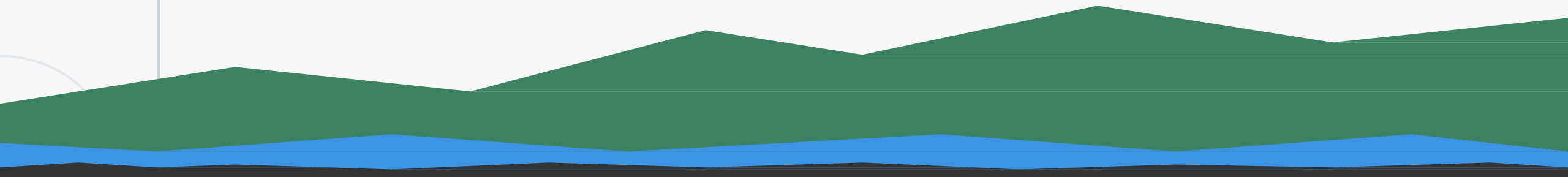


Serendipity as I, Here, Now and Local Culture

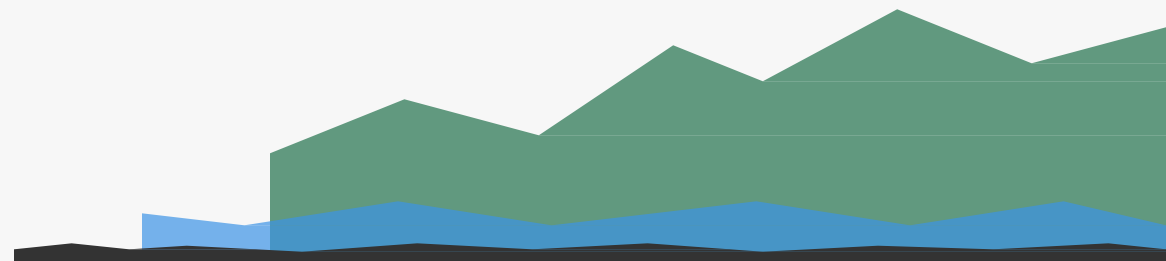
An academic presentation on serendipity theory and the study of local culture, centered on Jeju Culture

July 7, 2025



Contents

- 1 What is serendipity?
- 2 Serendipity: The Blue Ocean of Local Culture Studies
- 3 An Integrative Approach to Cultural Theory
- 4 Jeju Culture Discourse and the Three Strengths of Serendipity
- 5 Analyzing Jeju Culture: Common Patterns of Serendipity
- 6 Analyzing Jeju Culture: Empathy and I, Here, Now
- 7 Conclusion and Implications



What is serendipity?

- Defining Serendipity: The Creative Discovery That Captures Order Within Chance

A creative process of chance discovery that reveals hidden order out of chaos

- Analyzing the Relationality of Time, Space, and Humanity in 'I, Here, Now'

A perspective that views local culture anew through the framework of time (now), space (here), and humanity (I)

- Emphasizing Creativity, Responsiveness, and Contingency in Cultural Studies

"Serendipity is a new perspective for discovering a region's unique value through the creative contingency inherent in culture."

Unlike conventional deductive methods, the serendipity approach values the contingency and responsiveness of culture

Serendipity, the Blue Ocean of Local Culture Studies: Theoretical Background

- Why Serendipity Can Become the 'Blue Ocean' of Cultural Innovation

A new approach that can expand creative character and clearly reveal and extend the strengths of culture

- The Background of the Shift in Cultural Theory and Local Culture Research Methods

Cultural theory, a crisis in the academy yet emerging as a blue ocean in the market; after the collapse of Marxism, cultural theory diverged into postmodernism and poststructuralism

- Reinterpreting Cultural Theory as a Product of Empathy

Culture is a serendipity-like third-party presence that emerged by chance to mediate the tensions and conflicts among various forces; emphasizing an understanding of culture through empathy

"The universality of local culture begins, like serendipity, with an approach that eschews statistical methods and uses deductive ones while incorporating contingency."

An Integrative Approach to Cultural Theory

- The Law of Cycles: The Stages of Social Development and the Place of Culture

Analyzing culture through a cyclical structure: economy (Stage 1) → politics (Stage 2) → culture (Stage 3, the expansion stage) → religion

- TRIZ: Culture as Problem–Solving

Culture is a process of resolving contradictions—a creative mode of problem–solving through the separation of time, space, and condition

- Structural Theory: Analyzing Culture at the Level of Meaning

Culture is a pivotal process that realizes principles and concepts at the individual, social, and cultural levels

Law of Circulation

Macroscopic cultural positioning

TRIZ

Microscopic problem–solving

Structuralism

Multifaceted cultural analysis

An Integrative Cultural–Theory Approach to Serendipity

An 'I, Here, Now' analysis of local culture that incorporates contingency and responsiveness

A New Hope for Jeju Culture Discourse

— The Three Strengths of Serendipity

Clarity

RATHER THAN THE VAGUE NOTION OF 'MYSTERY,' A RESPONSIVE WORLDVIEW CLEARLY EXPLAINS THE VALUE OF JEJU CULTURE. SERENDIPITY ILLUMINATES THE UNIQUENESS OF JEJU CULTURE SCIENTIFICALLY WHILE PRESERVING ITS MYSTIQUE.

Scalability

Grounded in the fractal principle of infinite repetition, serendipity readily allows for boundless expansion. It provides the theoretical basis for extending Jeju's cultural elements into diverse products and content.

Efficiency

The efficiency of serendipity—delivering great effect with little effort—conveys Jeju's cultural value more effectively and forms memories that endure over time.

"To analyze Jeju culture through serendipity is to evaluate Jeju culture through serendipity's three elements—empathy, analogical thinking, and 'I, Here, Now'—and to expand the serendipity that Jeju culture possesses."

Serendipity Analysis of Jeju Culture: Common Patterns

- The Cyclical Law of Nature: Jeju's Topographical Features

Mt. Hallasan, 360 oreum (volcanic cones), and the island's galaxy-like structure—the cosmic cycle manifested in nature

- Contrast and Harmony of Yin and Yang: North Jeju/South Jeju, Jeju City/Seogwipo City

The contrast of mountain and sea, 36 km north-south and 72 km east-west, 360 oreum—a natural embodiment of yin-yang and the five elements

- The Automatic Cycle of Water and Fire: The Fire of Mt. Hallasan and the Water of the Pacific

Born as a volcanic island, Jeju is a natural textbook demonstrating the interaction and cycle of water and fire

- Connecting Culture, Science, and Creativity: The Harmony of

"Jeju Island shows that the cosmos consists of the infinite repetition of water and fire, yin and yang, while also revealing humanity's place in a cosmos that mediates water and fire, yin and yang."

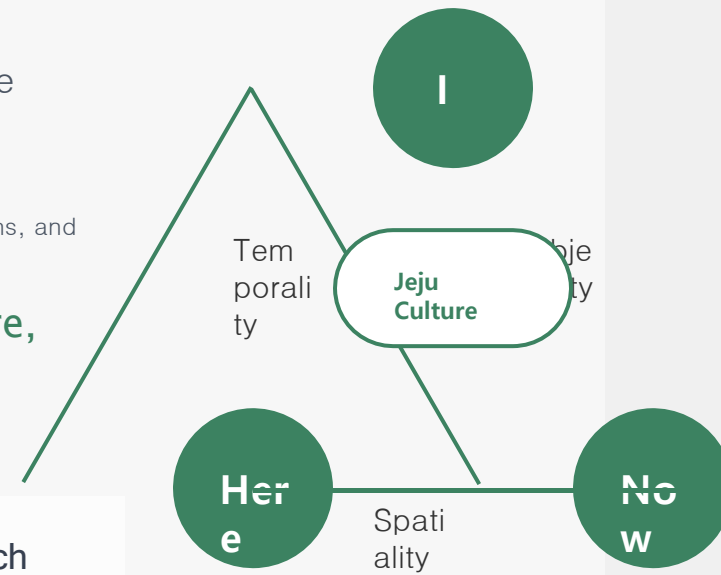
Jeju's Three Abundances (samda) and Five Abundances (oda) are natural expressions of earth-water-fire-wind and yin-yang and the five elements



Serendipity Analysis of Jeju Culture: Empathy and 'I, Here, Now'

- A Culture Where Jeju's Nature, Humanity, Time, and Space Commune
Jeju's nature has always required human mediation, forming a culture that resonates with the changing of the four seasons
- Traditional Houses, Olle, Shamanic Beliefs, and Community
The house structure divided into an inner quarter (angeori) and an outer quarter (bakgeori), the olle paths, and shamanic beliefs such as Yeongdeung Halmang express Jeju's distinctive culture of empathy
- The Subjective and Practical Meaning Represented by 'I, Here, Now'
Jeju culture pursues the harmony of nature and humanity through the fractal structure embedded in Maitreya faith and ancestor worship

"Jeju culture possesses its own distinctive culture while also retaining much of Korea's indigenous culture—a treasure trove of serendipity."



Conclusion and Implications

- **Serendipity as the Core of Identity Formation and Industrialization**
Serendipity-based research resolves the identity crisis of Jeju culture and presents a new paradigm for turning local culture into tourism resources.
- **Emphasizing Universality, Creativity, and Connectivity**
Through creative interpretation that connects to universal values beyond local uniqueness, we discover new competitiveness for local culture.
- **Charting a Future Direction for Local Culture**
The serendipity approach grounded in responsiveness theory offers a new methodology not only for Jeju culture but for the study and utilization of all local cultures.

"Serendipity is not mere chance but a creative order discovered in the context of 'I, Here, Now.' Jeju culture reveals its true value when it is reinterpreted through such serendipity."