

K-COMMUNITY FESTIVAL IN EUROPE

2019



KOFICE

Introduction



**K-COMMUNITY
FESTIVAL** IN EUROPE

We are recruiting participants for 2019 **K-Community Festival** in Europe!

The selected team will **visit Korea and receive lessons** from professionals of various fields in the Korean Culture. The team will be given the opportunity to **showcase the final performance** amongst K-POP stars at the festival in Belgium.

Challenge yourself with this opportunity to experience the Korean culture beyond K-POP and become the one that spread the Korean culture farther.

※ *K-Community* : A group or gathering of people who like Korean culture and actively meet on a regular basis

Overview



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Who can apply

Korean Culture-related communities active in United Kingdom, Germany, Italy, Poland, Netherlands, and France

*※ 1 representative community team will be selected
(Total 4 teams)*

Schedule

March-April	May 3 rd	May-June	July (1 week)	August-September	October (1 week)
Recruiting Communities	Announcement of Selected Communities	Flight & Accommodation Reservation	K-Community Mentoring (in Korea)	Individual Practice and Video Mentoring	K-Community Festival (in Belgium)

Overview



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Program Overview

[K-Community Mentoring]

- **Date:** Tuesday, July 2nd ~ Sunday, July 7th of 2019
- **Location:** Seoul / Korea
- **Main Events**

Time	Day 1	Day2	Day3	Day4	Day5	Day6
Morning	Arrive in Korea and hotel check-in	Korean Culture Classes (Samul nori / Minyo / Talchum / Buchaechum)				
Afternoon	Orientation	Experience Traditional K-Culture	Experience Contemporary K-Culture	Free Schedule	Farewell and Networking	Return Home
	Lecture from K-POP Concert Expert		Watch K-POP Concert			

※ This schedule is subjected to change depending on the situation.

※ All programs will be provided in English.

Overview



**K-COMMUNITY
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Program Overview

[K-Community Festival in Europe]

- **Date: Saturday, October 5th of 2019**
- **Location: Brussels / Belgium**
- **Host: KOCIS (Korean Culture and Information Service)**
- **Organizer: KOFICE(Korean Foundation for International Cultural Exchange) / Korean Cultural Center in Brussels**
- **Partner: K-POP Belgium Society**

✂ *The selected team must arrive in Brussel, Belgium 2 to 3 days prior to the event for final practices and rehearsals.*

Fields Open for Application



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Samul nori



Samul nori is one of the traditional Korean ensembles, *nongak*, that is made up of four instruments, *kkwaenggwari* – a small gong, *jing* – a larger gong, *jangu* – an hourglass drum, and *buk* – a barrel drum. *Nongak* refers to rituals from farming villages, the collection and modernization of the various distinctive rhythms from each province has been called *Samul nori* since 1978. The standing *gamuak* (singing, dancing and music) performers are called *seonban* (standing performance) and those playing *garak* (rhythm and melody) sitting down are called *anjeunban* (seated performance).

※ Must submit your 1st choice and 2nd choice options when applying.

Fields Open for Application



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Minyo (Korean Folk Song)



Minyo refers to the folk songs that have been sung by the Korean people since ancient times. These songs contain the mind and lifestyle of Koreans. With the invasion from neighboring countries since ancient times, the innately 'Heung' (excited feeling) Koreans have developed an emotion called 'Han' (repressed sorrow). The folk songs of Korea uniquely contain the coexistence of both 'Heung' and 'Han' emotions. Most Korean folk songs have the 'leading and receiving' method. *Nodongyo* (labor song), *Yuhiyo* (recreational song), *Uisikyo* (Ritual song) are the three most representative folk song genres.

※ Must submit your 1st choice and 2nd choice options when applying.

Fields Open for Application



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Talchum (Korean Mask Dance)



Talchum is a traditional masquerade, performed with masks passed on from various regions of Korea. Performers will cover their face or entire head with a mask. They will dance and recite lines to the music while dressed up as another character, animal or gods. Although it was originally a performance of the clowns, it spread to the whole country in the late Joseon Dynasty and developed into a culture of the people. These dances mainly satirizes the absurdity of society. Representative dances include *the Bongsan Mask Dance, Hahoe Pyolshin-Gut Tal-nori* and *Buckcheong Saza Noleum*.

※ Must submit your 1st choice and 2nd choice options when applying.

Fields Open for Application



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Buchaechum (Korean Fan Dance)



The Korean dance refers to a dance that is handed down by the flow of Korea's natural environment, history and culture. Currently, various forms of the dance are becoming a traditional art form in Korea. **Buchaechum**, Korean fan dance, is a representative genre of Korean dance. It is characterized by elegant and excited expression of shapes such as birds, flowers, butterflies and waves with fans in both hands. The beautiful movement created by the dancer's dynamic line with vibrant fans and costumes is the charm of the fan dance.

※ Must submit your 1st choice and 2nd choice options when applying.

Detailed Information



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Eligibility

- Korean Culture-related communities active in the United Kingdom, Germany, Italy, Poland, Netherlands and France
- Applying teams may consist of a minimum of 6 members and a maximum of 8 members and must designate one leader of the team. (*※ Must be able to communicate in English.*)
- Each participant must be over 18 years of age and able to travel abroad. (*※ Check the validity of your passport*)
- Must be a native or resident of the eligible countries.
- Inexperienced members may also apply for different fields. Prefer those with experience in performing.

Detailed Information



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Requirements

- *The selected team must attend the following schedule.*
 - 1) **K-Community Mentoring** : July 2nd ~ July 7th (Korea)
 - 2) **K-Community Festival** : October 5th (Belgium)
 - ※ Arrive in Brussel, Belgium 2~3 days prior to the event for final practices and rehearsal
- After the K-Community Mentoring in Korea, must participate in individual practices and video mentoring.
- Cooperate to promote the festival in each country.
(eg. United Kingdom community – in charge of promoting in United Kingdom)

Detailed Information



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Benefits

- Support in 1/2 of the round trip flight ticket price to Korea for the participation in the K-Community Mentoring (*※ 1/2 of flight ticket price self-supported*)
- Accommodation, meals, transportation in Korea / education, Korean cultural experience during the K-Community Mentoring
- Accommodation, meals, transportation in Belgium for participation in the K-Community Festival
- Provide costumes • props for the K-Community Festival performance

Detailed Information



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How to Apply

- **Registration Date: March 25th ~ April 25th of 2019 (Korea Standard Time)**
- **Where to Register: After downloading and filling in the attached application form, the team leader must send an email to kcf@kofice.or.kr.**
- **※ Subject title of the email must be :
[Country / Community Name] 2019 KCF APPLICATION**
- **Announcement: May 3rd of 2019 (Selected communities will be individually contacted through the leaders)**

Detailed Information



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Reference / Contact Point

- Email Address: kcf@kofice.or.kr (English/Korean)
- Official Website : kcommunityfestival.com
- Facebook : facebook.com/kcf.kofice
(※ Message Reply Not Available)
- Twitter : twitter.com/kcf_kofice

FAQ



**K-COMMUNITY
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1. What is KOFICE?

The Korean Foundation for International Cultural Exchange (KOFICE) is appointed as the exclusive agency to promote international cultural exchange for the Ministry of Culture, Sports and Tourism.

With the vision of a 'network hub connecting Korea and the world through culture' in mind, the organization goes beyond national borders to focus on promotion cultural exchange.

KOFICE's representative events include <FEEL KOREA> to introduce various Korean cultures around K-POP to the world, <Korea Joa> to provide opportunities to the world opinion leaders by inviting them to Korea for a cultural experience, <OUTLOOKIE> a Korean cultural fellowship for foreign students in Korea, <Culture_Connected> to celebrate the major occasions between Korea and overseas countries, and <Traveling Korean Arts> to dispatch talented Korean artists to the world.

FAQ



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2. What kind of event is K-Community Festival?

K-Community Festival is a newly launched Korean cultural festival through KOFICE in 2019. We wish to provide an opportunity for international communities that love Korean culture to learn more deeply about the Korean Culture beyond K-POP. It is our goal to grow together with the communities so that they can introduce the Korean culture in their respective countries in the future.

The Festival will be joined by the all the communities in Europe. The community from the host country will become the 'host community' to plan and prepare for the festival with KOFICE. Communities from the neighboring countries will participate in the mentoring program as well as the performance.

The mentoring program will be held in Korea this coming July of 2019. The selected communities will spend about a week in Korea to learn from the experts of various fields and head to Belgium in October to perform with K-POP stars at the K-Community Festival.

FAQ



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3. What is the criteria for selection?

Each field will select 1 team from the applicants making it a total of 4 teams. Each team will be assigned to one field. (eg. UK – Fan Dance / German Community – Folk Song / Polish Community – Samul nori / French Community – Mask Dance, etc.)

The selection criteria is be greatly based on

- project understanding
- activeness
- performance readiness

Please be sure to read the application guide carefully as we will be making evaluation based on the information provided in the application (including: previous activities, references such as performance videos.)

FAQ



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4. Is it possible to apply for a field that I have no prior experience in?

Communities that have experience in performing (eg. Samul nori Community) may be a priority however, we welcome communities who don't have experience but would like to challenge new areas.
(eg. K-POP Cover Dance Community → Mask Dance / Fan Dance)

Learning about the traditional culture, which is the basis of modern Korean culture like K-POP, will be very helpful for a deeper understanding of the Korean culture!

FAQ



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5. Should all participants for the mentoring program and the festival be the same members?

All participants must be present for the schedule for the mentoring program and the festival. We will be collecting the signatures from every participant when the team selection is finalized.

As the teams will be performing based on the training received through the mentoring program, it is mandatory that the members that participated in the mentoring program be involved in the festival as well. This will also be one of the selection criteria.

Therefore, we recommend that you adjust your personal schedule in advance so that it will not be an issue for participating in the mentoring program and festival.

FAQ



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6. Who are the teachers and how will the class work?

The teachers will consist of representatives that have majored in the respective fields, participated in major tournaments, and experienced performing both domestically and internationally. The lessons will be in English.

Once the communities are selected, the communities and teachers will select the songs and choreography in advance to learn through the mentoring program.



감사합니다
Thank You!

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