

**Strategisch meerjarenplan Cultuur 2017-2020
Zuid-Korea**

Versie 1 februari 2017

Background

The Netherlands Embassy in South Korea used to be a mission mainly focusing on trade and investment relations. For this reason culture was not on its priority list. However, South Korean market for art and culture and its needs for cooperation with other countries have been consistently growing.

In the last few years, there were quite a lot of activities made by Dutch artists and cultural institutions in South Korea, e.g. Dutch design showcase at Seoul Design Festival, Mondriaan Fund Fellowship Program at National Museum of Modern and Contemporary Art, Korea (MMCA). In 2016, Rijksakademie and Arts Council Korea celebrated their 10-year cooperation. Rijksakademie also piloted an exchange residency program together with the Asia Culture Center in Gwangju. Van Gogh is well known across South Korea. Miffy and the Rubber Duck also established themselves firmly as Dutch icons.

In the 1960s South Korea was one of the poorest countries on the planet. Nowadays it stands as the world's 11th biggest economy. This spectacular growth brought about wealth, and along that fast growing interests in culture, design, lifestyle, etc. Furthermore, culture product (for example K-pop music) has become significant in South Korea's export economy.

All the above indicates opportunity for Dutch cultural sectors in South Korea and a growing interest in The Netherlands.

Last but not least, during Prime Minister Mark Rutte's visit to South Korea in September 2015, collaborative treaty between The Netherlands and South Korea was signed by him and President Park Geun-hye, which included cultural sector and creative industry. It was the launch of cultural cooperation between the two countries.

Context

PyeongChang Winter Olympic Games (February 2018) will be an important local but global event held in South Korea. It marks a great opportunity to showcase The Netherlands and reach out to both Korean and international public. In the same year, the new Dutch Embassy, designed along the concept of "embassy of the future", will finish construction. Around these two activities, we expect to raise the visibility of The Netherlands in South Korea and to build up a strong image of Dutch culture. As a strategy, we will not only aim for high-end market as targeted group, but also focus on general public and in particular, the young generation of South Korea.

Given such context, we would like to divide the coming four year period in two blocks: 2017-2018 (Olympic period) and 2019-2020 (post-Olympic period). This report focuses on the "Olympic period".

Focus Area

The focus areas for the coming years are:

1. Visual Arts:
We aim to promote both classic and modern/contemporary art, as well as museum to museum cooperation between the two countries. We will start building up relationships with relevant stakeholders in this field in South Korea.
2. Performing Arts:
We will promote Dutch music and dance. In 2017 Concertgebouw Orchestra and Rotterdam Philharmonic Orchestra will visit Seoul. Both occasions provide an excellent platform for further promotion of The Netherlands and Dutch culture in general.
3. Creative Industries: (Urban) Design and Architecture
'Creative Industries' was one of the focus areas during Prime Minister Rutte's visit and the economic mission to South Korea in September 2016. European design is becoming increasingly popular in South

Korea. There have been quite a lot of Dutch urban design and architecture projects already. We will build on stronger relationship with Korean partners such as Seoul Metropolitan Government.

Objective

Launching cultural diplomacy in South Korea means we have work to do in order to create a stronger base for the years to come. For this we will very much focus on communication with relevant parties and target groups in the society.

Culture will be an integral part of the embassy projects for the Pyeongchang Winter Olympics.

We see cultural diplomacy not as a stand-alone activity but as an important element of the diplomatic program of the embassy in Korea. Hence we have chosen for an integral approach.

We also believe that cooperation with the embassies in Tokyo and Beijing (and NBTC) would be beneficial. Although each country has its own characteristics and dynamics, we very much believe that as a network in NE Asia we can be stronger together than operating individually.

Visual Arts & Performing Arts

Objective:

- Korean public and target groups better informed and acquainted with Dutch visual art and performing art.
- Target groups in the Netherlands informed about the Korean market.
- Dutch artists presenting themselves in Korea (e.g. art fairs, festivals, biennales, exhibitions). Exchange with Korean artists will be actively supported.
- Successful contribution to Concertgebouw Orchestra and Rotterdam Philharmonic Orchestra; use both events for broader cultural diplomacy.

Activities:

- Build up a network with the Korean art field: museums, galleries, funds and artistic/cultural organizations. Create the awareness of the Netherlands to Korean art field players (as well as general public) by providing information on Dutch art and culture e.g. Embassy blog on Dutch art/culture, lecture at schools/universities, posting on Embassy social media channels.
- Update relevant Dutch players about Korean art scene and local development by sending information on a regular basis e.g. E-booklet.
- Stimulate participation and presentation of Dutch artists in exhibition – museums and galleries, residency programs, artistic performances and festivals.
- Create an opportunity for cultural program during or around the 2018 PyeongChang Olympic Games.
- Organize a side-event (in cooperation with Public Diplomacy) for Concertgebouw Orchestra and Rotterdam Philharmonic Orchestra performances in 2017.

Performance Indicators:

- Increase of Dutch interest / participation in art fairs, biennales, exhibitions, festivals, etc. in South Korea
- Presentation of Dutch artists realized during or around the PyeongChang Olympics
- Articles published about Dutch art sector in Korean media
- Embassy blog on Dutch art/culture realized, art related postings on Embassy social media channels uploaded, lectures at relevant organizations realized
- Side-event with regard to Concertgebouw Orchestra and Rotterdam Philharmonic Orchestra realized
- An enquete can be conducted about the awareness development of The Netherlands

Partners:

- NL: Ministry of Foreign Affairs, Ministry of Education, Culture and Science, DutchCulture, Mondriaanfonds, diverse museums, Fondspodiumkunsten, Dutch Embassy in Tokyo

DutchCulture and Mondriaanfonds could advise and help the Embassy in finding contemporary Dutch artists and encouraging them to consider South Korea for future activities. We can consult Fondspodiumkunsten on curation of musical and choreographic artists that would most efficiently work out in South Korea.

With Embassy Japan we could devise a plan of bringing major Dutch artworks to South Korea (for Winter Olympics 2018) and subsequently Japan (for Summer Olympics 2020) in discussion with diverse NL museums.

- KR: diverse museums and galleries (e.g. MMCA), art and culture related organizations (e.g. Korea Foundation, Arko – Art Council Korea), Biennales, CID-UNESCO in Korea, diverse dance/music festivals, theatres, PyeongChang Olympic Committee, Ministry of Culture, Sports and Tourism (MCST)

Creative Industries - (Urban) Design and Architecture

Objective:

- Work together with Seoul Metropolitan Government to increase the number of Dutch architects, designers, city planning authorities, etc. that are actively involved in the further development of Seoul
- Dutch Creative Industry sector presented around the Olympic Games Period

Activities:

- Keep pro-active and good relationship with Seoul Metropolitan Government and further build up a good network with other players in South Korea to encourage and facilitate exchanges between Dutch and South Korean creative industries sectors. Update Dutch partners on Korean creative industry scene, e.g. urban design project competition, open call for biennales, etc.
- Encourage presentation of Dutch creative industries.
- (Urban) Design: connect Dutch designers and relevant agencies with major local fairs such as Seoul Design Festival, Design Korea Fair, Cheongju International Craft Biennale, etc.
- Architecture: promote renovation of Seoul Station Overpass by MVRDV which will be finished in April 2017 (in cooperation with Seoul Metropolitan Government as well as Public Diplomacy) and new Embassy building (“embassy of the future” concept), etc. Encourage participation in the first Seoul Biennale of Architecture and Urbanism in September 2017.
- Team up with Economic Affairs colleagues for more effective activities.
- Create an opportunity for presentation of Dutch Creative Industries Sector during or around the 2018 PyeongChang Olympic Games.

Performance Indicators:

- Showcase of Dutch Creative Industries realized during or around PyeongChang Olympics
- Event to promote the renovation project of Seoul Station Overpass by MVRDV
- Participation of Dutch creative industries in relevant fairs and festivals realized

Partners:

- NL: Ministry of Foreign Affairs, Ministry of Education, Culture and Science, DutchCulture, Stimuleringsfonds, Het Nieuw Instituut, Craft Council NL, Topteam Creative Industry
Consult DutchCulture, Stimuleringsfonds and Het Nieuw Instituut for influential partners in the field of creative industries.

- KR: Seoul Metropolitan Government, Korea Creative Content Agency (KOCCA), Korea Institute of Design Promotion (KIDP), Ministry of Culture, Sports and Tourism (MCST), diverse modern museums and galleries

Calendar 2017-2018

The Embassy is to grow further as base for cultural diplomacy and for the cultural sector of The Netherlands. Embassy program is to focus on and promote The Netherlands towards and during the PyeongChang Winter Olympic Games 2018.

Major events expected in Korea for the coming years are like the following:

2017

- World Championship Speed Skating in February (PyeongChang Test Event)
- The Fountain Head, Toneelgroep Amsterdam in March/April
- World Baseball Classic - Visit Koninklijke Nederlandse Baseball en Softball Bond (KNBSB) in March
- Rotterdam Philharmonic Orchestra in June
- Concertgebouw Orchestra in November
- First edition of Seoul Biennale of Architecture and Urbanism from September to November
- UIA Seoul 2017

2018

- PyeongChang Winter Olympic Games (expected visit of the King and Queen)

Following are some of the events to remember which take place on a regular basis:

- Korea International Art Fair (KIAF)
- Seoul Design Festivals, Design Korea (Design Fair)
- Art Biennales: Gwangju Biennale, Media City Biennale, Busan Biennale
- SiDance Festival (Seoul International Dance Festival)