

PAMS 2010 PROGRAM GUIDE I

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***Program Guide II (Performance info/Performance reservation form) will be provided on September 15th.**

***Travel Guide will be provided on October 1st.**

The 6th Performing Arts Market in Seoul October 11 – 15, 2010

Hosted by Steering Committee for PAMS 2010

Organized by Korea Arts Management Service, National Theater of Korea

Supported by Ministry of Culture, Sports and Tourism, Nordic Culture Fund

In Association with

Arts Council Korea, Dancers' Career Development Center, Hub City of Asian Culture Project, Korea Association of Performing Arts Producers, Korea Foundation, Korea Literature Translation Institute, Korea Tourism Organization, Korean Cultural & Arts Centers Association, Korean Network of Performing Arts Festivals, Performing Arts Management Association of Korea, Seoul Foundation Arts and Culture, D.FESTA(Daehangno Festival), Seoul International Dance Festival(SIDance), Seoul Performing Arts Festival(SPAF), The 5th Theatre Olympics in Seoul, Embassy of Finland, Embassy of Sweden, Royal Danish Embassy, Royal Norwegian Embassy, China Shanghai International Arts Festival Performing Arts Fair (SPAF), CINARS(International Exchange for the Performing Arts), Performing Arts Meeting in Yokohama(TPAM in Yokohama), World Music Expo(WOMEX)

Program Overview

Events	Details
Showcases	<p>1. PAMS Choice Officially selected theater, dance, music and multi-disciplinary performances</p> <p>2. International Showcase Nordic showcases (dance)</p>
Booth Exhibitions	Individual companies, organizations and promoters
Forums & Info Sessions	<p>1. Theme Session - Creative Cooperation: Conception to Circulation - Theme Forum - Presentation – LIP (Looking for International Partners)</p> <p>2. Focus Session - Nordic Performing Arts</p>
Networking Events	<p>1. Speed Dating Small group meeting with domestic and international delegates</p> <p>2. Round Table Close network session with expertise in art management</p> <p>3. Lunch Meeting & PAMS Night</p>
PAMS Link	Off-venue showcase introducing an assortment of Korean performing arts productions

Schedule

Date	OCT. 11(Mon)	OCT. 12(Tue)	OCT. 13(Wed)	OCT. 14(Thu)	OCT. 15(Fri)
09:30-10:00		Registration	Registration	Registration	Registration
10:00-11:00			Opening Ceremony	<Theme Session> Forum Creative Cooperation: Conception to Circulation	<Theme Session> PT-LIP (Looking for International Partners)
11:00-12:00		Registration			
12:00-13:00	Registration	Opening Reception	Lunch Meeting		
13:00-14:00	Focus Session - Nordic Performing Arts	Booth Exhibition & Speed Dating	Booth Exhibition & Speed Dating	Booth Exhibition & Speed Dating	Round Table
14:00-15:00					
15:00-16:00					
16:00-17:00	Welcome Reception	PAMS Choice Showcase (dance)	PAMS Choice Showcase (music)	PAMS Choice Showcase (theater, multi-disciplinary)	PAMS Choice Showcase (multi-disciplinary)
17:00-18:00					
18:00-19:00					
19:00-20:00					Closing Party
20:00-21:00	PAMS Link	Korean Grand Masters (Theater) & PAMS Link	Nordic showcase (dance) & Korean Grand Masters (Theater) & PAMS Link	Korean Grand Masters (Theater) & PAMS Link & International Dancers' Job Market	PAMS Link
21:00-22:00					
22:00-23:00		PAMS Night		PAMS Night	

*Programs with green background will take place in National Theatre of Korea.

*Other programs will be held at various venues in Seoul.

Showcase: PAMS Choice 2010

Official showcases of 13 committee-selected theater, dance, music and multi-disciplinary performances. PAMS Choice designees receive airfare support for overseas tours (co-sponsored by the Korea Foundation), training and consulting, and translation services (co-sponsored by the Korea Literature Translation Institute).

Theater

* **A Dwarf Who Loved Snow White** / Theatre Company TUUL



A Dwarf Who Loved Snow White has enjoyed great popularity since its premiere in 2001. Its long-running appeal has helped it secure a spot in the 2002 Okinawa International Theatre Festival and a recent contract with a company in Taiwan.

* **Peer Gynt** / Yohangza Theatre Company



Yohangza is the first Korean company to stage *A Midsummer Night's Dream* at London's Barbican Centre. We can find the astonishing direction of Yang Jung-Ung based on original work of Ibsen. This production won the best production, direction and stage design awards at the 2nd Korea Theatre Award in 2009.

Dance

* **Darkness PoomBa** / Kim Jae-Duk Project



At age 23, the little-known KIM Jae-Duk won the Grand Prize at the 2007 Seoul Dance Festival. He has now become a rising star in Asia as well after being invited to perform at the Winterthur Theatre in Switzerland, the 2009 Dance Triennale Tokyo and the Indonesian Dance Festival.

* **A Seventh Man** / LG Arts Center (Choreographer: JUNG Young-Doo)



A Seventh Man' commissioned by LG Arts Center is based on the eponymous book by English writer John Berger and photographer Jean Mohr, which features immigrant workers' life. It has been praised for its clear concepts and fine choreography. JUNG Young-Doo, the choreographer, won the 2003 Yokohama Dance Collection's highest award as well as a special award from

the French Embassy in Japan for his work.

*** Pattern & Variable / Park Soon-Ho Dance Project**



PARK Soon-Ho's dance performance was an opening event for the Winterthur Theatre Festival in Switzerland and Festival ASIA in Spain 2007. He has also collaborated with PACT Zollverein in Germany and Sal Vanilla in Japan.

*** Modern Feeling / EDx2 Dance Company**



LEE In-Soo is known as a street dancer-turned-choreographer. As a college student, he began building an international career early on as a member of Emio Greco|PC. He also participated in the Tel Aviv Dance Festival and Lincoln Center OUT OF DOORS 2009.

Music

*** Metamorphosis! / Geomungo-Factory**



Geomungo Factory is a group of young musicians who enjoy making new sounds and even new instruments from their beloved *geomungo*, such as the mini *geomungo*, xylophone *geomungo*, cello *geomungo* and electric *geomungo*. They synthesis of modern music and the traditional Korean string instrument is drawing a great deal of attention.

*** Non-verbal Performance One / Cheong-Bae Play Group**



Cheong-Bae Play Group is famous for encouraging the audience to join in traditional Korean performances, such as *daechuita* (military band music) *samullnori* (farmers' percussion quartet) and gut (shaman dancing and music). The group has won top prizes in many national competitions for their outstanding work.

*** Dreams from the Ancestor / Miyeon & Park**



Miyeon & Park released their second album entitled [Dreams From The Ancestor] in 2008 and it was awarded both "The Best Crossover Album" and "The Best Instrumental Album" in 6th Korean Music Award in the following year. In this splendid masterpiece, the duo has built new lines and structures which are amazingly innovative and refreshing in Korean music history. You

will see a music you have never met before in any other place or time.

*** Tori, Sori, Nori (Playing with the Sound of Tori) / Tori Ensemble**



An ensemble of Korean traditional musicians and jazz players from around the globe collaborated to perform the 'Arirang(traditional Korean song)'. In this collaboration with a unique melody and rhythm

ensemble of 'Arirang', the repository for the modern melting sound will carry the all-natural beauty. They have been well received by New York-based bands and have accepted many invitations to work together on projects.

Multi-disciplinary

* **Oil Pressure Vibrator** / Geumhyung Jeong



Geumhyung JEONG is known for applying objet d'art to sexual objects and this time has modified an oil pressure vibrator to create a unique work that is linked to her body. Jeong was invited to perform in the UK's Experimentica in 2007 and 2008 and also put her work on stage at the Canada Live Biennale in 2009.

* **Riverside Salon** / Doosan Art Center



<Riverside Salon> is a 'Korean Salon Drama Concert' that makes good use of 1930s Korean pop hits. <Riverside Salon>, produced by Doosan Art Center, was so popular that tickets were sold out every performance.

* **tacit.perform[0]** / Tacit Group



This unique experimental audio-visual performance links audience with computer environment like games and chatting. Works of Tacit Group with key musicians including CHANG Jaeho, a progressive electro-acoustic musician, LEE Jinwon, a former techno DJ and producer, and Nam Sangwon, an emerging artist in experimental dance music scene in Korea precisely define the experimental audio-visual genre.

Forum & Info Session

Theme Session

Creative Cooperation: Conception to Circulation

► Theme Forum

PAMS 2009's Theme Forum presented the cases of networks of theaters/festivals and venues which look for various circulation methods and systems. This year's theme forum takes its continuation, focusing on the cases of theaters and festivals which mainly played the role of buyer and presenter of a well-made performing arts piece in the past, but now expand their roles to pre-production through distribution.

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Part	Speaker
keynote speech	KOO, Ja Hung General Director, MyeongDong Theater, Korea
Case study	JO, Sung Ju Artistic Director, LIG Art Hall, Korea (http://www.ligarthall.com/)
	Thomas Walgrave Artistic Director, Alcantara Festival, Portugal (www.alkantarafestival.pt)
	Serge Rangoni Artistic Director, Theatre de la Place, Belgium (http://www.theatredelaplace.be/)

***Wednesday October 13, 2010, 10:00-12:00, National Theater of Korea**

► LIP (Looking for International Partners)

LIP presents internationally co-produced works in progress in search of partners along each step in the production process. During PT-LIP, participants will introduce their ideas and production plans to look for domestic and foreign partners required in the project, such as actors, choreographers, co-producers, presenters, investors, etc. Not only can participants search for partners, but they can also check out the transformation process of a performance piece and obtain insight and network connections.

*Call for proposal is on going for the LIP participants.

***Thursday October 14, 2010, 10:00-13:00, National Theater of Korea**

Focus Session Nordic Performing Arts

PAMS has provided in-depth performing arts market information of specific region each year. Asia was selected as the focus region in 2006, Europe in 2007, Central and South America in 2008, and North America in 2009.

This year, PAMS sheds light on the Nordic region and provides in-depth information about the unique performing arts environment of each Nordic country (Denmark, Finland, Iceland, Norway and Sweden) along with background information that includes an overview of performing arts in the Nordic region, related policies, and support systems.

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Part	Theme	Name/Organization(Country)
Part 1. Overview of Nordic Region 1:30-2:30	Cultural policies in Nordic countries	Virve Sutinen President IETM, Dansens Hus Sweden
	Funding system and structure of NORDIC CULTURE FUND	Annu Kevarinmäki Senior Advisor Nordic Culture Point
	Artist Cooperation in Nordic Region	Tove Bratten Director, Norway Association of Performing Arts
Part 2. Case Study 2:45-4:05	Swedish performing arts- focusing on contemporary performing arts festival	Anna Efraimsson Project Manager The Swedish Arts Grants Committee (Sweden)
	Danish performing arts- focusing on children festival	Henrik Kohler Director Teater Centrum/ Childrens International Festival in Denmark (Denmark)
	Finnish performing arts- focusing on festivals	Kai Amberla Executive director Finland Festivals (Finland)
	Norwegian performing arts - focusing on Ibsen theatre	Ba Clemetsen Director National Theater/ Ibsen Stage Festival (Norway)
Part 3. Panel Discussion 4:20-5:00	<u>Panel List</u> Jens Folmer Jepsen Executive Director, Arhusfestuge , Denmark Thorbjørn Gabrielsen Artistic Director, Stamsund Int'l Theatre Festival , Norway Magnus Bäckström Artistic Director, Uppsala Int'l Sacred Music Festival , Sweden	

***Monday October 11, 2010, 13:30-17:00, National Theater of Korea**

Networking Events

Speed Dating

Speed Dating is a networking program designed to foster intimate conversation and share of information between performing arts practitioners.

PAMS invites Korean and International presenters consisting of theater and festival programmers to talk about their experience and information. 1 presenter and 4 applicants coming from the performing arts field will be gathering together around each table and have coffee break for 30 minutes.

***Tuesday October 12 - Thursday October 14, 2010, 14:00-15:30**

Lobby of the Main Hall "HAE" of the National Theater of Korea

***run on the basis of reservation system which is available Sep.15 to 30**

Round Table

Round Table is subdivided by fields of interest and fields of expertise in art management; round table of producing theatre programmer, festival organizers, music & dance producers, etc.

Come join to build a close network with your counterparts and to exchange field experience, idea and know-how.

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	Theme
1	Producing Theater
2	Music
3	Dance
4	Festival
5	Asia Creative Producer's Network
6	Producer Camp (Hub City of Asian Culture Project)

*** Friday October 15, 2010, 10:30-15:30**

*** Studio "Byeol" of the National Theater of Korea**

* More detailed information on each table will be provided soon and reservation will be available on-site during PAMS.

Performing Arts Market in Seoul is organized by Korea Arts Management Service.

Korea Arts Management Service (KAMS), established in January 2006, is a branch organization (non-profit) of the Ministry of Culture, Sports and Tourism of South Korea. KAMS offers multifaceted assistance in international exchanges, human resources training, research, and consultancy for arts groups and art organizations in order to promote more effective arts management in Korea. <http://gokams.or.kr>

Organization

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