

# The Impact of Nurturing “Hallyu Cultural Industries” on Urban Economies and Cultures

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# Culture as an “industry”



# Goyang City



# "Design Seoul 2.0"



**“The most innovative and dynamic changes to systems occur at the margins”**

**But not in Korea**



**“Replication is  
unappealing”**



**Will the “hallyu”  
continue to be  
appealing?**





