

## 52<sup>ND</sup> CONGRESS OF THE INTERNATIONAL ACADEMY OF CERAMICS

*“CERAMICS: HERITAGE AND INNOVATION IN THE CAPITAL OF PORCELAIN”*

27<sup>TH</sup> JUNE TO 2<sup>ND</sup> JULY 2026 - JINGDEZHEN, CHINA

Lecture presentation: "**Ceramics in the Age of AI: Beyond the Echo Chamber**", within the sub-theme "The Future: Craft, Technology, Science"



Minsik LEE (Republic of Korea)

### BIOGRAPHY

Minsik Lee's approach to brand strategy is grounded in an uncommon academic foundation: Psychology at Sungkyunkwan University and Service Design at Hongik University, where he researched the creative processes of designers and how empathy functions as a strategic tool. This background shaped his conviction that effective communication begins with understanding how people think, feel, and respond — not just what they consume.

Over fifteen years, he has worked across global network agencies including Publicis Groupe, contributing to brand and communication projects for Korean technology and automotive companies operating on a global scale. His work has included participating in brand visualization initiatives and developing campaign strategies that translate complex brand thinking into lived, everyday experience.

At the intersection of these experiences sits a question he continues to investigate how Generative AI is reshaping the creative industries — and whether it expands or diminishes the distinctly human dimensions of creative work.