

Seoul 2009 Performing Arts Market in Seoul 2009

Oct. 12 (Mon) ~ Oct. 16 (Fri)
National Theater of Korea,
Namsan Arts Centre

Hosted by | Steering Committee for PAMS 2009

Organized by | Korea Arts Management Service, 국립극장

Supported by | 문화체육관광부, ODS ARTS CENTER

In association with
Arts Council Korea, Korea Association of Performing Arts Producers, Korea Foundation, Korea Literature Translation Institute, Korean Network of Performing Arts Festivals, National Association of Cultural and Arts Centers, Performing Arts Management Association of Korea, Seoul International Dance Festival, Seoul Performing Arts Festival, Embassy of France in Korea, Australian Embassy Seoul, CINARS, Creative Producer Network, TPAM, WOMEX

Showcase Marketplace Developed To Facilitate the Creation, Distribution And Overseas Presence Of Performing Arts

The Performing Arts Market in Seoul (PAMS) is an annual event organized by Korea Arts Management Services, with support from the 'Ministry of Culture, Sports and Tourism', which aims to strengthen public awareness of performing arts and increase the presence of Korean performing arts and artists overseas.

Over past four years, approximately 7,000 domestic and international performing arts professionals have taken part in PAMS, including major performing arts center and event organizations from around the world. The list of past participants includes representatives from Esplanade (Singapore), Festival Tokyo (Japan), Setagaya Public Theater (Japan), the National Theater of Taiwan (Taiwan), the Edinburgh International Festival (UK), the John F. Kennedy Center for the Performing Arts (US), the World Music Institute (US), BAM (US), the PuSh Festival(Canada), La RED(de Promotores Culturales de America Latino y el Caribe, South America) and Ibero-American Theater Festival (Colombia), to name a few, and the list goes on.

Beyond Markets, Beyond Information, Beyond Networking For Creativity and its Circulation

"Redefining PAMS as the center stage for bolstering the creation and distribution of the performing arts"

Commemorating its fifth year in existence, PAMS is ready to transform itself, intending to redefine the term 'performing arts market' by breaking the barrier between creation and distribution in the field of performing arts. As such, PAMS is proud to present innovative programming that brings performing arts organizations one step closer to presenters.

We invite you to the all-new Performing Arts Market in Seoul 2009.

Contact

Department of International Exchanges
Korea Arts Management Service

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Email : pams@pams.or.kr | Website : www.pams.or.kr

Booth Rental



Booth Exhibition will be available from Tuesday, October 13th through Thursday, October 15th. Booths will open at 1:00PM and close at 3:30PM. Booths will be located in the 2nd and 3rd floor lobbies of the Main Hall 'Hae' of the National Theater of Korea.

REGISTRATION

- August 10th through September 10th of 2009
- Registration available at www.pams.or.kr

Registration of Individual Visitors



With PAMS 2009 Visitors Tag, you can participate in Booth Exhibitions, PAMS Choice Showcase, Overseas Showcase, Forums & Info Sessions, Networking Events and Side Events for the specific date(s) selected at the time of registration.

* Admission to certain programs

may be limited depending on space availability; advance reservations may be required for certain events.

* Discounts are available when purchasing admission for all PAMS Plus performances.

REGISTRATION

- **Pre-Registration**
- August 10th through September 20th
- Registration available at www.pams.or.kr
- **Door Registration** : October 12th through October 16th

※ For further information, please contact us.

E-mail : registration@pams.or.kr
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Fax : +82-2-745-3139

Schedule

Date	Oct. 12	Oct. 13	Oct. 14	Oct. 15	Oct. 16								
venue	Namsan Arts Centre	National Theater	National Theater	National Theater	National Theater								
09:00-09:30	Registration	Registration	Registration	Registration	Registration								
09:30-10:00	Academy World Music	Orientation	Theme Session* Forum	Theme Session* Forum	Round Table -Western Europe-								
10:00-10:30			Case Study on Policy and Project	Distribution Networks in North America	Theme Session* Presentation LIP***								
10:30-11:00			Opening Ceremony	Theme Session* Presentation		Lunch Meeting							
11:00-11:30	Incubation for Performing Art Project	Lunch Meeting											
11:30-12:00		Opening Reception	Lunch Meeting	Lunch Meeting	Lunch Meeting								
12:00-12:30	Academy World Music	Booth Exhibition & Speed Dating	Booth Exhibition & Speed Dating	Booth Exhibition & Speed Dating	Round Table -Eastern Europe-								
12:30-13:00					World Music Forum	World Music Forum	Round Table -Asia & Oceania-						
13:00-13:30							Academy North American Performing Arts Market	PAMS Choice Showcase	Round Table -South & Central Americas-				
13:30-14:00									PAMS Choice Showcase	PAMS Choice Showcase			
14:00-14:30	Welcome Reception	PAMS Choice Showcase <Chum Pan> <Rose>	PAMS Choice & Overseas Showcase <Therese Raquin> <The city of wind flow>	PAMS Choice Showcase <Beckett's room> <Déjà vu> <Full Moon>	PAMS Choice Showcase <Kyungsook, Kyungsook's Father>								
14:30-15:00					PAMS Choice Showcase <Li And Sa> <Baramgot's Concert>	PAMS Choice Showcase <MG3(canada)> <Pansori Brecht "Sacheon -ga">	PAMS Choice Showcase <The 11th Shadow>						
15:00-15:30								PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**			
15:30-16:00											PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**
16:00-16:30													
16:30-17:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
17:00-17:30				PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**							
17:30-18:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
18:00-18:30				PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**							
18:30-19:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
19:00-19:30				PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**							
19:30-20:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
20:00-20:30				PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**							
20:30-21:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
21:00-21:30				PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**							
21:30-22:00	PAMS Choice Showcase <Shoes at page 275>**	PAMS Choice Showcase <7ways>**	PAMS Choice Showcase <When His Stopped Watch Working>**										
22:00-22:30				PAMS Night	PAMS Night	PAMS Night	Closing Party						

* The focus of PAMS is <Working Together: Pre-production, Production and Distribution>

** Looking for International Partners

*** BYOV(Bring Your Own Venue)

-Shoes at page 275 : Namsan Arts Centre

-7ways : pPOPkki (in Hong-dae)

-When His Watch Stopped Working : Wonder Space (in Daehakro)



<Theatre>
Kyungsook, Kyungsook's Father
- Golmokgil Theater

This piece has obtained some principal theater awards like Arts of The Year Award in 2006 by Arts Council Korea. PARK Geun-hyung is the most active and popular director in Korea today.



<Theatre>
Therese Raquin - Theatre DONG

Based on the original of Emile Zola, Theatre DONG reinterprets 'Therese Raquin' with physical languages and minimalized stage. It is invited to Seoul Performing Arts Festival 2009.



<Theatre>
When His Watch Stopped Working - Sadari Theater Company

This piece was selected Arts of The Year Award in 2006 by Arts Council Korea and has toured several cities in Japan. Sadari Theater Company is the most outstanding children's theater.



<Theatre>
Pansori Brecht 'Sacheon-ga'
- Pansori Project 'ZA'

Pansori Project 'ZA' recreates Berthold Brecht's 'The Good Person of Szechwan' into Korean traditional theatre Pansori.



<Music>
Li And Sa - Be-Being

The composer Jang Young Gyu, having collaborated with Pina Bausch Tanz Theater Wuppertal for Rough Cut in 2005, has steadily widened his sphere of action.



<Music>
Baramgot's Concert - Baramgot

Baramgot has been engaged in interdisciplinary works in various fields including dance and screen. Won IL, the artistic director of Baramgot, has won his fourth prize of Korean film music award(Daejong) for his film score.



<Music>
The city of wind flow - Bulsechul

Bulsechul is one of the emerging traditional music group coming into the spotlight nowadays.



<Dance>
Déjà vu - Dance Theatre ON

This piece has been created in collaboration with Biennale de la Danse de Lyon in 2000 and presented abroad at Mercat de les flors in Barcelona and etc.



<Dance>
The 11th Shadow
- Ahn Aesoon Dance Company

Since it was presented at Rencontres Chorégraphiques Internationales de Seine-Saint-Denis in 1998, the company has been performed at Singapore Arts Festival(1999), Festival Internacional Cervantino (2004/Mexico) and etc.



<Dance>
Rose - Sungsoo Ahn Pick-up Group

'Rose' glorifies these two creators, adopting musical structure of the Rite of Spring by Stravinsky. Ahn Sungsoo has been performed in Joyce Theatre(NYC) and etc.



<Dance>
Full Moon - Dance Theater Ccado0

This piece gained critics' award from Korean Association of Dance Critics. It is invited to Seoul Performing Arts Festival 2009.



<Dance>
Chum Pan
- Hayongbu Dance Company

Ha Yong Bu has performed at Biennale Nationale de danse du Val-de-Marne in 1997, and Opera Bastille in Paris(Festival de l'imaginaire) 2009. He is one of the human cultural assets



<Dance>
Beckett's room - yjkdance project

Choreographer Kim Yoon Jung has involved in co-project with Tanzhaus NRW She received Arts of the Year Award in 2006, Korea.



<Multidisciplinary arts>
Shoes at page 275
- Kim Yoon JIN Dance Company

Kim Yoon Jin Dance Company's previous work, 'Kisaeng becomes you' co-produced by SiDance (Korea) and DTW(New York), was given a favorable performances in Korea, Hong Kong and New York.



<Multidisciplinary arts>
7 ways - Geumhyung Jeong

This piece was planned together with the Chapter Art Center, JEONG's performance of '7 ways' will be taking place during her UK tour in November, 2009. One of the artist's series, 'Vacuum Cleaner', was performed at Experimentica in 2007.

Forum & Info Session

■ Theme Session (Working Together: Pre-production, Production and Distribution) / National Theater 'HAE' & Theater 'DAL'

Program	Date	Program Details
Forum Working Together: Pre-production, Production and Distribution	10.14(Wed) 09:30-11:00	Case studies of distribution models from various countries that deal with policy initiatives designed to streamline the process of performing arts, from pre-production to distribution. Speakers : Hyun Ju KIM, Manager, National Association of Cultural and Arts Centers Joong Chel CHOI, Director, Seoul Theater Center Lee Su-hyen, Kim Yo-an, Producer, Doosan Arts Center, Lindy Hume, Artistic director, Sydney Festival(Australia)
Presentation Incubation for the Performing Arts	10.14(Wed) 11:00-12:00	Presentations of six 'Outstanding Performing Arts Selections' recommended by the Incubation for Performing Arts initiative of National Association of Cultural and Arts Centers.
Forum Distribution Network in North America	10.15(Thu) 09:30-11:30	In-depth look at the process of production and distribution in the performing arts distribution network in North America. Speakers : MK Wegmann, President and CEO / National Performance Network(NPN) (USA) Martin Wechsler, Director of Programming / Joyce Theatre (USA) Tina Rasmussen, Director of Performing Arts / Harbourfront Centre (Canada)
Presentation LIP (Looking fo International Partners)	10.16(Fri) 10:30-12:00	Presentations of programmers and producers on-going and up-coming performance projects, searching of potential partners for collaborative production and distribution possibilities.

■ Academy / Namsan Arts Center

Program	Date	Program Details
World Music	10.12(Mon) (part 1) 10:00-12:00 (part 2) 13:00-15:00	Festival directors and producers offer advice on Europe's world music festivals that is appropriate for Korean performing arts organizations, and discuss how to prepare for successful overseas tours. Speakers : Patrick de Groote, Sfinks Festival Director and EFWMF Delegated Director (Belgium) Mark Ringwood, Producer of Roots around the World and Advisory Committee member of Ulsan World Music Festival (UK)
North American Performing Arts Market	10.12(Mon) 15:30-17:30	A comprehensive overview of the North American performing arts market, offering strategic advantages for Korean performing arts organizations seeking to establish a presence there Speakers : Sandra Gibson, President and CEO / APAP (USA) Ken Foster, Executive Director / Yerba Buena Center for the Arts (USA) Alain Paré, Founder and CEO / CINARS (Canada) TBC (Canada)

- World Music Forum / National Theater, CAFE 'Hea & Dal'
- This forum on world music will shed light on the reasons for the continued interest in various types of world music in Europe, with comments from renowned European theater and festival professionals and an open dialogue on the potential for the presence of Korean music in Europe.
- Date : 10. 13 (Tue) 14:00-16:00
 - Speaker : Charlie Gillett, Executive producer of World Service, BBC Radio (UK)
Peter Hvalkof, Programmer, Roskilde Festival (Denmark)
Olivier Delsalle, Deputy director, Festival d'Ile de France (France)
Maarten Rovers, Artistic director, RASA Theatre (Netherlands)

PAMS Plus

An off-venue showcase introducing an assortment of Korean performing arts productions. A certain number of tickets would be offered with reduced price or for free to Korean and international participants.

Networking

- Speed Dating / National Theater, Main Hall 'Hae', 2nd floor
Speed Dating is an one to one meeting arrangement between Korean experts and participating presenters to develop domestic as well as international collaboration. Anyone who aims to network with a wide variety of specialists are strongly encouraged to participate. Further details and meeting request form available at www.pams.or.kr

Date	Time	Group
10.13 (Tue)	14:00-15:30	Theater programmers
10.14 (Wed)		Festival programmers
10.15 (Thu)		Agencies & producers

- Round Table / National Theater, Theater 'Byeol'
Discussion sessions with international delegates

Date	Time	Area
10.16 (Fri)	09:30-10:30	Western Europe
	13:00-14:00	Eastern Europe
	14:00-15:00	Asia & Oceania
	15:00-16:00	South & Central Americas

- Lunch Meeting & PAMS Night
This is a networking event geared towards the promotion of organizations participating in PAMS 2009. Some of these events are Invitation Only.

Side Events

- Welcome Reception & Gala
- Opening Ceremony & Opening Reception
- Closing Party

The 12th Seoul International Dance Festival
SiDance 2009
제12회 서울세계무용축제
2009.10.5(MON)~10.24(SAT)
Seoul Arts Center
Sogang University Mary Hall
Aram Nuri Arts Center and throughout the entire city
www.sidance.org
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With KT&G Analog & Digital
The 9th Seoul Performing Arts Festival
2009.10.13-11.21
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