

Global Forum of Art Foundation 2010

Cultural Foundations in Korea

: Case Study of Korean Corporate Foundations for Arts

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Director of Kumho Museum of Art**

Contents

Part I . Korean Foundations for the Arts

1. **Current Art Funding Status in Korea**
2. **Case study on Corporate Cultural Foundations**
 - **Ranking TOP 4 Institutions in 2009**
 - **Institutions focusing on Visual Arts**

Part II . Kumho Asiana Cultural Foundation

1. **Classical Music**
2. **Fine Art: Kumho Museum of Art**
3. **Scholarship**

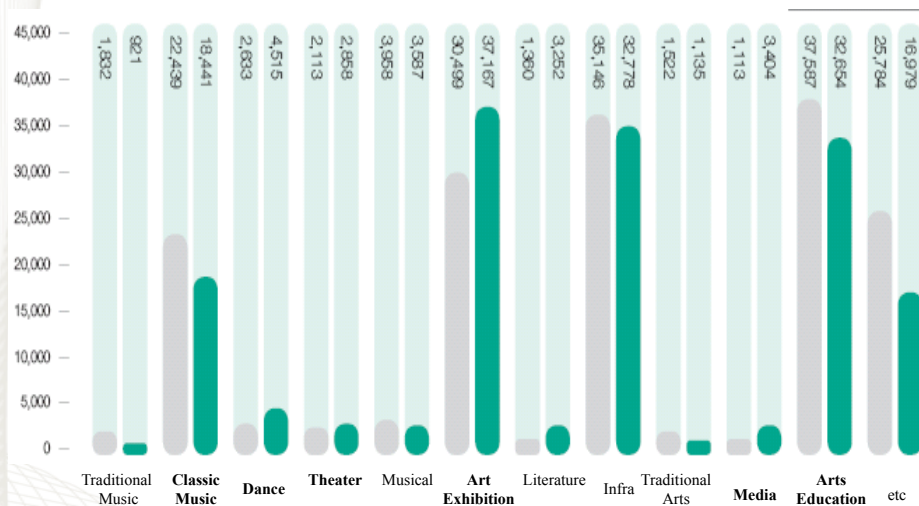


Part I . Korean Foundations for the Arts

1. Current Art Funding Status in Korea

| The Amount of Corporate Support for Arts Industry in 2009

FIELD	2008	2009
Art/Exhibition	30,499,000,000	37,167,000,000
Culture Arts Education	37,587,000,000	32,654,000,000
Classic Music	22,439,000,000	18,441,000,000
Dance	2,633,000,000	4,515,000,000
Theater	2,113,000,000	2,858,000,000
Media	1,113,000,000	3,404,000,000
Point: KRW		



Unit: One Million KRW

Source provide: Mecenat 2009 Annual Report

I List of Corporate Art Foundations in Korea

Company	Foundation	Inaugurate date	Institute for Arts
Samsung	Samsung Foundation of Culture Ho-Am Foundation	1965 1997	Leeum Ho-Am Art Museum Rodin Gallery The Samsung Children's Museum
LG	LG Yonam Foundation	1969	The LG Arts Center LG Sangnam Library
Kumho Asiana	Kumho Asiana Cultural Foundation	1977	Kumho Art Hall, Munho Art Hall Kumho Museum of Art Kumho Art Studio
CJ	CJ Culture Foundation	2006	CJ AZIT
Daelim	Daelim Culture Foundation	1996	Daelim Contemporary Art Museum
Hanmi Pharmaceutical Co., Ltd.	Hanmi Foundation of Arts & Culture	2008	The Museum of Photography
Daeyu	Daeyu Cultural Foundation	1992	Youngeun Museum of Contemporary Art
Doosan	Doosan Yonkang Foundation	1978	YONKANG HALL, SPACE111, DOOSAN GALLERY
Paradise	Paradise Cultural Foundation	1989	
Hanjin	Yanghyun Foundation	2006	Ilwoo space
HITE	HITE Culture Foundation	2007	HITE COLLECTION
AK	Mongin Art Center	2000	Mongin Art Center Mongin Art Space
SK	Art Center NABI	2000	Art Center NABI

Part I . Korean Foundations for the Arts

2. Case study of Corporate Cultural Foundations

- 3 Best Foundations in Korea**
: Samsung, LG and CJ Cultural Foundations

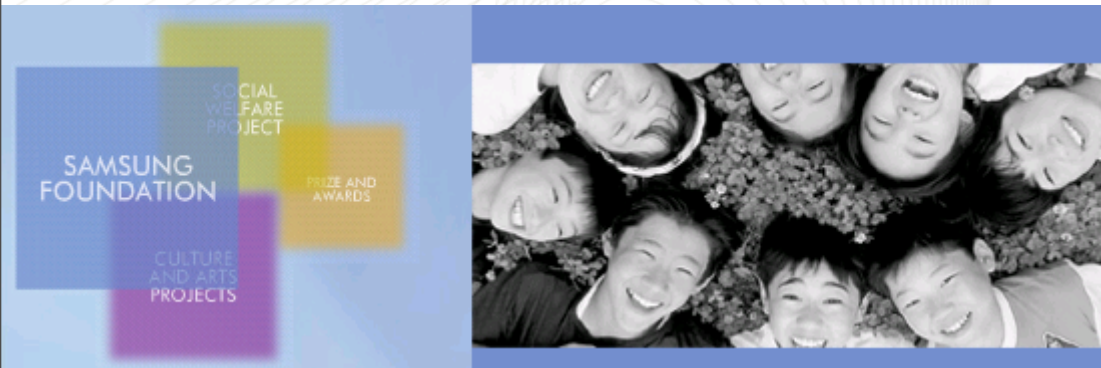
| 2009, Top 4 Foundation of the Culture & Arts Support

Ranking	2009 Corporate Foundation
1	Samsung Foundation of Culture
2	LG Yonam Foundation
3	Kumho Asiana Cultural Foundation
4	CJ Culture Foundation

Source provide: Mecenat 2009 Annual Report

Best Corporate Foundation | Case1

Samsung Foundation of Culture



4 Different Foundations:

Samsung Foundation of Culture

Ho-Am Foundation

Samsung Welfare Foundation

Samsung Public Life Welfare Foundation

Best Corporate Foundation | Case1

Samsung Foundation of Culture



MUSEUMS RUN BY
THE SAMSUNG
FOUNDATION

Samsung Foundation of Culture (1965- present)

Inaugurated in 1965

Purpose:

- to preserve and perpetuate Korean traditional culture
- to herald its achievements around the world
- to foster healthy international cultural exchanges

Institutions:

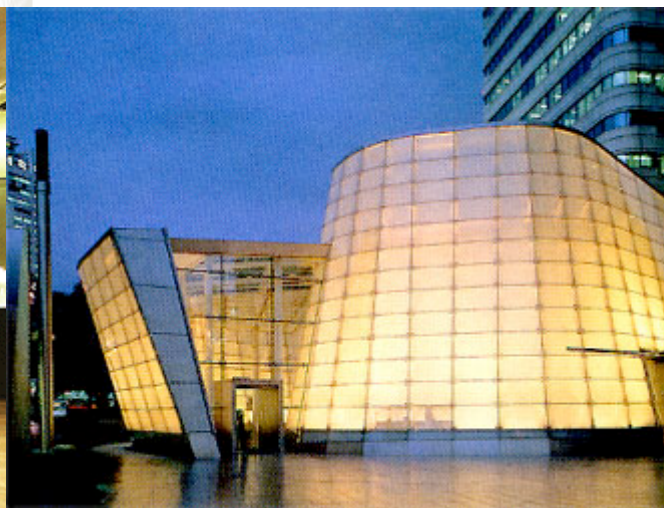
- | Leeum Samsung Museum of Art
- | Ho-Am Art Museum
- | Rodin Gallery
- | The Samsung Children's Museum

Best Corporate Foundation | Case1

Samsung Foundation of Culture



- | Leeum Samsung Museum of Art
- | Ho-Am Art Museum
- | Rodin Gallery
- | The Samsung Children's Museum



Best Corporate Foundation | Case1

Samsung Foundation of Culture

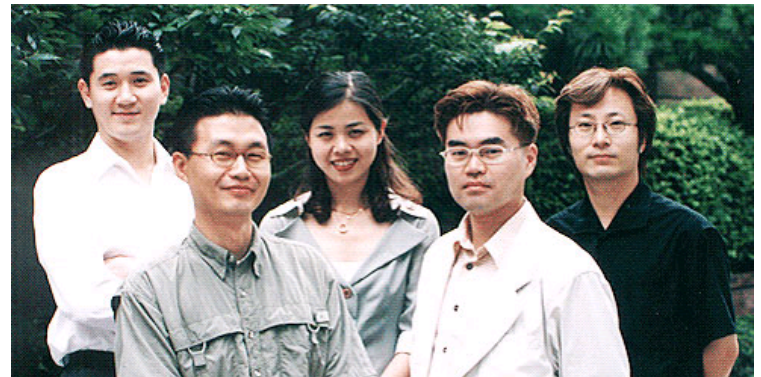


SUPPORT FOR
CULTURE
AND THE ARTS

Activities:

| MAMPist (1996-Present)

Award and support for young talent in the field of Music and dance, Art and arts administration, Movies(film), and Plays(theater)



| **Paris, Cite Internationale Des Arts**
Long-term lease from 1996 until 2060
on an atelier in Paris, France

Best Corporate Foundation | Case1 Samsung Foundation of Culture



SUPPORT FOR
CULTURE
AND THE ARTS

| Traditional Korean Children's Songs Project

Annual Seoul Korean Traditional Music Contest



| Culture and I

Literary awards

Best Corporate Foundation | Case1

Ho-Am Foundation



Inaugurated in 1997

Purpose:

- to pay homage to and perpetuate the spirit of the late Chairman Byung-chull Lee

Ho-Am Prize

- conceived by Chairman Kun-hee Lee
- conferred in 1991
- the annual prizes continue to recognize individuals who have contributed to academics, the arts and social development

Best Corporate Foundation | Case2

LG Foundation, LG Yonam Foundation



Established in 1969

Purpose:

- to nurture talented people as future leaders of Korea
- to carry out various public interest projects related to education and culture

Activities:

- Academic Support Programs
- The LG Arts Center
- LG Sangnam Library
- Scholarship Programs



Best Corporate Foundation | Case2

LG Foundation, LG Yonam Foundation



LG Arts Center



Opened on March 2000

purpose:

- to provide cultural infrastructure
- provide the artists with one of the best spaces for artistry, the audience with the best services
- to promote the Korean performing arts creativity and diversity

Best Corporate Foundation | Case3

CJ Culture Foundation

Established in 2006

“Enjoy your life with arts”

Purpose:

- To promote cultural creativity and diversification
- To focus on Cultural Growth and Sharing

Activities:

Film & Performance	Visual Art
CINEMA DIGITAL SEOUL FILM FESTIVAL	CJ PICTURE BOOK FESTIVAL
SEOUL BALLET THEATER	A3 ASIA CONTEMPORARY ART AWARD
CJ AZIT	



Best Corporate Foundation | Case3 CJ Culture Foundation



Film & Performance



CINEMA DIGITAL SEOUL FILM FESTIVAL

-supporting and developing talented filmmakers to facilitate the growth of Asia's film industry.

SEOUL BALLET THEATER

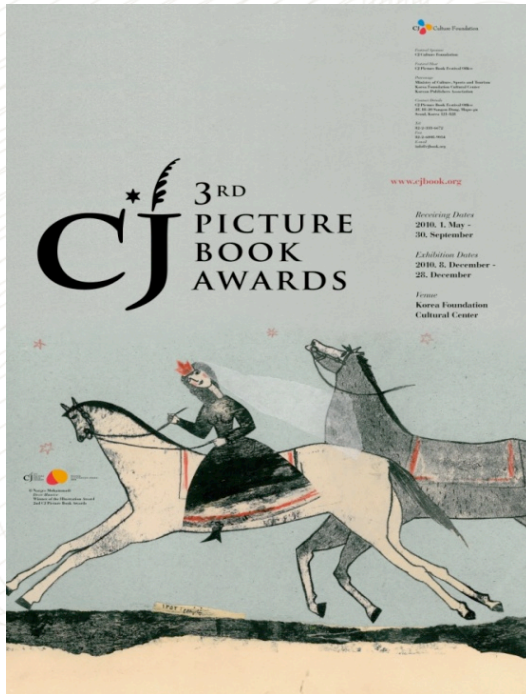
-creating a partnership with the Seoul Ballet Theater on February 2007
-supporting the operation and staging of the performance



Best Corporate Foundation | Case3 CJ Culture Foundation



Visual Art



CJ PICTURE BOOK FESTIVAL

- supporting illustrated books
- managing the CJ Picture Book Awards

A3 ASIA CONTEMPORARY ART AWARD

- bringing together world-famous curators and critics
- aiming at showcase talented young artists of the Asian region



Part I . Korean Foundations for the Arts

2. Case study of Corporate Cultural Foundations

- Institutions focusing on Visual Arts

- category:**
- 1. Museum Focus**
 - 2. Residence Overseas Network**
 - 3. 2010 Newborn Prize & Emerging**
 - 4. Other Cultural Institution Case**

| Category of the Corporate Art Foundations focusing on Visual Arts

Museum Focus	Residency Overseas Network	2010 Newborn Prize & Emerging	Other Cultural Institutions
<p>Daelim Cultural Foundation -Daelim Contemporary Art Museum</p> <p>Hanmi Foundation of Arts & Culture -The Museum of Photography</p>	<p>Daeyu Foundation -Youngeun Museum of Contemporary Art</p> <p>Doosan Yonkang Foundation -Doosan Gallery & Residency (Seoul, New York)</p> <p>Paradise Cultural Foundation -New York Omi Program</p>	<p>Hanjin Yanghyun Foundation -Yanghyun Prize</p> <p>HITE Culture Foundation -HITE COLLECTION</p>	<p>AK Group : Mongin Art Center</p> <p>SK Group : Art Center Nabi</p>



Category 1: Museum Focus

| Daelim Culture Foundation
| Hanmi Foundation of Arts & Culture

Museum Focus | Case1

Daelim Culture Foundation



Founded in 1996

Purpose:

- To promote the development and sponsorship of art in Korea
- To help the general public enjoy and learn about both local and international art

Activities:

- Operating the Daelim Contemporary art Museum
- Exhibition focusing on design and architecture
- Art-related symposia and special lectures

Museum Focus | Case1

Daelim Culture Foundation

Daelim Contemporary Art Museum



DAELIM MUSEUM
INFORMATION

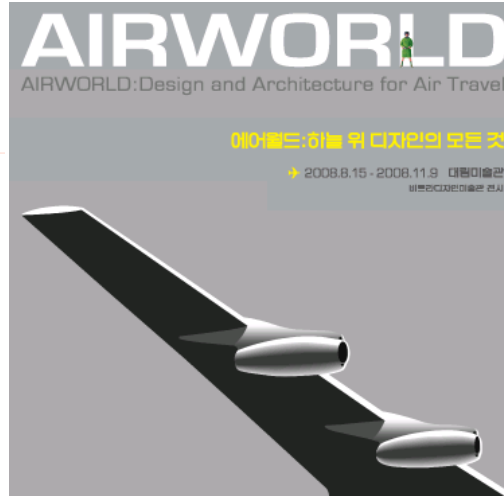
Activities:

- Exhibitions focusing on Photographic Art, Design and Fashion
- Audience Development
- Cultural Improvement in the region
- Education



Jean Prouvé

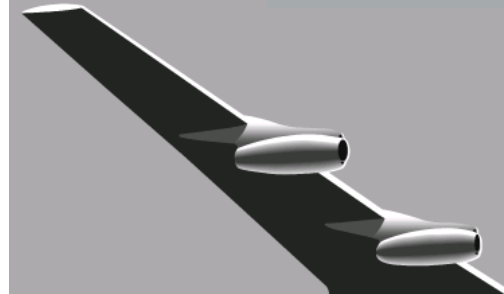
20세기 프랑스 실용주의 디자인의 중심,
장 프루베 회고전



AIRWORLD
AIRWORLD: Design and Architecture for Air Travel

에어월드: 하늘 위 디자인의 모든 것

2008.8.15 - 2008.11.9 대림미술관 판공디자인미술관 전시



Museum Focus | Case2

Hanmi Foundation of Arts & Culture

Hanmi Hanmi Pharmaceutical Co., Ltd.

The Museum of Photography, Seoul
Hanmi Foundation of Arts & Culture



The Museum of Photography

Established in 2004

Purpose:

- To promote and popularize culture and arts, especially on Photography

Activities:

- Exhibitions, publications, as well as collecting and researching early and contemporary photographs.
- Artist residency space in Andong, Gyung-sangbuk-do



Category 2: Residency Overseas Network

- | Daeyu Cultural Foundation**
- | Doosan Yonkang Foundation**
- | Paradise Cultural Foundation**

Residency Focus | Case1 Daeyu Cultural Foundation



younggeun museum of
contemporary art



Younggeun Museum of Contemporary Art

Found in 2000

Purpose:

- embracing art-related people, art specialties as well as the general public.
- providing diverse art programs to the public



Residency Focus | Case1 Dayu Cultural Foundation



youngeun museum of
contemporary art

Youngeun Artist-in-residence Program

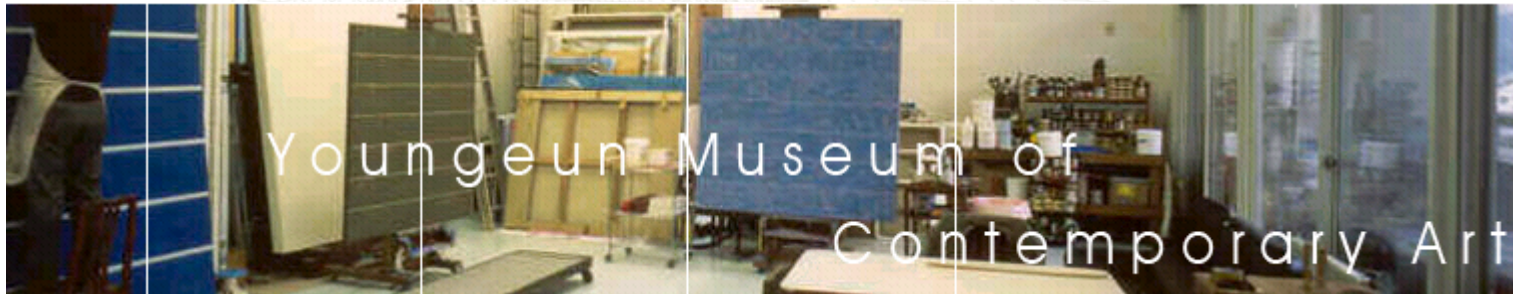
Established in September 2000

Purpose:

- patronizing creative individuality of domestic and foreign artists and thereby dedicate to the enhancement of Korean art scene
- nurturing artists meet the demand of globalization progressively

programs:

- The regular program for domestic artists allowing them to stay one year
- The short-term program for foreign artists inviting overseas artist and foreign staying artists within a year.



Residency Overseas Network | Case2

Yonkang Foundation



Yonkang Foundation



Established in 1978

- | Scholarships
- | Academic Research Support
- | Overseas Academic Tour for Teachers
- | Educational Welfare
- | The Book Donation Program
- | Cultural & Art Activities >> Doosan Art Center (YONKANG HALL, SPACE111, DOOSAN GALLERY)

YONKANG HALL

- Opened in 1993 to commemorate the 100th anniversary of Doosan Business Group.
- After renovation in 2007, it was reborn as a dedicated musical theater.

SPACE111

- Opened to commemorate the 111st anniversary of Doosan.
- It showcases various performance genres to encourage young artists to be challenging and daring in their work.

DOOSAN GALLERY

- It showcases young artists in fine art, photography, sculpture, design and media to Korea and world.

Residency Overseas Network | Case2

Yonkang Foundation



Yonkang Foundation

Doosan Gallery New York and Doosan Residency New York

-Korea's first non-profit oriented art and culture support program that received the official approval of New York State Government and Office of Education.

Launched in 2009

- provides artists with living quarters and studios for a six-month period
- dedicated to the discovery and support of young Korean artists



Residency Overseas Network | Case3 Paradise Cultural Foundation



Dream of PARADISE
Vision



Creative Enterprise with Infinite Imagination
Design Life as Art, Art as Life

Founded in 1989

Purpose:

- To encourages talented artists and supports various art and cultural events.
- To place a great deal of weight on supporting a series of projects to increase international exchange.

Activities: the cultural exchange program

- _ **introducing Korean literature to various regions around the world >>**
the artist goodwill program, mutual visiting programs, mutual recitation programs, translation publication programs and The Korea-China Literature Conference.
- _ **PARADISE AWARD >>**
to raise awareness of the excellence of Korean art and culture
- _ **RESIDENCY PROGRAM>> The New York Art / Omi Program**

Residency Overseas Network | Case3 Paradise Cultural Foundation



RESIDENCY PROGRAM The New York Art / Omi Program

- _ Since 1997, the New York Art/Omi Program selects two young artists each year to participate in the residency program. The Foundation supports all expenses during their stay.
- _ 'Up-And-Comers' exhibition is held as an Art/Omi contest and chooses competitive artists.
- _ 'Up-and-Comers' is beginning to establish itself as a group exhibition that connects the New York Art/Omi program and Korea.



New York Art/Omi International Artists' Colony : 정연두 (2003)



New York Art/Omi International Artists' Colony : 박운영 (2003)



New York Art/Omi International Artists' Colony : 오인환 (2002)



**Category 3: 2010 Newborn Foundations
(Prize, Emerging & collection)**

**| Hanjin: Yanghyun Foundation & IIWoo Foundation
| HITE Culture Foundation**

2010 Newborn | Case1 Hanjin - Yanghyun Foundation



“Living in harmony with a wise and caring heart of the great ocean”

Yanghyun Foundation >>Established in 2006
Ilwoo Foundation >>Established in 1991

Activites :

- Research Supporting Programs, | Medical Assistance Programs
- Social Welfare Programs, | Young Talents Sponsorship
- Scholarships

>> THE YANGHYUN PRIZE

Created in 2008

to promote globalization in arts by awarding artists not limited to Korean artists but including all talented international artists and their commendable works.

>> THE ILWOO PRIZE

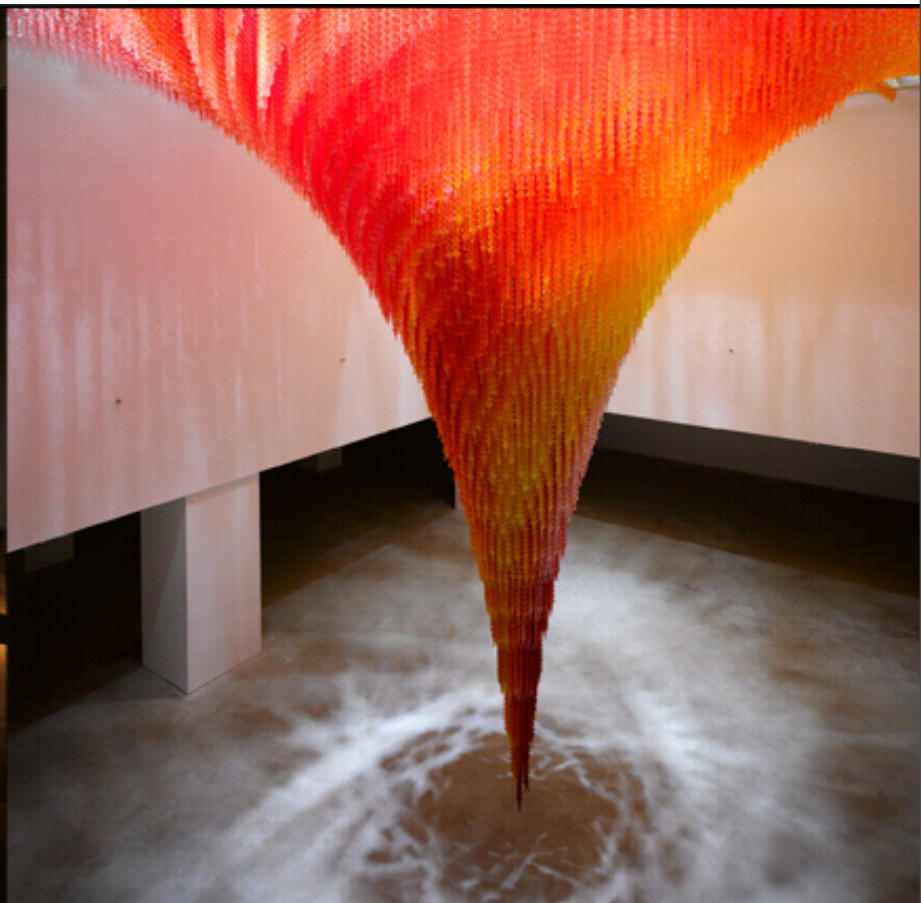
Created in 2010



2010 Newborn | Case2
HITE Culture Foundation

THE HITE.

HITE COLLECTION





Category 4: Other Cultural Institution Case

| AK Group: Mongin Art Center

| SK Group: Art Center NABI

Other Cultural Institutions | Case1

AK Group, Mongin Art Center & Mongin Art Space



Mongin Art Center

Opened in 2000 and reopened in 2007
Introducing promising Korean contemporary artists

Mongin Art Space

Inaugurated in 2007
A long-term (18months) and a short-term (3months)
residence programs are available for artists



Other Cultural institutions | Case2 SK Group, Art Center Nabi

art center **nabi**



Art Center Nabi aims to act as an intermediary that transforms the cultural desires into vital activities.

Our goal is formed around the idea of humanizing technology that technology is fully integrated with human's cultural life to open a new space for creative practices. This can be achieved only after the fruitful collaboration and understanding among science technology, humanities and arts.



PartII. KUMHO Asiana Cultural Foundation

**“Nurturing Talent and Promoting
Culture”**

**KUMHO ASIANA
CULTURAL FOUNDATION**



> Kumho Cultural Foundation

Established on 29 November 1977

Philosophy

“a company must give back a portion of its profits to the people and region to whom it owes its existence.”

Goal

the discovery and support of young talent in the fields of classical music and fine arts.



> Support for arts and culture

1. **Classical Music** – Kumho Art Hall, Munho Art Hall
2. **Fine Art** – Kumho Museum of Art
3. **Scholarship**



> HISTORY of Kumho Asiana Cultural Foundation

1977.11.29	Established on 29 November
1989	Establishment of Kumho Gallery in Gwanhun-dong, Seoul
1990	Establishment of Kumho Asiana String Quartet
1996	Establishment of Kumho Museum of Art in Sagan-dong, Seoul
1998.07	Establishment of 'Kumho Prodigy Concert' Series
1999.07	Establishment of 'Kumho Young Artist Concert' Series
2000.12	Establishment of Kumho Art Hall in Gwanghwamun, Seoul
2002.11	The Foundation receives Mecenat Award presented by the President of the Republic of Korea, in recognition of activities of Kumho String Quartet
2003 - present	Kumho World Orchestra Series 1 ~ 11
2004.06	Creation of Kumho Musician of the Year and Kumho Music Teacher of the Year Awards
2005 - 2007	Kumho Musician of the Year and Kumho Music Teacher of the Year Awards ceremony
2006.03	Establishment of Munho Art Hall in Gwanghwamun, Seoul
2007.03	Inauguration concert by Kumho Art Hall Chamber Music Society
2007, 2009	Kumho Asian Orchestra Series 1 & 2 : Shanghai Symphony, Tokyo Metropolitan Symphony
2007.10	Inauguration concert by Kumho Asiana Soloists



1. Classical Music

> Facilities

	Inauguration date	capacity
Kumho Art Hall	2000.12	390 seats
Munho Art Hall	2006. 03	210 seats



> Programs

1: Discovery and nurture of young	Kumho Prodigy Concert / Kumho Young Artist Concert / Kumho Young Chamber Concert Series	Since 1998
	Instrument Bank	Since 1993
	Scholarships for overseas study	Since 1994
	Kumho Asiana Soloists	Since 2007
2: Cultural exchange	Kumho World Orchestra Series / Kumho Asian Orchestra Series	Since 2003
3: Music Awards	Kumho Musician of the Year and Music Teacher of the Year	Since 2004
4: Support for musicians	The Chamber Music Society	Since 2007
5: Cultural	Kumho Young Musician Manners School	Since 2004





Kumho Prodigy Concert (1998-)
Kumho Young Artist Concert (1999-)

Purpose

- to Offer the possibility to hold the showcase to young talented musicians

The Chamber Music Society (2007-)

Established in March 2007

Korea's first resident ensemble of its kind.

Purpose

- to eventually raise the standard of the genre being played in Korea

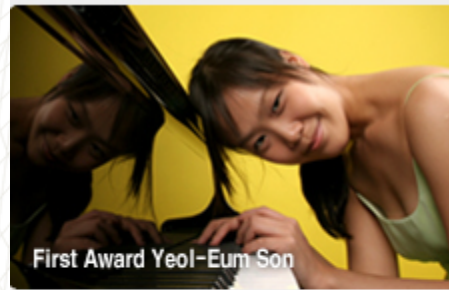


Kumho Musician of the Year and Music Teacher of the Year Awards (2004-)

Object : a young Korean musician under 25 years of age and his/her teacher

Kumho Musician of the Year Award presents:

- a certificate of honour and prize money
- free Business Class tickets on Asiana Airlines for the next five years
- one recital a year for the next five years at Kumho Art Hall
- opportunities to showcase the winner's talents both at home and abroad



Kumho World Orchestra Series (2003-)

The invitation for only the very best orchestras from around the world

• Kumho World Orchestra Series •



- Series 1 8th/9th November, 2003 Orchestra of the Age of Enlightenment (Britain's leading period instrument orchestra with Viktoria Mullova as soloist)
- Series 2 15th/17th October, 2004 New York Philharmonic(conducted by Lorin Maazel)
- Series 3 6th/7th June, 2005 Philadelphia Orchestra(conducted by Christoph Eschenbach)
- Series 4 7th/8th November, 2005 Berlin Philharmonic(conducted by Sir Simon Rattle)
- Series 5 20th/22nd June, 2006 NHK Symphony Orchestra(conducted by Vladimir Ashkenazy)
- Series 6 15th/16th November, 2006 New York Philharmonic(conducted by Lorin Maazel)
- Series 7 23rd August, 2007 Shanghai Symphony Orchestra & Mahler No.8 (conducted by Chen Xie yang)
- Series 8 12th November, 2007 Orchestre de Paris(conducted by Christoph Eschenbach)
- Series 9 28th February, 2008 New York Philharmonic(conducted by Lorin Maazel)
- Series 10 18th, 19th April, 2008 Orchestre Symphonique de Montreal(Conducted by Kent Nagano)
- Series 11 20th, 21st November, 2008 Berlin Philharmonic(conducted by Simon Rattle)

Kumho Young Musician Manners School (2004-)

Course including effective CV writing, stage manners, self-control on stage, etc.



2. FINE ART : Kumho Museum of Art, witness to the development of modern art in Korea

Established in 1989

The Museum's purpose is

- to discover and nurture local artists with talent
- to hold special exhibitions that reflect current and potential trends in the art world

Activities

- 1: Exhibitions : Special exhibitions and Korean Master's exhibitions
- 2: Kumho Art Studio
- 3: Kumho Young Artist Program
- 4: Education Program
- 5: Art Collection

KUMHO ASIANA
CULTURAL FOUNDATION



> Facilities of Kumho Museum of Art

- **Built in 1997**
by the Korean architect
TAE-SOO KIM.
- **7 floors building**
(including 3 basement floors)
- **7 Exhibiting Spaces**
- **1 Lecturing Room**
(available to use audio and
media screen)
- **An Art shop and Café**
- **Storages for Conservation**



> Programs

1: Kumho Museum of Art Exhibitions, *reflecting current and future artistic trends*



Since its opening, the museum has consistently held more than 600 exhibitions.

Exhibition Category	Character	Aim
Special exhibition	-Specific themes (Design and Architecture) -Invitations of International and local art	Reflecting current and potential trends in the art world
Korean Master's exhibition	Presentation of established artists' works	Picturing of the Korean Art now
Annual exhibition for kids	Exhibition with popular tastes	attracting families and schoolchildren
Co-operation exhibition	Co-organization with other art institutions	Exchange and broad the infrastructure of exhibitions and artists



- Special exhibition

<20th anniversary Exhibition>

2009.12.17- 2010.03.28

To celebrate the Museum's 20th anniversary, the exhibition shows chronologically its history by composing the time line and collections all together, displaying their catalogues and articles of art journals.



KUMHO ASIANA
CULTURAL FOUNDATION



- Special exhibition

<UTOPIA_ Idea to reality>

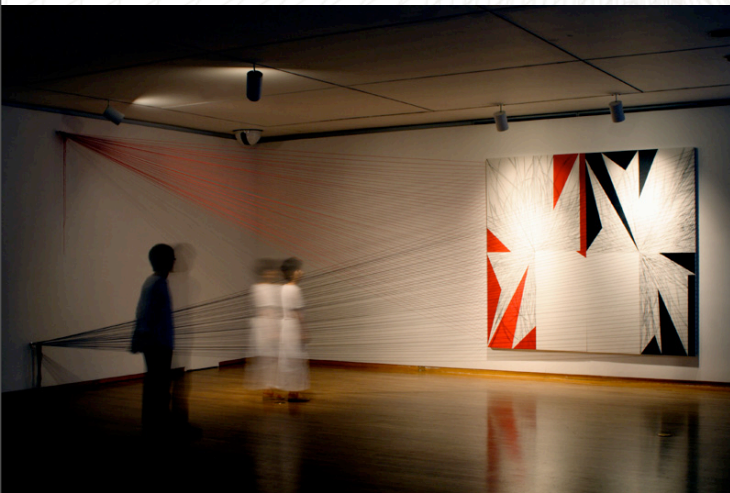
2008. 09.25 – 2009.01.24

The very first design exhibition represents modern living culture products and history between 1919-1933, focusing on the Bauhaus, the Frankfurt Kitchen and The Weissenhof Architectural Complex.



- Korean Master's exhibitions

Since its opening, the Museum has consistently invited leading Korean artists, in a reexamination of their roles and ongoing potential in the art world.



- Annual exhibition for Kids

<Moving Museum> 2009.05.01- 08.16

<I - Design > 2007.07.28 - 09.09



- Co-operation exhibition

<PROPOSE 7> (2006 - present)

One of the annual art projects of the Museum since 2006, the series of <PROPOSE 7> is co-organized with the National Museum of Contemporary Art in Korea.

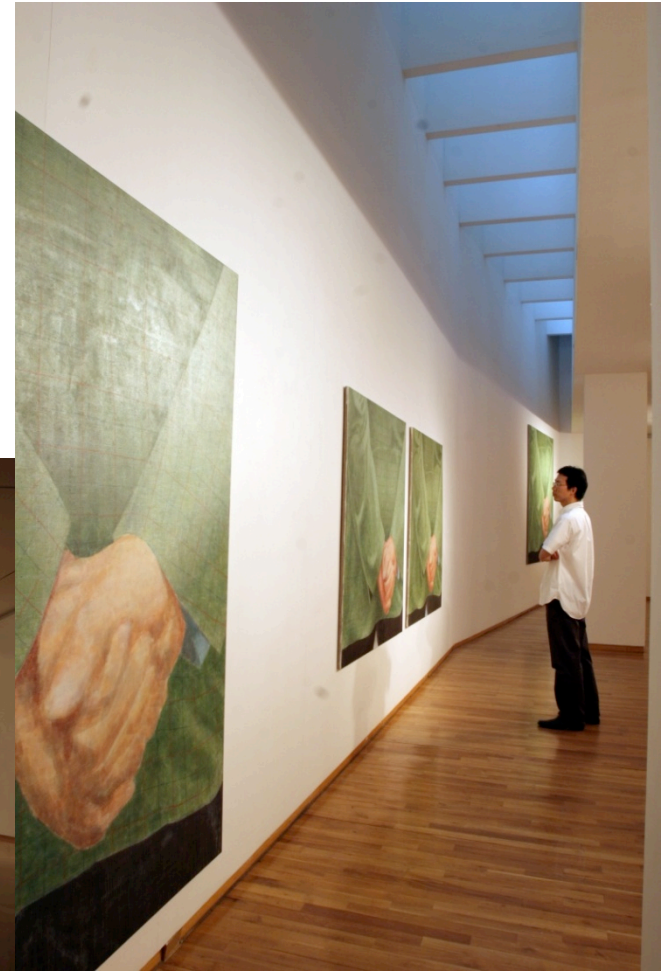


2. Kumho Young Artist program

Inaugurated in 2004

Already 45 emerging artists selected
among the best of young artists in Korea

To provide them with the opportunity to
showcase their work at the Museum



3. Kumho Art Studio, *supporting the creative efforts of young artists*

Inaugurated in 2005

9 studios completed with cooking and shower facilities

Purpose:

- to create an environment where artists can devote all of their energies to developing their skills in art
- to enable participants to get together and share and exchange ideas with each other



4. KUMHO ART ACADEMY, *regular lecture series on art and culture*

Launched in 1987

Regular lecture series on art and culture including visual art, music, architecture and design

Purpose:

- to promote the equal appreciation and understanding among the general public



5. Art Collection,

A first-rate collection of artworks representative of modern and contemporary art in Korea



The collection

- numbers over 3,000 pieces
- consists of painting, sculpture, photography and video art of the highest standards
- including the great Korean Modern Artists like as Eung-Lo Lee, Ji-Ho Oh, Hwan-Ki Kim, Dae-Won Lee, Chang-Sup Chung, Tschang-Ryul Kim, Seo-Bo Park, Ufan Lee
- including also artists for contemporary art



3. Scholarship



“ We will continue to invest in scholarships and grants, so that today’s young generation will not lose heart and give up their dreams for the future for economic reasons, and so that when they in turn become leaders, they can pass on the message of hope that we gave to future generations.”

- Sam Koo Park, Chairman of Kumho Asiana Cultural Foundation



Since 1977

Activities:

- **Operating 6 school-institutions**
- **Funding the entire tuition fees until graduation for around 50 recipients a year**



Thank you-