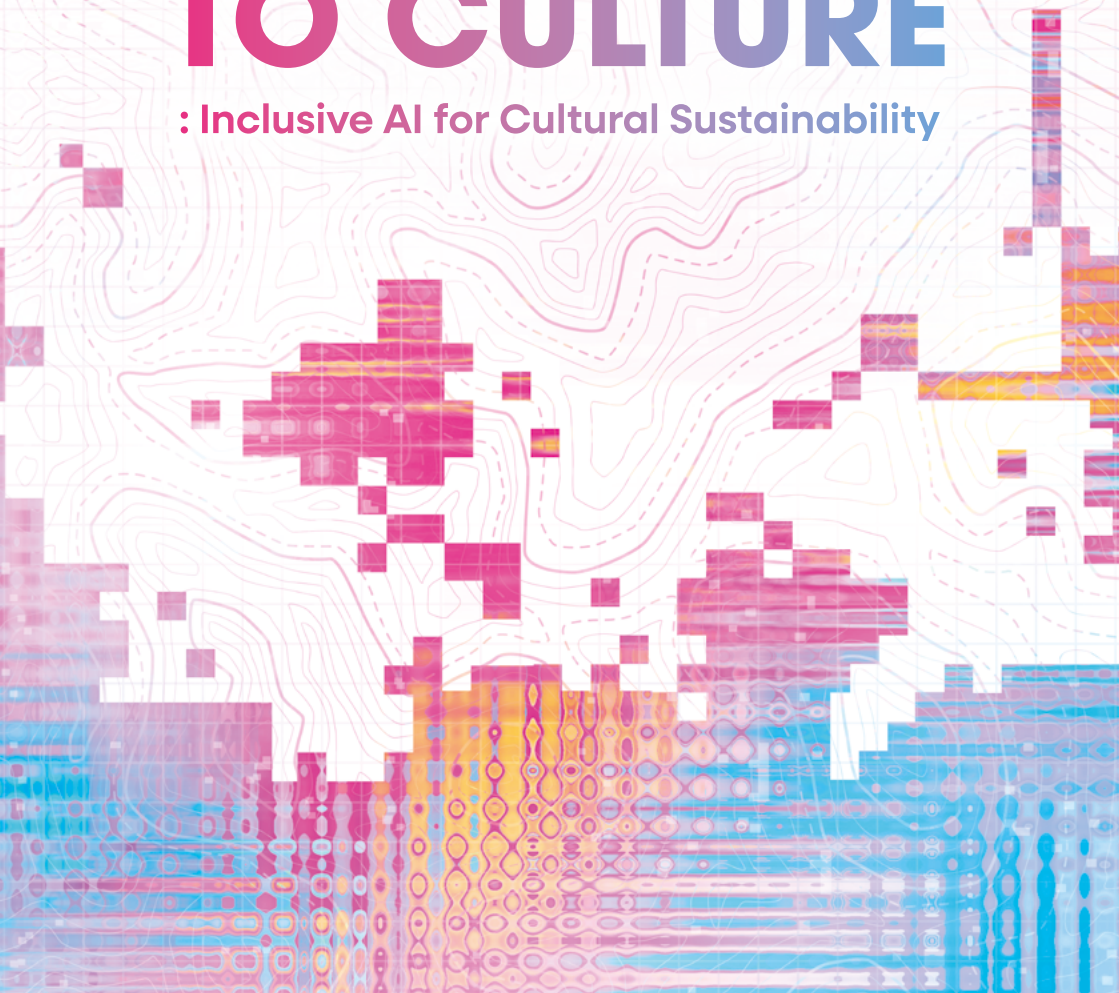
ASEAN-KOREA
Partnership Project for
Innovative Culture

asean

ASEAN-KOREA INNOVATIVE CULTURE FORUM 2025

FROM CODE TO CULTURE

: Inclusive AI for Cultural Sustainability



ASEAN-KOREA INNOVATIVE CULTURE FORUM 2025

From Code to Culture

: Inclusive AI for Cultural Sustainability

NOV 8, 2025
National Gallery of Singapore

Ministry of Culture, Sports and Tourism

KOFICE
Korean Foundation for International Cultural Exchange

ASEAN Foundation

HOSTED BY
Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea

ORGANISED BY
Korean Foundation for International Cultural Exchange (KOFICE)

IN COLLABORATION WITH
ASEAN Secretariat, ASEAN Foundation

PROJECT MANAGEMENT
Global Partnership Team, KOFICE

www.pic-hub.org
2025 ©ASEAN-KOREA Partnership Project for Innovative Culture (PIC)



2023 ASEAN–KOREA Innovative Culture Forum, Jakarta, Indonesia



2024 ASEAN-KOREA Innovative Culture Forum, Kuala Lumpur, Malaysia



2024 ASEAN-KOREA Creative Economy Workshop
ASEAN Secretariat, Jakarta, Indonesia

ABOUT

The Partnership Project for Innovative Culture (PIC) promotes cultural exchange and collaboration through arts and culture in ASEAN and Korea. It aims to build a sustainable and inclusive relationship with a long-term perspective.

The ASEAN-KOREA Innovative Culture Forum began in 2020 due to the need to create a platform to discuss ways in which to build sustainable relationships between Korea and ASEAN with a long-term perspective. This followed a discussion at the ASEAN Culture Ministers' Meeting held at the Asia Culture Centre, Gwangju to commemorate the 30th anniversary of Korea-ASEAN dialogue in 2019.*

The annual event strives to foster mutual understanding and cooperation in ASEAN-KOREA cultural and creative industries by utilizing creative approaches to enhance cultural exchange and shared growth. Each year, the meaning of 'innovation' is redefined based on the latest trends in the ASEAN-KOREA cultural and creative sectors. Through 'innovation', we aim to set a new direction for cultural exchange and mutual growth.

FOREWORD

2025 marks the first year following the commemoration of the 35th anniversary of ASEAN-Korea Dialogue Relations. Building upon the Comprehensive Strategic Partnership (CSP), the Korean Government has been deepening its ties with ASEAN. In particular, at the 58th ASEAN Foreign Ministers' Meeting held in Kuala Lumpur on 10 July 2025, the ASEAN-Korea Plan of Action (POA) 2026-2030 was officially adopted, establishing a concrete foundation for the implementation of the CSP.

Korea continues to view diversified partnerships and multilateral cooperation with ASEAN as strategic means for shared growth and prosperity, and is making sustained efforts to develop the relationship into a true 'Nexus of Cooperation'.

Over the last five years, KOFICE has strengthened the mutually beneficial cooperation with ASEAN by hosting regular forums, with the ASEAN-Korea Innovative Culture Partnership Project at the core of its agenda.

Amid the accelerating pace of technological innovation, the ASEAN-Korea Innovative Culture Forum has expanded discussions on artificial intelligence (AI) and creativity since 2023, while also broadening its expert networks. We look forward to seeing such innovative agendas continuously expanding at the 2025 ASEAN-Korea Cooperation Project Forum.

The fact that culture and the arts have historically contributed to social innovation remains as important as ever, and KOFICE is unwavering in its commitment to diversifying cultural and artistic cooperation. Notably, this year also marks the 50th anniversary of diplomatic relations between Korea and Singapore. To honour the occasion, various cultural and artistic exchange projects are in progress alongside the ASEAN-Korea Forum, which we are delighted to celebrate in Singapore.

We would like to express our sincere gratitude to the ASEAN Foundation and the ASEAN Secretariat for their invaluable support in organising this event.

Changsik Park
President, KOFICE

ASEAN-KOREA Innovative Culture Forum (2020-2025)
History & Overview

2020

2020 ASEAN-ROK Culture Innovation Summit

Date: 21-22 October 2020
Location: Online

About the Forum

The 2020 ASEAN-ROK Culture Innovation Summit was hosted virtually in Gwangju as an online forum. The summit explored how cultural collaboration between ASEAN and Korea can drive creative innovation and resilience. Keynote speeches and discussions featured film-makers, musicians, and artists from Cambodia, Vietnam and Korea, highlighting the role of cultural content in overcoming historical challenges and fostering cross-border cooperation. Presentations introduced the establishment of ASEAN-ROK cultural organisations and shared insights on cultural policies and initiatives across ASEAN countries.

2021

Prospering Together Through Culture and Technology

Date: 3 September 2021
Location: Online

About the Forum

Discover the stories of the ASEAN-ROK experts who are creating new opportunities and driving growth by fusing culture and technology. The forum highlights how these individuals and teams develop innovative cultural projects, bridge artistic and technological practices, and address social challenges through creative solutions. It showcases their approaches to collaboration, knowledge-sharing and network-building across ASEAN and Korea, emphasising the transformative potential of culture and technology in shaping resilient, inclusive and forward-looking creative ecosystems.

2022



Leap Forward with Cultural Resilience

Date: 26 October 2022
Location: Vientiane, Lao

About the Forum

The forum explores how individuals and communities build cultural networks for collaboration and inspiration. It emphasises 'ASEAN-KOREA: Leap Forward with Cultural Resilience', highlighting how creative minds navigate challenges, foster connections and contribute to a more resilient and collaborative cultural ecosystem.



2023

Perseverance: Creativity on the Border

Date: 15–16 November 2023
Location: Jakarta, Indonesia

About the Forum

Rapid global changes – including pandemics and emerging technologies, such as crypto and NFTs, and the growing application of AI – have created both opportunities and challenges for society, highlighting the need for creative resilience. In response, the ASEAN–Korea Innovative Culture Forum explores how individuals and communities can build new cultural networks and adapt creatively amid these disruptions. Discussions and workshops have engaged artists, designers and creative professionals from ASEAN countries to examine the intersections of art, technology and social issues. The forum's theme – Perseverance: Creativity on the Border – highlights how creative minds navigate obstacles, leverage AI, address environmental and social challenges, and collaboratively shape a better future while continuing to recognise individual creators.



2024

Creative AI for Inclusive Society

Date: 26–27 October 2024
Location: Kuala Lumpur, Malysia

About the Forum

AI drives innovation across industries and society while simultaneously generating unforeseen social challenges, making the establishment of social trust essential. In response, Korea's Ministry of Culture, Sports and Tourism published the 'Generative AI and Copyright Guide' to clarify legal ambiguities in using K-content for AI training and global fan-generated content, fostering a sustainable creative ecosystem. Prior to the fifth ASEAN–KOREA Innovative Culture Forum, a preparatory workshop brought together experts from ASEAN countries to discuss art, technology, economic networks and AI guidelines. The forum emphasises inclusivity, examining whether AI serves as a transformative societal force or merely as a tool, while promoting ongoing dialogue among ASEAN–KOREA cultural and creative stakeholders to guide the development of creative AI.

2025

: Inclusive AI for Cultural Sustainability

The 2025 Forum, **'Inclusive AI for cultural sustainability'** originated from the 2025 ASEAN slogan.

Within the regional context centred on ASEAN and Korea, the complex characteristics of multilingual and multicultural environments reveal both the limitations and the possibilities of adopting AI technology. They also give rise to new challenges, such as reflecting regional cultural codes, digitally preserving tangible and intangible cultural heritage, and protecting creators' rights.

We aim to move beyond viewing AI merely as a 'mechanical creator' and instead want to engage in an in-depth discussion on the diversification of creative agents, where humans and AI coexist and interact, as well as the wide-ranging socio-cultural phenomena that this interaction generates.

FROM CODE TO CULTURE

: Inclusive AI for Cultural Sustainability

INTRODUCTION

In contemporary society, the rapid advancement of digital technologies is reshaping the landscape of culture and the arts at an unprecedented pace. In particular, artificial intelligence (AI) has emerged not merely as a tool but as a central creative agent, offering new possibilities within cultural phenomena while simultaneously presenting a range of challenges. Generative AI goes beyond supporting human creativity, undertaking independent creative judgement and collaborative processes, and reconstituting the creative ecosystem in partnership with humans. Such transformations are fundamentally altering modes of creation, the rights of creators, social values and policy frameworks, thereby stimulating innovation not only in the cultural and artistic fields but across society as a whole.

Within the regional contexts of ASEAN and Korea, multilingual and multicultural characteristics simultaneously highlight both the opportunities and the constraints of AI adoption. The digital preservation of regional languages and tangible and intangible cultural heritage demonstrates the potential of AI to embody cultural diversity beyond mere automation. At the same time, linguistic diversity, cultural specificity and regional disparities embed the risk of bias in AI training and utilisation. Consequently, the evolution of an AI-driven creative ecosystem requires not only technological innovation but also strategic interventions and collaborative governance.

At the policy level, the transformation of the creative ecosystem in the AI era carries significant implications. In 2025, the Korean government announced Culture Korea 2035, positioning the Artificial Intelligence Transformation (AX) in the cultural sector as a central pillar. In the same year, ASEAN adopted the ASEAN Community Vision 2045, proclaiming a vision of a 'Resilient, Innovative, Dynamic and People-Centred ASEAN'. To achieve this vision, ASEAN is advancing multi-layered strategies through the ASEAN Connectivity Strategic Plan and the ASEAN Socio-Cultural Community Strategic Plan, focusing on expanding digital accessibility, strengthening ICT-based infrastructure and promoting digital innovation.

Against this backdrop, this Forum seeks to move beyond the perception of AI as simply a 'mechanical creator' and instead explore in detail the diversification of creative agency through human-AI interaction, as well as the broad socio-cultural phenomena arising from this transformation.

Programme

10:00 – 11:00	Opening	Opening Ceremony
	Keynote Speech	**Inclusive AI for Cultural Sustainability** Kyogu Lee (KOR)
11:00 – 12:10	Session 1 **Cultural Diversity**	**Session 1: Navigating Cultural Diversity in Inclusive AI** Exploring strategies to reflect ASEAN's unique cultural practices and perspectives in AI and new technologies
	Moderator: Sayumphu Ros (KHM)	**Speakers:** Aras Darmawan (IDN), Patrick Cabral (PHL), Ian Jeon (KOR)
12:10 – 13:30		**Lunch**
13:30 – 14:40	Session 2 **Shifts in the Creative Industry**	**Session 2: Creative Industry Shifts in the Age of AI** Examining AI-driven transformations in the creative industries and seeking sustainable directions for creative ecosystems through innovative case studies
	Moderator: Jonathan Gander (SGP)	**Speakers:** Antonia Kim (KOR), Ryan Ho (SGP), Trung Bảo Nguyễn (VNM)
14:40 – 15:50	Session 3 **The Future of Cultural Heritage**	**Session 3: The Future of Cultural Heritage** Sharing AI applications in heritage preservation and exploring cooperation opportunities between Korea and ASEAN nations
	Moderator: Jong Wook Lee (KOR)	**Speakers:** Mohammad Abdoh Damit (BRN), Wai Yar Aung (MMR), Tara Gujadhur (LAO)
15:50 – 17:15	Session 4 **AI Literacy**	**Session 4: AI Literacy for an Inclusive ASEAN Culture** Strengthening creators' capacity through AI literacy education and a discussion of inclusive approaches to culture
	Moderator: Kathleen Ditzig (SGP)	**Speakers:** Mr. Jonathan Tan Ghee Tiong (SGP), Hazremi Hamid (MYS), Dr. Piti Srisangnam (THA), Prof. Dr. Tan Awang Besar (MYS)
17:15 – 17:30	Closing	Closing Ceremony

Remarks



OPENING REMARKS

Changsik Park (KOR)

Changsik Park has served as the President of the Korean Foundation for International Cultural Exchange (KOFICE). He began his professional journey as a producer in the drama production department at MBC and subsequently became the CEO of Kim Jong-hak Production, where he has produced numerous acclaimed dramas that have come to symbolise South Korean entertainment.

His distinguished portfolio includes over 50 titles, such as Eyes of Dawn (1991), The Sandglass (1995) and Lee San, Wind of the Palace (2007) and more. Additionally, Mr Park held the position of President of the Korea Drama Production Association from 2011 to 2018, significantly contributing to the advancement of the drama industry.

As a member of the 19th National Assembly from 2012 to 2016, he played a pivotal role in the formulation of legislation and policies pertaining to cultural affairs.

Following this, he served as the President of Digital Seoul Culture & Arts University from 2016 to 2018, where he focused on the integration of education with the arts and culture sectors.



CONGRATULATORY REMARKS

H.E. Hong Jin Wook (KOR)

Ambassador **Hong Jin Wook** currently serves as the Ambassador of the Republic of Korea to the Republic of Singapore He joined the Ministry of Foreign Affairs in 1994 and has held key positions including Ambassador to Egypt, Director-General and Deputy Director-General for African and Middle Eastern Affairs, and Counsellor at the Korean Embassies in Italy, Belgium, Kenya, and New Zealand, as well as at the Office of the President.

Ambassador Hong was the founding Director of the Public Diplomacy Policy Division, where he played a leading role in establishing Korea's institutional framework for public diplomacy. He places strong emphasis on culture-based diplomacy, advocating for two-way cultural exchange that fosters empathy and cooperation beyond one-sided promotion.

With extensive experience across Africa, the Middle East, and Europe, Ambassador Hong continues to strengthen Korea-Singapore cooperation in the political, economic, and cultural fields, as well as in people-to-people exchanges, contributing to a sustainable and future-oriented strategic partnership between the two countries.



CONGRATULATORY REMARKS

Mr. Jonathan Tan Ghee Tiong (SGP)

Jonathan Tan is the Head of the Culture and Information Division under the Sustainable Development Directorate, ASEAN Socio-Cultural Community Department at the ASEAN Secretariat in Jakarta.

His portfolio supports regional cooperation in the arts and culture, as well as the information and media sectors. He has worked in the Government service of Singapore, including the Monetary Authority of Singapore, Ministry of Foreign Affairs and the Koerber Foundation in Berlin, Germany. He is a graduate of the School of Oriental and African Studies, University of London and the School of English & American Studies at the University of Sussex.



CLOSING REMARKS

Dr. Piti Srisangnam (THA)

Dr Piti Srisangnam holds a PhD. in Economics and Commerce from the University of Melbourne and an MA in International Economics and Finance from Chulalongkorn University.

He has taught International Economics and ASEAN Studies at Chulalongkorn University since 2002, serving as Deputy Director of the Centre for European Studies (2010-2012) and the ASEAN Studies Centre (2012) before becoming its Director in 2013.

He received the 2019 Rising Star Award from the Royal Thai Government Scholarships Association and the 2021 Dongfang Scholarship as a Visiting Scholar at Peking University. His work focuses on Southeast Asian economic development, ASEAN economic integration and SME development. He also hosts four radio programmes on ASEAN current affairs.

Keynote Speech

Inclusive AI for Cultural Sustainability

Beyond words: how voice AI is reshaping the future of content and communication



KEYNOTE SPEAKER

Kyogu Lee (KOR)

As generative AI continues to evolve, voice technology is emerging as one of its most transformative frontiers.

In this talk, we'll explore how Voice AI is moving beyond mere speech synthesis to become a powerful creative and communicative medium – enabling new forms of storytelling, personalisation and multilingual expression.

From virtual influencers and real-time voice conversion to scalable content localisation, Voice AI is fundamentally redefining how we produce and consume media.

Join us as we delve into the technological breakthroughs, ethical considerations and creative possibilities that lie ahead in the age of voice-driven experiences.

Kyogu Lee earned a BS in Electrical Engineering from Seoul National University (1996), an MM in Music Technology from New York University (2002) and an MS in Electrical Engineering (2007), as well as a PhD in Computer Music and Acoustics (2008) from Stanford University.

He began his career as a Senior Research Scientist at Gracenote's Media Technology Lab (2007-2009) before joining Seoul National University in 2009.

At SNU, he is a professor in the Department of Intelligence and Information and heads the X+AI Research Division at the SNU AI Institute. He leads the Music and Audio Research Group, conducting research on machine learning and audio-signal processing for speech and music.

In March 2020, he founded Supertone – an AI-powered audio solutions company for creators – of which he is CEO.

In 2024, he was the only Korean honoree on the TIME100 AI list.

SESSION 1

Navigating Cultural Diversity in AI

The art and technology ecosystem is evolving through collaborations that combine traditional art with AI and new media, creating a space where diverse cultural values intersect.

This session gathers innovators who integrate AI while also reflecting the rich cultures of Korea and ASEAN. Participants will share cases of AI-driven creative projects inspired by local cultural codes and discuss strategies for embedding cultural codes into technological applications to foster inclusive and diverse creative ecosystems.



MODERATOR

MODERATOR
Sayumphu Ros (KHM)

SPEAKERS
Aras Darmawan (IDN)
Patrick Cabral (PHL)
Ian Jeon (KOR)

Sayumphu Ros (KHM)

Sayumphu Ros is the Secretary General and Research Fellow of the AI Forum Cambodia, a platform dedicated to fostering interdisciplinary dialogue and collaboration on the development of responsible and human-centered artificial intelligence. At the AI Forum,he leads initiatives connecting government, academia, and industry to strengthen Cambodia's AI ecosystem, promote policy research, and support ethical innovation aligned with the country's Science, Technology, and Innovation (STI) Roadmap 2030.

A graduate of the University of Sussex (LL. M. in International Law) and the University of Leicester (M.A. in Security, Conflict, and Development), Sayumphu integrates global legal perspectives with emerging technological trends to advance national interests and innovation policy.

Through his work with the AI Forum and multiple research fellowships, Sayumphu contributes to shaping Cambodia's AI and digital transformation agenda while bridging cultural heritage, ethics, and technological progress.



SPEAKER

Aras Darmawan (IDN)

Frameworks for intelligence: the AI creative revolution

Aras Darmawan is the founder of Aras Design & Motion, an award winning creative director & designer in the field of motion graphics, animation, and visual effects with more than 15 years experience.

After spending years in Amsterdam & New York, He decided to start his own company in Indonesia called Aras Design & Motion, aims to produced extraordinary output in the field of CGI, advertising and entertainment.



SPEAKER

Patrick Cabral (PHL)

From AI to AWE: shifting from I to we

Patrick Cabral is developing tools that amplify Filipino culture through both tradition and technology. His work reinterprets patterns, architecture, and natural forms, weaving heritage into contemporary practice. Known for elevating paper cutting from craft to art, he now explores how AI can serve as a medium for cultural expression. By bridging the past and the future, his practice seeks to honor heritage while expanding the possibilities of digital artistry.



SPEAKER

Ian Jeon (KOR)

Cultural diversity and generative AI: case study of AI point of view (Seoul & Korea)

Ian Jeon is the Founder & Director of Compound Collective, a hybrid creative production studio specialising in refined audiovisual storytelling across advertising, music videos and AI-driven projects.

He also collaborates internationally with CHEV (Amsterdam) and BaliProd (Bali) to craft new visual narratives. His work has received the iF Design Award – GOLD, Berlin Music Video Awards – Silver Screenings (2024/2025) and New York Festival distinctions, with additional recognition from Red Dot and IDEA.

Recently, Ian has become known for award-winning AI projects, including the YouTube Works Awards, 2025 A' Design Award – Silver Prize, and the Korea Digital Advertising Awards

SESSION 2

Creative Industry Shifts in AI

AI technologies are transforming the ways in which creators work, collaborate, and innovate across the cultural industries.

This session shares AI-driven project cases and examines how creators are adopting AI. Participants will consider the impact and changes that AI brings to the creative ecosystem, and discuss the future direction and strategic challenges of the creative industries in the AI era.



MODERATOR

MODERATOR

Jonathan Gander(SGP)

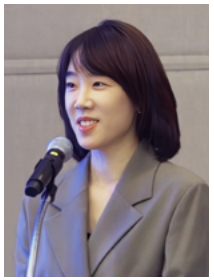
SPEAKERS

Antonia Kim (KOR)
Ryan Ho (SGP)
Trung Bảo Nguyễn (VNM)

Jonathan Gander (SGP)

Dr Jonathan Gander is an established academic with over 25 years of experience in research, teaching and management in universities including the University of Westminster, London; the University of East Anglia; the University of the Arts, London; and Kingston School of Art. He has also held visiting professorships at universities in Moscow, Seville, Stockholm, and Shanghai.

He is currently an Associate Professor and Head of the School of Creative Industries at Lasalle College of the Arts, University of the Arts, Singapore. His specialism is strategy and innovation in the creative industries, he publishes work on business model innovation and is currently writing the second edition of his textbook, Strategic Management in the Creative and Cultural Industries, published by Routledge.



SPEAKER

Antonia Kim (KOR)

Directing tomorrow

Antonia Kim is an AI film director and founder of the independent production company AITONIA, internationally recognised for redefining cinematic storytelling through AI. A former lead producer at KBS, she blends broadcast expertise with cutting-edge AI, building workflows where AI becomes a creative partner.

Her award-winning films – CHOON and The Day I Saved a Fish – each won ten prizes at major festivals worldwide, and her latest film, LUNA, has been invited to 43 countries. Through her AI- (AI-ryu) model, she is expanding into film, advertising, music and animation, pioneering a new era of human-AI collaborative storytelling.



SPEAKER

Ryan Ho (SGP)

Evolving Museums for a Digital World

Ryan heads up futures-thinking, innovation and experience design at the National Gallery Singapore. This work involves the evolution of the museum's future experience, the development of audience-engagement tools and new Art x Tech commissions.

Prior to this, Ryan worked for over a decade in the space of designed-futures and transformation, directing, designing and delivering creative innovation for major agencies, brands and start-ups across Hong Kong, London and Singapore. His projects span across industries from retail, hospitality, travel, emergency services and personal finance to science-fiction. In addition, he also teaches new creative problem-solvers across Singapore's local institutes.



SPEAKER

Trung Bảo Nguyễn (VNM)

Voice, creative tech and sustainable culture

Trung Bao is a multidisciplinary artist, creative director and co-founder of Fustic.Studio and the Voice Gems project. His work explores the human voice as both an ancient tool and a frontier for innovation; merging art, technology and culture. As Creative Director of Fustic.Studio, he has led projects, such as Messages of Hope at the World Economic Forum in Davos, the opening performance for TIME100 AI and Re.imagine – Vietnam's first classical concert with real-time generative visuals, which opened the UN AI for Good Summit in Geneva in 2024.

He co-created Voice Gems, a generative system transforming human voices into digital gemstones and physical sculptures, preserving rare voices from AI-generated speech to endangered species. Exhibited at Art Basel, König Galerie and the Victoria & Albert Museum, Voice Gems pioneers a new form of vocal preservation. Named as one of Forbes Vietnam's 30 Under 30 and included in the Dazed Asia 100, Trung continues to blend technology and culture to shape sustainable creative futures.

SESSION 3

The Future of Cultural Heritage

AI and new technologies are advancing new ways to preserve tangible and intangible cultural heritage.

This session brings together experts to share cases of AI or digital applications in cultural heritage preservation. Participants will explore how technology-driven approaches can enhance the conservation of cultural heritage and discuss strategies to promote cross-regional collaboration while maintaining cultural authenticity.



MODERATOR

MODERATOR
Jong Wook Lee (KOR)

SPEAKERS
Mohammad Abdoh Damit (BRN)
Wai Yar Aung (MMR)
Tara Gujadhur (LAO)

Jong Wook Lee (KOR)

Jongwook Lee, Associate Professor at KNUCH, specialises in digital heritage. With a PhD from KAIST on VR-based heritage management, he contributes to ICOMOS, ICOM and UNESCO centres, and the Korea Heritage Service, focusing on AI, digital archives and museums.



SPEAKER

Mohammad Abdoh Damit (BRN)

Coding culture

Mohammad Abdoh Damit leads cultural heritage preservation and digital transformation initiatives in Brunei Darussalam. He is the founder of StudySmartable Learning Centre, a pioneering hub for robotics and innovation education, nurturing future-ready skills among youth.

Abdoh also spearheaded the Cagan-Dagas project, an eco-friendly utensil inspired by Brunei's cultural heritage, which won recognition at the CIPTA 2025 Awards. His work integrates technology, creativity, and tradition to modernize cultural conservation and promote innovative arts and education.



SPEAKER

Wai Yar Aung (MMR)

Protecting cultural heritage with technology: lessons from Myanmar

Wai Yar Aung is a structural engineer from Myanmar working on earthquake safety and cultural heritage conservation. He is a member of the Myanmar Earthquake Committee and has led many building assessments after earthquakes, helping communities stay safe.

He has experience in structural design, retrofitting and protecting historic pagodas and monasteries. He also trains young engineers and local people on disaster preparedness.

Wai Yar Aung is interested in how new technology, such as AI and digital tools, can support the preservation of culture and traditions for the future.



SPEAKER

Tara Gujadhur (LAO)

Patterns of power: traditional designs, intellectual property and AI

Tara Gujadhur is Co-Director and co-founder of the Traditional Arts and Ethnology Centre (TAEC) in Luang Prabang, Laos, a museum and social enterprise dedicated to cultural diversity and artisan livelihoods.

Since 2006, Tara has led TAEC's research, exhibitions and strategic development, with a recent focus on advocating for local communities' intellectual property rights over their traditional cultural expressions. She is also part of UNESCO's global network of Intangible Cultural Heritage (ICH) Facilitators. Tara began her career in sustainable tourism, advising the Laos Government and working with the Khasi in India and the San in Botswana.

She holds a BA in Anthropology from Vassar College and an MSc in Sustainable Tourism from SOAS, University of London, and has over 25 years of experience in cultural heritage management and tourism development across China, Southeast Asia and Southern Africa.

SESSION 4

AI Literacy for an Inclusive ASEAN Culture

ASEAN and Korean cultural landscapes are rapidly changing due to digital transformation and AI adoption. This session highlights AI literacy as a key skill for inclusive cultural development. Participants will share examples of AI education for youth, educators, and marginalized communities, as well as community-based learning initiatives, while discussing strategies to integrate cultural perspectives into AI education, data design, and policy.



MODERATOR

MODERATOR
Kathleen Ditzig (SGP)

SPEAKERS
Mr. Jonathan Tan Ghee Tiong (SGP)
Hazremi Hamid (MYS)
Dr. Piti Srisangnam (THA)

Kathleen Ditzig (SGP)

Dr. Kathleen Ditzig is a Singaporean researcher and curator. She is a curator at National Gallery Singapore, where she researches art histories of technology from a Southeast Asian perspective and works on projects pertaining to advanced technologies.



SPEAKER

Mr. Jonathan Tan Ghee Tiong (SGP)

AI x ASEAN : Shaping the Future of the Cultural and Creative Economy

Jonathan Tan is Head of the Culture and Information Division under the Sustainable Development Directorate, ASEAN Socio-Cultural Community Department at the ASEAN Secretariat in Jakarta.

His portfolio supports regional cooperation in the arts and culture, as well as the information and media sectors. He has worked within the government service of Singapore, including the Monetary Authority of Singapore and Ministry of Foreign Affairs, as well as the Koerber Foundation in Berlin, Germany. He is a graduate of the School of Oriental and African Studies, University of London and the School of English & American Studies at the University of Sussex.

In collaboration with: ASEAN Foundation
The list of program speakers is subject to change



SPEAKER

Hazremi Hamid (MYS)

Building Trust in AI : Governance, Ethics, and Literacy for ASEAN

Hazremi Hamid is the Senior Officer for Digital Economy at the ASEAN Secretariat in Jakarta, where he leads initiatives under the ASEAN Digital Masterplan 2025 and provides policy guidance on the ASEAN Digital Economy Framework Agreement and AI Governance and Ethics Framework.

His portfolio spans digital infrastructure, cross-border data flows, AI governance and regional digital cooperation. Former roles include senior positions at Malaysia's MAMPU under the Prime Minister's Department, MOSTI, Panasonic R&D and ASTRO. He holds a Master of Public Policy (University of Bath) and a BSc in IT (Multimedia University) and is a PRINCE2® Practitioner. Hazremi is a frequent speaker on AI governance and advocates for sustainable digital transformation across ASEAN.



SPEAKER

Dr. Piti Srisangnam (THA)

From Awareness to Empowerment : AI Literacy for Every ASEAN Citizen

Dr Piti Srisangnam holds a PhD in Economics and Commerce from the University of Melbourne and an MA in International Economics and Finance from Chulalongkorn University.

He has taught International Economics and ASEAN Studies at Chulalongkorn University since 2002, serving as Deputy Director of the Centre for European Studies (2010–2012) and the ASEAN Studies Centre (2012) before becoming its Director in 2013.

He received the 2019 Rising Star Award from the Royal Thai Government Scholarships Association and the 2021 Dongfang Scholarship as a Visiting Scholar at Peking University. His work focuses on Southeast Asian economic development, ASEAN economic integration and SME development. He also hosts four radio programmes on ASEAN current affairs.



SPEAKER

Prof. Dr. Tan Awang Besar (MYS)

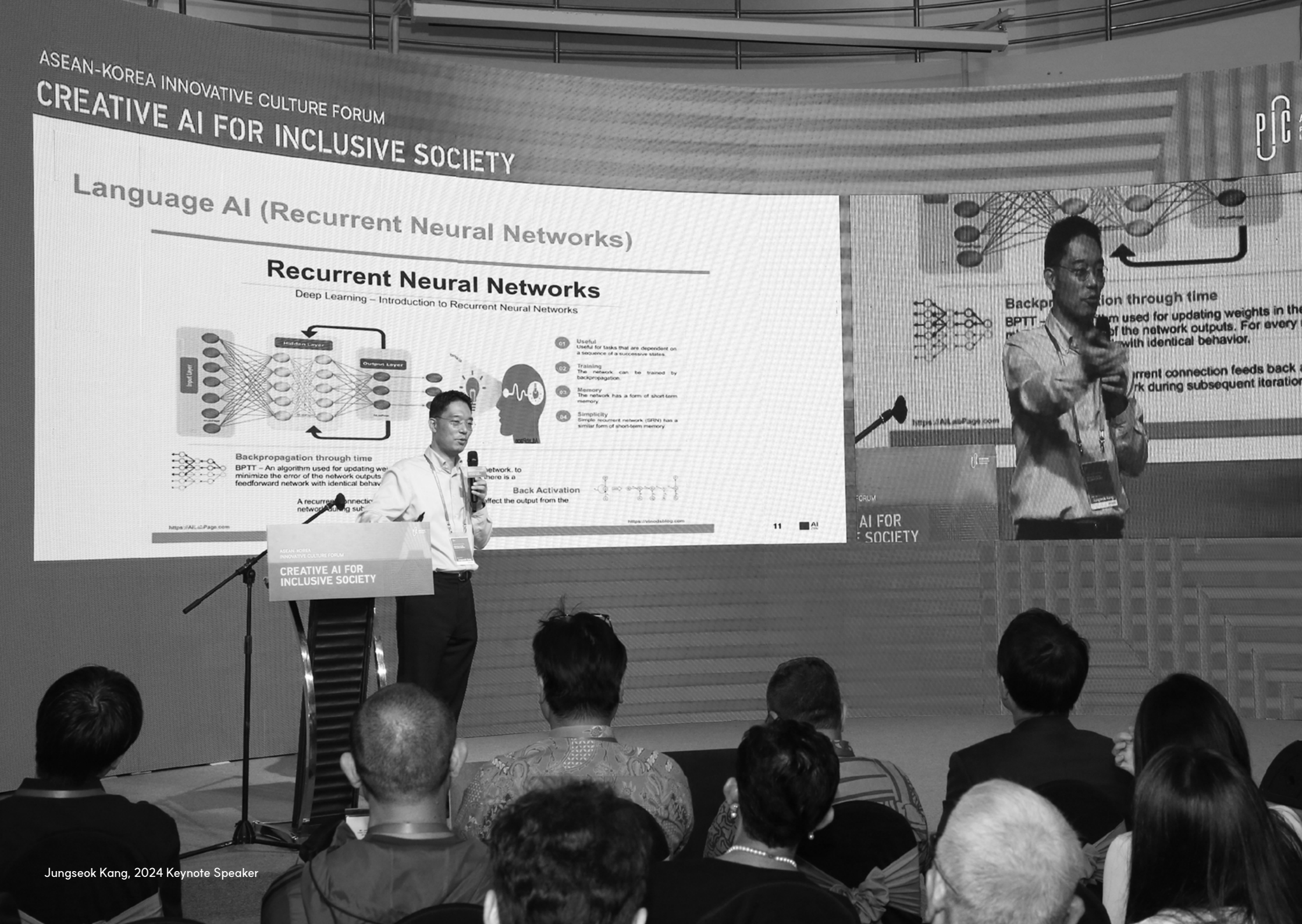
Literacy for the AI Era in Cultural Sector

Prof. Dr. Tan Awang Besar has served as Rector of ASWARA (Malaysia's National Academy of Arts, Culture and Heritage) since 1 July 2024. He previously held two Undersecretary posts at the Ministry of Tourism, Arts and Culture (MOTAC): Cultural Policy, and Tourism Policy & International Affairs. In public service since 1995, he has worked at the Ministry of Education (2004–07), Public Service Commission (2008–12), INTAN (Dec 2012–Sept 2013), and the Ministry of Human Resources as Undersecretary for International Affairs (2013–17), before returning to MOTAC in Sept 2017.

He brings 30 years in public administration, including 13 in tourism and about 7 in cultural policy, and has published, presented, and moderated at forums. He holds an MA in International Relations (UKM, 2004) and a PhD in Human Communication (UPM, 2013). Born in 1968, he is from Kg. Mata Ayer, Pulai Chondong, Kelantan.



2024 ASEAN-KOREA Innovative Culture Forum, Kuala Lumpur, Malaysia



Jungseok Kang, 2024 Keynote Speaker



2024 ASEAN-KOREA INNOVATIVE CULTURE EXHIBITION, BAGUS PANDEGA

Innovation, including AI, begins with human feedback

Scan the QR code and share your thoughts in the survey.



NOTES

NOTES

HOSTED BY



Ministry of Culture, Sports and Tourism

ORGANISED BY

KOFICE Korean Foundation for International Cultural Exchange

IN COLLABORATION WITH



ASEAN FOUNDATION

FROM CODE TO CULTURE

: Inclusive AI for Cultural Sustainability