



Arts Council Korea

The Change of Arts Spaces



01. Expansion of Art Spaces

High investments in local art facilities – Expansion of art spaces?



By the 1990s

- Art and cultural spaces concentrated in Seoul



1995

- Introduction of local municipality system
- Increase of autonomy of local governments
- Increase of attention in local arts and culture



The late 1990s –the mid-2000s

- High investments in public art facilities as part of support policies
- Failure in fostering local artists
- Artists flocked to Seoul

Visual artists preferred Insa-dong neighborhood; performing artists preferred the Daehak-ro district

Daehak-ro, a home for about 140 small and mid-sized theatre companies and 170 small theatres

Most of the 1,500 plays presented annually are produced in Daehak-ro

02. Background to the development of Daehak-ro

Daehak-ro, the representative art and cultural district of Korea, also known as the street for youth, romance, couples, college, culture, theatre, art, and adventure-seeking.



Historical background



After designated as "Daehak-ro street," the neighborhood emerged as the nation's central district for arts and culture.



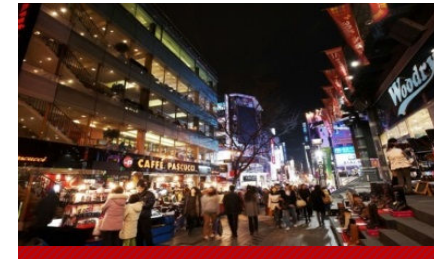
A home for small theaters



The district served as a home for small theaters, forming theater clusters.



A designation as a cultural district



Following an official designation in 2004, the area solidified its reputation as a representative cultural street of the nation.

03. Movement Away from Seoul

Background Information1 : Worsening of gentrification of cultural district



04. Movement Away from Seoul

Worsening of gentrification and Arko's responses

(Responses) ARKO has supported performing arts with diverse programs but **more efforts are necessary to protect and foster the theater district.**

(Impacts) The support programs have achieved some **success**, but **insufficient to curb escalating rents of buildings .3**

Rental assistance program



Subsidize private art organizations and individual artists with **venue rentals**



Venue re-renting program



Rent mid-sized theaters and re-rent them to art organizations at low costs → **Encourage original and creative productions**



Establish and operate rehearsal places



Foster establishing rehearsal spaces for performing arts by utilizing empty properties in the city



The change of Arts Spaces



05. Movement Away from Seoul

Background Information2 : Decentralization policy of ARKO

**Cultural foundation
Art company-residency
program**

**Creation of fund
Corporations'
Mecenat program**

**Small size art museums
Creation of rehearsal spaces**

- Increase of subsidies to **cultural foundation** of regions
- Creation of **art company-residency program** connecting to art centers.
- **Creation of fund** to support the moving of art companies to regions
- Bridging **corporations' Mecenat program** to regional artistic activities
- Building of **small size art museums** to facilitate the access of regional artists
- **Creation of rehearsal spaces** for performing artists

06. Movement Away from Seoul

Background information 3 : New Regionalism among artists

Regionalism In the 80s and it's failure

Low rents compared to the Seoul metropolitan area
Practical reasons including securing spaces for creative activities

- A rapid increase of closed-down schools in the 1980s
- Mainly visual artists started to move, seeking individual creative spaces
- Utilization of abandoned facilities by rent



Short-term planning and practical reasons behind relocation
Challenges of building relationships with local community members

- Financial difficulties in running programs and facilities in the long term
- Lack of preparation
- Self-oriented approach in neglect of relationship-building with communities

07. New Regionalism in the 2010s

Motivations of relocation stimulated by local communities

**Improvement of socio-economic conditions of regions(after autonomy)
Interests of Local government to art and culture to promote the tourism**

Ex)

- Build the memorial hall for writers from the region
- organize the local and international culture festivals
- Initiatives to attract established artists to their regions



 **Increase of interest on the arts from the community population**

08. New Regionalism in the 2010s

New Approach : Community based art spaces

Closed-down facilities have been established as community-based cultural spaces with the strong support and engagement of local residents and artists through their interaction.



Miryang Theatre Village

Close proximity of livelihood and production planning and execution to the community
Increase opportunities for the residents of the culturally underserved region to experience arts



Potato Blossom Studio

Programs are focused on art and cultural education for local residents
Run programs to promote engagement of the residents and diverse art and cultural education for local youths



Daehak-ro Theater in Manjong-ri

Close proximity of livelihood and production planning and execution to the community
Members of the theatre company moved to the village and tried to settle in the community by working on theatre production and farming
Selection of subject matters reflecting unique traits of the community to introduce it to a wider audience.



Masan Art Center

Community-friendly programs
Encourage local residents to engage in programs and events aimed at fostering art in daily lives and local culture

Miryang Theatre Village in South Gyeongsang Province

Creation of 4 indoor and outdoor theatre venues, residence, studio spaces from **shut down school**, on their own with the help of residents and volunteers of the region

- Organize annually Performing Art Festival
- organize weekly theatre and education programs for children
- organize various community participation theatre programs



▲ Venues of Miryang Theatre Village



▲ Performing Art Festival



▲ theatre and education programs for children & community participation theatre programs

10. Success of New Regionalism in the 2010s

Potato Blossom Studio in Gangwon Province

The studio runs programs to increase community engagement with arts and culture and art education programs for local youths



▲ Ukulele performances of elderly people



▲ shut down school before Remodeling



▲ The present view after Remodeling



▲ Christmas play in Potato Blossom Studio

11. Success of New Regionalism in the 2010s

Daehak-ro theatre in Manjong-ri, Danyang-gun, North Chungcheong Province

Close proximity of livelihood and production planning and execution to the community.

Members of the company theatre moved to the village and made effort to settle in the community by working on theatre production and farming.

Selection of subject matters reflecting unique of the community to publicize it.



▲ Performing



▲ Outdoor stage



▲ Outdoor stage



▲ Performance in the greenhouse theatre

11. Success of New Regionalism in the 2010s

Masan Art Center, Jinjeon-myeon, Changwon City, South Gyeongsang Province

Community-friendly art and cultural programs.

The center encouraged community engagement by inviting local residents to events, fostering art and culture in daily lives.



▲ The view of Masan Art Center



▲ The gallery

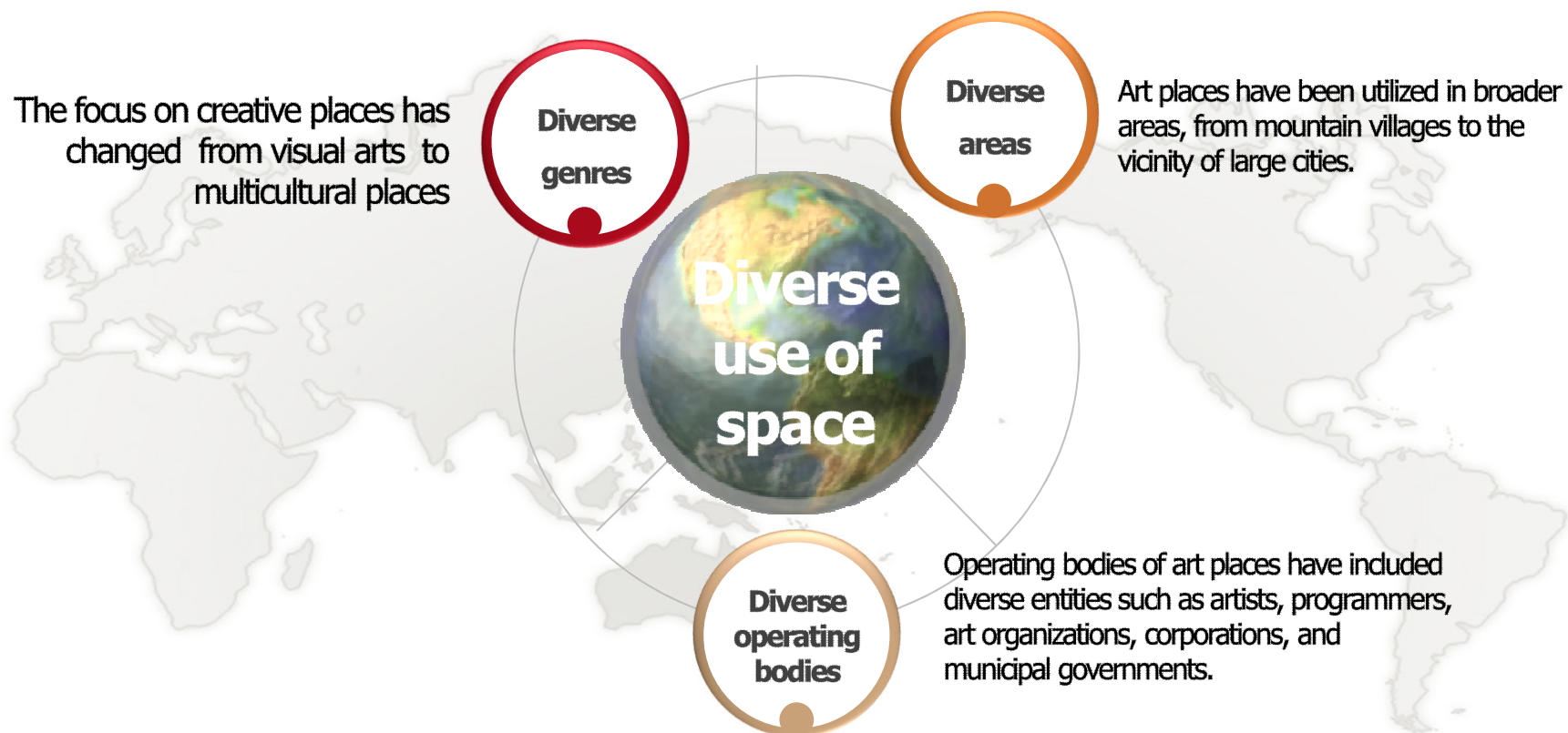


▲ The Guest house



▲ The book cafe

12. Diverse use of places



13. Role of vitalizing communities

Foster an environment encouraging active participation of local residents

Inspiration from the community



14. Changes in awareness of arts and culture and contribution to regional development

Local residents develop a perspective on arts and culture **Boost local economy and create unique local culture**

Changes in awareness of arts and culture

Change of perception of arts and culture

From the privileges of few to
“what everyone can enjoy”
everywhere including rural
villages



contribution to regional development

Contribution to local economy

Boost local economy including
tourism by developing
repertoires reflecting local
characteristics



**Thank you for
listening**

