

Con il patrocinio di



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 Italy), Silvana Gargiulo (International Relations Manager of Sorrento), Sang-gyu Kim (Gyeonggi Research Institute), Paolo Pane (University of Naples Federico II)

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"



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Special event

Day 1 Friday March 15th
Tasso Theatre

17:30

Eun Hee Kim Special Event

20:15

**Road to Boston with Director
Jekyu Kang**

Special event

Day 2 Saturday March 16th
Tasso Theatre

10:00

Jungse Oh Special Event

12:00

Jiwon Ye Special Event
K-Food Event Powered by aT Korea-Agro-
Fisheries Trade Corp

15:00

Hyeeyun Kim Special Event

19:00

K-Drama Festa Awards

Special event

Day 3 Sunday March 17th
Tasso Theatre

10:00

Italian tv series meet K-Dramas.
From Mare fuori to Flex x Cop

Billy Acumen (BA Entertainment),
Maurizio Gemma (Director of Campania
Film Commission), Hwanjin Lee (SBS),
Francesco Pinto (Producer), Cristina
Priarone (President Italy Film Commission)

12:00

Jun Sang Yu Special Event

13:30

Closing Ceremony

