

COREANI

Ambasciata presso il Quirinale

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cultural department

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Spett.le
Daewoo Electronics
Italian Branch
Via XI Febbraio 99
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Milano, il 25 luglio 2007

Oggetto: Richiesta di sponsorizzazione

Gentile dottoressa Scirica,

Viafarini, spazio non-profit per l'arte contemporanea, sta organizzando una mostra di **Hyun Jhin Baik**, artista coreano, noto come musicista underground e pittore.

La mostra, che gode del supporto e del **patrocinio del Comune di Milano - Settore Tempo Libero** - si terrà nei mesi di settembre-novembre 2007 e prevede un evento inaugurale con concerto-performance e un'installazione con sculture e dipinti.

Essendo lo spazio Viafarini un ente senza scopo di lucro, solo in parte supportato da enti pubblici, è necessario che progetti internazionali, come la mostra di Hyun Jhin Baik, siano sostenuti anche da sponsor privati e/o enti nazionali dei paesi di provenienza degli artisti presentati.

Ci rivolgiamo a Daewoo Electronics quale potenziale sponsor di un evento culturale che porterà a Milano un poliedrico rappresentante della cultura coreana.

I costi di produzione di questa mostra (trasporti opere dalla Corea, viaggio e soggiorno dell'artista a Milano, materiali, comunicazione, stampa e spedizione inviti) ammontano a 12.000 Euro. Ogni contributo è prezioso per la buona riuscita dell'iniziativa e sarà adeguatamente segnalato in tutta la comunicazione (comunicati stampa, inviti, mailing a oltre 8.000 nominativi).

Ulteriori informazioni all'indirizzo www.viafarini.org e nei documenti allegati. Sarò lieta di illustrarLe con maggiori dettagli il progetto e l'importanza dello spazio Viafarini, se vorrà contattarmi telefonicamente ai numeri 02 66804473 (ufficio) oppure 335 6666359 (cellulare).

La ringrazio per l'attenzione e attendo un suo gentile riscontro,


Monica Thurner

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Milano, 3 May 2007

INSTALLATION HYUNJHIN BAIK AT VIAFARINI

Budget

	Euro
travel	2.000,00
hospitality	4.000,00
transport	4.000,00
installation	2.000,00
curator	3.000,00
organization	4.000,00
comunication	5.000,00
total	24.000,00

The exhibition is supported from the City of Milan, Comune di Milano Settore Tempo Libero

Economical support is required for transportation and travel costs.



The Korea Foundation organizes or supports many different cultural exchange programs to strengthen Korea's cultural identity and foster appreciation of Korean culture in the global community, as well as to provide opportunities for Koreans to broaden their understanding of foreign cultures. These exchange programs include performing arts events, art exhibitions, and international workshops.

1. Eligibility Criteria for Applicants

Individuals and groups falling into any of the following categories are eligible to apply. However, priority will be given to professional culture and art-related organizations or groups.

- 1) Those who are invited by foreign organizations to participate in cultural and artistic activities.
- 2) Foreign organizations that would like to invite Korean artists to engage in cultural and artistic activities.
- 3) Korean organizations that would like to invite foreign artists to engage in cultural and artistic activities in Korea.

2. Eligibility Criteria for Projects

- 1) Programs targeting countries that have held relatively few exchanges with Korea (i.e., those in Africa, Latin America, Eastern Europe or the Middle East)
- 2) Exchange programs among cultural and artistic organizations
- 3) Participation by Koreans in international cultural events or festivals
- 4) Introduction of representative Korean traditional culture and arts (e.g., ceramic arts, memorial services at Jongmyo royal ancestral shrine, costume, pansori, traditional printing, Goguryeo tombs, etc.) to the international community
- 5) Performance or exhibition projects that are designed with the aim of introducing Korean culture and arts to the international community
- 6) Programs featuring renowned Korean artists.

3. Ineligible projects

- 1) Programs of the institutions that have received Korea Foundation support for three consecutive years until the year of application
- 2) Programs that receive support from other Korean public organizations or government ministries (Ministry of Culture and Tourism, Korean Culture and Arts Foundation, Ministry of Foreign Affairs and Trade, etc)
- 3) Programs that are designed to publicize a specific individual or group
- 4) Showbusiness-related events, projects for producing movie or music albums, sports-related events
- 5) Projects of the applicant institutions that have failed to carry out their previous year's projects with the Korea Foundation's support, or of those institutions that have conducted their previous year's projects significantly differently from the original plan in the application submitted to the Korea Foundation.

4. Extent of support

The Foundation will help finance specific items of the selected projects, and the basic items of support are as follows:

- 1) When supporting overseas activities by Korean artists, the Foundation will give funding priority to the international airfares for the necessary personnel, the transportation of goods and production of public relations materials.
- 2) For performances or exhibitions in Korea by foreign artists, the Foundation will give funding priority to accommodations, rental of the necessary space, and production of public relations materials.

5. Application Instructions

1) Submission of Application

Please complete our application form and submit it by July 31 of the year preceding the year of the performance, along with a formal document with the official seal or signature of a representative of the applicant organization. The application form and attachments should be submitted in hard copy by post or other delivery services. Submitted application materials will not be returned.

All inquiries and applications should be sent to:

Culture and Arts Department
The Korea Foundation
Diplomatic Center Building, 1376-1
Seocho 2-dong, Seocho-gu, Seoul, 137-072
E-mail: cultural@kf.or.kr
Tel: (82 2) 3463-5615 Fax: (82 2) 3463-6025

2) Completion of Application Form

- Application should be submitted on the official application form of the Foundation.
- All the items in the application form should be completed. If there is any item left blank, please explain the reason.
- If there is insufficient space for the contents of some items, please attach separately.
- Items of budgetary breakdown should be stated in detail as much as possible, based on the actual costs expected to be incurred. Budgetary breakdown is a very important element to assess the application's worthiness and credibility.
- If there is any documentary evidence for a project budget, please attach it.
- Items and amount of grant required for the Foundation's support should be precisely specified.

6. Screening and notification

1) Screening process

- First screening: Applications that do not meet the objectives of the support program are excluded from consideration, and ineligible applicants are notified by letter.
- Second screening: An outside screening committee, composed of experts in various culture and arts fields as well as the Foundation's standing advisers, evaluate proposals which were assessed to be eligible applications at the first screening by means of a points system. No one on the committee will have any connection to the applicant organizations or programs.
- Third screening: The Foundation selects projects and decides the terms of support based on the conclusions of the committee.

2) Evaluation criteria

- How substantial is the content of the program?
- How reasonable is the budget?
- How qualified is the applicant?
- How influential is the program likely to be in terms of cultural diplomacy?
- How compatible is the program with the objectives of the Foundation's cultural exchange programs?

3) Notification

Applicants will be notified of the outcome of their applications by December 31.

7. Remarks

In case any of the content in the application turns out to be false or misleading, the decision on the Foundation support will be canceled, and the applicant institution will be ineligible for the Foundation's support for next year's project.

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