

International Meeting on Say about “Technology and Value of Brand”

**15th – 17th October, 2015
Jeju Grand Hotel, Jeju, Korea**

Hosted by

Marine Science Institute, Jeju National University

Jeju Technopark

Say about “Technology and Value of Brand”

15th – 17th October, 2015, Jeju-

Meeting Schedule

Thursday October 15th – Opening day

19:00- Welcome Party and Night Session
Jeju Grand Hotel (Jeju City)

Friday October 16th, Jeju Grand Hotel (Jeju City)

09:00-09:30 Registration

09:30-10:00 Opening Remarks / Welcome Speech

Oral Presentation

Session 1

10:00-10:40 **Sadami Suzuki (International Research Center for Japanese Studies)**

Possibility of Integration of Humanities and Sciences: From Paradigm
Shift Theory to Study on Reformulations of Conceptual Systems

パラダイム・シフト論から概念編制史研究へ

문리통합의 가능성 – 패러다임 시프트론에서 개념편제사 연구로

10:40-11:20 **Park Gyung-Leen (Jeju National University)**

The Past, the present, and the Future of Electric Vehicles

天気自動車の過去、現在、そして未来

전기자동차의 과거, 현재, 그리고 미래

11:20-12:00 **Yonemoto Shohei (Tokyo University)**

What is bio-epistemology? : Towards a new landscape of the philosophy of biological science バイオエピステモロジーとは何か?-生命科学の科学哲学の新しい展望に向けて

바이오페피스테모로지(Bio-epistemology)란 무엇인가?-생명과학 과학철학의 새로운 전망을 향해서

12:00-13:20 Lunch

Session 2

13:20-14:00 **Jeon Young-Joon (Jeju National University)**

The Kuroshio Current and Cultural Exchange of the East Asia during the Traditional Era
伝統時代の黒潮海流と東アジア文化交流

전통시대 쿠로시오 해류와 동아시아 문화교류

14:00-14:40 **Inaga Shigemi (International Research Center for Japanese Studies)**

How the Kôrin and the Rimpa School became a world brande?-Toward an Aesthetic Global Strategy around "utsushi" and "yosooi" 光琳・琳派はいかにして世界ブランドとなったか—〈うつし〉と〈よそおい〉の全球的審美戦略

코린(光琳)・린파(琳派)는 어떻게 해서 세계적브랜드가 되었나-“모방”과 “장식”의 전지구적 심미전략

14:40-15:20 **Park Soon-Ae (Honam University)**

Globalization and the Metamorphosis of Popular Culture in Japan

グローバル化と日本における大衆文化の変貌

글로벌리제이션과 일본대중문화의 변모

15:20-15:40 Coffee Break

Session 3

15:40-16:20 **Tomii Masanori (Hanyang University)**

My 3 architectural projects of humanities in Korea

私が韓国で関わる人文学的建築プロジェクト3題

한국에서 관계한 나의 3개의 인문학적 건축프로젝트

16:20-17:00 **Park Mijeoung (International Research Center for Japanese Studies)**

Whaling industry on Japan coast : collaboration of industry and government in pre-modern society

近世日本列島沿岸の捕鯨業における産官連携

근세 일본연안의 포경업과 산관 제휴

17:00-17:40 **Onishi Hiroshi (Kyoto University of Art and Design)**

To revitalize regions by Art and Design ; Activities of MONO

-sophy (monogaku) /Sense-Value Study Group-

アート&デザインによる地域活性の試みーモノ学・感覚価値研究会の活動から

아트와 디자인에 의한 지역활동 시도 -모노학·감각가치연구회의 활동

17:40-18:20 **Young-Don Lee (Jeju National University)**

Differentiation of Class and Brand of Jeju Marine Products

濟州水産物の品格とブランド差別化

제주수산물의 품격과 브랜드 차별화

18:20-18:50 Table Discussion

18:50-21:00 Banquet in Jeju Grand Hotel

Saturday October 17th, Jeju Island

Scientific Visit and Excursion

Sunday October 18th

Departure for home