

Symposium for Screen Studies

**Friday, 20 May 2005
Senate House, 10.00-17.00**

'Hallyuwood: Korean Screen Culture Goes Global'

Largely unknown in the global backwaters of Europe, Korean popular culture is the success story of the last decade.

K-dramas, or Korean television dramas, are emptying the streets not only of East Asia, but also from Mexico City to Cairo. Korean boy bands and Korean fashion trends are ultra-chic throughout East Asia.

And Korean cinema has the distinction of being the only national cinema to claw back from losing 80% of its box office to Hollywood and regain a majority of the domestic market, at the same time as it is exported globally.



This symposium introduces the Korean Wave (*hallyu*), as this phenomenon is known.

**With Special thanks to
Goldsmith College and Korean Air**



Fee: £ 10 Standard. £5 Concessions (Students/Unemployed)

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