

SANGSANGMARU



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About SangSangMaru

SangSangMaru is a social venture company in the field of culture and arts, with the motto of "**A cultural imagination group that moves the world with our stories.**" Since its establishment in 2012, SangSangMaru has been active as a specialized production company for creative performances in South Korea, successfully producing a total of 17 original performances.

SangSangMaru collaborates and develops numerous performances and arts education programs not only in Asian countries like China and Vietnam but also in European countries such as Denmark, Norway, and Sweden.

SangSangMaru is shaping a new history for Korean creative performances through imagination, creativity, and a pioneering spirit in new markets. They value the universal humanistic principles and respect the diversity of race and culture, striving to promote the social values of sharing and coexistence. Moreover, they embrace the mission of enhancing the capacity of creative performances through dialectical development.



Business Model

Creative Maru

Development and production of well-made K-performance

- Developing and producing K-Performance IP.
- Distributing performances domestically and internationally.
- Developing secondary creative works based on the performances

Play Maru

Performance story-based art education & Fusion art education

- Art education for youth
- 4th Industry Convergence Arts Education
- Workshop introducing well-made overseas art education programs

Play License

Distribution brand for performance and videos an online platform

- Performance (theater, musical) Academy License
- Performance commercial license
- Performance video distribution license







Korea-Norway co-production <Petals & Tales>



Archive

KORDIC HIT

KORDIC HIT is a co-production project of three performances between SangSangMaru and Nordic art organization from 2019 to 2022. This project was started in 2017 with the ‘NORDIC CONNECTION by the Korea Arts Management Services.



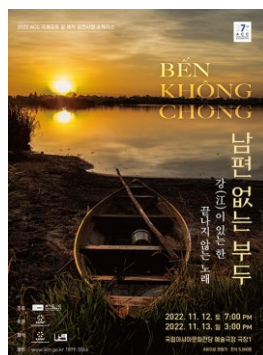
Project 1. NeNeNe (with Sweden Zebradans)

Project 2. Petals & Tales (with Norway Pantarei dans theater)

Project 3. Troll's Child (with Sweden Zebradans)

National Theater Project

By collaborating with outstanding theaters, theater companies, and partners abroad, this project aims to create collaborative productions that combine diverse cultural inspirations and perspectives, thereby enhancing creativity and producing innovative forms of joint creations. This project began as the International Collaborative Creation Project of the Asian Cultural Center (ACC), initiated in 2021.



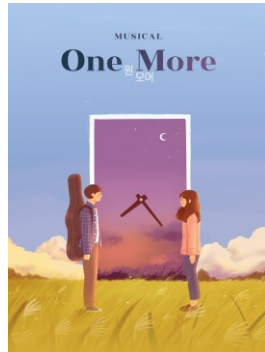
Project 1. After War (with Denmark NTL-OT)

Project 2. Husbandless Dock (with Vietnam National Drama Theater)

Archive

China Connection

China connection is a project in which Sangsang Maru's creative performance enters China, with the musical "Robinson Crusoe" Shanghai performance from 2020, followed by the musical "Onemore" in Shanghai in 2021. The musical "Robinson Crusoe" is on a tour across China in 2023.



Project1. Robinson Crusoe

Project2. One More

Vietnam Youth Theater

Vietnam Youth Theater, established in 1978, is a national theater under the Vietnamese Ministry of Culture, Sports and Tourism that focuses on children and youth audiences in art forms such as songs, dance, music and drama, and exchanges began in 2022



2022 Troll's Child Showcase

2023 Troll's Child Premiere

2023 Cat Zorba Showcase

2024 Cat Zorba Premiere

Archive

Mongolia Project

Pre-Research for Korea-Mongolia International Cooperation Project conducted research to discover materials that can contain the past, present, and future discourse of Korea-Mongolia cultural exchange and to investigate joint partners of art organizations for children and families.



Research1. A preliminary literature study on Mongolian art and policy

Research2. Visiting and Foundation of Mongolian Performing Arts

Research3. Culture and Arts Expert Interview

Research4. Creating research course archiving materials

Archive

Learn Korean with K-Musical

'Learn Korean with K-Musical' app book is a learning tool that connects beautiful songs and videos of performance contents, scripts and Korean learning to help learners enjoy high-quality cultural contents, and is a sustainable value-added content that combines performance works and digital media technology.



Series1. <Wom's Friends>

Series2. <Troll's Child>



ONE MORE

MUSICAL



Licensing performance in China <One More>

Information

2023 Invited to DANTISTAN(Sweden performance association)
 2022 Selected for CenterStageKorea
 2021 ASSITEJ Korea Winter Festival in Seoul
 Winner of Audience Award at the 29th Seoul Children's Theatre Awards



NeNeNe

(Co-production with Sweden)

Genre : Nonverbal

Running Time : 50 min.

Rating : Ages 3 and up

Theater Size : Small theater

Number of Performers : 3 performers



Information

Chinese copyright license signed and Premiere in Shanghai

Selected for International Co-production Project by the Arts Council Korea

Selected for Small and Medium Business Administration Social Venture Enterprise Project



Robinson Crusoe

(SSM's Licensing performance in China)

Genre : Musical

Running Time : 60 min.

Rating : Ages 3 and up

Theater Size : Small theater

Number of Performers : 4 performers



Information

2021 Chinese copyright license signed
2019 Sponsored by Korea Creative Content Agency KT KTOON



One More

(SSM's Licensing performance in China)

Genre : Musical

Running Time : 90 min.

Rating : Ages 12 and up

Theater Size : Small and Medium theater

Number of Performers : 4 performers



Information

2023 Co-product with Vietnam Youth Theater

2022 Selected for Vietnam Youth Theater Joint Workshop Showcase

2021 Selected for K-Musical Road Show by the Korea Arts Management Services



Troll's Child

(Co-developed with Sweden
Co-production with Vietnam)

Genre : Musical

Running Time : 60 min.

Rating : Ages 3 and up

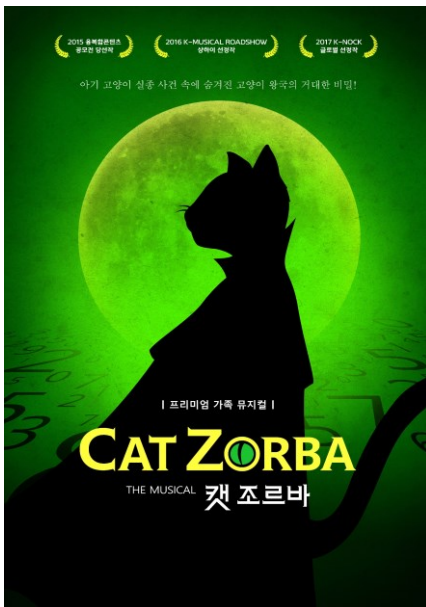
Theater Size : Small-Middle theater

Number of Performers : 4 performers



Information

2023 Co-product with Vietnam Youth Theater
 2019 Bangkok Hallyu Expo Art Collaboration
 2017 Selected for K-NOCK Global
 2016 Selected for K-Musical Roadshow Shanghai



Cat Zorba

(Co-production with Vietnam)

Genre : Musical

Running Time : 90 min.

Rating : Ages 3 and up

Theater Size : Grand theater

Number of Performers : 16 performers



Information

2020 Korea-Northern European Co-production Project <KORDIC HIT 2>
2022 Co-product with Norway Pantarei Dans Theater
2022 Selected for Norwegian Children and Youth Festival SHOWBOX



Petals & Tales

(Co-production with Norway)

Genre : Dance Theater

Running Time : 60 min.

Rating : Ages 3 and up

Theater Size : Small theater

Number of Performers : 3 performers



Information

2021 Selected for Joint Production with International Groups by ACC
2022 Co-product with Denmark NTL-OT



After War

(Co-production with Denmark)

Genre : Play

Running Time : 100 min.

Rating : Ages 12 and up

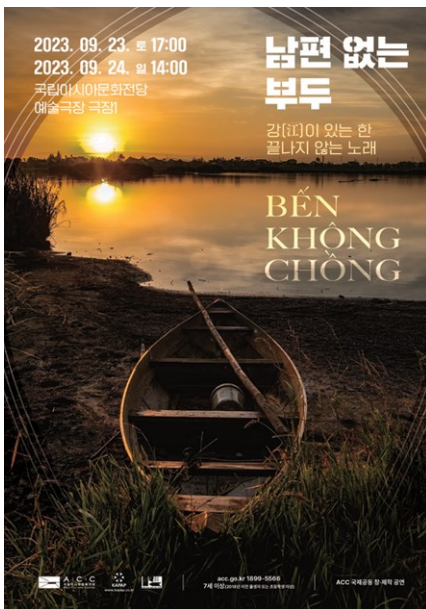
Theater Size : Middle ~ Grand theater

Number of Performers : 19 performers



Information

2022 Selected for Joint Production with International Groups by ACC
 2022 Co-product with Vietnam National Drama Theater
 2023 Korea-Vietnam Co-Production Premiere at ACC



Husbandless Dock

(Co-production with Vietnam)

Genre : Musical

Running Time : 90 min.

Rating : Ages 7 and up

Theater Size : Middle ~ Grand theater

Number of Performers : 13 performers



History

2016

K-Musical Road Show <Cat Zorba> Showcase /Shanghai,China

2017

1st Nordic Connection /Oslo, Norway

K-Contents Day /Beijing, China

2018

2nd Nordic Connection /Stockholm, Sweden

2019

Korea-Nordic 1 co-production Project KORDIC HIT

Hallyu Festival /Bangkok, Thailand

Creative Co-production Workshop with Sweden ZebraDance

2020

Korea-Sweden co-production <NeNeNe> premiere /Seoul, Korea

Korea-China licensing <Robinson Crusoe> premiere /Shanghai, China

2021

Korea-Denmark co-production <After War> premiere /Gwangju, Korea

Korea-China Licensing <One More> premiere /Shanghai, China

Korea-Sweden co-development < Troll's Child > premiere /Seoul, Korea

2022

Korea-Sweden co-production <NeNeNe> touring / Stockholm, Sweden

Korea-Norway co-production <Petals & Tales> premiere /Oslo, Norway

Korea-Vietnam co-production <Husbandless Dock> premiere /Gwangju, Korea

Korea-Vietnam co-production <Troll's Child> showcase /Hanoi, Vietnam

Korea-China Licensing <Robinson Crusoe> /Shanghai·Suzhou, China

2023

Korea-Vietnam co-production <Husbandless Dock> premiere /Gwangju, Korea

Korea-Norway co-production <Petals & Tales> in Poland

Korea-Norway co-production <Petals & Tales> / Gjerdrum, Norway

Korea-Vietnam co-production <Troll's Child> premiere /Hanoi, Vietnam

Korea-Vietnam co-production <Cat Zorba> showcase /Hanoi, Vietnam

Korea-China Licensing <Robinson Crusoe> touring in China

Korea-Norway co-production <Petals & Tales> / Harstad, Norway

MOU



ODIN THATRET
/Denmark



ZEBRA DANS
/Sweden



PANTAREI
DANSTHEATER
/Norway



National Drama Theater
/Vietnam



Youth Theater
/Vietnam



Jianuo Culture
/China

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