

CultureGroundKorea

# CGK Introduction

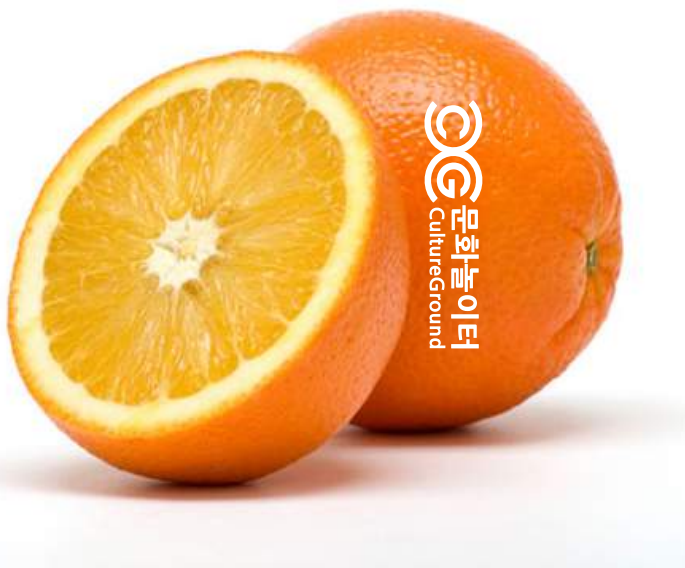
2013 April ver. English

## What is CGK?

Joyful place where **IMAGINATION** turns into **REALITY**  
New 'culture making' space that makes everyone happy  
A company that change the world through culture!

## Be the Orange!

Young Social Enterprise where has Brcord  
(Brcord = Looking for Blue Ocean in Red ocean)



# CULTURE GROUND

Make Culture that can change the world and Enjoy Together!

Joyful place where IMAGINATION turns into REALITY  
New 'culture making' space that makes everyone happy  
A Company That Change the World Through Culture!

## The dictionary definition

Joyful place where IMAGINATION turns into REALITY / The Company That Change the World Through Cultural Contents!  
Let's See The Linguistic Origins of Cultureground.

CultureGround = Culture + Play + Ground

### Culture 文化

Culture consists of activities and thinkings which are descended from ancestors.

It contains food, clothing, shelter, language, custom, religion, art, law, etc.

It comes from the Latin language, 'CULTUS'

'CULTUS' contains meaning of 'grow', 'intellectual development', 'taking care of mind'

### Playground

Where children plays / A places which individual or organization usually works out

↳ Play : Spend time doing enjoyable things, such as using toys and taking part in games.

↳ Ground : Foundation where activity or operation can be done/ empty places

CultureGround = Culture + Play + Ground

### Culture



국제문화축제개최, 기획전시, 기획공연, 청춘문화놀이단, 문화교류프로그램

International Festival, Exhibition, Performance, Youth Culture Creator, Culture Exchange

### Play



워크캠프, 여행, 포럼, 강연회, 네트워크파티, 자선파티,

WorkCamp, Expedition, Forum, TalkConcert, Network & Donation Party

### Ground



비전스쿨, 온라인 언론사-신문, 방송(준비중), 오프라인 협업문화공간(준비중)

VisionSchool, Online Newspaper & Broadcast(In preparation), Off-line Cultural Space(In preparation)

# Cultureground Overview

Cultureground Initiated the Businesses in 2012 and has shown Great Performance so far.  
Especially, Festivals and Workcamps that has Unique Concept and Special Programs have received a lot of attentions.

Company	CultureGround / CO-INnovation
Chief	Kim Myeong-Jin, MJ
Members	2 BRCREWs / 10 CGCREWs / 117 Youth Culture Creators / 1,250 Total Members
Established Date	2012.01.26 (Establishment meeting) /2012.03.29 (Registration of Entrepreneur)
Type of business	Production agency / Arrangement of event for others / Advertising agency, Management consultant, Media advertising/ Travel business/ Internet content host
Primary work	International Festival, Exhibition, WorkCamp, Expedition, VisionSchool, Forum, Talk Concert, Lecture, Online Newspaper & Broadcast (In preparation)
Address	Office 1 : #202, 371-4, Seonhak-dong, Yeonsu-gu, Incheon, Korea Office 2 : Kyungkido Jungwangdong Korea polytechnic university Si-heung business center 9th floor

## Cultureground Logo, Color

[Cultureground Logo]



Compound word of Culture(People) + PlayGround(Joy) (Trademark Application )

- Man Makes culture, and culture changes world.
- └ ‘Culture Making’ space that makes everyone happy
  - └ Cultureground solves the problem through cultural contents.

[Cultureground Color]



The meaning of Color [Orange] - with the Kandinsky's point of view

- └ warm, curious, festival, happy, realized, relaxed, effort to achievement, big hope, a group activity
- └ youth, strength, brave, curious, active / outgoing color can provide pleasant inspiration

[The meaning of ‘Be the Orange’]



Similar meanings like Be the Reds.(Slogan of Korea in 2002 World cup)  
'Get Orange code which seeks for youth, strength, brave, happiness!'

## CGK'S Activity Area &

### History & Field of Business

#### CultureGround History

- 2012**
- 01.26 Establish Meeting
  - 03.09 Selected by Support Project
  - 03.29 Registration of Entrepreneur
  - Registration of voluntary agency
  - Registration of Tourist agency
  - 1st Welcoming Ceremony
  - 7.28 Insa-dong Festival
  - 8.8 Europe(2 professor + 27 crews)
  - 8.13~15 Firenze Festival
  - 2nd Welcoming Ceremony
  - 12.9 Neple Party (Club 500)
  - 12.27 Europe (40 crews)
- 2013**
- 01.27 Indonesia WK (35 crews)
  - 01.30 Bogor-Korea Festival
  - 02.02 Nanggung-Korea Festival
  - 02.28 Network Party
  - 03.04~13 Nepal Pre-exploration

## Activity Area



## The filed of business





# Cultureground Youth Culture Creators

" One man's dream is just a dream, but a dream of thousands becomes reality."

**Let's Make Dreams into Reality Together in Cultureground!**



**Captain Myeong-Jin KIM (MJ)**

**- Overall arrangement and management**

**CultureGround**, which started January 26, 2012, visited 8 countries with More than 100 crews and promoted Korean cultures to foreign countries and also Learned Foreign cultures. Our crew played a role as a international ambassador and we are pleasantly proceeding nongovernmental diplomacy. **CultureGround** is planning to make social missions, not only workcamp but also motivating activities such as establishing Nepal IT center. We can assure you that we have the best power of execution in Korea. We are always waiting for Volunteers who want to join us and desire to learn, enjoy and share!

**Have a great experience in CultureGround and change imagination to reality.**

**CGK'S ACTIVITY** (Please refer to the portfolio about details.)



[1st Europe Workcamp]



[2nd Europe Workcamp]



[2nd Indonesia Workcamp]



[Nepal Culture & Art Creator]



[Nepal Exploration]



[Insa-dong festival]



[CORE of Asia  
Firenze Festival]



[CO-REAdy  
Bogor Festival]



[CO-REAdy  
Nanggung Festival]



[Neple Party]



[Nepal IT Center Project]



[Culture exchange]



[sports exchange activity]



[International Festival tour]



[Interchange  
with foreign university]



[vision school tell a vision]



[revitalization project]



[talk concert party]



[Concert & Lectures]



[Asia social venture contest]



[Network party- Italy]



[Union Artists exhibition]



[Royal cuisine exhibition]

What is next?





Because we have focused on overseas programs, our Culture-exchange programs have been welcomed more in foreign countries than in Korea. We wish you to look forward to our activities in Korea afterwards.

Indonesia's News and What we did in Indonesia







Because we have focused on overseas programs, our Culture-exchange programs have been welcomed more in foreign countries than in Korea. We wish you to look forward to our activities in Korea afterwards.

Nepal's News and What we did in Nepal

**‘नेपालले कोरियाबाट धेरै सिक्न सक्छ’**

कोरियाको विकास र प्रगति नेपालको लागि एक ठूलो सिकाइ हो। नेपालले कोरियाबाट धेरै सिक्न सक्छ। नेपालको विकास र प्रगति नेपालको लागि एक ठूलो सिकाइ हो। नेपालले कोरियाबाट धेरै सिक्न सक्छ।

**सूचना र सञ्चार**

सूचना र सञ्चारको विकास नेपालको लागि एक ठूलो सिकाइ हो। नेपालले सूचना र सञ्चारबाट धेरै सिक्न सक्छ। सूचना र सञ्चारको विकास नेपालको लागि एक ठूलो सिकाइ हो।

**देशान्तर साप्ताहिक**

देशान्तर साप्ताहिक नेपालको लागि एक ठूलो सिकाइ हो। नेपालले देशान्तर साप्ताहिकबाट धेरै सिक्न सक्छ। देशान्तर साप्ताहिक नेपालको लागि एक ठूलो सिकाइ हो।

**सूचना र सञ्चार**

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**तरुणा**

तरुणा नेपालको लागि एक ठूलो सिकाइ हो। नेपालले तरुणाबाट धेरै सिक्न सक्छ। तरुणा नेपालको लागि एक ठूलो सिकाइ हो।

**विकल्प**

विकल्प नेपालको लागि एक ठूलो सिकाइ हो। नेपालले विकल्पबाट धेरै सिक्न सक्छ। विकल्प नेपालको लागि एक ठूलो सिकाइ हो।



Cultureground Legal License

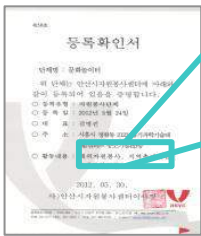
A legal permissions which are associated with International exchange and cultural contents.

CultureGround Legal Licensing



사업의 종류 : **업태** 정보서비스업  
서비스  
서비스  
서비스  
서비스  
**종목** 포탈및인터넷정보매개서비스  
여행업, 여행알선  
광고대행, 경영컨설팅, 매체판매업  
공연기획업  
전시및행사대행업

Performance Planning, Exhibition, Advertising, Travel, Internet Service etc.



○ 활동내용 : 해외자원봉사, 지역축제지원,  
국제문화교류

Registration of Voluntary Agency  
- Overseas Volunteer, Support for Local Festival, International Culture Exchange



Mail-order Service License



Tourist Industry License



Sign up Company Guarantee Insurance



Completed education about management



Support Contract with Foreign Groups  
- Indonesia Public Enterprise  
- Local Self-governing agency  
- Indonesia Youth Organization  
- Nepal NGO and Government

CGK'S Partners



ALWAYS  
WAIT  
YOU





## CGK's Portfolio Achievement of CultureGround

Share our program that we made and enjoyed.



## 1<sup>st</sup> Youth Culture Creator(CGK) - Europe



**Name** 1<sup>st</sup> Youth Culture Creator - Europe

**Purpose** Not to indiscriminately promote Korea but to promote in formal, proper ways

**Result** In-sa dong co-Exhibition,  
Italy Firenze Festival  
(exhibit Italy sculpt, Korea's traditional food,

**Participants** 2 Professors and 27 Activists,  
Europe artists and collectors  
400 Europe artists and collectors

### 2012 Insa-dong International Culture Festival

## CultureGround Activities in Insa-dong, KOREA

Let Foreign Visitors Know About Korean Culture And Interchange Cultures (12.07.28)

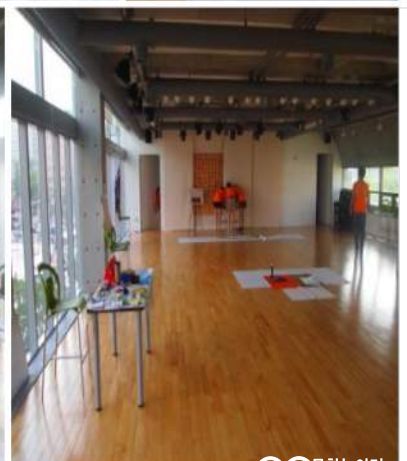
**Food**



**Event**



**Exhibition**





## CultureGround Activities (Korean Postcard Contest)

Korea's best photo contest + Social funding to cover the cost of making postcard + Postcard Advertising



- \* Social Funding : collective effort of individuals who network and pool their money, usually via Internet, to support efforts initiated by other people or organizations.

proceeded the social funding through [www.goodfunding.com](http://www.goodfunding.com) (06.20-07.20 30days)

-> **Got 103% funding accomplishment!**

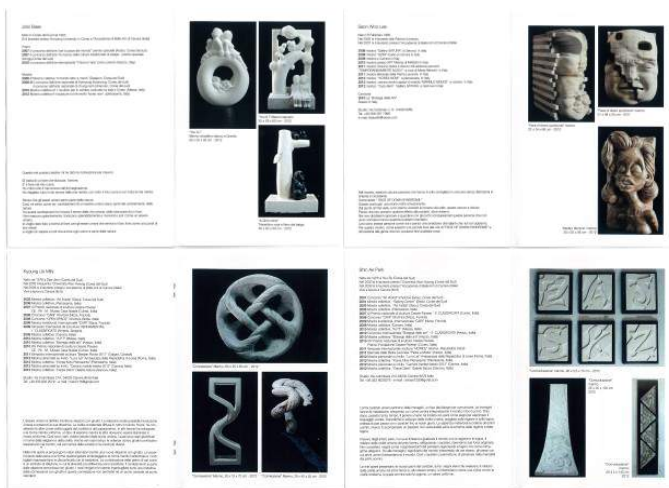


Postcards produced fundraising (Social funding) 103 % Success

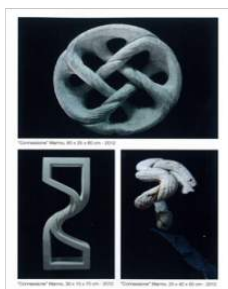
## CultureGround Activities(Exhibition of Sculpture - Overseas Korean Artists)

Italy sculpture exhibition - By overseas Korean sculptors

Sculpture joint exhibition (Sculpture artists)



Baek Jin Gi



Min Gyeong Uk



Lee Sun Woo



Park Shin Ae

## CultureGround Activities (Opening Party)

Opening Party (With Local Italian, Italy Artists)

-Tasting Korean Traditional Food and Hearing Korean Traditional Music



Italian and art-related people participate



Korean cuisine tasting and music event



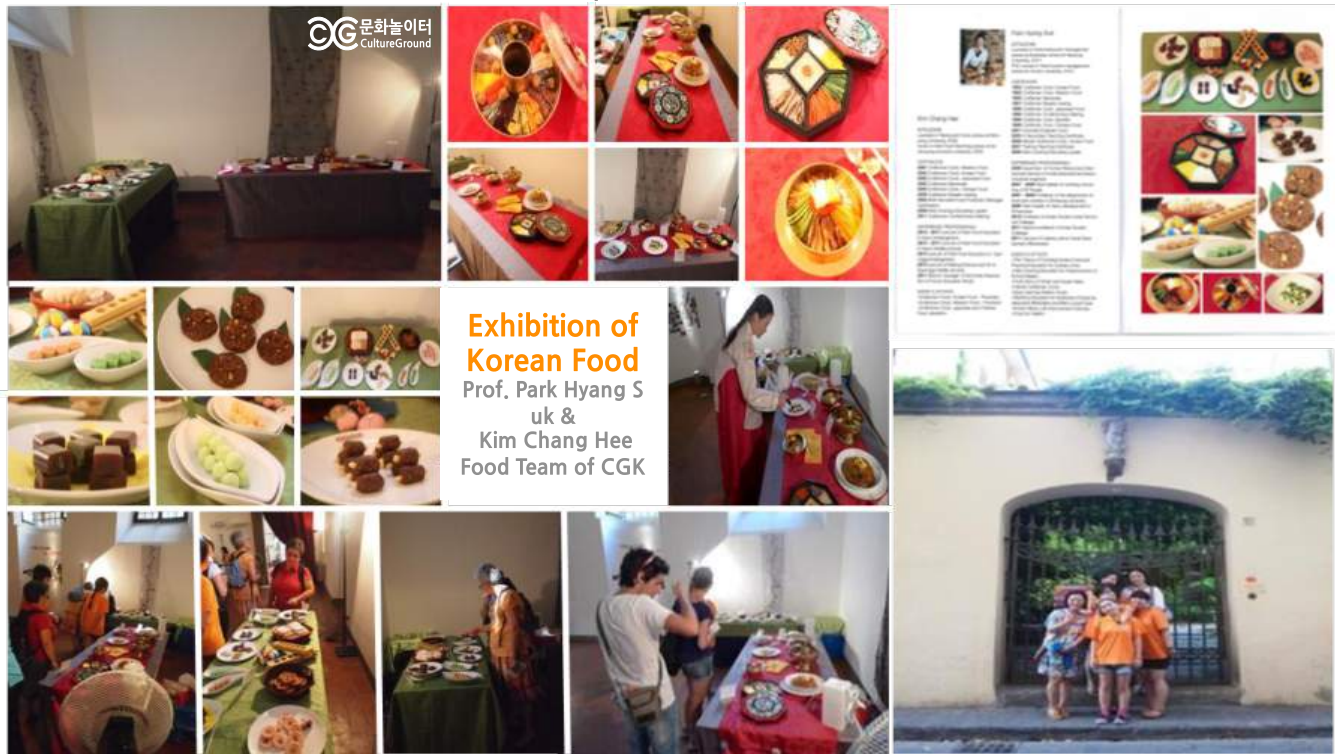


# CultureGround Activities(Exhibition of Korean Traditional Food)

Korea's traditional food and dessert exhibition.

- With 2 professors and CultureGround's food activists

Participation Korean Food Professor Park & Kim & 1<sup>st</sup> Youth Culture Creator



# CultureGround Activities (Let Foreigner Experience Korean Culture)

Let Foreigner Experience Korean traditional cultures & advertise Korea

- exhibit Korean traditional stuffs, clothes, language, fan, calligraphy, explaining Korea promotional materials





2nd Youth Culture Creator(CGK) - Nepal



Name	2nd Youth Culture Creator - Nepal
Purpose	To Help Nepal for Establishing IT Center But not as the way like Voluntary Work, Hold Healthy Party and Raise Donations!
Result	Successfully hosted party with participants who interested in this project and contents
Participants	13 Activists, Artists, Lecturers and Network Party Participants └ Artists Bak JuWon,Papyrus,Nam YeoUI,Yeontanbul,EarthQuake └ Lecturer Kang KiTae,Kim HyungWook,Bak DaYoung,Yu HwanGi

Neple party ( Lecture, Network party, Indie band Performance)





2nd Youth Culture Creator(CGK) - Indonesia



Name	2nd Youth Culture Creator - Indonesia
Purpose	Not to hold one-sided Culture Festival, But to hold two-sided, Real Culture Exchange Festival with Local People in Indonesia
Result	Held Festival twice in Bogor / nangung, Visited 7 schools with Activists, Gathered more than 10,000 Indonesians
Participants	35 Activists and 100 Local Participants

Korean Culture Ambassador





## Bogor-Korean Culture Exchange Festival - CO-READY Festival

We held Co- ready Festival with Indonesia biggest Youth Association, Bogor scout. Students of two countries exchanged culture through performances, experiencing culture booth, tasting food and enjoying festival.





## Nanggung-Korean Culture Exchange Festival - CO-READY Festival

It was Culture-Exchange festival with support from Indonesia Public Enterprise 'Antam', Schools, KNPI and other variety association and organization. We exchanged culture with Indonesia's traditional play, band performance and Korean fusion dance performance, band play and Korean food.





## Exchange Sports Activities

-> Indonesian Taekwondo Group & Korean Fusion Taekwondo Dance & Traditional Sports and Games



## Interchange with Indonesia University & Youth Organizations

-> Bogor Scout, KNPI, Environmental Group, PCMI, University of UDAYANA.





2012 Asia Social Venture Contest (Arts and Social Revolution Conference)



- Name

2012 Asia Social Venture Contest (Arts and Social Revolution Conference)
- Purpose

Introduce Cultureground and Make Networks with many Social Venture
- Result

Got 1<sup>st</sup> prize at Poster Contest  
Introduced and Promoted Cultureground

2012 Asia Social Venture Contest (Social Enterprises)



2nd Youth Culture Creator(CGK) - Europe



Name	2nd Youth Culture Creator - Europe
Purpose	To Solve Social Problems in Bucheon City Through Exploring Europe and Study their Case And Hold Idea Contest and Exhibition
Result	Got Ideas about Revitalization of Bucheon City Ex. Story Wall-Painting, Collaboration Project With Artists (in preparation)
Participants	40 Youth Culture Creators

“Revitalization of Bucheon City” Idea Contest

-> Exploration to Europe Advanced City (London, Paris, Basel, Luzern, Munich, Firenze, Fussen, Venezia, Pisa, Rome)



-> Each Group Studied European Culture and Made Speeches



“Street food”



“Traditional/Flea Market”



“Landmark”



“Appetizer/Dessert”



“Tour Service”



“Theme Avenue”



2013 Cultureground BR Crew - Pre-Exploration in Nepal



Name	2013 Cultureground BR Crew └ Pre-Exploration in Nepal
Purpose	To participate in IT Center Establishment Ceremony, On-site Inspection of Nepal Festival and Workcamp, Meet Partners in person, Deliver medical supplies.
Result	Achieved Agreement with Government to Support Cultureground Workcamp and Festival in Summer Medical Supports, Achieved MOU with Partners, Concluded Agreements about Donating IT Center Building Site
Participants	2 Staffs of CGK and 3 Local Partners

IT Center Establishment Ceremony & Exploration Festival and Workcamp

-> Visited Universities in Pokhara, Elementary School in Kathmandu, Local Community



**“One man’s dream is just a dream,  
but a dream of ten thousands man becomes reality .”**



**Cultureground Is A Company Where Change Imagination to Reality.  
Imagin Together with CultureGround!**

**Playground where Change Imagination to Reality!**

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