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| **News Release** | |  | |
| Distribution: |  | For immediate release | |
| 19 pages  (Incl. attachment: 16 pages) |  | Dept. in Charge: Cooperation Division for Asian Culture Complex | |
| Director: Jin-sang Jang(+82-44-203-2391) / Officer in Charge: Tae-ryung Lee(+82-44-203-2396) | | | |
|  | | |
| **<International Contest for Creative Asian Stories 2014>**  **Open Invitation of Digital Cartoons(Webtoons) and fairy Tales based on Asian traditional stories** | | |
|  |  |  | |  |

Traditional Asian Stories passed on from generation to generation in the forms of legend, folk tale and epic are expected to be reborn in digital cartoons and Fairy tales.

Ministry of Culture, Sports and Tourism in Korea, Promotional Group for Asian Hub City of Culture, has launched <International Contest for Creative Asian Stories 2014>.

The contest, which is the 4th open competition, is inviting creative digital cartoons(webtoons) and fairy tales based on the 'Two hundred Asian Stories' selected by the Ministry. Applications are accepted in between June 30 and August 31, 2014. Anyone can apply as an individual or in a team regardless of nationality, age and gender. Stories written in English or Russian are welcome as well as in Korean.

<International Contest for Creative Asian Stories 2014> is aimed to establish a solid foundation of inter-Asian cultural exchanges by developing creative cultural contents based on the traditional stories in Asia. The stories selected through the contest will be utilized as resources for creative contents by 'Cultural Complex of Asia', which will be open in the year 2015.

**Eleven Prizes including Prize of the Ministry of Culture, Sports and Tourism, with Total Reward of 30Million Won.**

Evaluation of the entry works will be proceeded by members of 'Asia Storytelling Committee' and other cultural specialists in the relevant fields. Three types of Prize with 11 pieces will be awarded with total 30million Won; 1 Grand Prize(from Asia Storytelling Committee, 15million Won), 5 Ministers' Prizes(from the Ministry of Culture, Sports and Tourism of Korea, and the four Ministries of Central Asian countries, 2million Won each), and 5 Runner-Up Prizes(from the Promotional Group for Asian Hub City of Culture, 1million Won).

Award-winning stories will be published and produced into other forms of cultural contents. Furthermore, these stories, together with the awarded works in the previous contests under the theme of 'Two hundred Asian Stories', will be revitalized at the 'Asia Storytelling Festival', which will be held from September 25 to September 28, 2014.

'Asia Storytelling Committee', which will undertake the judging process, was founded in 2009, consisting of 6 member countries(Korea and five countries of Central Asia; Kazakhstan, Kyrgizstan, Tajikistan, Uzbekistan and Turkmenistan), and acting as a foundation of cultural exchanges and cooperative networking among the Asian countries. The Committee is promoting various projects with regards to Asian old stories, thereby searching for possible opportunities to incorporate rich cultural assets into commodities.

The Promotional Group for Asian Hub City of Culture is hoping that traditional Asian stories will be recreated into new forms of cultural content through the contest, and thus widely introduced to the public. Moreover, the Group is also expecting that the contest will become a valuable opportunity to revitalize cultural exchanges among the Asian countries, thereby contributing to promotion of cultural diversities as well as introduction of distinctive Asian features to the world.

Detailed information on the contest is posted on the official web site, www.asiastoryroad.com. The 200 Asian Stories in the attached list have been chosen for their cultural importance and availability for new forms of cultural contents, through the comprehensive reviewing and selecting process amongst the overall Asian stories. Active participation of artists, webtoonists, fairy tale writers and producers of various cultural contents are expected.

**Further inquiries:**

Acting Officer, Cooporation Division, Promotional Group for Asian Hub City of Culture, Ministry of Culture, Sports and Tourism,

Tae-Ryung Lee (Ms.) 82-(0)44-203-2396

**Attachments:**

1. Guidelines of <International Contest for Creative Asian Stories 2014>

2. List of 200 Asian stories

Attachment:

1. 1 list of Guideline for 2014 International Contest for Asian Creative Story

**<International Contest for Creative Asian Stories 2014>**

**Guidelines**

**1. Application Guidelines**

**ㅁ Entry Categories**

Fairy tales and digital cartoons(Webtoons), created based on the 200 stories of Asia which have been selected by the Ministry of Culture, Sports and Tourism in Korea.

**ㅁ Schedule**

-Application: June 30, 2014 (Mon) ~ August 31, 2014 (Sun) 24:00 (Korean Standard Time)

-Winner Announcement: October, 2014

-Award Ceremony: November, 2014

\* Detailed dates will be further announced.

**ㅁ Entry Forms**

**<Digital cartoon(Webtoon)>**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Length** | **Contents** | **Format** |
| **Summary of Work** | 2 pages maximum,  5 image cuts | **1)Concept and aim**(in 1 page):  Does it contain widely shared cultural values and features of Asia?  Does it promote harmony among the Asian countries?  **2)Synopsis**(in 1 page):  Brief introduction of the original story (one of the 200 Asian stories) and synopsis of the entry work    Is it an original story that has not been officially published or awarded?  Is it entertaining with originality, inspiration and appeal?  **3)Sample images**  (5 cuts, in case of 300 dpi) | **Paper size**  A4 (210mm x 297mm)  **Margin**  top/bottom 15mm  Preface 15mm  Footer 15mm  Left/right 30mm  **Font**  Korean: Human Myungjo  Russian/English:  Times New Roman  (in MS Word)  **Font Size**  main title: 15pt  subtitle: 13pt  text: 11pt  **Line Spacing**  Korean: 160%  MS Word: space 1.0 |
| **Digital**  **cartoon** | 4 volumes from the completed work  (less than 40 cuts per volume) | Is it a good quality?  Is it appealing and inspiring? | **Size of image**  horizontal: 700 pixel maximum  vertical: no restriction  JPG/GIF format only |

**<Fairy tale>**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Length** | **Contents** | **Format** |
| Summary of Work | 2 pages maximum | **1) Concept and Aim:**  (in 1 page)  Does it contain widely shared cultural values and features of Asia?  Does it promote harmony among the Asian countries?  **2) Synopsis:**  (in 1 page)  Brief introduction of the original story (one of the 200 Asian stories) and synopsis of the entry work  Is it an original story that has not been officially published or awarded?  Is it entertaining with originality and inspiration? | **Paper size**  A4 (210mm x 297mm)  **Margin**  top/bottom 15mm  Preface 15mm  Footer 15mm  Left/right 30mm  **Font**  Korean: Human Myungjo  Russian/English:  Times New Roman  (in MS Word)  **Font Size**  main title: 15pt  subtitle: 13pt  text: 11pt  **Line Spacing**  Korean: 160%  MS Word: space 1.0 |
| Story  (Full Text) | A4 paper size within two pages  (Within 40 pages of squared manuscript paper for 200 characters | Is it a good quality?  Is it appealing and inspiring? |

\*Entry work must be written in one of the 3 languages; Korean, Russian and English.

(Writing in mother language is recommended.)

**□ Eligibility**

-Application is open to all regardless of nationality, age and gender.

-One can apply regardless of professionalist or amateur.

-Both individual and team applicants are welcome.

**□ Submission**

-On-line entry form can be downloaded from the web site, www.asiastoryroad.com.

-Entry work, together with the entry form, can be submitted through the email.

-Save filename as ‘Title\_Participant’s Name\_Country’.

-Email address for submission : asiastory200@naver.com

ㅁ. **Inquiries:**

-<International Contest for Creative Asian Stories 2014> Office: 070-8957-8070

-Further informations are posted on the official Contest Web site: www.asiastoryroad.com

**2. Award**

□ The total prize fund : 30 million Won

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Name of Prize** | **Quantity** | **Reward** |
| **Grand Prize** | Asia Storytelling Committee Prize | 1 | 15million Won |
| **Minister Prize** | Ministry of Culture, Sports and Tourism of The Republic of Korea Prize | 1 | 2million Won each |
| Ministry of Culture and Information of The Republic of Kazakhstan Prize | 1 |
| Ministry of Culture and Tourism of Kyrgyzstan Prize | 1 |
| Ministry of Culture of The Republic of Tajikistan Prize | 1 |
| Ministry of Culture and Sports Affairs of Uzbekistan Prize | 1 |
| **Runner-**  **up Prize** | The head of Hub City of Asian Culture Complex Prize | 5 | 1million Won each |

**3. Other Rules and regulations**

**□ Submission**

-Entry work must be a ‘purely original' art work that has not been commercialized in any forms.

(A story of simple dramatization or revision of existing stories is disqualified.)

-Entry work that has been previously awarded in other contests is disqualified.

-Entry work that has pirated, imitated or infringed others’ copyrights is disqualified.

(\*Award-winning status will be nullified even after the award ceremony, and redemption of reward will be required.)

-Applicant must be fully aware of the Terms of "Submission Agreement."

-Prize winners must sign and submit the original form of "Submission Agreement." regarding copyright and its use, that is a compulsory condition for the conferment of awards and cash prizes.

-There may not be a prize-winning work, depending on the result of evaluation.

**ㅁ Copyright**

-Copyrights belong to the prize-winning individuals, teams or corporate body.

(\*Winners must agree to allow the awarded stories to be used according to the conditions that the Ministry of Culture, Sports and Tourism of Korea indicates. The conditions are as follows;

1. Making use of the awarded work for performances, films, books and other on-line/off-line contents by the Ministry of Culture, Sports and Tourism, or by the third party that the Ministry delegates.

2. Editing or changing the format which is necessary in the course of processing the Item 1.

3. Producing a secondary product based on the awarded work, by the Ministry of Culture, Sports and Tourism, or by the third party that the Ministry delegates, when necessary in the course of conducting the Item 1 or the Item 2.

4. Distributing the cultural contents produced through the Item 1, 2, 3, internally or internationally, and on-line or off-line.

**ㅁ Commodification and production**

Award-winners are required to participate in the process when the award-winning works are commodified or produced into other cultural forms by the Ministry of Culture, Sports and Tourism of Korea, or by the third party the Ministry delegates.

Attachment: 2. Story material for entries: 1 list of ‘The 200 Stories of Asia’

**The 200 Selected Stories of Asia**

|  |  |  |
| --- | --- | --- |
| Nation | Title | Genre |
| Nepal | Swasthani, Sostani, Sri Sostani, Swasthani Fasting Story | Myth/Legend/Brata Katha |
| The Basket Used to Carry the Aged Father | Folk-tale |
| The Story of Sunkesari Maiya, the Golden Hair Girl | Folk-tale |
| The Farmer's Victory | Folk-tale |
| Why death is invisible | Folk-tale |
| Why the Fox has a bushy tail | Folk-tale |
| The Owl and the Elephant | Folk-tale |
| Taiwan | Empress Majo | Legend |
| Shooting the Sun | Myth/Legend |
| East Timor | Timor came from the crocodile | Legend |
| Laos | The Girl and the Precious Rooster | Folk-tale |
| Xieng Mieng Stories | Folk-tale/Fable |
| Phra Lak Phra Lam | Epic/Play/Toy Drama/Dance Drama |
| The White Nightjar: A Lao Tale | Classic |
| Malaysia | Hikayat Seri Rama | Epic/Toy Drama/Wayang |
| Bawang Putih(Garlic), Bawang Merah(Onion, Shallots) | Folk-tale |
| Hikayat Hang Tuah | Epic |
| Syair Bidasari | Epic |
| Maldives | "Hassan the dirty" and his 70 slaves | Folk-tale |
| Mongolia | How Storytelling Began Among Mongols | Folk-tale |
| Horitumed(Khori Tumed) Mergen | Folk-tale |
| Arslandai Mergen Khan | Folk-tale |
| Alan-Goa | Myth |
| Erhii Mergen | Folk-tale |
| Alkhai Mergen, The Big Dipper, the Plough | Myth |
| Morin Khuur Legend | Legend |
| Geser | Epic |
| Bangladesh | Chandrabati Ramayana | Epic |
| The Song of King Manik Chandra | Epic Folk Song/ Gitika |
| Malanchamala | Folk-tale/Epic Folk Song |
| The Story-Teller | Folk-tale |
| Manasa-mangal (Padma-puran) | Legend, Myth |
| The Santhal Myth of Origin | Myth |
| Mahua(Folk Ballad) | Folk-tale/Folk Song |
| Madar Pirer Gan | Folk-tale/Traditional Drama |
| Myanmar  (Burma | The Four Puppets | Folk-tale |
| The Snake Prince | Folk-tale |
| Yama Zatdaw or Yamayana | Epic |
| The Old Couple | Folk-tale |
| The Golden City of Mrauk-U | Legend |
| Vietnam | The Story of Tam and Cam | Folk-tale |
| Sisters Trung Trac and Trung Nhi | Legend |
| Son Tinh – Thuy Tinh, (the God of the Mountain and the God of the Water/ The Legend of the Monsoon Rains) | Myth/Legend |
| THE LEGEND OF TRUONG CHI/ The Crystal Heart | Folk-tale/Legend |
| The Tale of Kieu | Poem Novel |
| Creation Myth of the Vietnamese People | Myth |
| Popular Theatre Quan Am Thi Kinh | Traditional Drama/Traditional Novel |
| The Legend of the Hoan Kiem Lake | Legend |
| The Legend of Co Loa Citadel and the Love Story of My Chau and Trong Thuy | Legend |
| Love Market | Legend |
| Bhutan | The Lazy Boy and the King | Folk-tale |
| Meme Haylay Haylay and His Turquoise | Folk-tale |
| Brunei | A Tortoise and a Monkey | Folk-tale |
| Sri Lanka | Dasaratha Jataka (A Birth Story of the Buddha) | Legend |
| Vijaya | Legend |
| Sita Eliya: A Place where Sita was kept hidden/ Nuwara Eliya | Legend |
| Ravana´s Birth | Myth/Legend |
| Mahadenamutta and his pupils | Folk-tale |
| Singapore | The Legend of Kusu Island(Turtle Island) | Legend |
| Raja Suran’s Expedition to China | Folk-tale/Legend |
| The Founding of Singapura | Folk-tale |
| The Attack of the Swordfish | Folk-tale |
| Badang, the Strongman of Singapura | Folk-tale |
| Arab | Isaf and Na'ilah | Legend |
| King Al-Mundhir III and his two days: Good day and Evil day | Legend |
| Taghribat Bani Hilal/ Al-Sirah Al-Hilaliyyah | Epic |
| Basous(Basus) War | Folk-tale/Epic/ History |
| The Tale of our Lady Namlush | Folk-tale |
| The Romance of Antara | Romance |
| The Book of Misers (Al-Bukhala') | Folk-tale |
| Juha Stories | Fable |
| Kalila and Dimna | Fable |
| The Descent of Inanna | Myth/Epic |
| The Story of the Youth Jamil, the Son of A Merchant in Baghdad | Folk-tale |
| The Story of Maqdad - He was the Hero of Hill | Folk-tale |
| The Story of the Merchant of Khan al-Wazir | Folk-tale |
| The Three Princes | Folk-tale |
| Ataba & Zarief E-ttool | Folk-tale/Song |
| Afghanistan | The Valley of the Song | Folk-tale |
| Sweeter than Salt | Folk-tale |
| Prince Bahram | Legend |
| Uzbekistan | A Rainbow In Silk | Folk-tale |
| A Wise Girl | Folk-tale |
| The Legend of the Bibi-Khanum Mosque | Legend |
| Alpamysh | Epic |
| Iran | Kush-Nameh | Epic |
| Layla and Majnun/ The Madman and Layla | Legend/Romance |
| Mah Pishani/ Maah Pishooni/ Maah pishoni/ Mah pishooni/ Mah pishoonoo | Folk-tale |
| Gilgamesh | Epic |
| Shahnameh 1: Zahhāk or Zohhāk | Epic/Myth |
| Shahnameh 2: Rostam's Seven Labours | Epic,  Myth |
| Shahnameh 3: Rustam And Sohrab | Epic/Myth |
| India | Sakuntala/ Shakuntalā | Play |
| Panchatantra | Folk-tale/Fable |
| Parasurama, the Sixth Avatar of Lord Vishnu | Myth |
| Vilvamangalattu Swaamiyaar/ Vilwamangalam Sawmiyar | Legend |
| Aromal Chekavar | Epic Folk Song |
| Tacholi Othenan/ Thacholi Othenan | Epic Folk Song |
| Muchukunda, a human king who wanted the eternal peace of sleeping | Myth |
| Bharthari | Epic/Folk Song |
| Male Madeshwara | Epic |
| Mahabharata 1: Sabha Parva- The game of dice & Draupadi humiliated/ Draupadi's vastraharan | Epic |
| Mahabharata 2: Bhagavadgītā- Arjuna`s Skeptical Reflection | Epic |
| Ramayana 1: Ayodhya Kanda(Chapter) of Valmiki Ramayana/ Ram's Fourteen Years of Exile | Epic |
| Ramayana 2: Sītā’s Ordeal/ Rama's questions about Sita's chastity in the Yuddha Kända(Chapter) of Valmiki Ramayana | Epic |
| Ramayana 3: KUMBHAKARNA in the Yuddha Kända(Chapter) of Valmiki Ramayana | Epic |
| Indonesia | Indonesian Version of Mahabharata | Epic/Toy Drama |
| Indonesian Version of Ramayana | Epic/Toy Drama |
| Dewi Sri : The Goddess of Rice | Myth/Legend |
| Tattadu, A Caterpillar | Folk-tale |
| Dayang Sumbi and SANGKURIANG | Folk-tale/Legend |
| Panji Stories | Epic/Dance/Wayang |
| The Mouse Deer and the Turtle | Fable/Folk-tale |
| MALIN KUNDANG | Legend |
| The Golden Cucumber | Folk-tale |
| Why The Shrimps are Crooked | Folk-tale |
| Biwar Kills a Dragon | Folk-tale |
| Japan | Komefuku Awafuku | Folk-tale |
| Issun-bōshi(The One-Inch Boy)/ "Little One Inch" or "The Inch-High Samurai") | Folk-tale |
| Panaumbe, Penaumbe, the fishes, and the insects | Folk-tale |
| A ratsnake which comes to see it's daughter | Folk-tale |
| Izanagi and Izanami | Myth |
| The great onmyōji, Abe no Seimei or Traditional Japanese esoteric cosmologist | Legend |
| Creation Myth – Birth of Japanese archipelago(islands) | Myth |
| Momotaro | Legend |
| A Buddhist Story on Kissho Tennyo, or Japanese Śrīmahādevī/ Laksmī | Folk-tale |
| China | Yeh-Shen | Folk-tale |
| Gan Jiang and Mo Ye | Legend |
| Mulan | Epic |
| Kua Fu Chased the Sun | Myth |
| A Chinese classic text Shan Hai Jing, literally "Classic of the Mountains and Seas" or "Collection of the Mountains and Seas" or "Canon of Mountains and Seas“ | Folk-tale |
| Pangu, the creator of all in Chinese mythology & Nüwa, a goddess in ancient Chinese mythology best known for creating mankind and repairing the wall of heaven | Myth |
| Mystery of Loulan, an ancient kingdom along the Silk Road on the north-eastern edge of the Lop Desert | History/Myth |
| Wang Zhaojun, one of the Four Beauties of ancient China and her tragic story as a ‘political bride’ | History/Legend/Folk-tale |
| Chinese legend of the White Snake, also known as Madame White Snake | Legend |
| Legend of Khara Bator, a black general in the Black City (Kara Khoto) along the Silk Road | Legend |
| Kazakhstan | The Origin of the Kobiz, the String Instrument of Kazakh | Folk-tale/Legend |
| Aladr Kose | Fable |
| Kambar batyr | Epic |
| Kozi Korpesh and Bayan Sulu | Epic |
| Kalmyk Republic(Russia) | The Relations of Ssidi Kur | Folk-tale |
| Cambodia | Subhā Dansāy, or the Judge Rabbitt/ The Rabbit Is a Judge/ The Crocodile and the Carter | Folk-tale/Fable |
| Neakta Khleang Maung, the Khmer Hero | Legend |
| The Mountain of the Men and the Mountain of the Women | Legend |
| Reamker; Ramayana of Khmer | Epic |
| The Snake King's Wife | Folk-tale |
| The battle at Kurukshetra | Epic/  Sculpture |
| Churning of the Ocean | Myth/Sculpture |
| Reamker | Epic/Myth/Sculpture |
| Kyrgyzstan | Mother Wolf | Legend |
| The epic of Kojojash, the Hunter | Epic |
| The Girl Who Cried a Lake: Legend of the Lake Issyk Kul | Legend |
| Manas | Epic |
| A Day Lasts Longer Than 100 Years | Legend |
| Tadjikistan | Barzuname/ BORZU-NĀMA | Epic |
| The Beautiful and clever Fareshta-moh | Folk-tale |
| SAMAK-E ʿAYYĀR | Epic/Romance |
| Farhad and Shirin(Sirin) | Romance |
| Tuti-Nameh (The Book of Parrots) | Fable |
| Seven Brothers and A Sister | Folk-tale |
| Gurguli | Epic |
| Thailand | Sri Thanonchai | Folk-tale |
| Ramakien; Thai version of Ramayana | Epic |
| Pla Boo Thong: The Golden Goby Fish | Folk-tale |
| King Pra-ruang/ Phra Ruang and Sukhothai Kingdom | Myth |
| Ta In and Ta Na | Folk-tale |
| SuthonManorah(Manora, the Bird Woman) | Folk-tale |
| A beautiful girl Phikul(Phikul Thong) | Folk-tale |
| Turkmenistan | Sultan Sanjar and the Fairy | Folk-tale |
| The Book of Dede Korkut | Epic |
| Oghuz-nameh | Epic |
| Tibet | Uncle Dunba Makes the King Bark Like a Dog | Folk-tale |
| The Frog and the Princess | Folk-tale |
| The Rock Lion Opens Its Mouth | Folk-tale |
| Tale of the Golden Corpse | Folk-tale |
| Drowa Sangmo | Traditional Drama/  Play |
| Prince Norsang | Traditional Drama/  Play |
| The Witch Karma norzom | Folk-tale |
| Pakistan | Heer Ranjha | Legend/Romance |
| The Young Man and the Snake | Folk-tale |
| Sohni Mahiwal | Epic/Legend/Romance |
| Philippines | Maria Makiling | Folk-tale/Legend |
| Maria Sinukuan | Folk-tale/Legend |
| IFUGAW HUDHUD EPIC | Epic |
| Florante and Laura | Epic Folk Song |
| Pilandok and the Crocodiles | Folk-tale |
| Tuwaang | Epic |
| Ibong Adarna | Traditional Folk Song/Myth/Epic |
| Agyu | Epic |
| Korea | Cheonjiwang Bonpuri, A Chant of Jeju Shaman | Myth/Shamanism |
| Eunjin Mouse-maiden Story | Folk-tale |
| The Cunnung Servant | Folk-tale |
| A Snake-Gentleman Shin | Folk-tale |
| The Origin of the World, A Ballad by Kim SSangdol | Myth |
| Jacheongbi, The Story of the Farming Gods : A Folk-tale from Jeju Island | Shamanism |
| Princess Bari | Folk-tale |
| the myth of jumong | Myth |
| Baby Commander | Folk-tale |
| Ji Gui | Folk-tale |
| The Story of Cheo Yong | Folk-tale |