

2020. 10. 29(목) - 31(토)
온라인 플랫폼

YouTube **NOREUMMACHI 노를마치**
NAVER TV **흥 페스티벌**

www.nowpanfest.com
문의 : 02-6925-1255 / nowpan.festival@gmail.com

If you keep it, it will be 'han' (deep sorrow) **흥** If you release it, it will be 'heung' (excitement) **흥**

Due to COVID-19, the 6th Heung Festival will be held on the online platform for three days from October 29 to 31.

This year, the festival presents a trilogy of music documentary with the theme of 'heung', which contains not only performances of the artists in various spaces, but also thoughts and stories of ordinary people, the artists, and the festival organizers.

Part I) DNA of Heung October 29th (THU) 19:00	Time to explore the DNA of heung that has been away during the COVID-19. Please enjoy heung contained in Korean traditional music	Nonsan Dure Pungjang BAE Il-dong YANG Jin-su Ip&Son Studio
Part II) PLAY of Heung October 30th (FRI) 19:00	A great deal of people who are expressing heung regardless of the COVID-19. You can enjoy the music of young musicians who are immersed in traditional music	Kkakdugi Chom Chom YANG Jin-su Oriental High Frequency
Part III) WISH of Heung October 31st (SAT) 19:00	The background and ultimate aim that the festival organizer tells regarding the festival. Korean music performances to pray for the future of the festival will be presented.	Cheonha Jeil Tal THE Sero PARK Su-bin PARK Sun-a Noreum Machi (starring KOO Myeong-seo)

Sinbaram School
"Korean music" workshop that festival general director Kim Juhong and pansori master Bae Il-dong provide! It will help people to get closer to Korean traditional culture through witty and easy interpretation and experience.

We wish the Heung Festival's trilogy could present a new online festival form as well as giving those people who cannot access to off-line concerts and festivals a chance to rethink Korean 'heung'.

CREDIT

General Director of the Heung Festival | Kim Juhong
General Planning of the Heung Festival | Oh Hyunju

Narration | Part 1 - Kim Juhong
Part 2 - Lee Howon
Part 3 - Oh Hyunju

Music | SSB Projects by Noreum Machi
Dubbing Mixing | Na Seung-il (Soundscatch)
Real-time Recording | Kim Yeong-gyo

Place Support |
Part 1 - Nonsan Buan-ri, Myeongjae Historic House, Hyeoncheon-dong Pear Field, Mangwon-dong Sanine Sisimi
Part 2 - In Style, Myeongseong Hanu Butcher Shop, Springket, Kkumimbang Home Interior, Yeontanbul Salt Roast, Mimi Laundromat, Gosu (Gogido Guksumyeon), Moga Museum, DSM Square Art Hall, Hyeongje Blacksmith's House, Mangwon-dong Sanine Sisimi, Hongje Yuyeon
Part 3 - Seoul Namsan Gukakdang, Moga Museum, Noreum Machi Studio, DSM Square Art Hall, Namae Port, Sageunjin Beach

Filming Support |
Part 1 - Nonsan Buan-ri, Myeongjae Historic House
Part 2 - Moga Museum, DSM Square Art Hall, Seodaemun-gu Safety Division
Part 3 - Planning Team of Seoul Namsan Gukakdang, Moga Museum, Noreum Machi, DSM Square Art Hall, Fishing Village in Namae Port, Skin Scuba Experience Center in Namae Port, and Residents of Sageunjin Beach

Sponsor | Arts Council Korea, Seoul Foundation for Arts and Culture, Mapo-gu Office Carrot Korea, Motor One Co., Ltd.

Host | Noreum Machi, NOWPAN ENT.
Planning, PR, Marketing | NOWPAN ENT.
(Choi Yoonjah, Park Min-Joo, Kim Hwa-won)
Online Service | YouTube, Naver TV
Data Survey | Ji Han-geol
Writer | Ma Jeong-rim
Assistant Director | Yu Mi-ri

Kim Song-i
Kim Dong-hyeon
Director | Woo Hyeon-su
Web page | www.nowpanfest.com

Music Mixing | Kim Yeong-gyo
Lighting | Jeong Myeong-hun
Jimmy Jib | Park Seong-jae (Story Pictures)
Drone Shooting | Extender
Camera | Choi Hyeon-jun
Choi In-sik
Kim Jeong-su
Kim Jeong
Poster Design | Lee Ho-eun
Title Production |
Lee Gyeong-min (emoLab)
Comprehensive Editing |
Son Gyeong-rak (emoLab)



Introduction to the Performers



Noreum Machi

Noreum Machi is a highly original musical ensemble oriented by Korean traditional percussions, presenting Korean traditional musical expressions and aesthetics. They pursue music that retains the traditional framework and at the same time corresponds to contemporary demands. They have been performing in more than 200 cities out of 60 countries, delivering 'Korean new wave music.'



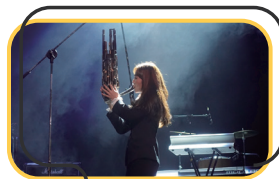
Nonsan Dure Pungjang

Nonsan Dure Pungjang succeeds to pungmul (percussion ensemble) practiced in the context of agricultural communal labor system. Their sound is never in splendor. It is rooted in the straightforward sound of buk (barrel drum); the offbeat of janggu (hourglass drum) digs between the buk sound; the sound of kkwaenggwari (small gong) plays an important role in the exquisite harmony of simple rhythms. A rich and tasteful performance in which each plays freely without being tied to formality is the sound of Nonsan Dure Pungjang.



Oriental High Frequency

Their music is somewhere in-between the Oriental and Western. It has not no genre standard and thus aims for diversity such as progressive rock, Korean traditional music, pop, and art rock. The points that the instruments produce form one (melody) line and the lines intersect with the other's line, sometimes speeding at a rapid pace, sometimes falling in a graceful curve. The foundation that the bass and the percussion produce is solid while the yanggeum (hammered dulcimer) that builds on it is colorful and sometimes sorrowful.



Park Su-bin

She plays a less-known traditional Korean musical instrument called saenghwang (a kind of sheng). While playing various genres such as blues, modern jazz, and hymns that used to be played as organ, she is working on creating gugak (Korean traditional music) that can be enjoyed by the public by putting its roots in Korean traditional music and trying to capture its characteristics.



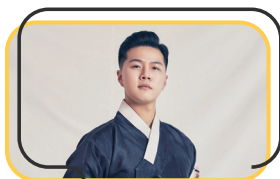
Park Sun-a

Her work of pursuing music, the world, and constructing her identity makes one read her thoughts toward another world. With memories of Pyongyang and Seoul, she has created her own world by combining the strong roots of keeping the tradition of the South and the roots of her longing for freedom in the north, and she is now heading to a different level of world. The sound of a zither called gayageum, which is her own language, is enough to touch the hearts of listeners and is drawing attention due to the outstanding performance.



BAE Il-dong

As a singer transmitting goje pansori, he was trained by Seong U-hyang and Kang Do-geun, the holders of pansori (traditional epic drama), the 5th Important Intangible Cultural Heritage. In 2010, he also starred with the Australian percussionist Simon Barker and samulnori master Kim Dong-won in a documentary film Intangible Asset No.82, which captures the artistic spirit and cultural excellence of Korea. He has published the books dealing with mastering pansori vocal such as Dokgong and Deugeum and is currently running the Bae Il-dong Pansori Institute.



YANG Jin-su

Yang Jin-su is engaged in gugak activities aimed at overcoming the history of division and contributing to the harmony of the Korean people. He believes that since the key to overcoming the division is the restoration of homogeneity, traditional Korean music and traditional art, which contain our spirit and emotions, can be greatly contributed. He has been taught tradition and Korean traditional music in various places.



Ip&Son Studio

Ip&Son Studio is a creative community of singers and drummers who have been working on creating new pansori for a long time. They experiment with the possibilities of the entertainment style of pansori from various angles. They constantly try to think about 'what is pansori' while confirming infinite possibilities of creating pansori through work and research that selectively expand or transform the artistic elements of pansori.



Cheonha Jeil Tal

Cheonha Jeil Tal is an art organization of young mask dancers who produce performances based on the principle and spirit of traditional mask dance that go well with contemporary audiences. They intend to promote the artistry and excellence of traditional mask dance, expanding masks, movements, music, and languages of various regions and creating new works with the stories of the present era.



Chom Chom

Chom Chom presents creative and experimental performance based on Korean traditional vocal music such as pansori and minyo (folk song), integrating the theatrical component. They aim to appease contemporary audiences with a fresh approach and heartwarming sentiment contained in their music.



Kkakdugi

The creative group Kkakdugi, led by director and actor Chu Hyeon-jong, presents the magic-oriented programs that integrates traditional music, traditional epic drama, jokes, and western magic. Their programs are characterized by a great deal of humor and spectacle, which aims to make contemporary audiences smile and laugh.



THE Sero

THE Sero presents new compositions central on traditional musical language featuring vocal, gayageum, ajaeng (bowed zither), and janggu. Through their music, they intend to express inner conflicts, relationships between people, and relationship between people and society, interpreting the characters of pansori from the contemporary perspective.

ON AIR 신바람 퍼레이드

As the 6th 'Heung Festival' is held online platform, Sinbaram (High-Spirit) Parade, which used to be held the streets of Hongdae, has also changed into an online form this year. An online parade will be staged with videos selected through a video contest that expresses one's own 'heung' or 'han'.

- November 8th(SUN) : Deadline for Submission
- November 12th(THU) : Deadline for Submission
- November 16th(MON) : The Parade's Video Released

< Prizes >

Grand Prize	1	1,000,000(KR Won)
First Prize	5	300,000(KR Won)
Excellence Prize	10	200,000(KR Won)
Heung Prize	10	100,000(KR Won)
Sinbaram Prize	10	50,000(KR Won)

※ 8.8% income tax will be deducted.

< How to Participate >

After posting your video on Instagram, you must submit the application form through the below google form.

1. Post a video that expresses your own 'heung' or 'han' on Instagram
 - * Video format : 1:1 ratio, the most high quality, less than 30 seconds
 - * Please add the following hashtag when you post it. (#Heung_Festival #Noreummachi #NOWPAN_ENT #Sinbaram_Parade #Heung #Han)
 - * Please make the posting opened to the public.
2. Submit your application form at the link (<https://bit.ly/3jXf2UC>)
 - * Please click the link for the form in this posting.
 - * If you do not agree with the use of video copyrights, you will be restricted to the selection of prize and participation in the video parade.

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