The Next Normal, Culture & Art Vaccine Project of Seoul Metropolitan Government

17-June-2021
Cultural Policy Division, SMG
After raising infectious disease alert level to the highest level, (Feb 23, 2020)

58 Art Centers, including the Sejong Center, were closed (Feb 24, 2020)
Performance Cancellations Due to COVID19 Closures
Chap. 2 | 2020 ‘Cheer Up Concert’

- Support for Artists

SMG Started ‘Contactless Performance Project’

2020 ‘Cheer Up Concert’

- Organized by Sejong Center
- Period: March-April, 2020
- Number of Performances: 16
- Providing online performance opportunities to art groups and artists with cancelled performances

A Promotion Poster of Cheer Up Concert
A total of 16 performances cancelled due to COVID19
All costs for a livestreaming show is supported

The 16 performances chosen
- Cancelled performances on Sejong Center (5)
- Performances recommended by KAMS*(7)
- Performances of Resident art groups (4)

Kinds of supports provided
- Production costs up to US$27,000
- Rent (facility usage fees)
- Broadcasting costs
- Promotion costs

*KAMS: Korea Arts Management Service
Chap. 2 | 2020 ‘Cheer Up Concert’

- Support for Artists

Various Genres such as Traditional Art, Opera, Dance, etc.
The Number of Viewers: 400k (Livestream 280k, Replay 120k)

Finding the role of local governments to support and promote online shows
Increased number of citizens suffering from ‘Corona Blue’
→ SMG Announced ‘Soothing with Culture’ Project To Cheer Up Citizens (August, 2020)

I have experienced Corona Blue, 54.7%

What caused you to experience Corona Blue?

- Refraining from going out (22.9%)
- Weight gain due to lack of exercise (20.2%)
- Concerns about the infection (15.9%)
- Lethargy from lack of communication (11.4%)
- Depression from self-isolation (11.2%)

*Corona Blue : Depression due to self-isolation and social distancing

Source | Incurr (April, 2020)
Chap. 3 | 2020~2021 ‘Soothing with Culture’
—Cheering Up Citizens

Offline
‘Visiting Concert’ at Outdoor Venues

2020 Heart Disinfection Truck
- Visiting places such as hospitals, fire stations with a music truck
- 8 times in 2020

In front of Deoksugung Palace | Singer Imagine

Eunpyeong fire station | Singer Jiyoun Baek

2020~2021 365 Street Performances
- Street performances (Busking) at 50 outdoor spaces
- In 2020: music, instrumental, etc. 150 teams, 1,000 times
- In 2021: 150 teams, 2,000 times
2021 Balcony Concert

- One of the best orchestras in Korea, Seoul Philharmonic Orchestra is visiting apartment complex
- 48 times in 2021

Apartment complex in Yangcheon-gu
Chap. 3 | 2020~2021 ‘Soothing with Culture’
– Cheering Up Citizens

Small-sized ‘Citizen Invitational Concert’

2020 On and Off-line concert
• Citizens chosen by lottery were invited offline concert or livestreaming concert via Zoom
• 16 times in 2020, viewers : 380k

2021 Customized Concert
• Citizens whose personal episode is chosen are invited in a mini concert performed by the singer they wanted
• Also livestreamed via Youtube
Online High Definition ‘Realistic Video Contents’

2020 Seoul Music Traveling

- **Music Performance videos** filming at tourist spots in Seoul
- Horizontal 8k VR 180°
- 6 times in 2020, viewers: 4.6m

2021 Genre-mixed Video

- **Mixture of art genres videos** to satisfy both sight and hearing.
- Music and artworks, dance and media art, circus and music, etc.
Chap. 3 | 2020~2021 ‘Soothing with Culture’
– Cheering Up Citizens

Enjoy Seoul’s Famous Festivals Online

Livestreaming of Seoul’s Popular Festivals
The number of viewers : Over 200k
Using Zepeto (metaverse platform), the festival venue is organized as a virtual space. Citizens took photos of their own avatars in a photo zone and had a virtual fan meeting.

*Metaverse: Virtual Universe where people can create their own world*
‘Online Video Production Studio’ for Making Contactless Performance Shows

Video Production Studio (2022)
- Remodeling Namsan Creation Center
- Producing studio for online videos of performances such as musical, dance, play, etc.
- Install high-definition video equipment, the latest models of sound equipment and stage settings
Thank you!