

2026 PAMS Pitching Open Call Selection Results Announcement

2026 PAMS (Performing Arts Market in Seoul) is Asia's leading international platform for performing arts circulation, held every fall.

PAMS Pitching is a program where arts groups and projects from Korea and overseas can promote themselves and their works to find international collaboration partners for planning, development, production, and distribution. An open call was carried out from June 5 (Fri) to June 23 (Tue) to select projects to participate in the pitching process. A total of 76 groups submitted their applications, and a total of 18 works were selected.

Thank you again to everyone who applied for the open call.

We would like to invite you all to PAMS 2026, which will be held for **four days from October 13 (Tue) to October 16 (Fri)**, at the National Theater of Korea, ARKO·Daehakro Arts Theater, and other venues across Seoul. Please follow us for more updates.

□ Selection Overview

- **(Date)** July 10 (Fri), 2026
- **(Screening)** Application Review & Selection
- **(Criteria)**

No.	Criteria	Weight (%)
1	Relevance to the Objectives and Direction of the Program	30
2	Thoroughness and Feasibility of the Pitching Plan	40
3	Excellence and Originality of the Project	30
Total		100

- **(Selection Panel)** Four performing arts experts

No.	Name	Affiliation and Position
1	Myungkuk Kye (Victor Kye)	Jarasum Jazz Festival, Director
2	Hyeri Kim	Independent Producer (Former Wooran Foundation/Team Leader of the Performing Arts Team)
3	Minkyung Shin (Min K. Shin)	LG Arts Center, Head of Programming
4	Jisun Park	Producer Group DOT, Creative Producer

□ Selection Results

- (No. of Selection) 18 in total
- (Selected Groups)

※ In Order of Application Submission

No.	Country	Category	Group Name	Project Title	Presenter
1	Spain	Established	INSECTOTROPICS	The Conference of the Birds	Desire Povedano Sanchez
2	Korea	Established	FORCE	Suzik	Youngho Lee
3	Korea	Established	EUMMA	Deolmi: International Touring & Presenter Development Project	Eum Daejin
4	Korea	Emerging	production IDA	Voices of Momory : A Theater Series on Modern Korean History	Seo Miyoung
5	Taiwan	Emerging	Ars Association	Possibility of Presence	Yu-Fen Chen, Po-Chieh Chen
6	Korea	Established	nuBase	nuMori - Hybrid K	Joon Jeong
7	Korea	Emerging	The Greatest Masque	When Dance Becomes Words	Yonghwi Park
8	Australia	Emerging	Sunny Kim' s Ensemble Ochaye	Water Song	Sunny Kim
9	Korea	Emerging	Ghost Group	Ghost Group Project	Yeji Choi
10	Korea	Established	Minyoung Kim	PLASTIC	Yeji Choi
11	Korea	Established	Lee Jung In CREATION	Halt-17, Reload-19	Lee Jung In
12	Singapore	Established	Bahri & Co	Noraebang Diplomacy	Shaifulbahri Mohamad & Jin Yim
13	Korea	Emerging	A-Run Crew	Dance with Swagger	Jae-Won Yang
14	Korea	Established	Nubim Kim Group	Connectivity: LIVE	Nubim Kim
15	Korea	Established	Creative VaQi	The Ideology Machine	KYUNG-SUNG LEE
16	Australia	Established	Threshold	Sound & Water	Tahli Corin
17	Korea	Established	Dasom Baek	Nabi	Dasom Baek
18	Korea	Established	Haddangse	From Modern Korean History to the World Stage: <The Time Painter> International Touring Partnership Project	Juyun Lee

☐ Selection Notes

A total of 76 projects were submitted to the 2026 PAMS Pitching Open Call, of which 18 were ultimately selected based on the established selection criteria. In the selection process, the major criteria were the clarity of each project's objectives, the level of preparation, the extent to which the proposal had developed beyond an initial idea into a concrete and feasible project, and the overall level of specificity reflected in the proposal

Overall, this year's open call reflected the strong interest of emerging groups in international exchange and overseas promotion. Many proposals considered various forms of collaboration, ranging from the early stages of project planning to domestic and international circulation, resulting in a higher overall standard of submissions. Domestic projects presented a wide range of genres and pitching formats, while the diversity of presenters appropriately reflected the objectives of each project, demonstrating the continued quantitative and qualitative growth of the performing arts sector in Korea. International projects also showed an increase in both the number of submissions and the diversity of participating countries compared to previous years, with particularly strong interest in Korea and the broader Asian region. This year's open call was aim to provide opportunities not only for established groups with clear potential for domestic and international circulation through PAMS Pitching, but also for emerging groups taking their first steps toward international exchange and overseas promotion.

During the review process, some proposals did not clearly demonstrate whether the representative or presenter was in a position to represent the project, or whether their relationship to the project, including intellectual property rights, was sufficiently established. We hope that PAMS Pitching 2026 will provide the selected projects with a meaningful opportunity to achieve sustainable growth, expand their activities both in Korea and abroad, and further their international exchange and overseas promotion.

☐ Next Step

- **(3rd Week of July)** Selected groups will be notified individually via email
- **(August-September)** Collection of pitching materials and preparation for event operations, Training for Selected Groups
- **(October 13-16)** PAMS Pitching Program will be held

☐ **Important Notes**

- Additional information will be provided to the selected groups.
- Selected groups must participate in the PAMS Pitching in the setting provided by KAMS during PAMS 2026(from October 13 to 16) as was set out in the open call announcement.
- If you want to make changes or cancel your participation in the pitching process after the announcement of PAMS 2026 Pitching Open Call Selection Results, please notify us immediately so that we can make necessary arrangements.

☐ **For Information & Inquiries**

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