

Yaxi CHINA, 29 March 2019

# Ppali Ppali <sup>hurry hurry</sup> Is Contemporary Society going too fast?

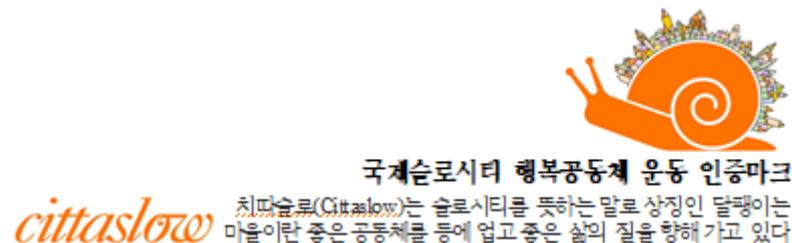


bon sohn slow philosophy

**SPEECH** by **bon sohn**  
the Cittaslow International Coordinating meeting  
Yaxi China, March 29, 2019

# WHY the Cittaslow Corea Network

- Cittaslow represents ‘slowness, smallness, and simpleness’.
- A slow and happy life is the reason for being and a quiet and simple life is an ancient future beyond the survival of the fittest.
- The CCN is involved in promoting slowlife, Slow Tourism, and Slowcity food as part of the Cittaslow Movement.



(cont'd)

# 15 Cittaslow TOWNS / 1 SUPPORTER / 3 FRIENDS in COREA



- 1 Wando
- 2 Damyang
- 3 Shinan
- 4 Hadong
- 5 Yesan
- 6 Namyangju
- 7 Jeonju
- 8 Sanju
- 9 Cheongsong
- 10 Yeongwol
- 11 Jecheon
- 12 Taean
- 13 Yeongyang
- 14 Gimhae
- 15 Seocheon



# WHAT 'SLOW' IN A FAST SOCIETY

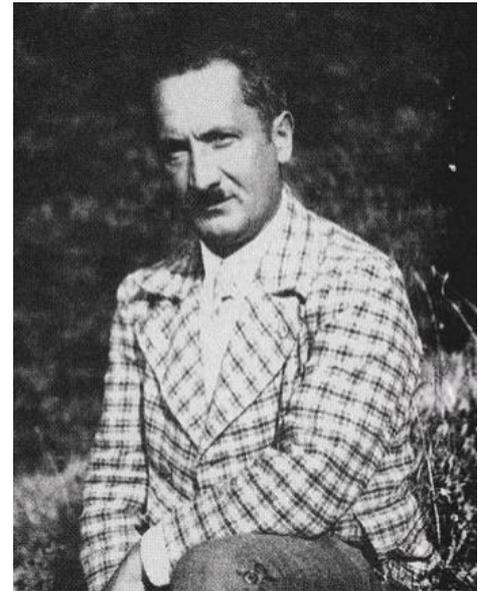
- Many modern people walk, drive a car, eat, speak, and travel too fast.
- The fastness more negatively affects our mind than our body. The character, '忙', has to do with mental states. The translation for this pictograph is 'being busy.' The left-hand part of the character, '心', means 'the heart' and the right-hand part of the character, '亡', means 'death of mind.'
- The ppali ppali (hurry hurry) mentality refers to the rush to succeed, the contemporary thought, while slowness is the Zeitgeist and the world philosophy.

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- According to the ‘Sein (be)’ and ‘Seiende (is-ness)’ guided by German philosopher Martin Heidegger, ‘Slow (Sein)’ is in a variety of ways; freedom, happiness, spirit, etc. (Seiende).
- The Cittaslow Movement deals with both fastness and slowness. But emphasizes the direction of life, not the speed of life.

*Martin Heidegger*

*Heidegger Signature*



*Martin Heidegger in 1939*

# THE HARMONY OF 'SLOW' AND 'FAST'

- When our society is forced to be fast-paced, the other part needs to be slow-paced. This is what I call the harmony.
- Excessive industrial automation has caused unemployment, so the intermediate technology in modern industries is needed to offset the acceleration technology, including the use of robots, AI, 3D, and IoT.
- I apply the concept of consilience when deciding the intensity of my work every single day (morning, noon, and afternoon) and every single week (working fast on weekdays while being slow on weekend).

# WHAT SOCIAL EFFORTS TO MANAGE TIME FOR QUALITY OF LIFE

- In 2018, the South Korean GNI per capita is over \$31,000, so we need social efforts to improve the quality of life for the economic level.
- We need to adopt flexible working, reduce overtime work, and shorten working hours to seek work-life compatibility.
- Communities in the world have collapsed by mammonism while capitalism and free-market ideology is parallel to individualism, not community spirit.

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**The SL-ST-SF triangle  
for Corean Cittaslow members' activities**

# WHY FASTNESS MAKES OUR PLANET UNHAPPY

- People speed up although the pursuit of material economic growth looks like an abnormal time bomb.
- According to a report published on January 7, 2019 by the Newsweek in Korean version, the frozen water of Antarctica were to melt entirely to climate change in the future, it would raise global sea levels by 58 meters.
- Now it is time to seek the value of 'culture of life' than the one of the market economy.

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*Global sea levels rising by 58 meters*  
January 7, 2019 by the Newsweek in Korean Version