

CAMPUS Asia Social Design Initiative

Designing Beyond Language for K - Culture Content

Driven by the global rise of K-pop, webtoons, gaming, and blockbuster drama series, contemporary Korean culture has captured the world's imagination. While these streaming hits and digital media easily cross borders, storytelling-heavy live performances such as theater and traditional opera remain confined within the limits of textual translation.

This workshop challenges participants to dismantle these verbal barriers in live performance through a multi-disciplinary approach. How can the physical structures of space reconfigure the auditorium to bridge the linguistic gap? In what ways can interactive objects and devices amplify the audience's senses to convey emotion? How can visual signs and graphic communication intuitively guide international viewers through unfamiliar cultural contexts?

Moving beyond static subtitles, we invite you to design an interconnected ecosystem of experience where theatrical narratives are translated through the universal language of design.



Workshop Schedule

09 Aug. ~ 14 Aug. 2026

DATE	TIME	EVENT	LOCATION
August 9 Sunday	13:40 ~ 14:00	Registration	Location 1 - Seoul Painters Gwanghwamun Theater (Aug. 9th -Registration) Kyunghyang Art Hill, 22 Jeong-dong, Jung-gu, Seoul
	14:00 ~ 16:00	Performance Viewing	
	16:10 ~ 16:30	Move to HiKR Ground	Location 2 - Seoul Korea Tourism Organization Seoul Center & HiKR Ground
	16:30 ~ 17:30	Experiencing HiKR Ground	40, Cheonggyecheon-ro, Jung-gu, Seoul
August 10 Monday	09:30 ~ 10:00	Registration	
	10:00 ~ 11:30	Orientation	
	11:30 ~ 11: 40	Break Time	
	11:40 ~ 13:00	Lecture 1 (Mr. Yoo Jin-ho, Director General, Korea Tourism Organization) Lecture 2 (Mr. Yoon Min-Sik, Chairman of Korea Performance Tourism Association)	Location 2 - Seoul Korea Tourism Organization Seoul Center & HiKR Ground 40, Cheonggyecheon-ro, Jung-gu, Seoul
	13:00 ~ 16:30	Go to Mirae Campus	Location 3 - Wonju Yonsei Mirae Campus
	17:00 ~ 17:30	Lecture 3 (Prof. OH ByungKeun from Yonsei Univ)	
	17:30 ~ 18:00	Dormitory Registration	
August 11 Tuesday	9:30 ~ 12:00	Group Work	
	12:00 ~ 13:00	Lunch	Location 3 - Wonju Yonsei Mirae Campus
	13:00 ~ 17:00	Group Work	
August 12 Wednesday	9:30 ~ 12:00	Group Work	
	12:00 ~ 13:00	Lunch	
	13:00 ~ 15:00	Group Work	Location 3 - Wonju Yonsei Mirae Campus
	15:00 ~ 17:00	Mentoring Session (Korea Tourism Organization)	

DATE	TIME	EVENT	LOCATION
August 13 Thursday	9:30 ~ 12:00	Professor Review	Location 3 - Wonju Yonsei Mirae Campus
	12:00 ~ 13:00	Lunch	
	13:00 ~ 17:00	Group Work	
August 14 Friday	9:00 ~ 12:00	Group Work	Location 3 - Wonju Yonsei Mirae Campus
	12:00 ~ 13:00	Lunch	
	13:00 ~ 15:00	Go to Seoul	
	15:00 ~ 17:00	Final Presentation	Location 2 - Seoul Korea Tourism Organization Seoul Center & HiKR Ground
			40, Cheonggyecheon-ro, Jung-gu, Seoul

Visitor Info

PLACE		NAME	OPEN	WEEKEND
Yosei Plaza (Near Dormitory)	Cafe	Dictionary	08:00~18:00	Closed
	Cafe	Gee	10:30~18:00	Closed
	Bakery	Tous les Jours	08:00~18:00	Closed
	Toast	Hoya	08:30~17:00	Closed
	Laundry Room	Unilooks	09:00~17:00	10:00~15:00
	Stationery store	Nurisam	09:00~17:30	Closed
	Convenience store	GS 25	00:00~24:00	00:00~24:00
	Food court	Stella	11:30~15:00	Closed
Student Union (Near Convergence Hall)	Cafe	Gee	09:00~15:00	Closed
		Awake B		
	Food court	Cafeteria	10:30~14:00	Closed
	Convenience store	GS 25	00:00~24:00	00:00~24:00
Dormitory	Convenience store	GS 25	00:00~24:00	00:00~24:00