

# 2017 Artscenic Street Art Project



*Invitation to Participate - We want your original idea!*

- **Apply period** : April 2017
- **Location** : Street or outdoor space in Wondosim(old city), Jeju-si
- **Artists** : Individuals or groups (collaborating teams of 2 or more members). Artscenic will pay the performance fee for up to 4 people. We prefer artists who live in Jeju. Artscenic is unable to provide transportation and accommodation.
- **Genre** : Anything within the artistic and cultural realm.

*2017 project subject – “Draw me your Utopia”*

- **Schedule** : May to October. We will run a total 15 projects (2-3 times per month).
- **Scope of support** : performance fee, staff, video, photographs, material costs.
- **Qualification** : Artists should plan a project according to the subject and must abide by the community rules. All participating artists must introduce their project at the *community party* on the last Saturday of the month prior to their performance.
- **Artscenic membership** : Participating artists must join the community via the Artscenic web site ([www.theartscenic.com](http://www.theartscenic.com)). This is an online platform where artists can present their projects, connect with each other and engage in continuous collaboration.

**How to apply** : Download the planning form on the Artscenic web site([www.theartscenic.com](http://www.theartscenic.com)), fill in all the sections and send the completed form to [artscenic@naver.com](mailto:artscenic@naver.com). Please include your desired performance date in the planning document and we will try to accommodate your preference.

**Contact Address** : ART SCENIC BASEMENT, GWANDUKRO 6-GIL 16  
JEJUCITY, JEJU SPECIAL GOVERNING PROVINCE

**Telephone** : 064-755-8415

**Web site** : www.theartscenic.com

**Host** : Artscenic multi-art space

**Sponsor** : Jeju Culture and Art Foundation,  
Jeju Special Self-Governing Province,  
Arts Council Korea

### **\* the rules for Street Art Community.**

1. Anyone can be a member of Street Art Community. There is no condition to join into the Street Art Community.
2. In the Street Art Community, there is no limit for anyone or group to express themselves . But, Street Art Community should respect the rights and freedoms of both artists and audience.
3. Street Art Community excludes any project for commercial aim.
4. Street Art Community should put in lots of energy to accelerate and protect all the methods of communication, art works, art space and social networking.
5. Street Art Community pursues the spirit of participation based on the belief that individuals and social change can be achieved by every person's voluntary participation.

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### **%CONCEPT 2017**

\*\*\* Dreaming of Utopia (Draw me your Utopia) \*\*\*

"Make your ideal future, step into tomorrow,  
with fresh ideas and new colors.  
Infuse all that is mundane and ordinary  
in the world with something special and unique.  
Let's turn the dream of the utopia  
into a reality that we can believe in every day."

Everything surrounding us is art for those who can see it, from the simple design of a cup to the cigarette butts under our feet. But when these things are classified into specific categories, they easily become mere ordinary objects.

This project is a backlash against ordinariness. Can you change the world? Does art affect people? Through our creative work, can our actions directly influence and change society? Did you witness one million demonstrators pouring on to the streets in Korea recently? Seen from above, the protests unintentionally turned our streets into works of art. By the same reasoning, on a smaller scale, any little piece of sidewalk could be a storybook for children, and a bench or bus stop could be a special place for meeting or exchanging. All of the street could be our theatre. Let's recreate our visions of utopia on the street, transform our surroundings and offer new, colourful perspectives through which to view a world we have become accustomed to seeing in black and white.

## **%%PLANNING NOTES**

Jeju island has recently been experiencing exceptional and dramatic change: skyrocketing real estate prices, social tension resulting from an influx of newcomers from mainland Korea and the destruction of nature by reckless, profit-driven development. Rather than unconditionally criticizing these new trends, Arts scenic is striving to foster a fresh, vital artistic culture of collaboration and communication on Jeju. Since 2016, we have curated a street art project to encourage cross-genre collaboration within Jeju's nascent artistic community and take the lead in turning the street into a platform for creative expression.

\*The street art project is a free community welcome to all Jeju islanders. The project aims to convert public space into a dynamic art space, presenting unlimited creative possibilities to everyone – from seasoned artists to passionate young students.

\*Space is the platform; street art is the source. By constantly expanding, the new community will provide ever-increasing opportunities for creation, participation and collaboration. The street art project aspires to reinvigorate the island's conventional art scene and take the lead in helping artistic individuals to become more independent and adventurous.

### **\* Why Streetart?**

Reconfiguring the street as an "art stage" provides modern society, which is fixated on consumption and held in thrall to a unified media, with the ultimate community space for open expression. Performances staged on the street also encourage community building. The streets of the city can be reclaimed, not only for artists but for all Jeju islanders.

Streets have no limit or boundary. This uncertainty becomes a source of inspiration for individuals and provides a space for open communication. The shared experience of street art can bring about real change. Individuals and a society charged with creative energy and empowered with inspiration can experience a collective evolution.

## **%%%About ARTSCENIC**

Artscenic was founded in August 2014, as a as a cultural art space in downtown Jeju city. We provide opportunities for creative communication through diverse performance projects, workshops, forums, parties and community activation.