



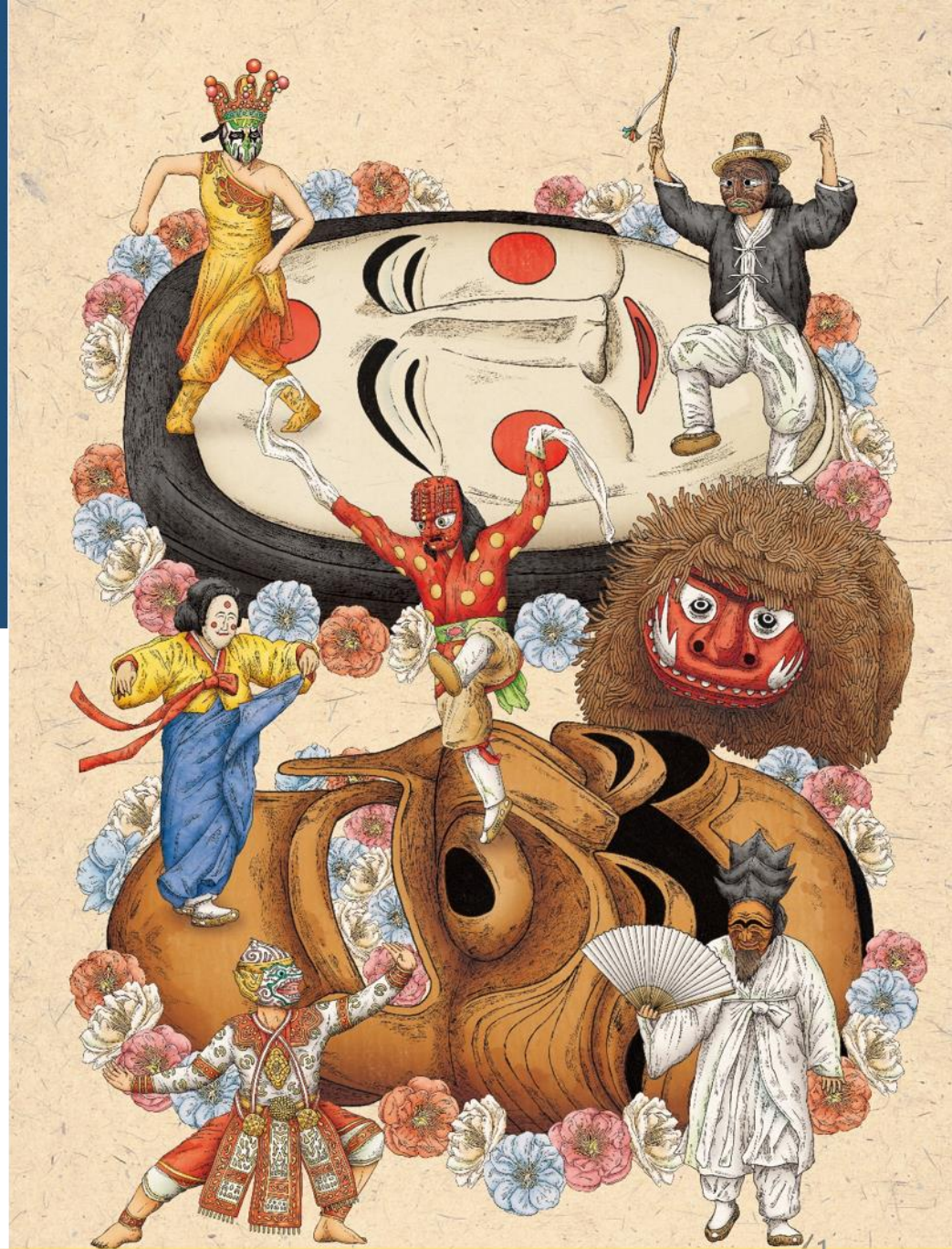
Culture Committee COVID-19 Publication Launch Webinar

# 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



1,522.1km<sup>2</sup>

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

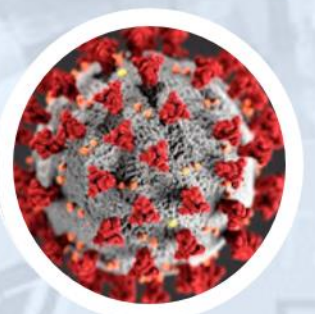


The Epidemics  
In the Middle Ages

Returning to  
Humanity



Renaissance  
Industrial Revolution



The Pandemics  
In Modern Days

Challenges &  
Changes



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 cafés 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 cafés 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

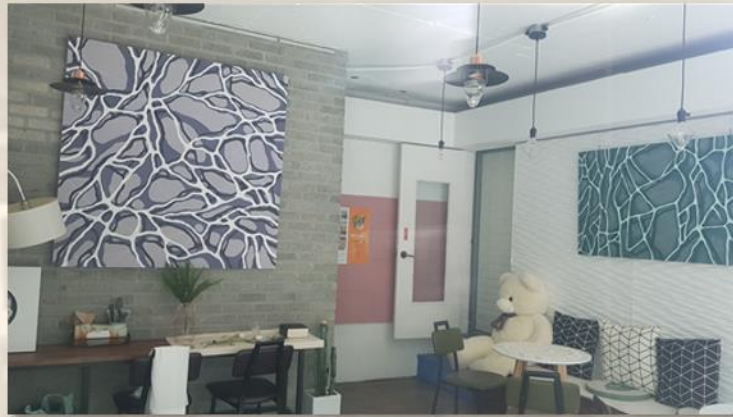
June 5 – June 6, 2020

Venue : 2 cafés in the old town

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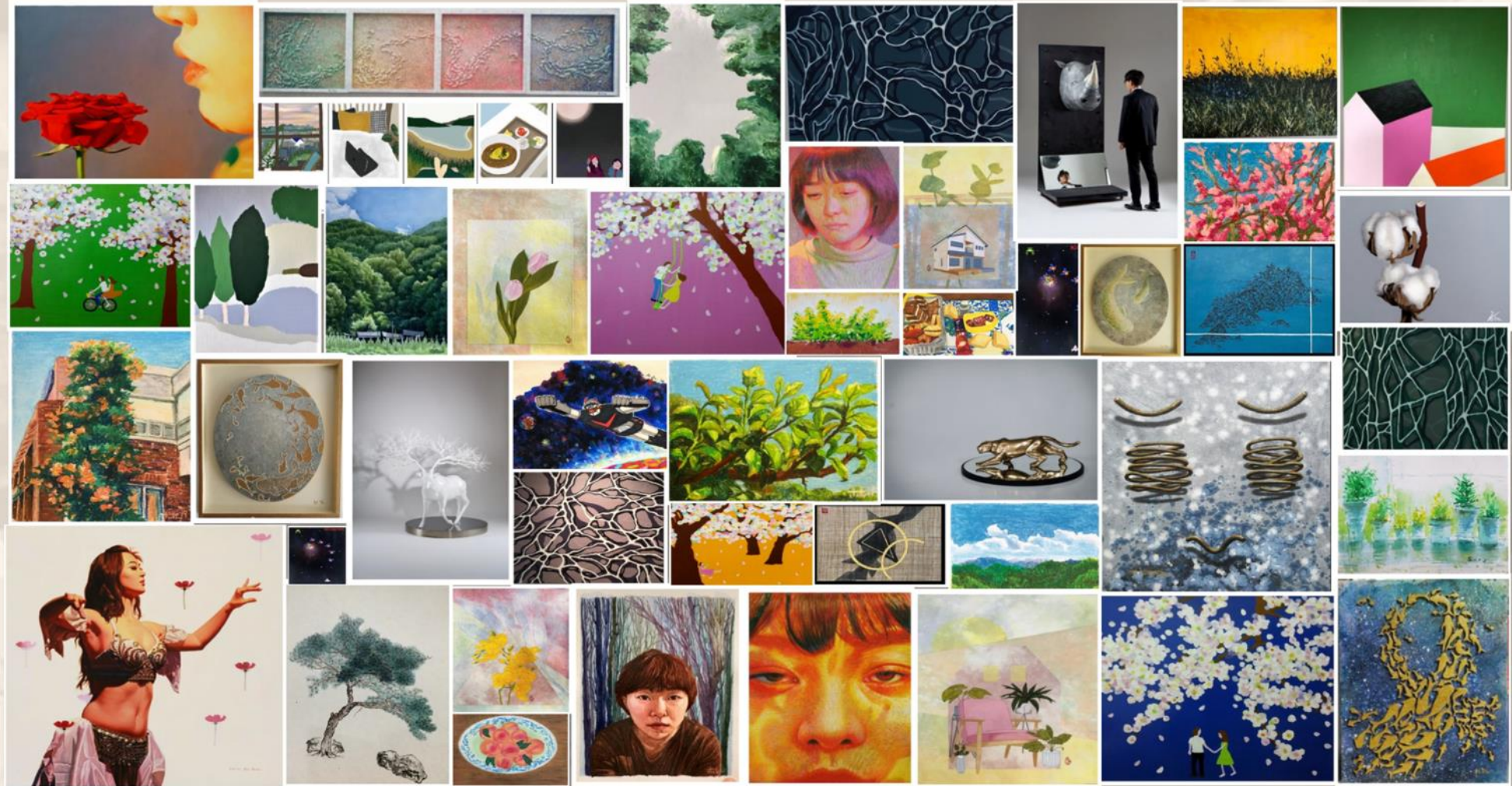


## 2. Ama-do Artist Project (cont.)





## 2. Ama-do Artist Project (cont.)





## 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

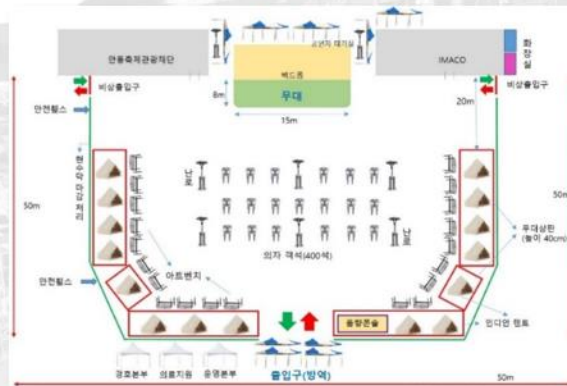
- Period : October 26 – 1 November, 2020
- Venue : Mask dance Park, UNESCO World Heritage Sites, Open Markets and Tourism Sites, and Public Space
- Program : Korean traditional Classic Music, Busking, live band concert

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  $50\text{m} \times 50\text{m}$ ,  $2,500\text{m}^2$ ,  
1 person per  $4\text{m}^2$



# 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.



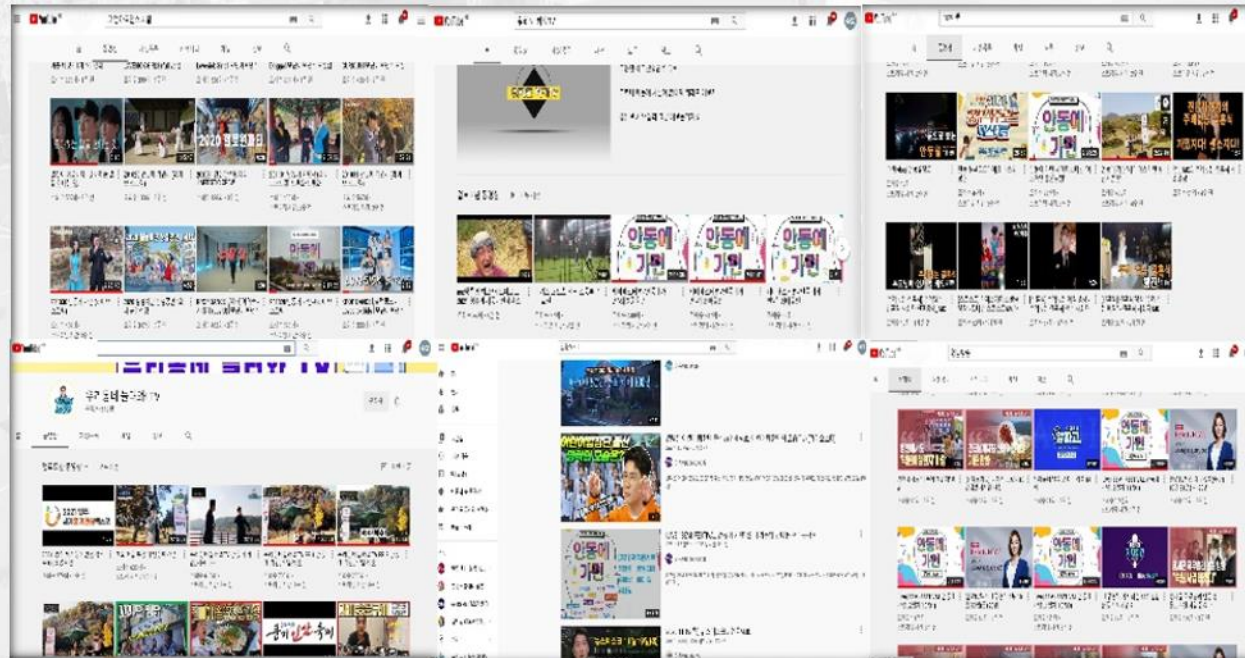
# 3. Andong-E Gamyeon Festival

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/>



대한민국 명예대표축제

Andong International Mask Dance Festival