



# Artistic Resonance Beyond Borders

Presented by Nasran Nawi <sup>+</sup>

# Artistic Resonance Beyond Borders

- + Diverse voices, rhythms and melodies that enrich our global tapestry.
- + Able to celebrate differences, transcending beyond boundaries, cultures and language.
- + Music has enormous potential as a platform for diversity and inclusivity, while allowing for the expansion of creativity and expression among artistes.



# Artiste's Perspective

- + **With collaborative work, artistes can tap into:**
  - + Different aesthetics
  - + Sharing new ideas
  - + New skills and techniques
  - + Networking, marketing
  - + New structures in the consumption of music
  
- + **Create new opportunities for artistes to have:**
  - + More concerts
  - + Larger audience
  - + Funding





# Learning From South Korea's Success Story



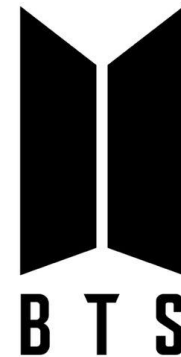
## + Diverse genre, Innovation, Branding

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- + Different genres and styles of music keeps the listeners consuming fresh sounding materials.
- + Although the music is rich in diversity, it is still within the unity of the K-Pop.
- + Good example of their clarity in the direction that they are taking which helps to establish an exclusive brand.

## + Investment in training and talent development

- + Talent spotting and artiste training.
- + Creating well rounded talent in music ability, dance, choreography, language and communication, performing skills and personality.

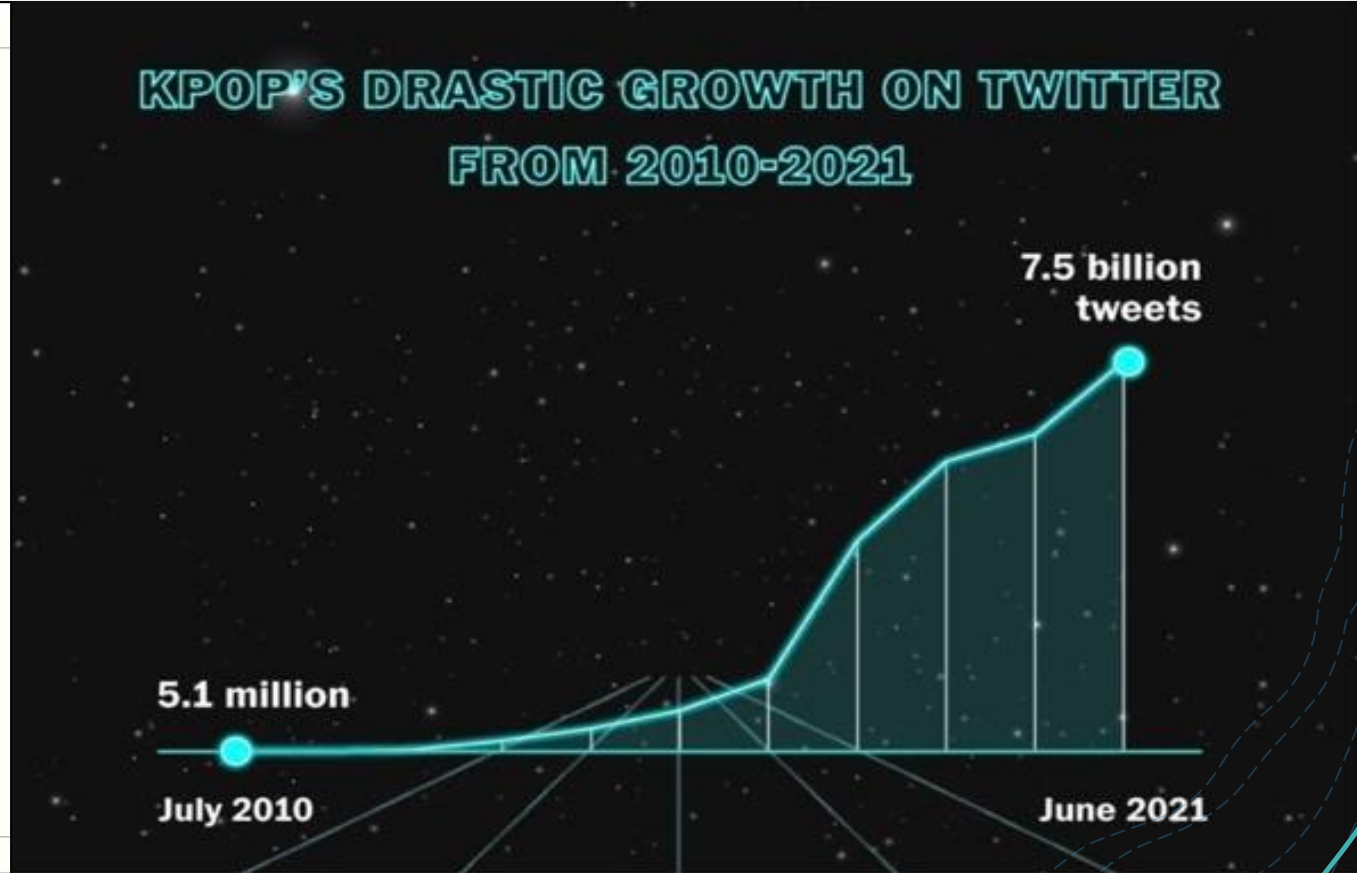


The logo for Blackpink features the word 'BLACKPINK' in a bold, pink, sans-serif font, set against a black rectangular background with a pink border.

+ Marketing, digital & social media, collaboration, cross promotion, strong fanbase



BTS with Puma



## + Cultural Influence and economic success

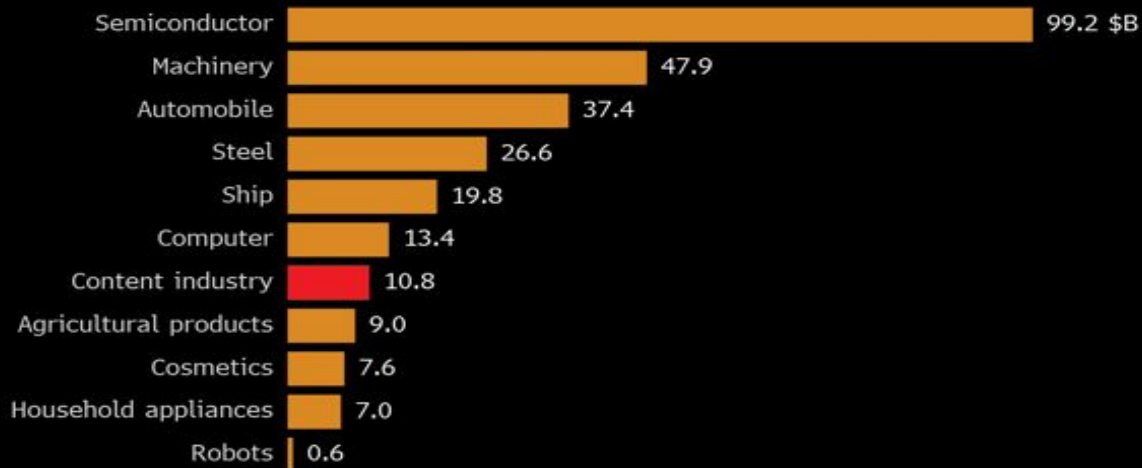
- + Language
- + Film/Dramas
- + Fashion
- + Korean products

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### Selling K-Pop, Dramas Overseas

Exports of cultural content are small but growing

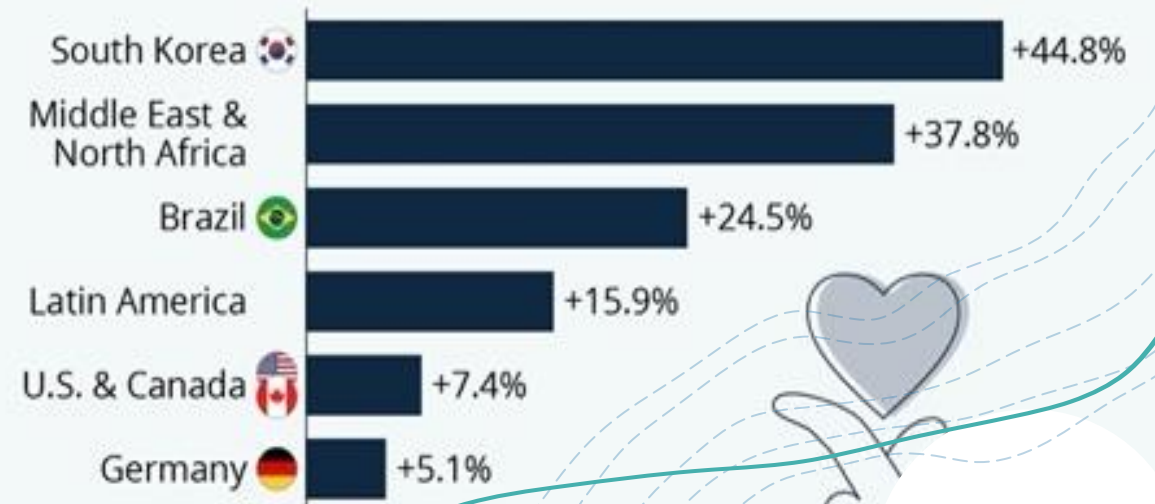


Source: Korea Creative Content Agency, Trade Ministry  
\* 2020 annual exports value

Bloomberg

## Revenues Soar in Korea

Growth of recorded music revenues in selected countries and regions (2019 to 2020)





Nadine Lustre, Philippines



Yuna, Malaysia



BamBam, Thailand



Tulus, Indonesia



BTS, Korea

# ASEAN : Thoughts On The Way Forward



# ASEAN : Thoughts On The Way Forward

## A Plea of Support from Makers

- Follow KOCCA's lead
- Equal attention

## Build a clear direction

- Clear strategy in music and marketing

## Education in the Arts

- Start them young
- Creating a bigger consumer market

## Organising events

- Build a strong foundation in the local scene

## Social Media Utilisation

- Utilizing social media platforms such as X, Instagram and YouTube

## Collaborations

- Artists exchange
- Sharing expertise, knowledge and experience

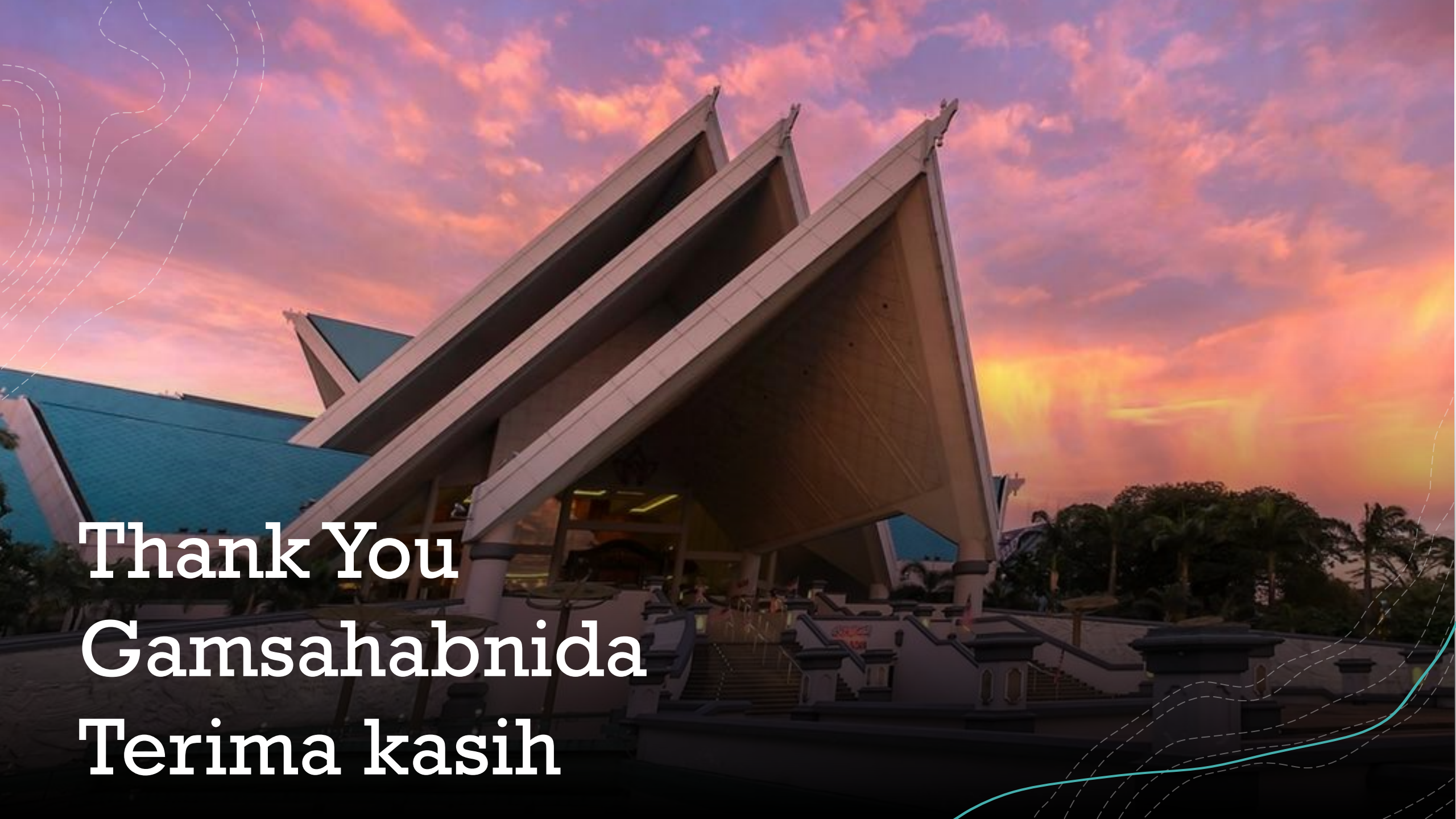
## Spot Talents

- Provide platforms

# Impact and opportunities

- + Promoting ASEAN arts to the world.
- + Promoting ASEAN products and tourism.
- + Boosting the economy.





**Thank You**  
**Gamsahabnida**  
**Terima kasih**