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# 2026 Performing Arts Market in Seoul [PAMS Pitching Open Call]

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PAMS 2026(Performing Arts Market in Seoul), hosted and organized by Korea Arts Management Service (KAMS), is Korea's leading international performing arts platform that supports works and groups in connecting with diverse audiences across the country and around the world.

PAMS Pitching is a program designed to effectively promote performing arts groups and projects, and to provide opportunities to find collaboration partners for planning, development, production, and circulation.

We invite performing arts groups from Korea and overseas who are seeking diverse collaboration opportunities — including circulation, co-production, investment, and residency — to apply for the 2026 PAMS Pitching open call. We welcome and look forward to your participation.

## 01. Overview of PAMS 2026

- Title: Performing Arts Market in Seoul 2026
- 13 Oct (Tue) – 16 Oct (Fri) 2026 / for 4 days
- Venues: National Theatre of Korea
  - \*Subject to change depending on the progress of the project
- Host & Co-host: Korea Arts Management Service, National Theatre of Korea
- Organiser: Korea Arts Management Service
- Sponsor: Ministry of Culture, Sports and Tourism, Arts Council Korea

## 02. PAMS Pitching 2026

### What is PAMS Pitching?

PAMS Pitching is a program that introduces performing arts projects and works at various stages of planning, development, and circulation to professionals from both Korean and international performing arts markets, with the aim of exploring diverse collaboration opportunities including circulation, co-production, investment, and residency.

- Dates: 13 Oct (Tue) – 16 Oct (Fri), 2026
- Venue: Venue: National Theatre of Korea
  - \* The program's schedule and venue are subject to change
- Objective: To provide presentation and highlight showcase opportunities to help find collaboration partners for the planning, production, and circulation of performing arts projects and works
- No. of Selections: Approx. 20 projects in total (15 via open call, 5 by invitation / subject to change)
- Format: Presentation or performance highlight showcase (max. 10 mins per group)
  - Regular Pitching: Presentation using PPT and video materials
  - Free Pitching: Highlight showcase of a project or work
    - \* Up to 3 persons including the presenter

### 03. Open Call

- Title : Open Call for 2026 PAMS Pitching
- Date : 5 Jun (Fri) – 23 Jun (Tue) 2026, 15:00 (KST) / for 19 days
- No. of Selections : Approx. 15 projects in total \*(subject to change)
- Selection & Results : Week 1 – Week 2 of July 2026 \*(subject to change)
- Eligible Applicants: Performing arts projects and works from Korea and overseas, and individual artists  
(※ Including individual artists, groups, agencies, producers, foundations, associations, and other entities running the projects)
- Type & Eligibility: Select one of the following types (multiple applications not allowed)

Overseas Experience	Eligibility
<b>Established (5 years or more)</b>	Established (5 years or more) Projects with 5 or more years of experience in overseas promotion and international exchange
<b>Emerging (less than 5 years)</b>	Projects with less than 5 years of experience in overseas promotion and international exchange ※ Including projects with no prior overseas promotion or international exchange experience ※ (Recommended) Applying in partnership with someone who has 5+years of prior international touring experience.

- Category

Category	Description
<b>Finding Collaboration Partners</b>	Collaboration Partners Projects in the pre-production or concept development stage seeking Korean or international collaboration partners <i>(e.g. co-production partners, collaborating artists, etc.)</i>
<b>Finding Investors / Organisations</b>	Organisations Projects in the creation or development stage seeking investors or supporting organisations <i>(e.g. investors or organisations that can support production and circulation, etc.)</i>
<b>Finding Presenters</b>	Projects seeking presenters for domestic or international circulation <i>(e.g. overseas presenters specialising in children's theatre, etc.)</i>
<b>Introducing Projects (Works / Artists)</b>	Introduction of new projects or content reflecting recent trends in Korean and international performing arts markets, or of individual artists, producers, programmers, groups, or agencies <i>(e.g. climate crisis touring project, introduction of choreographers or composers, Art &amp; Tech project, etc.)</i>

### 04. Support for Selected Projects

- Pitching: Pitching space and basic equipment including sound and video equipment / Simultaneous Korean-English interpretation on-site

- Promotion: Production of promotional materials in Korean and English and their circulation online and through physical networks
- Consulting: Two pitching strategy consulting sessions with Korean and international professionals
- Circulation: Free registration to 2026 PAMS for up to 3 persons / Eligibility for the following year's 'Performing Arts Platform Follow-up Support' program
  - \* Korean arts groups selected through the open call that are planning overseas tours may apply for overseas promotion support through the 'Platform Follow-up Support' program via a separate open call and selection process

## 05. Application

- Date : 5 Jun (Fri) – 23 Jun (Tue) 2026, 15:00 (KST) / for 19 days  
(submissions outside this window will not be accepted)
- Where to submit : via email at pams@gokams.or.kr
  - ※ Submissions by mail, in person, or by courier are not accepted
- Documents to submit

No.	Documents to Submit	Description	Mandatory	Optional
1	Application Form	<ul style="list-style-type: none"> <li>• Download and fill the application form attached in the announcement on the KAMS website</li> <li>* All signatures in the application must be hand signed or stamped with an official seal.</li> </ul>	●	
2	Application Submission Agreement		●	
3	Consent to Collection/Use/Provision of Personal Information		●	
4	Other documents	<ul style="list-style-type: none"> <li>• Other supporting documents (Video and images links, etc.)</li> </ul>		●
* All documents must be submitted in their original format along with a version in the PDF format * Groups selected for the final pitching selection must submit presentation materials within the timeline which will be provided by KAMS in the future.				

- Note : All files to must be compressed in a single ZIP file named as "2026 PAMS Pitching\_Group Name" for submission.

## 06. Selection Process

- Schedule: Week 1 – Week 2 of July 2026 (subject to change)
- Results: Week 2 of July 2026, announced on the KAMS website (subject to change)
- Selection Criteria

Criteria Description	Proportion
Relevance to Programme Objectives	30%
Feasibility and Thoroughness of the Pitching Plan	40%
Excellence and Originality of the Project	30%

## 07. Important Notes

- All presentations for PAMS Pitching should be in a format that can be accommodated in the environment provided by PAMS. As part of the 2026 PAMS programme taking place from 13 Oct (Tue) to 16 Oct (Fri), both the preparation time on site and the pitching location are subject to change.
- Submitted documents and materials will not be returned. After the submission period, the application cannot be modified and documents cannot be added.
- If anything in the application is found to be false, the applicant may be disqualified during the selection process, and the selection may be cancelled even after being confirmed.
- No project may be selected if none is eligible.
- Eligibility Exclusions : Applications will be disqualified if any of the following apply. Disqualification may result in cancellation of selection even after final confirmation.

- Individuals or groups with a criminal conviction related to sexual violence or sexual harassment
- Individuals or groups currently under investigation or indicted for sexual harassment or sexual violence where a final verdict has not yet been reached
- Individuals or groups with a conviction for plagiarism or wage theft
- Works for which copyright consent has not been obtained from the rights holder
- Routine membership exhibitions, group exhibitions, annual exhibitions, degree thesis exhibitions, or school-unit graduation exhibitions

## 08. Point of Contact

- Performing Arts International Development Team, Performing Arts Division, Korea Arts Management Service
- Email: pams@gokams.or.kr
  - \* Inquiries may not be answered promptly on the application deadline. We encourage you to submit any questions in advance.