


WORLD  
CULTURE  
OPEN 

*Design a culture of  
empathy and peace!*

**BETTER  
TOGETHER!**





“World Culture Open’s message of humanity and peace, dialogue, and understanding is needed today as never before, as is positive and constructive effort by civil society and the private sector to bridge the dangerous gap of intolerance, ignorance, and miscommunication between cultures.”

**Kofi Annan**  
Former Secretary General  
of the United Nations



*With eyes for seeing humanity as one family  
With hearts for understanding and embracing each other's differences  
With a culture of sharing and collaboration,  
We dream of a joyful world of togetherness.*

## WHO WE ARE

World Culture Open(WCO) is a global movement and creative think tank, powered by a worldwide network of creatives pursuing the greater good for all.

## OUR VISION

A Better World Together

## OUR MISSION

To promote and advance a worldwide open culture movement

## WHAT WE DO

We build and nurture open platforms, online and offline, where creative ideas and practices are shared and exchanged.

We spread stories of people making our world a better place for all.

We connect spaces around the globe that are open for people to meet, engage and collaborate.

Discovering, introducing, and nurturing Culture Designers | Designing public campaigns and platforms for cultural interchange | Spreading the space-sharing movement | Researching urban regeneration and revitalizing local cultures | Designing and Curating festivals and forums | Catalyzing cross-cultural networking and communications

## HOW WE WORK

World Culture Open (WCO)'s various projects are made possible by the participation of creatives who share our vision. For each project, the cycle of different creatives gathering to collaborate takes place naturally.


These creatives are independent participants with unique areas of interests. They include freelancers, cultural planners, organizations, event managers, students, professors, researchers, entrepreneurs, artists, and more, all of whom engage in different ways ranging from, for-profit to , non-profit to, volunteer work.

"In an ecosystem, interconnected organisms thrive without one holding power over another. A fern or a mushroom can express its full selfhood without ever reaching out as far into the sky as the tree next to which it grows. Through a complex collaboration involving exchanges of nutrients, moisture, and shade, the mushroom, fern, and tree don't compete but cooperate to grow into the biggest and healthiest version of themselves."

From 'Reinventing Organization' by Frederic Laloux

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"Culture is not only art. Culture is everything that defines...who we are, where we are, what we should be, what we should do. Culture is everything that gives us meaning."

**Johan Galtung**

Founder of Peace Research Institute Oslo  
and Transcend – A Peace, Development  
and Environment Network  
Johan Galtung at the  
2004 WCO UN Conference

# SINCE 1999 OUR JOURNEY FORWARD

*Design a culture of  
empathy and peace!*

## **How can we become better, together?**

There are 7 billion of us sharing one earth, and each of us has our own culture. While culture takes on unique forms with respect to geography and time, every culture shares the common desire to live healthily, beautifully and wonderfully in a community. We all desire happiness.

With the dawning of the age of empathy and collaboration, World Culture Open(WCO) was launched as a cultural initiative in 1999 to realize our humanity's wish to make a "better world" together by exchanging various ideas and methods to realize such vision.

## **Practicing and researching to realize a "better world" together**

After the initial launch, WCO conducted several milestone projects. We discovered and introduced everyday heroes making the world a better place through online social networks.

In 2004, we hosted the WCO Global Festival in New York, and invited cultural artists and organizations from around the world. In 2006, WCO, along with United Nations Development Organization, organized the 'Conference on Creative Economy for Development' and the 'Culture Ministers Forum' in Rwanda, to explore possibilities for economic development in Africa with their creative potential.

With the purpose to utilize unused urban spaces as cultural spaces for citizens, the C!here space sharing movement was launched in 2001. The movement has spread to various cities and regions such as Maryland, New York, Beijing, Shanghai, Seoul, and Jeju ever since. More than thousands of regional artists and residents have participated in developing and enjoying their own cultures.

Up to 2017, we, along with various organizations and individuals in the Americas, Africa, Southeast

Asia and East Asia have cultivated varied platforms for international and regional projects for cultural exchange and support. Through these projects, we created open opportunities where global citizens could empathize and collaborate with one another.

For several decades, we have hosted small and large-scale projects that facilitate cultural exchange, empathy, sharing, and communication. Along the way, we have met many active creative partners that advocate for the greater good for all.

## **People designing a better future and a better world**

People who seek change with their own passions and creativity by leaping over conventions; people who candidly see the world beyond the boundaries of social and ideological prejudices; people who strive to spread positive influence and energy in every way, knowing their choice of thoughts and actions can affect others.

These people are Culture Designers. They are designing a better future and a better world, through creating their own culture in various corners of the globe.

When these people confidently unfold their unique passion and engage in creative collaboration, won't we be able to find ways to break down the walls between countries, ideologies, religions and races? Won't we be able to help all citizens be happier together?

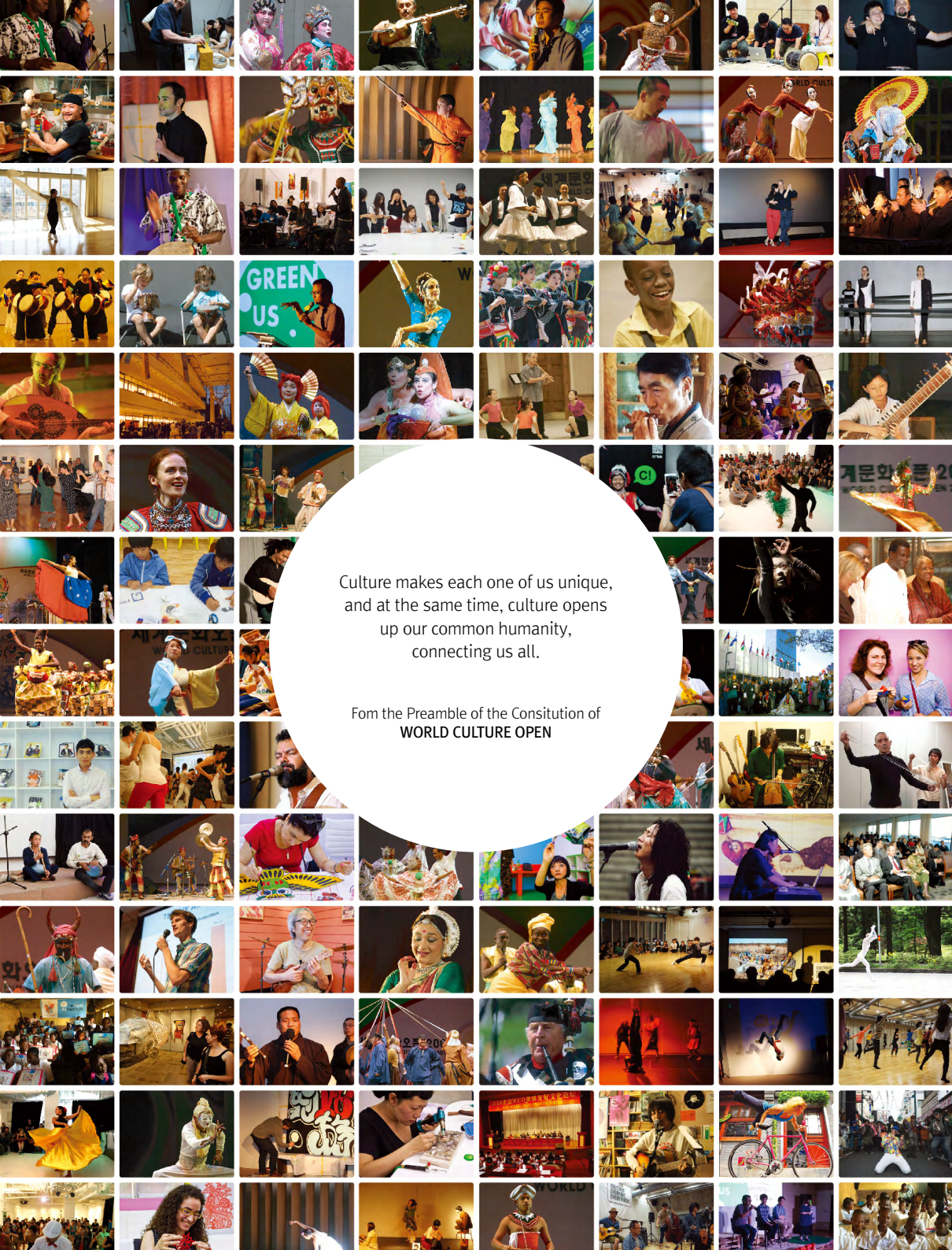
**"A dream you dream alone is only a dream.**

**A dream you dream together is reality."**

WCO will continue to discover and support Culture Designers who work painstakingly to change the world. Together, we will find ways to creatively solve various challenges of the globe. We hope that our passion for the greater good for all will spread and connect the rest of our global village, bringing us together in greater unity.

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Culture makes each one of us unique,  
and at the same time, culture opens  
up our common humanity,  
connecting us all.

From the Preamble of the Consitution of  
**WORLD CULTURE OPEN**

## Milestones

### 1999~2001 Inception of a Cultural Movement

- Launch of the New Millennium Cultural Project, 1999
- Launch of a social network site for cultural exchange, 2000
- Launch of the Clhere project (then called Open Center), Maryland, NY, 2001

### 2002~2004 Waving Hello to the World

- World Culture Open Day, Washington D.C., 2003
- Preliminary WCOGF, Washington D.C., Seoul, 2003
- Academic research collaboration support program, International Center for Transcultural Education, University of Maryland Center for the Study of Global Issues, University of Georgia, 2004
- Launch of the Clhere Movement in Korea, Seoul, 2003
- Dreams of New Millennium Concert, Carnegie Hall, New York, 2004
- WCO Fair, New York, 2004
- World Culture Open Day, New York, 2004
- WCO Fair in Beijing, Great Hall of the People, Beijing, 2004
- WCO Award awarded to Dr. Jose Antonio Abreu of El Sistema, 2004
- WCO Youth Seminar, in co-organization with the UNESCO, Seoul, 2004
- International Culture Ministers Forum, United Nations, NY, 2004
- The First WCO Global Festival, New York, Seoul, 2004

### 2005~2007 Seeking Ways Forward with the World

- WCO International Choral Festival, Lincoln Center, New York, 2005
- Sponsorship to the United Nations Food and Agriculture Organization (UNFAO)'s Telefood Campaign, 2005
- Aceh Tsunami relief and cultural support, Aceh, Indonesia, 2005
- UN DPI/NGO Conference, "A New Paradigm for Security" forum, United Nations, New York, 2005
- Cultural support project for HIV orphans, Kigali, Rwanda, 2006
- WCO International Conference on Creative Economy for Development, co-organized with the UNDP/South-South Cooperation, Kigali, Rwanda, 2006
- Africa Regional Culture Ministers Forum, Kigali, Rwanda, 2006
- Pan-African Dance Festival, in partnership with the Ministry of Sports and Culture, Kigali, Rwanda, 2006
- UN Global Youth Leadership Summit, in partnership with the United Nations Sport for Development and Peace (UNOSDP), United Nations, New York, 2006
- Youth United Against Malaria Concert, United Nations, New York, 2006

### 2008~2011 Sowing Seeds of Cultural Movement across East Asia

- WCO Asia Future Forum, Beijing, 2008
- Clhere Expo, New York, 2008
- Launch of the Clhere Movement in China, Beijing, 2008
- Beijing WCO Friends Forum, Beijing, 2009
- WCO Gala Concert, Beijing, 2009
- East Asia Regional Cultural Exchange Concert Series (China, Korea, Japan, Mongolia), Beijing, Tokyo, 2009~2014
- Launch of 'W Stage' space platform for revitalization of regional culture, Seoul, Beijing, Shanghai, Jeju, 2010~
- Young Artists' Narratives, Seoul, 2010
- Launch of the WCO Creative Sharing Campaign, Seoul, 2010
- Japan Earthquake Relief Charity Concert for the children of Iwate Prefecture, Japan, 2011

### 2012~2016 "Culture! Everyday, Everywhere" towards a Flourishing World for All

- Cultural support program for Fergana Arts School, Fergana, Uzbekistan, 2012
- Launch of Cltalk Cultural Sharing Movement, Beijing, 2012
- Launch of Cltalk in Korea, Seoul, 2013
- Launch of 'Reframing Civilization for the 21st Century', 2013
- Exhibitions and design workshops for Beijing Design Week, Beijing, 2013

- Cultural support program for empowering the young through media education, Solobon, Zambia, 2013
- Launch of Open Culture Lab and Culture Design Movement, 2013~
- East Asia Regional Cultural Exchange Concert (China, Korea, Japan), Seoul, 2014
- Cultural support program for the youth and orphans, Matoto, Guinea, 2014
- 'Conversation with Local Leaders' forum and workshop series, 2014~
- Co-Sponsorship with Naver Cultural Foundation for 'Open Lectures' series, Seoul, 2014~2017
- Korea-Morocco Friendship Forum, Seoul, 2014
- Clhere Art Crawl, Beijing, 2014
- Support program for 'Culture Design' social impact projects, Seoul, 2013~
- Participating partner for the 'Educational Week for the Earth Community' organized by Korea Foundation for the Advancement of Science and Creativity and the Ministry of Education of Korea, Seoul, 2014
- Culture Design Fair, Seoul, with Naver Cultural Foundation, 2014
- Co-host of Harvard Leadership Forum, Seoul, 2015
- Culture Session at 2015 Jeju Forum, Proclamation on culture with Jeju Special Self-Governing Province, Jeju, 2015
- 'Hello, World!', cultural exchange program series, Co-organized with Embassies of Morocco, Chile, Venezuela, Bolivia, Ecuador, Nicaragua, France, Greece Embassies, Beijing, Seoul, 2014~
- Clhere Art Crawl II, Beijing, , 2015
- World Music Shanghai collaborative partnership, 2015~
- Jeju 4.3 Peace Forum Roundtable, Jeju, 2015
- International Conference on "A Vision for peace in East Asia through the Arts" at Art & Asia Jeju 2015, Co-organized with Jeju Special Self-Governing Province, Jeju, 2015
- Collaborative partnership with universities and institutions, 2015~
- Launch of 'Finding Culture Designers' Campaign, Seoul, 2016
- Collaborative partnership agreement with Cheongju City, 2016
- Collaborative partnership agreement with Ministry of Culture, Sports and Tourism of Korea and Seoul Metropolitan Government, 2016
- Women's Leadership Seminar, Co-organized with the U.S. Embassy Seoul, 2016
- Young Leaders' Culture Summit at 2016 Jeju Forum, Jeju, 2016
- Culture Designers Fair, Jeju, 2016
- OPEN VOICE roundtable discussion series, Seoul, Jeju, Beijing, Moscow, Singapore, 2016~
- 2016 Culture Cities of East Asia, Jeju, 2016
- 2016 Korea Culture Designer Awards, Seoul, 2016
- #beOPEN campaign, 2016

### 2017 Forwarding a Culture of Empathy and Collaboration "Better Together"

- Launch of W Stage Jeju, 2010~
- #BetterTogether campaign, 2017
- Cultural partnership for Healing Fair 2017
- Better Together lecture series, 'I am because we are', Seoul, 2017
- Better Together Urban Camp 'Beyond Textbooks', Seoul, 2017
- Better Together workshop series 'Global Citizenship', Seoul, 2017
- Better Together Potluck Series, Seoul, 2017
- Collaborative partnership with Global Bubble Parade, Seoul, Beijing, 2017
- Clhere Art Crawl III, Beijing, 2017
- 'Let's meet at the playground' Günter Beltzig Exhibition, Seoul, 2017
- 'Hello, World!', cultural exchange program series, Co-organized with Embassies and cultural ambassadors of Azerbaijan, Uzbekistan, Yemen, Cameroon, Seoul, Beijing, 2017
- World Culture Open 2017~'Culture Designer Global Festival', Cheongju, 2017





#worldcultureopen

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