

The Change and Position of Cheonan Festival

— Focusing on Korean Traditional Cheerful Songs and the Dance Festival —

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This study is to review the change process of Cheonan Festival that is recognized as Korea's only dance festival and analyze the trend of 'Dance' reinforcing the local identity as the icon of the festival. Cheonan Festival was started in 1987 as 'Cheonan Samgeoru (3 Way) Culture Festival' and developed to become 'Cheonan Heunggaryeong (Korean Traditional Cheerful Song) Dance Festival' having the dance as its agenda in 2003. After the name changed to 'Cheonan Heunggaryeong Dance Festival' in 2011, globally superb folk dance and performance organizations have been invited to the festival. While accepting professional performance organizations composed of Korean folk dance groups and professional dancers, the festival has been confirmed its position as the only dance festival. Cheonan Festival pursues the popularity, the creativity as well as the art with performances of citizens, students and professional dancers under the differentiated agenda, 'Dance'. The street parade is welcomed as a place of participation where performers and audiences together communicate with excitement and dances. Through various additional events, myeons, eups and other various ignored areas could have been extending the opportunity of communication and foreign workers' participations in the festival are increased with the grand stage for multicultural families. Especially, Cheonan established the Federation of International Dance Festivals and promotes the internalization of Cheonan Festival by vitalizing festivals and increasing exchanges and cooperation with the Europe, the U.S. and Asian countries.

For the local economy, Cheonan Festival encourages active participations of the local citizens and local universities and proposes new paradigm of festival that connects the local and the world regardless countless many number of commercialized festivals. As the festival of long history of 26 years, the study to consider the change and meaning of Cheonan Festival is anticipated to be data to establish the local festival's cultural identity and to explore for the festival's continuous development.

Keyword : Excitement (興), Dance, Cheonan, Communication, the Local Culture, Popularity, Art