SHOW MUST GO ON
: Culture and Cities on the Next Normal

Presented by
Sung-su Park
Deputy Mayor
Andong City of South Korea
ANDONG
The Capital of Korean Spirit

01 About Andong
City Information

02 Cultural Policy
Andong City’s Policies, Cultural Goals and Implementation

03 Ama-do Artist Program
Outline, Programs, Safety Management for COVID-19 Quarantine

04 Andong-E Gamyeon Festival
Outline, Online and On-site Events

05 Conclusion
1. About ANDONG

- **Population**: 158,907
- **Area**: 1,522.1 km² (2.5 times larger than Seoul)
- **Budget**: USD 112 Million

**Culture & Tourism**
- UNESCO World Heritage City
- Tourism Hub City

**Bio-Industry**
- SK Bioscience’s Vaccines Plant
  - Producing 500 million doses of vaccines a year

**Educational City**
- International Association Educating City (IAEC)
2. Cultural City, Andong

Before and Beyond the Crisis
- Returning to Humanity
  - The Epipemics In the Middle Ages
  - Renaissance Industrial Revolution
- Challenges & Changes
  - The Pandemics In Modern Days
  - The New Normal In the Post Corona-era

Purposes of the Events
- Helping the community to thrive
- Support the local artists’ livelihood
- Strengthening Local Cultural Networks

Recovery Renewal Resilience

BI Brand Identity
2. Ama-do Artist Program

Program Outline

• Name of event: Ama-do Artist (Maybe it’s an artist)
• Period: June 2 - June 14, 2020
• Host: Andong City together with Andong Festival and Tourism Foundation (AFTF)
• Purpose: to use the café as a gallery to display local professional and amateur artists’ work and enable them to continue their creative activities for their challenging profession.
• Venue: 8 Cafes in downtown
• Budget: 17,953 USD
2. Ama-do Artist Project (cont.)

**ART EXHIBITION**

**Ama-do Artist**

Art Exhibition in the Café as a Gallery

Local artists may present their artwork through exhibits in cafes for visitor's appreciation.

- Period : June 2 - 14, 2020
- Venue : 8 cafes in the old town
- 60 art drawings from 15 Andong-born artists

**ART TALK**

**Art Meets Talk**

Held Meetings with Local Artists

Special programs to talk on the lives and features of the art works

- Period : June 5 – June 13 2020
- Venue : 2 local cafes in the old town
- Invited 20 guests on a priority given to those earliest in attendance

**ART PERFORMANCE**

**Art Heals Souls**

Art Displays, Musical Performances, and Magic Shows

- Emotional Well-being to cope with Covid-19 fatigue and stress
- June 5 – June 6, 2020
- Venue : 2 cafes in the old town
  Invited 20 guests on a priority given to those earliest in attendance
2. Ama-do Artist Project (cont.)
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2. Ama-do Artist Project
3. Andong-E Gamyeon Festival

Semi-Festival: Andong-E Gamyeon
- Period: from October 26 to November 11, 2020
- Venue: mask dance park, tourist sites, public cultural places
- Host: Andong City together with Andong Tourism and Festival Foundation.
- Purpose: to present an opportunity for investors to witness local artists and performers.
- Budget: 250,000,000 KRW (219,000 USD)
3. Andong-E Gamyeon Festival (cont.)

Busking Performance Outreach

- **Period**: October 26 – 1 November, 2020
- **Venue**: Mask dance Park, UNESCO World Heritage Sites, Open Markets and Tourism Sites, and Public Space
- **Program**: Korean traditional Classic Music, Busking, live band concert

100 performers and producers participated in the virtual performances Broadcasted on four local YouTube channels.
3. Andong-E Gamyeon Festival (cont.)

Site and Stage Arrangement

- Limited admission to accommodate the social distancing restriction
- Installed two person tents and Built a panel fence around the seats and tents.
- Set up a large screen to broadcast on YouTube channels.

Mask dance park area is 50m×50m, 2,500m², 1 person per 4m²
3. Andong-E Gamyeon Festival (cont.)

Safety Management Procedures

✓ Fever check at the entrance
✓ Write the audience phone number and Required phone and address declaration
✓ Distribute mask with logo, “Cheer-up, Andong” to verify the admission
3. Andong-E Gamyeon Festival (cont.)

Music and Cultural Performance

- **Venue**: Mask Dance Park
- **Period**: October 30 – November 1, 2020
- **Programs**: Korean Traditional Classics and folk music, Opera, traditional mask dance, K-pop and folk songs, band music, etc.
3. Andong-E Gamyeon Festival

SNS Promotion

FACE book

You Tube Channels

Instagram
4. Conclusions

01. Spotlight on local art and artists in Andong.

02. Presented a new opportunity to participate in festivals at a time when group gatherings are not allowed.

03. For zero confirmed case, we successfully completed the two events without any new infections.

04. We successfully completed the two events without any new infections. We hope for these kinds of cultural events to be available in diverse formats in the future."
Thank You
So Much!

Contact Information
Andong Festival and Tourism Foundation:
+82-54-840-6591
http://www.aftf.or.kr/

Andong International Mask Dance Festival