

A Study on the Culture Industrialization of the Korean Traditional Costume

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The rapid progress of information technology makes the 3rd digital revolution after the 1st agricultural and the 2nd industrial revolution in the human history. The 1st agricultural-oriented society was based on the land and the labor, the 2nd industrial-oriented society was based on the capital and the technology 3rd knowledge-information-oriented society is where to make profit from creative brainworks and ideas based on human beings. The core of the knowledge-information-oriented society is the digital revolution from digitalizing information such as increase of the various digital contents in geometrical progression through internet.

The *ubiquitous* environment whenever can use the contents with various devices, then, comes through information digitalization accumulated until now. The contents with the digital technology will make a global market which the capital, the services, the manpower, and the cultural products can circulate freely through all over the world without any walls such as national boundaries.

The culture-industry relating to the digital content such as managing and producing information and services by the culture and technology making the digital content is growing swiftly nowadays. Digitalizing the Korean traditional costume will be the digital culture-content with global competitiveness which can offer mutual *one-source multi-use* based on the archetypes of the traditional costume impossible before.

Drawing out the archetypes of the Korean traditional costume for digitalizing is the most important in the culture-industrialization of the Korean traditional costume. The major factors for modern use of the Korean traditional costume until now are the shape, the pattern, the material, the color, and the image. They are usually combined together to present the beauty of the Korean traditional costume.

The culture-industrialization of the Korean traditional costume for modern use of the traditional costume is the asset for establishing our cultural identity of the traditional costume. That is why it is needed that find out the archetypes of the traditional costume to use in establishing the new cultural identity of the Korean traditional costume. A study on the theoretical base establishing the concept of the digital content developing process cultural archetype is also needed to help developing the costume-culture, improving our the quality of living.

The purpose of this study is to develop a process model translating the original ideas and the archetypes of the images in the traditional costume into the digital content as combining the culture of the traditional costume and the technology making the digital content.

The culture-industry is to present the cultural resources collectively. In Korea, the digitalizing

cultural archetypes using rich cultural resources is to find out competitive resources corresponding to modern senses from the Korean traditional culture. In the present day, it is expanded to digitalize systematically and accumulate electronically our cultural archetypes to prepare for the country with the powerful digital content, and our government also has supported increasingly. It is desirable to plan the culture-industrialization of the Korean traditional costume making high added value through developing the digital content based on the original ideas and the archetypes of the images in the Korean traditional costume. The digital contents of the archetype of the Korean traditional costume can be potential to make the new values when digitalized, shared, and networked by the support of our government and the public sector.