

## 2022 PAMS Pitching FAQs

### Q1. What is PAMS? (#in-person #online #hybrid)

**Performing Arts Market in Seoul (PAMS)** is a performing arts platform that seeks to maximize the potential of domestic and international cooperation in the performing arts through the exchange of works, information, and human resources. PAMS is a performing arts platform mediating the circulation of the performing arts based on such exchange and cooperation.

PAMS 2022 is planned to be held as an **in-person event**, and some programs (including discourse and networking sessions) will be provided in **hybrid format** where the participants can also participate through its online platform. All participants including major overseas delegates can participate both offline and online.

#### PAMS 2022

**Date** | 4 days from Sep 26 2022 (Mon) to Sep 29 2022 (Thu)

PAMS Season(Seoul) Sep 26 2022(Mon) – Sep 28 2022 (Wed)

PAMS Season(Busan) Sep 29 2022 (Thu) - Sep 30 2022 (Fri)

**Venue** | (In-person) to be announced, (Online) PAMS ON, the online platform

#### \* What is PAMS Season?

PAMS 2022 marks the start of PAMS Season with the aim of paying special attention to the diversity, nowness, and dynamics of the Korean performing arts. We plan to continue our solidarity efforts even outside the PAMS week by selecting genres, themes and regions every year and working with private/public sector and individuals from Korea and overseas. The theme of **PAMS Season 2022, "Dance,"** aims to connect the contemporaneity, diversity and dynamics of Korean and Asian contemporary dance. The program will be composed of performances and forums with partners from Korea and overseas under the theme of common interests in the global performing arts scene. (Major partners) Korea National Contemporary Dance Company, Seoul International Dance Festival, Busan International Dance Market, Seoul Dance Centers, Aerowaves, etc.

### Q2. What is PAMS Pitching?

**PAMS Pitching** is a program with the aim of discovering partners for international cooperation by promoting artworks and organizations. With PAMS Pitching, you can introduce your works/organizations and works in the pre-creation process (plan, project idea, etc.) by means of overseas touring, international co-production, and residency.

#### ▼ Difference between 'regular pitching' and 'open pitching'

These are two different modes of pitching. 'regular pitching' refers to delivering a presentation of 5 minutes using PPT materials or video clips. Alternatively, 'open pitching' consists of short performances, workshops, and dialogue with artists for 10 minutes,

There is no advantage given to one specific pitching method over the other. No project may be selected if none qualifies.

#### ▼ Themes of pitching

Pitching can be made under a non-designated or a designated theme. Anyone who wants to engage in international cooperation can participate in PAMS Pitching, and no benefits are given to one specific theme over the others. Please select a theme that matches the purpose of your pitching as there will be no additional advantages or points given to any specific theme.

① Under **non-designated theme**, the participants can feel free to share any organizations, works, creative ideas without a pre-determined theme. Introduce your works and artists in line with the purpose of your pitching to find partners from around the world.

② Does your organization or work have a connection point with '**Next Mobility**' or '**Sustainability & Arts**', the major themes of PAMS? If so, choose the **designated theme**. You can participate in thematic pitching sessions.

### Q3. I'd like to know more about the themes of pitching.

The rapid changes in technology, society, and environment in the 21st century have transformed the creation, production, circulation, and consumption of the performing arts. The COVID-19 pandemic in the last two years has had a big impact on the performing arts world. PAMS focuses on the changes that occur in the performing arts world in the post-pandemic era where physical mobility is restricted. The themes of 'Next Mobility' and 'Sustainability & Arts' ask questions such as 1) How should the new international mobility/circulation in the post-pandemic era change and what should be its new format? 2) How can international mobility take the environment into account in order to respond to the climate crisis? 3) What is digital mobility? in the performing arts world based on domestic and overseas mobility to explore the sustainability of the performing arts by identifying new forms of creation, production, circulation and theater-going.

If you wish to join our journey at PAMS, please share your ideas in thematic pitching sessions.

#### ▼ THE APRO FOCUS articles

[☞ "New International Mobility for the Performing Arts in the Post Pandemic Era : Next Mobility Part 1](#)

[☞ "New International Mobility for the Performing Arts in the Post Pandemic Era : Next Mobility Part 2](#)

### Q4. Do I need to participate in person?

PAMS 2022 will be held **in a hybrid format, both in person and online**.

If your organization is located outside Korea or if you're under circumstances that prevent you from coming to Korea, online pitching (or streaming) is also available.

### **Q5. What are the qualifications for applying? Is it open only to Koreans?**

As PAMS Pitching aims to find partners for international cooperation, it is open to all Korean and foreign artists and organizations. Possible candidates include projects in the pre-creation stage (planning, idea conception, project ideas, etc.) that are looking for Korean and foreign partners; projects that are looking for funding organizations; projects that are looking for presenters to distribute the finished works in Korea and abroad; and any literary or art institutions and festival committees that are looking for new performance content reflecting recent trends in the performing arts.

### **Q6. If I'm participating in other PAMS programs (Showcase, Roundtable, Booth, etc.), am I eligible for PAMS pitching?**

**Yes, you are!** You can still apply even if you're participating in other PAMS programs. When you're selected for PAMS Pitching, you must consult with our pitching manager so that there's no conflicting schedule.

### **Q7. Do I have to speak in English for pitching?**

You can use Korean or English. Simultaneous interpretation will be provided.

### **Contact**

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