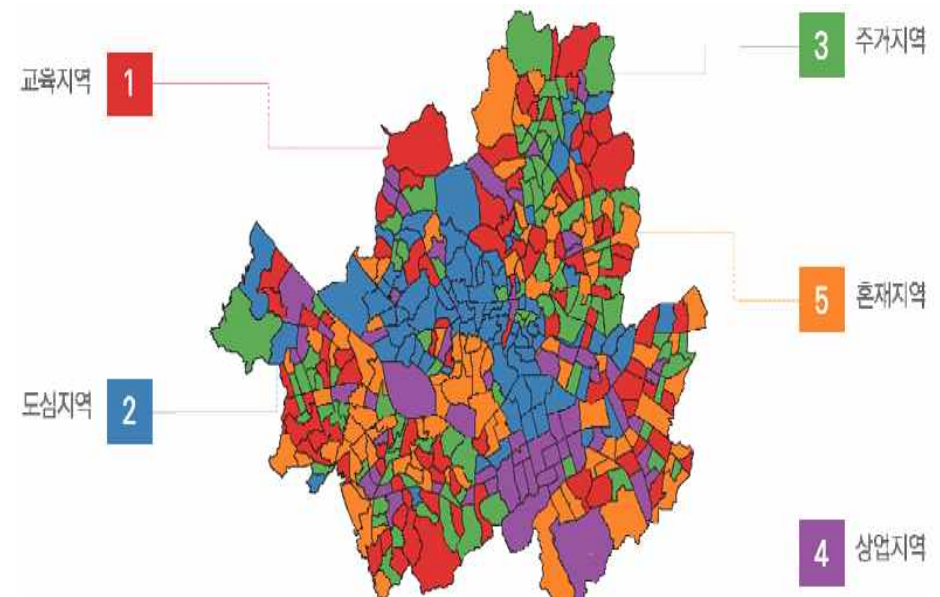
**Need for an Urban Theory & Locality-based  
approach that explains changes in the Local**

Global composite indices calculated using locally provided data often do nothing more than trigger ranking competitions, offering little value for actual policy improvement.



2024 GPCI by The Mori Memorial Foundation

What is needed is an indicator framework that is not just about numbers, but is theoretically grounded and capable of explaining cultural and economic changes in urban space.



"New Ways to Look at Seoul's Urban Spaces, How Can We Understand the Everyday Spaces of Seoul?" (Policy Report No. 408, Seoul Institute, 2024.10.14.)

## ❑ Necessity for a Comprehensive Overhaul of Cultural Indicators

- To reflect the changing landscape shaped by digital transformation, AI-driven creation, and emerging cultural dynamics.

### Infrastructure-Centered Administrative Statistics

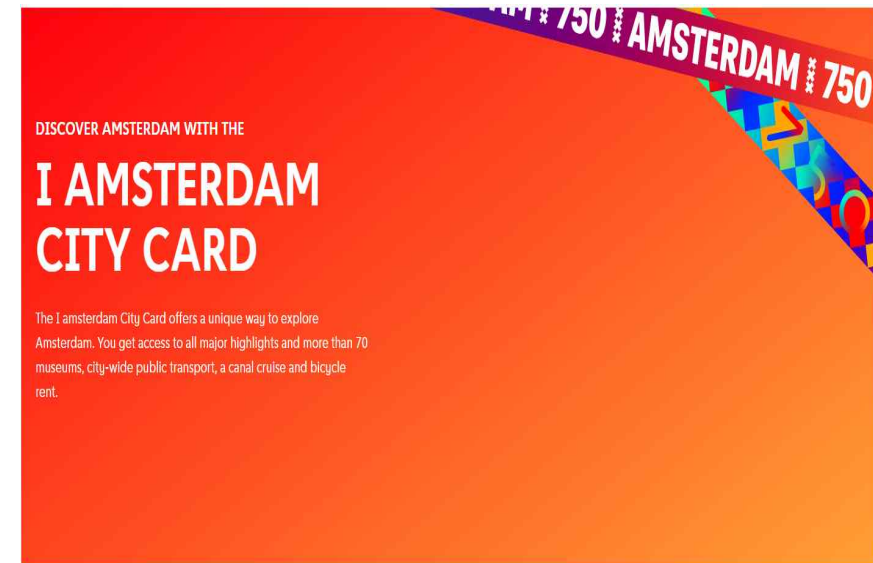
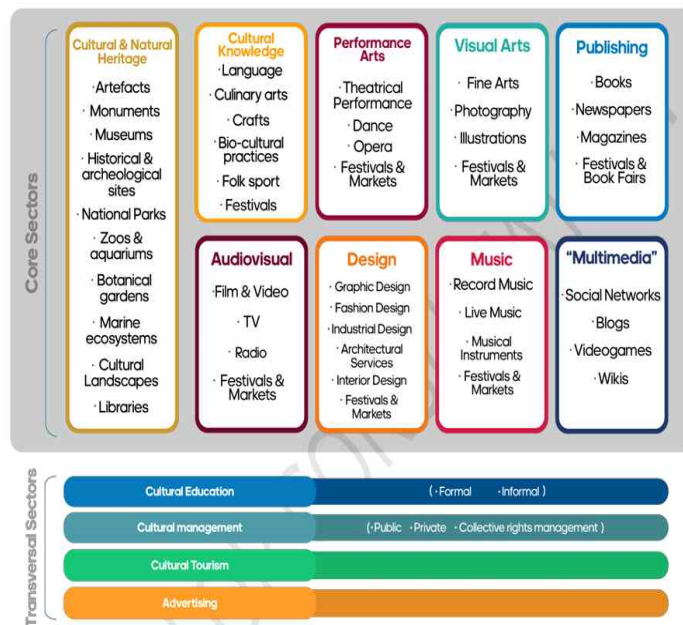
VS.

### Buzz and Big Data that Capture Cultural Attraction

Existing cultural statistics frameworks, now facing limitations in the era of digital transformation and AI-driven creation, are undergoing comprehensive reform.

What must now be substantiated through big data are: the realities of citizens' cultural lives, and the attractiveness perceived by tourists.

#### Cultural & Creative Ecosystem



Amsterdam uses City Card big data to track tourist movement and optimize urban cultural and tourism policies.

UNESCO Framework for Cultural Statistics, scheduled for revision in 2025



○ Two culture-related indices published by SFAC is to undergo comprehensive restructuring in 2026.

- **Seoul Cultural Index** ; to align with Seoul's statistical systems (e.g., Seoul Survey) and global frameworks (e.g., WCCR)
- **Seoul Citizens' Participation in Culture** ; to reflect changes in the cultural ecosystem and citizens' cultural lives by DX and AI





## ○ The Need to Leverage Big Data in Cultural Policy

- **Korea Tourism Organization (KTO):** Purchases big data from credit card and telecom companies to offer regional tourism consulting services.
- **Seoul Foundation for Arts and Culture(SFAC):** Has yet to utilize big data from approximately 460,000 cultural voucher card users.



19,000 young participants of  
Seoul Youth Culture Pass  
(Each receives KRW 200,000 in support)



450,000 general beneficiaries of  
"Culture Nuri Card(Cultural Voucher Scheme)"  
(Each receives KRW 140,000 in support)

# □ The Reform of Cultural Statistics should serve as a Pathway to Digital Transformation (DX) in Cultural Policy and Inter-agency Collaboration

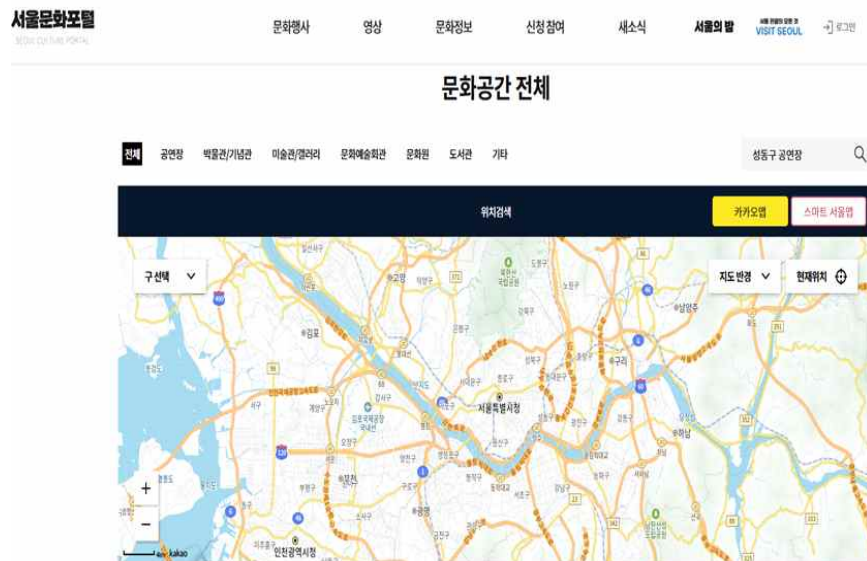
Collection of numbers  
for fragmented policies

VS.

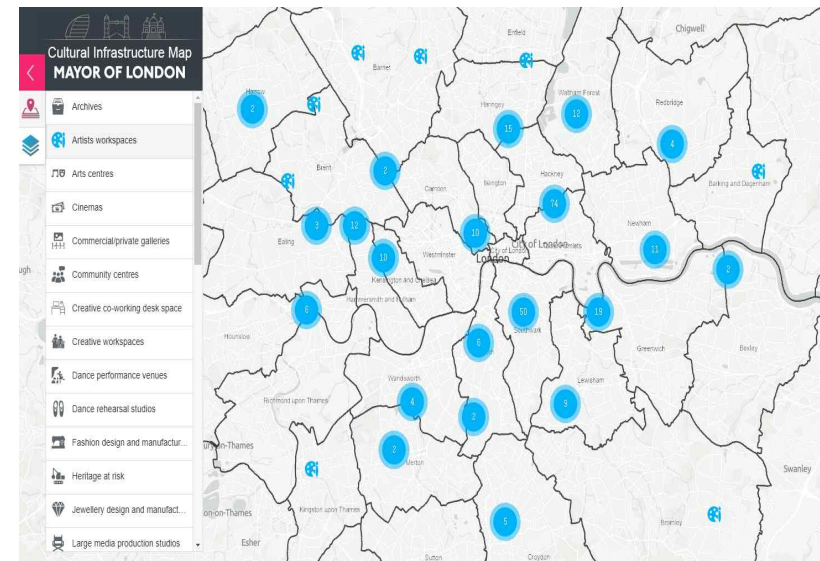
Pursuing DX toward  
cultural information services

Current urban data—such as the Seoul Cultural Indicators, Seoul Survey, and Big Data Campus—are produced separately by various policy institutions. These fragmented statistics, collected for reporting purposes within specific domains, often culminate only in the publication of statistical reports.

There is a pressing need to integrate existing frameworks -covering competitiveness, tourism, and culture-and to plan a shared data platform through cooperation among related stakeholders. Moving forward, statistical data should be collected and linked with cultural information platforms, enabling service-oriented use. This approach embodies the digital transformation (DX) that cultural policy must pursue.



The “Cultural Space Finder” page on the Seoul Culture Portal lacks useful information.



Cultural Infrastructure Map developed by the Greater London Authority (GLA)

## 4. Directions of the New Cultural Index System Development

Key Points		Current Perspectives	+	Added Perspectives
Shift in Perspective	New Criteria	Single global Economic competitiveness		Diverse locality of cultural attraction
	New Report	Global Ranking Comparison Chart		Local Entity's DIY Policy Development Toolkit
Data More Accurately Reflecting Reality	New Data	Stock of Static infrastructure data by Government		Flow of Dynamic activities in Big data from Ecosystem
	New Interpretation	Locality erased in the composite indexing		Local data addressing the localities
Joint planning considering Diverse Utilization of Numbers	New Process	Developing statistic systems by each institutional duties		Joint planning and data sharing platform development
	New Utility	Collection of numbers mainly for Policy making		Utilization of Numbers diversely for Exchange and Information Services

Directions of the New Indicator System Development		
Key Points	Existing Indicator Systems	New Indicator System
Shift in Perspective	<b>▽Single Global Standard</b> : Economic competitiveness	<b>▲Diverse Local Perspectives</b> : Emphasis on locality, cultural attraction
	<b>▽Global Ranking Comparison Chart</b> : Indexes for comparing superiority among cities globally	<b>▲Local Entity's DIY Policy Development Toolkit</b> : Diverse attractiveness profile to be support in setting metropolitan and municipal governments' policy agendas.
Data More Accurately Reflecting Reality	<b>▽Static infrastructure data</b> : Limited in the scope of government's data failing in capturing ecosystem changes	<b>▲Dynamic activity data</b> : Emphasis on citizens' cultural and leisure activities, tourist behaviors, online activities (Buzz).
	<b>▽Administrative statistics for policy performance assessment</b> : Loss of trust in public entities' performance reporting	<b>▲Big data to validate administrative statistics</b> : Utilization of big data and statistical analysis on ecosystem (including Cultural Voucher, Youth Culture Pass data)
	<b>▽Locality erased in the composite indexing</b> : Discontent and Disconnection with local data mobilized only for upper level's composite indexing	<b>▲Local data addressing the locality</b> : Local data acquisition through cooperation with municipal governments and entities from cultural/art scenes
Joint planning Considering Diverse Utilization of Numbers	<b>▽Developing statistic systems by each institutional duties</b> : Segmented data production & management by the silos of metropolitan government and its agencies	<b>▲Joint planning and data sharing platform development</b> : Collaboration among the authorities of city statistics, smart city, big data, cultural indicators to develop a new comprehensive data system managed on the shared platform
	<b>▽Collection of numbers mainly for Policy making</b> : Despite significant effort in building statistics, their actual use is low, primarily serving as reference for policy decisions.	<b>▲Utilization of Numbers diversely for Exchange and Information Services</b> : New indicator system can be developed through international and internal exchanges and cooperation activities. The outcome can enhance the policy exchanges by consulting the municipal governments.

## 5. Joint Research Team

### ○ Co-authors

- **Dr. Miree BYUN** as the representative of the joint research team, Honorary Research Fellow at Seoul Institute, former Director of Inclusive City Headquarters
- **Professor Wonho JANG**, Director of the Center for Global Culture and Social Empathy at the University of Seoul, an authority on Urban Scene Theory
- **Professor Jongryn MO**, an authority on locality-based urban attractiveness and economic impact from Yonsei University
- **Dr. Hae-Bo KIM** as the PM and Point of Contact for this project, Advising Director of Policy & Strategy Division at SFAC, former member of the WCCF Research Advisory Committee (sea@sfac.or.kr)

### ○ Research Support by Strategic Planning Team in SFAC (led by Ms. HWANG, HyunJung, Team Leader of the Strategic Planning Team)

### ○ Seoul Metropolitan Government & its Affiliated Organizations : Cultural Headquarters, Digital City Bureau, Seoul Institute, etc.

### ○ Foreign Partners

- . **WCCF Member Cities:** Officials (in cities such as London, Amsterdam, Tokyo, Chengdu, and Sydney) working on policies related to identifying the unique attractions of world cities, developing new cultural indicators, digital transformation of cultural policy, and utilizing big data in cultural policy (such as city card, cultural map, etc.)
- . **Experts in international institutes responsible for relevant index systems and cultural policy**

#### ※ Roles as joint research team

- . writing on international cases related with the research topic
- . paneling at the international forum
- . participating in the joint research workshops on-line (in June) and on-site (in November 2025)

#### ※ Support for their airfare and 3-4 days of stay in Seoul during the International Forum will be provided by SFAC.

#### ※ The scale and conditions of the invitation will vary depending on the selection for the WCCF Leadership Exchange Program.

## 6. Implementation Plan by Sub-Task

### Sub-Task ①

### Development of a World Cities Attractiveness Index

- Review of existing similar index systems and confirmation of new index development direction: by April 2025
- Discussion of trends and collaboration methods in developing world city-culture-attractiveness indices: by June 2025 (Online workshop)
- Approaches to understanding changes in citizen cultural life and the cultural ecosystem through big data: by July 2025
- Organizing theories to explain urban changes applicable to the new index system: by August 2025
- Proposing the necessity of a new index to manage "Seoul-ness" as an World Cities Competitiveness: by September 2025
- Suggestion for Building and utilizing cultural statistics using Seoul's big data platform: by October 2025
- Discussion on the concept of urban attractiveness and sharing of case studies during the on-site workshop with international research partners visiting Seoul: November 3 (Mon) – November 5 (Wed), 2025 (in conjunction with the Seoul International Forum on Arts & Culture)
- Presentation of the World Cities Attractiveness Index research findings and international city case studies during the Policy Session of the Seoul International Forum on Arts & Culture: November 4 (Tue), 2025, at DDP
- Presentation of the World Cities Attractiveness Index framework (draft): by January 2026
- Pilot data collection and inter-city comparison: by December 2026
  - . Reflecting research results in the revision of Seoul Cultural Index system: by March 2026.
  - . Collecting statistical data (included in the revised Seoul Cultural Index system): by August 2026.
  - . Pilot indexation results, comparing among cities: by October 2026.
  - . Presenting pilot research results at the WCCF Summit: by October 2026, etc.



## Sub-Task ③

### International Exchange and Discourse Formation

#### ※ Participation in WCCF Leadership Exchange Program

#### - Partner City Coordination & Application Submission: by April 2025

##### <Exchange outline - Tentative>

. **Theme:** “The Contribution of Arts and Culture to City Attractiveness – Concept Sharing & Case Studies”

※ Exchange Program will focus on defining the concept of city attractiveness and conducting on-site tour and workshops, separate from indicator development research.

. **Participating Cities:** Chengdu, Tokyo, Sydney, etc. (This year focuses on building a cultural policy network among Asia-Pacific cities.)

※ Other global experts interested in this research are welcome to join

##### . Key Focus Areas:

. Sharing concepts of urban attractiveness

. Site visits to various cultural attractions in Seoul, including Seoul Autumn Festa

. Establishing a foothold for policy exchange among Asian cities

#### - Proposal Submission (to Bloomberg Philanthropies): by May 2025

#### - Online Workshop with International Research Partners: by June 2025 (Research plan to be shared via virtual meeting)

#### - Pre-Workshop Survey for Discussion Materials: By October 2025 (about the concept of urban attractiveness, Seoul’s appeal, and the unique attractiveness of each participating city., Results will be used to prepare for the in-person workshop discussions)



- **On-Site Workshop in Seoul with Visiting International Partners from WCCF network<sup>1)</sup>**

. **Date** : November 2 (Sun) – November 5 (Wed), 2025

**※ The visit to Seoul is scheduled during the Seoul International Forum on Arts & Culture and Seoul Autumn Festa, to provide enriched local experience opportunities.**

. **Program components include:**

- **Four themed field tours exploring Seoul's Attraction:** History & Nature, Arts & Culture, Hip Authenticity, Resonant Diversity
- **City Attractiveness Workshop:** Exploring the concept of attractiveness, its policy implications, and sharing relevant case studies
- **Participation in the Seoul International Forum on Arts & Culture:** Presenting city cases and participating in floor discussions
- **WCCF Asia-Pacific Network Strategy Discussion:** Taking place during the Exchange Program wrap-up meeting; will include discussion of future cooperation tasks
- **Opportunities for Institutional Exchange in Korea:** Participation in the International Cultural Exchange Networking Workshop (in cooperation with KOFICE) and invitation to the Forum's official dinner event

- **Presentation of Leadership Exchange Program Outcomes: By February 2026 (Outcome report, newsletter, etc.)**

- **Final presentation at the WCCF Summit (if invited in October 2026)**

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**1) If not selected for the Leadership Exchange Program, a scaled-down joint workshop will be held with invited international panelists of the Forum and the World Cities Attractiveness Index research team**

## Draft Program Schedule (Nov. 2–5, 2025)

*In Connection with Seoul International Forum on Arts & Culture – WCCF Leadership Exchange – City Attractiveness Index Research*

Date	Program (Tentative)	Details	Participant Roles (T.B.C)		
			WCCF Exchange & Global Joint researchers	Forum Speakers	Co-authors
Day 0 Nov. 2 (Sun)	<b>Seoul Walk 0:</b> Connecting Past and Present	Themed walk from hotel to welcome reception venue (DDP → Changsin-dong → Naksan Park → Seoul Fortress Wall)			
	<b>Welcome Reception</b> with Program Briefing	Light welcome cocktail & orientation Introduction of participating cities	Introduction of participating cities		Moderated by Hae-Bo Kim
Day 1 Nov. 3 (Mon)	<b>Seoul Attraction Tour 1:</b> History & Nature	Visits to National Museum of Korea, Nodeul Island, Hangang River, Yongsan area	Attraction Sites Visit	Optional	
	<b>City Attractiveness Workshop</b> @Yongsan Arts Education Center	Joint Workshop with research co-authors Concept-sharing on urban attractiveness City cases in response	Free discussion among 3 cities	Background briefing to forum speakers	Moderated by Professor Wonho Jang
	<b>Seoul Attraction Tour 2:</b> Arts & Culture	Attendance at Seoul Autumn Festa performances and exhibitions	Attraction Sites Visit Networking with Forum speakers & Artists	Welcome dinner for Forum speakers	Optional
Day 2 Nov. 4 (Tue)	<b>Seoul International Forum on Arts &amp; Culture</b> (Tentative title) @DDP  with the draft theme: "The Future of Humanity, Arts, and the City"	<b>Keynote Session:</b> A keynote speech by a distinguished guest such as Nobel Prize laureate Han Kang (TBC), followed by a conversation with two chairs of the afternoon sessions.	Optional	The conversation with the keynote speaker	
		<b>Arts Session:</b> Global trends in arts & the future of Seoul's cultural ecosystem	Optional	Presentation & Discussion	Optional
		<b>Policy Session:</b> Attractiveness of Seoul-ness (Research findings & city case presentations)	Case presentation & discussion	Presentation & Discussion	Presentations by Prof. JongRyn Mo (attractiveness), Dr. MiRee Byun (policy)
	<b>Seoul Attraction Tour 3:</b> Hip Authenticity	Themed walk to dinner venue (Sewoon Plaza → Jongmyo Shrine → Ikseon-dong → Dinner)	Attraction Sites Visit	Optional	
	<b>Official Dinner</b>	Joint dinner for all participants	All participants invited	All speakers invited	All Co-authors invited
Day 3 Nov. 5 (Wed)	<b>Seoul Attraction Tour 4:</b> Resonant Diversity	Visit to Seongsu-dong and Seoul Forest	Attraction Sites Visit	Optional	Optional
	<b>Wrap-Up Meeting</b> @Daehakro Center	Summary of the Leadership Exchange Discussion on WCCF Asia-Pacific Network	Moderated by Hae-Bo	Optional Farewell lunch	Optional

## 7. Proposed Timeline

by	Sub-Task ①	Sub-Task ③	Sub-Task ④	Sub-Task ②
	Development of a provisional World Cities Attractiveness Index	Participation in WCCF Leadership Exchange Program	Seoul International Forum on Culture and Arts	Establishment of an ongoing Data collaboration and management system
March	Research planing is completed		Co-authors are invited	
April	Research Kick-Off (Review of existing similar index systems)	Inviting foreign research partners from WCCF member cities	Monthly meeting for the research and Forum planning	
May	Presentation at IFACCA Seoul Summit by Hae-Bo Kim	Submission of WCCF Leadership Exchange Program application (31th May)		
June		Online workshop for Kick-off		
July	Consultation on Big data & DX	Idea & information exchange through e-mail		Consultation on Big data & DX
August	Consultation on urban changes			
September	Proposing need for a new index to manage "Seoul-ness"			Consultation with relevant departments of Seoul City Hall
October	Consultation on data platform	Survey on Definition of Attractiveness (for Workshop Discussion Materials)		
November	Joint-Research Workshop & On-site visits by foreign research partners and co-authors		Presentation & Talk at the Forum	Consultation with Seoul's big data platform
December	Writing the reports			
Year of 2026	Presentation of the draft World Cities Attractiveness Index framework (by January)			
	Pilot survey and inter-city comparison	Presenting pilot survey results at the WCCF Summit and etc.		

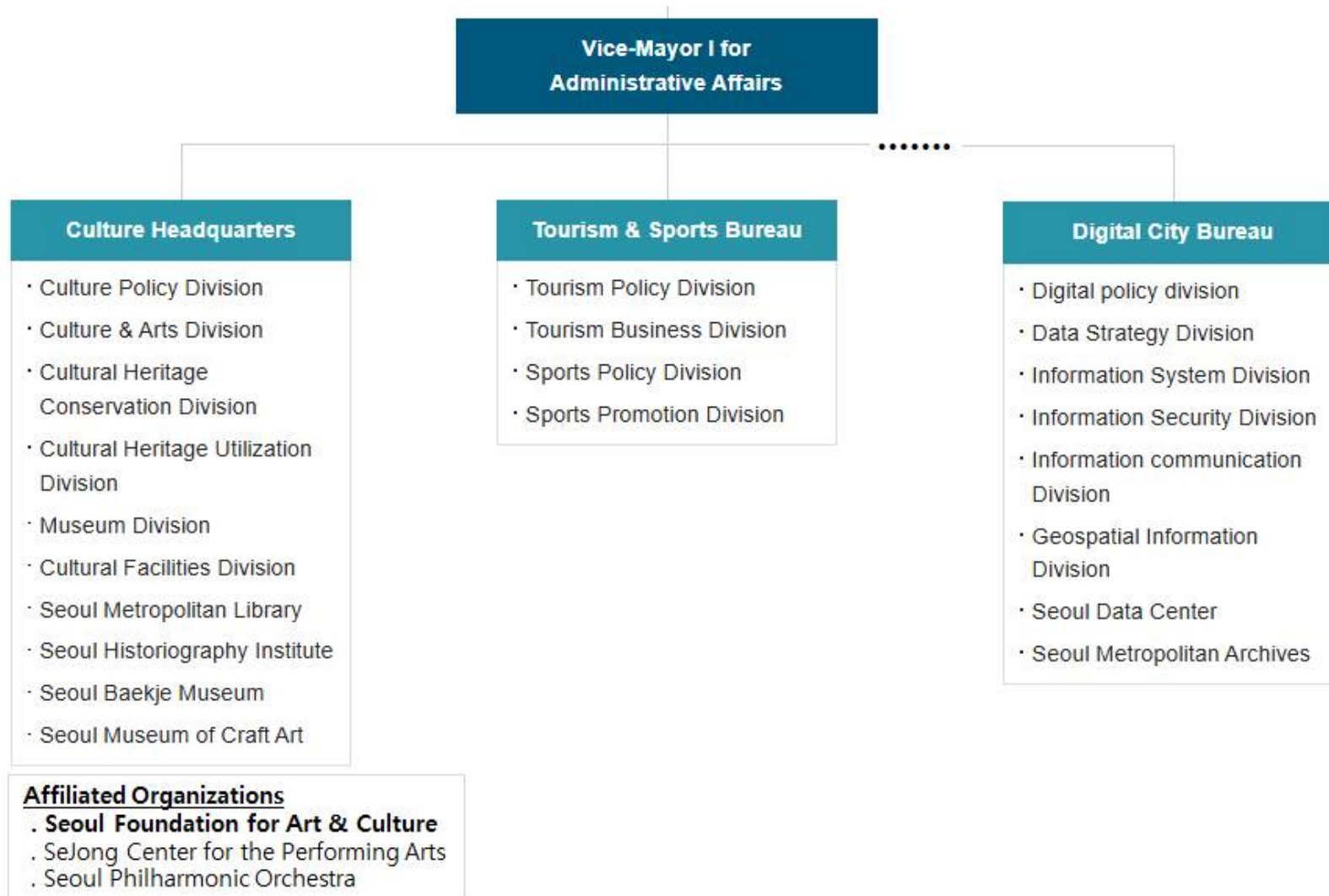
**This research plan is available for download:**



<https://brunch.co.kr/@seaokof/98>

- ✉ **Your comments about this plan, contributions to the survey on the urban attraction definition, and interest in joint research are most welcome.**
  
- ✉ **Please contact Hae-Bo Kim (Advising Director, Policy & Strategy Division, Seoul Foundation for Arts and Culture (SFAC) ✉ [sea@sfac.or.kr](mailto:sea@sfac.or.kr)**

□ Organizations related to this project in Seoul



□ **SMG's 2025 Priorities** (Excerpt from Mayor Oh Se-hoon's New Year's Address & Recent Press releases) (<https://english.seoul.go.kr/>)

- **Deregulation** : Cutting Red-Tapes
- **A Livable City** : Ensuring daily comfort and small joys in everyday life.
- **Global Top 5 City** : Investment in AI, biotechnology, robotics, and creative industries.

□ **Cultural Headquarters' 2025 Priorities** (Excerpt from Briefing Report of Year plan for Mayor) (<https://english.seoul.go.kr/policy/culture/>)

- **Vision Slogan** : Seoul Culture into the World, Joyful Culture into the Streets.
- **Focus 1: Elevating Seoul as a Global Cultural Hub**
  - . Development of cultural landmarks
  - . Global festivals for both locals and international visitors.
- **Focus 2: Enriching Daily Life Through Culture**
  - . City of Music - streets vibrant with music
  - . Sculpture City Seoul
  - . Literature across the city
- **Focus 3: Creating New and Exciting Cultural Experiences**
  - . Supporting citizens actively create and enjoy culture
  - . Expanding inclusive arts education
  - . Integrated support system for Seoul-based artists
  - . Expanding diversity through international cultural exchanges
- **Focus 4: Active Utilization of Cultural Heritage Beyond Conservation**

□ **Seoul Foundation for Arts & Culture (SFAC)** ([www.sfac.or.kr](http://www.sfac.or.kr))

- Established in 2004 by SMG
- total of 315 staff members, and annual budget of 149.3 billion KRW as of 2025
- operating 19 facilities for Arts creation and Cultural engagement



**#연극 #Theater**

- ① 서울연극센터 Seoul Theater Center
- ② 대학로극장 퀴드 SFAC theater QUAD
- ③ 서울연극창작센터 Seoul Theater Creation Center

**#무용 #Dance**

- ④ 서울무용센터 Seoul Dance Center

**#문학 #Literature**

- ⑤ 연희문학창작촌 Seoul Art Space Yeonhui

**#시각예술 #Visual Arts**

- ⑥ 금천예술공장 Seoul Art Space Geumcheon
- ⑦ 신당창작아케이드 Seoul Art Space Sindang

**#융합예술 #Technology-inspired art**

- ⑧ 문래예술공장 Seoul Art Space Mullae

**#거리예술/서커스 #Street Arts/Circus**

- ⑨ 서울거리예술창작센터 Seoul Street Arts Creation Center

**#복합문화공간 #Cultural Complex**

- ⑩ 노들섬 Nodeul Island

**#장애예술가 #Disabled Artists**

- ⑪ 서울장애예술창작센터 Seoul Disability Arts Center

**#청년 #Young Artists**

- ⑫ 청년예술청 Seoul Artists' Platform New&Young

**#예술가 #Artists**

- ⑬ 리스태이지 서울 Re:Stage Seoul
- ⑭ 서울예술인지원센터 Seoul Artists Support Center

**#예술교육 #Arts Education**

- ⑮ 서울문화예술교육센터 용산 Seoul Culture and Arts Education Center Yongsan
- ⑯ 서울문화예술교육센터 양천 Seoul Culture and Arts Education Center Yangcheon
- ⑰ 서울문화예술교육센터 강북 Seoul Culture and Arts Education Center Gangbuk
- ⑱ 서울문화예술교육센터 은평 Seoul Culture and Arts Education Center Eunpyeong
- ⑲ 서울문화예술교육센터 서초 Seoul Culture and Arts Education Center Seocho



## □ SFAC' 2025 Priorities

(\*Excerpt from the Strategic Vision of the 9th Executive Term, announced in commemoration of President SONG's 100th day in office)

### **[Strategy 1] Building an "Artist-Friendly City" through a Arts-Support System aiming to the Growth of Eco-system**

- ① Rebuild the 2026 Seoul Arts Support System tailored to the field
- ② Create a performing arts cluster with hubs like SFAC-Daehakro Center
- ③ Go beyond funding connecting artists and audiences through more inclusive support programs embracing young and senior artists.
- ④ Developing an integrated online hub for arts creation, promotion, distribution, public engagement, and international expansion.

### **[Strategy 2] Shaping Global-City Seoul's Appeal through the Power of Art**

- ⑤ Launch "Seoul Autumn Arts Festa" to showcase K-classic performing arts
- ⑥ Establish the "Seoul International Forum on Arts & Culture" to lead future global agendas
- ⑦ Expand the global footprint of Seoul's top-tier artworks to fuel K-Art's growth

### **[Strategy 3] Making Culture a Vibrant Part of Everyday Life**

- ⑧ Evolve the "Seoul Community Arts Festival" into a year-round outdoor celebration more open to all
- ⑨ Develop "Seoul Stage" into a unique urban platform for cultural charm
- ⑩ Launch the Regional Arts Education System with 5 Arts Education Centers