



Music Cities Convention is the biggest global event exploring the use and importance of music in the development of cities all around the world.

Presented by Music Cities Events (part of Sound Diplomacy) and Seoul Metropolitan Government, Seoul Music Cities Convention was the 9th global, as well as 2nd Asian, edition of the event and provided a stage for introducing best practice and solutions to create better music cities.



THE 2ND ASIAN & 9TH GLOBAL MUSIC CITIES CONVENTION

On 11 and 12 November 2020, 30+ thought leaders from the fields of city planning, music, economic development, tourism and real estate met in Seoul and virtually to explore the role of music in cities in relation to Covid-19, economic development, tourism, sustainability, peace building and more.

Some of the topics we dealt with include:

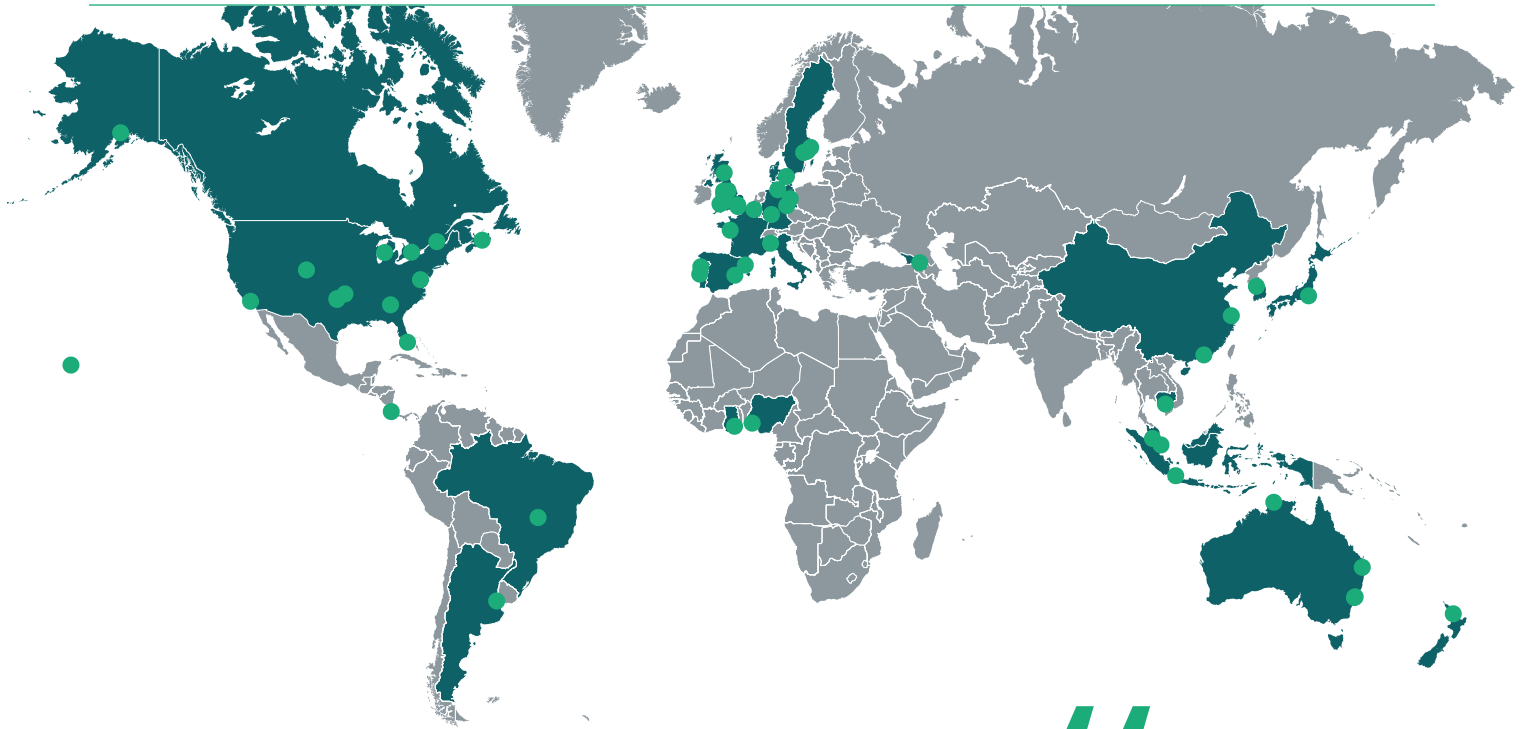
- K-Pop and its local and global impact
- Examples, role and impact of music policies in Asia.
- How globalisation and technology are changing music ecosystems and how cities can plan for it
- The correlation between music and sustainability, urban regeneration and peace
- Using music to accelerate cities' development
- Visions for better global music cities after Covid-19.



AT MUSIC CITIES CONVENTION SEOUL WE HAD:



CITIES AND COUNTRIES REPRESENTED



**MUSIC IS NATURE, NATURE AND
MUSIC ARE ONE AND THE SAME.**

**Ricky Kej, Grammy® Award Winning
Music Composer (India)**



**K-POP CAN BE AN ENTRY TO
K-DRAMA OR OTHER KOREAN
CONTENT, WHICH IS WHY IT
IS A VERY IMPORTANT WAY
TO INTRODUCE PEOPLE TO
THE SOCIAL AND CULTURAL
VALUES OF KOREA.**

Lee Gyu-tag, Professor of
Anthropology, George Mason
University-Korea (South Korea)

SPEAKERS

Abby Kurin, Executive Director, Tulsa Office of Film, Music, Arts & Culture, Vice President of Film, Music, Arts & Culture, Tulsa Regional Tourism (USA)

Amy Lamé, Night Czar, City of London (UK)

Andrea Khoo, Assistant Director – Sector Development (Music), National Arts Council (Singapore)

Andrew Mosker, President & CEO, National Music Centre (Canada)

Dr. Narong Prangcharoen, Dean, College of Music, Mahidol University (Thailand)

Florian Riem, CEO, Tongyeong International Music Foundation (South Korea)

Hwang You-gyong, CEO of Creation Research Institute '삶(Life)', Former Director in Planning and Management Division in Bupyeong-gu Cultural Foundation (South Korea)

Jeon Gyu-Chan, Professor of School of Film, TV & Multimedia, Korea National University of Arts (South Korea)

Jeon Sang-Kyu, Director, Do Dream Music Center (South Korea)

Jo Hyuunhee, Associate Professor of Culture Technology, Hanyang University (South Korea)

Kim Kook Hyun, Immersive Sound Engineer & Sound Director (South Korea)

Kim Hyungseok, Composer & K-Pop Expert (South Korea)

Kim Kyung-Tak, Director in Cultural Policy Division, Seoul Metropolitan Government (South Korea)

Kim-Marie Spence, Postdoc Researcher, Solent University (UK)

Kim Soo-ah, Associate Professor, Department of Media Information, Seoul National University (South Korea)

Lara Seaver, Director of Projects, REVERB (USA)

Lee Ji-Young, K-POP Specialist & Professor, Sejong University (South Korea)

Lee Jong-Im, Professor, Graduate School of Journalism & Communications, Kyunghee University (South Korea)

Lee Gyu-tag, Professor of Anthropology, George Mason University-Korea (South Korea)

Lena Ingwersen, Project Manager, Music Cities Network (Germany)

María Rut Reynisdóttir, Project Manager, Reykjavik Music City (Iceland)



**THE CURRENT DEVELOPMENTS
SHOW HOW MUCH OF A
CHALLENGE BUT ALSO A
CHANCE IT IS TO INCLUDE
TECHNOLOGY IN A POSITIVE WAY,
WITH A LONG TERM VISION.**

**Lena Ingwersen, Project Manager,
Music Cities Network (Germany)**

Maria Teresa Fernandez, Secretary of Heritage and Culture, City of Barranquilla (Colombia)

Michael Seman, Assistant Professor, Colorado State University LEAP Institute for the Arts (USA)

Mikael Pass, Music City Supervisor, Roskilde Municipality (Denmark)

Pam Ford, General Manager Economic Development, Auckland Tourism, Events & Economic Development (ATEED) (New Zealand)

Prof Dong-yeun Lee, Author, Professor at Korea National University of Arts, General Director of Platform Changdong61 by Seoul City Government, and Co-Organiser of DMZ Peace Train Music Festival (South Korea)

Reza Salleh, Sector Manager for Independent Music, CENDANA (Malaysia)

Ricky Kej, Grammy® Award Winning Music Composer (India)

Ruth Cayford, Creative Industries and Culture Manager, Cardiff Council (UK)

You Sa-won, Global Music City, Seoul Plan Promotion Committee Member (South Korea)

Shain Shapiro, Founder & Group CEO, Sound Diplomacy (UK)

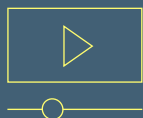
Shin HyunJoon, Music Critic (South Korea)

Stephanie Bakker, Journalist / Storyteller, Laika Productions (Netherlands)

MUSIC CITIES COMMUNITY

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Connect, share and learn from our other global members



Exclusive access to latest industry news

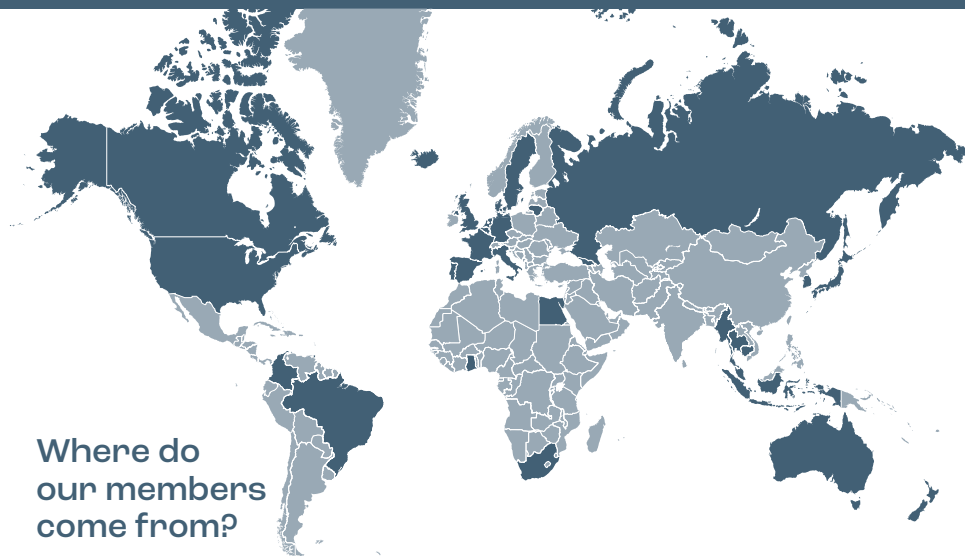


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Free or discounted access to our global events

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Which sector do our members come from?

22% Music Industry	12% Events & Tourism	7% Education & Academia
16% Government Organisations	10% Media & Communication	7% Music Venues
13% Non-Profit Initiatives & Associations	7% Music Offices	6% Real Estate

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MUSIC CITIES
EVENTS

UPCOMING EVENTS



OUR NEXT MUSIC CITIES CONVENTION ALBERTA, CANADA | AUTUMN 2021

More information at www.musiccitiasevents.com/alberta-mcc-2021

MUSIC CITIES
EVENTS

BY SOUND DIPLOMACY

BRINGING IDEAS TOGETHER TO
CREATE BETTER MUSIC CITIES

Interested in hosting one of
our Music Cities Events?

Get in touch with us at luke@sounddiplomacy.com