



Date: March 28, 2023

Media Contact: Sunhee You, +82-44-203-2040, sunheeyou@korea.kr

The MCST to Mark 2023 as the First Year of “Korea–US Cultural Partnership” to Expand Cultural Cooperation

- The Ministry will launch cultural exchange activities for younger generations leading the next 70 years of a new Korea–US alliance.**
- It also plans to use the 70th anniversary of the alliance as an opportunity to expand exchanges in culture, content, tourism, and sports.**

In celebration of the 70th anniversary of the Korea–US alliance, the Ministry of Culture, Sports and Tourism (MCST) will mark 2023 as the first year of “Korea–US Cultural Partnership,” launching cultural exchange and cooperation efforts between the two countries.

“2023 will be the first year in which culture serves as a key link and crucial driving force for the Global Comprehensive Strategic Alliance between Korea and the US,” said MCST Minister PARK Bo Gyoon, adding, “I am confident that the ‘Korea–US Cultural Partnership’ will further advance the alliance between the two countries that share the universal values of freedom and solidarity, regarded as one of the most successful alliances in history, and drastically expand the scope of collaboration and exchange between the two countries.”

The MCST to Launch Cultural Exchange Activities for Younger Generations Who Will Lead the Next 70 Years of a New Korea–US Alliance

Programs Include Exchange Lectures on the Humanities between the National Library of Korea and the US Congress Library, and K-Musical Roadshows

Korea and the US will increase exchanges between their younger generations, opening up a new area for the relationship between Korea and America and fostering mutual trust and friendship to lay the foundation for the Korea–US Cultural Partnership. One of the first steps toward the goal involves the academic field of the humanities. Starting April 28 (Fri), a group of Korean and American youths will participate in three humanities exchange programs organized by the National Library of Korea, where they will attend humanities lectures and discussions on films, books, and other topics.

Participants will also have a chance to visit the demilitarized zone (DMZ), which preserves the tragic memories of the Korean War and the division of the Korean Peninsula, and retrace the historical significance of the Korea–US alliance. In June, the Library of Congress in the US will host humanities lectures on the relationship between Korea and the US for the two countries' youths.

The two countries also plan to develop exchange and collaboration programs in the performing arts sector. Korea National University of Arts, which spearheaded the stellar success of Korea's western classical musicians and dancers in numerous competitions, will actively engage in exchange efforts with American universities. The wide array of exchange programs includes a *samulnori* (a traditional Korean percussion music genre) concert at Northern Illinois University and a concert by its dance major students in California. The "K-Musical Roadshow" will also debut in October on Broadway in New York to promote the success of original Korean musicals and up-and-coming artists on the global stage. In May, KTV will air a three-part program that will provide an overview of the Korea–US alliance in terms of diplomacy, national security, economy, society, and culture. The TV station will also encourage younger generations' interest in and support for the Korea–US alliance through a program featuring American "K-Influencers"¹ covering events to celebrate its 70th anniversary in both countries.

Wider Collaboration between Globally Renowned K-Culture and the US, one of the Largest Content Markets in the World

Korea–US alliance 70th Anniversary Concert, K-Content Expo in the US, and Several Others

Throughout the 70-year history of the alliance, Korea and the US have maintained a close friendship founded on culture. Young Koreans in the 1950s were introduced to American musical genres, such as jazz and the blues, by listening to the American Forces Korean Network (AFKN) radio. On the other hand, young Americans were introduced to the world of K-dramas when *Dae Jang Geum* aired in 2007. Furthermore, BTS' success at the Billboard Music Awards, as well as the K-pop invasion of the Billboard Chart by Blackpink, Twice, and other artists, attest to young Americans' fascination with Korean culture. The American artist community is also paying close attention to Korean artists such as KIM Eun Sun, who became the first female musical director for the San Francisco Opera, and the next generation of Korean western classical musicians, including pianists CHO Seong Jin and LIM Yun Chan.

The MCST will accelerate cultural exchange efforts in Washington, Los Angeles, New York, and other regions in the US as the first step toward consolidating the cultural exchange between the two countries. Furthermore, the Ministry will organize various collaborative events with local culture and art institutions, including a screening of a documentary about PAIK Nam June, who originated the video art genre (April 12, Lincoln Center), the Korea–US Alliance 70th Anniversary Concert

¹ Foreigners living in and outside of Korea annually appointed by the Korea Culture and Information Service to spread K-culture

featuring JO Sumi (August 11, World Disney Concert Hall), and *Mukhyang* by the National Dance Company of Korea (October). Pianist LIM Yun Chan, who rose to prominence after winning the Van Cliburn International Piano Competition, will join the New York Philharmonic for a concert at the Lincoln Center (May 10–12), which is expected to revitalize cultural exchanges through classical music.

The MCST will also strengthen collaboration between the two countries in the content industry by helping Korean companies expand their operations to the US, one of the world's largest content markets (USD 979.8 billion in 2021) with a high growth potential for K-content (the US took up 13.3% of Korea's total content exports, according to the 2021 Content Industry Survey). Furthermore, the Ministry will support Korean businesses taking part in the Licensing Expo 2023, to be held in the US (June 13–15), and organize the K-Content Expo for September in Los Angeles to facilitate the flow of investments between the two countries' content businesses. These events will be followed by more efforts to promote exchanges among content businesses, including support for Korean arcade game companies joining the International Association of Amusement Parks and Attractions (IAAPA) Expo 2023 (November 14–17) and Korean film companies at the American Film Market (AFM) (October 31 – November 5).

*The MCST is Set to Expand upon the Scope of the Korea–US Cultural Partnership to Include
Tourism and Sports*

Including K-Tourism Roadshow Tied with KCON and Taekwondo Events Across Four US Cities

The MCST will also pursue efforts to promote tourism exchanges between Korea and the US. The success of Korean pop culture, as seen in the popularity of BTS and *Squid Game*, drew over 540,000 Americans to Korea, making the US the country sending the most tourists to Korea. This August, to keep the flame alive, the MCST will launch the K-Tourism Roadshow, a tie-in event with the *Hallyu* content festival, KCON (August 18–20). The event will feature K-pop concerts and activities featuring Korean food and culture to transform young Americans' love for K-culture into a more active exchange of tourists.

The Ministry will also organize a tour featuring taekwondo, a martial arts form that made a stellar impression on NBC's *America's Got Talent*, in four cities across the US (San Francisco, Washington, Florida, and Los Angeles). It will also send a taekwondo demonstration team to the San Francisco event on April 2 (Sun) and other local events to foster mutual cultural understanding and appreciation.

*MCST to Continue Raising Awareness on the Success of the Korea–US Alliance and the Significance
of its 70th Anniversary*

In July, the MCST will invite Korean War veterans and their families to a special screening of the

classic film *The Marines Who Never Returned* (directed by LEE Man-hui) to remember the noble sacrifice made by young Koreans and Americans who fought in the war. In addition to these efforts to strengthen Korea–US collaboration across various sectors, the Ministry will raise awareness on the success of the Korea–US alliance and the significance of its 70th anniversary through various channels. It will release a public advertisement with positive messages on the value and history of the 70th anniversary (June) and celebrate key historical dates, such as the Korean War Day (June 25) and the signing of the Mutual Defense Treaty (October 1), utilizing the full range of media outlets at its disposal, including policy publications (such as *K-gonggam*), government social media pages, and the Policy Portal (Policy Briefing).

###

