Good Morning TOYA Vol. 19 2011
It’s been ten years since the GIC Biennale started. Since that time, the level of interest in Korean ceramic culture has increased, and ceramic experts from around the world have begun to take notice.

This year we hold the sixth Biennale. It is our intent to seriously search for the future direction of ceramic art as we travel into the next decade. The field of ceramics is in the midst of constant change as the conditions that surround us go through rapid dismantling and reassembling.

At the International Academy of Ceramics General Assembly held last September in Paris, I proposed ‘CeraMIX’ in an attempt to initiate a breakthrough and to present the concept that ‘all roads will lead to ceramics’. It was meant as a proposal for the rebirth of the intrinsic values of ceramics through splitting and splicing of genres and all the elements of expression.

An organizing committee has been established including experts from 13 countries and they will test the potential of ‘CeraMIX’ as a concept for the 2011 GIC Biennale. Many different interests and opinions will contribute to our ‘New Ceramics’ proposal.

This source book contains simple yet varied perspectives of ‘Ceramics’ from the Organizing Committee members. I sincerely hope that in this first gathering of the committee, competing ideas and opinions will point us toward a fresh direction in ceramic culture and art. Finally, I would like to express my deep gratitude and offer the warmest of welcomes to all the participants of this exciting and innovative occasion.
“Where all roads lead to ceramics”

CeraMIX
All roads lead to ceramics

CeraMIX

Fields and fields & genres and genres are collected and mixed

ECONOMIX

KOCEF is making the ceramics Biennale into a leading-edge example whereby the region and its people related to ceramics can earn a living through the ceramics. The world can be changed by ceramics through exposure to that art via the medium of the GICBiennale.

CeraMIX and the GICBiennale are embracing all the elements of innovation, seeking international and national input and endeavoring to achieve a renaissance in the use of ceramics and the economic rejuvenation of regional, national and international approached to ceramics, its designers and its consumers.

When we are considering the path we should follow in the development of an art form many challenges come to us from both within and without. We look ahead and see many options, we look behind us and see the long way we have come and see the difficulties that we have overcome to arrive at such a point as this: the 2011 GICBiennale.

We have decided that through this journey of fire, as the Greeks put it – katharsis – we discover that, though we have come a long way, there is still a very long – perhaps eternal – road to travel. As such our theme has developed as we have seen new paths open up while old paths have been blocked by what seems are insurmountable obstacles.

It is our task during this Biennale to discover the new routes while holding on to those concepts of excellence and intelligence that mark the greatness of ceramic art that has lived and prospered in Korea for over a thousand years.

CeraMIX as a concept announces to the world – the ceramic world and the wider world – that what is thought of as static is in fact dynamic; and the narrow perception of ceramics held by those within and without is being challenged. Those challenges are being met in a variety of ways and perhaps the most important is through the combination of ceramics with other art forms – both traditional and contemporary – as well as utilizing new forms of construction, technique and materials.

CeraMIX에 대한 우리의 제안

MIX의 시대

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2011 Gyeonggi International CeraMIX Biennale

2011 Gyeonggi International CeraMIX Biennale (GICBiennale) begins September 24 and runs for 30 days. “Journey from Fire” is the theme of Biennale. In 2011, the biennale ensures its internal integrity with complimentary art events including competitions and special exhibitions. Global artworks — and the tradition of Korean ceramics — will be in flux and harmony during the Biennale where all genres are mixed and re-constituted as new exciting creations.

2011 경기세계도자비엔날레

2011 경기세계도자비엔날레가 각종 공모전과 기획전시 등 미술행사 중심으로 내실화 된다. 세계적인 작품들과 전통의 도자가 어깨를 나란히 하며 서로 융화되고, 장르와 장르가 만나 도자예술로 다시 태어나는 《CeraMIX》의 세계, 2011 경기세계도자비엔날레!
Competition

All documents and the proceedings shall be in OFFICIAL LANGUAGES.

• Works must have been created within the last three years and
• A single entry should be – when displayed – within these specified
• Each entrant may submit up to
•  We welcome entries that include other materials/techniques from
• Design, art, as well as reexaminations of traditional genres are all
CeraMIX, which encompasses numerous materials, techniques and
ceramics offer, however in 2011 we introduce the concept of
revamped. As always, we will be exploring the intrinsic value that
This year the International Competition has been substantially
between the categories of ceramic design and art, and attempt to
reinterpret the traditional values of ceramics.

THEME
There is no separate theme regarding entries to the International Competition.

CATEGORY FOR ENTRIES
• Design, art, as well as reexaminations of traditional genres are all welcome.
• We welcome entries that include other materials/techniques from other artistic genres, but the majority of the works should be ceramic.

ELIGIBILITY
• Each entrant may submit up to three entries.
• The competition is open to individual artists and groups. There are no nationality or age restrictions.
• A single entry should be – when displayed – within these specified dimensions: 250cm (width); 250cm (depth); 250cm (height).
• Works must have been created within the last three years and must not have been entered into other competitions.

OFFICIAL LANGUAGES
All documents and the proceedings shall be in Korean and English only.

APPLICATION PROCEDURE
1) Submission Of Images For Preliminary Screening
Submission Period: Friday, April 1 – Tuesday, May 31, 2011
What to Submit:
1. Entrant info; description of the work (via online)
2. Images of the work: minimum 1,100 pixels wide in jpeg format
   - Up to 3 images for each entry: front, side or detail views of work
   - Only digital images are acceptable
3. Portrait photo of artist: minimum 500 pixels wide in jpeg format
Method: ONLY online submissions will be accepted.
Entry Fee: None

2) Submission Of Actual Works For Final Selection
Submission Period: Thursday, July 21 – Thursday, July 28, 2011
Korea
Overseas

What to Submit:
1. Selected work
   - The same work shown in images submitted for the preliminary screening
2. Display instructions
3. Condition report
Method:
The work for works may be submitted directly to the submittal office during the hours of 10:00-17:00 or sent via door-to-door delivery at the expense of the sender.
* Door-to-door shipping means delivery from point of departure to the submittal office (Yeoju World Ceramic Livingware Gallery).

JUDGING PROCESS & ANNOUNCEMENT OF WINNERS
1) Preliminary Screening
Period: Wednesday, June 8 – Friday, June 17, 2011
Announcement Of Results: 17:00 Tuesday, June 21, 2011

AWARDS CEREMONY & EXHIBITION
Awards Ceremony: Friday, September 23, 2011
Exhibition Period: Saturday, September 24 – Tuesday, November 22, 2011

AWARDS

<table>
<thead>
<tr>
<th>PRIZE</th>
<th>NUMBER OF AWARDS</th>
<th>PRIZE</th>
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<tbody>
<tr>
<td>Grand Prize</td>
<td>1</td>
<td>KRW 20,000,000</td>
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<tr>
<td>Gold Prize</td>
<td>3</td>
<td>KRW 10,000,000</td>
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<tr>
<td>Silver Prize</td>
<td>6</td>
<td>KRW 6,000,000</td>
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<tr>
<td>Bronze Prize</td>
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<td>KRW 3,000,000</td>
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<tr>
<td>Special Prize</td>
<td>5</td>
<td>KRW 1,000,000</td>
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<tr>
<td>Jun’s Choice</td>
<td>1</td>
<td>KRW 500,000</td>
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<tr>
<td>Honorable Mention</td>
<td>approx. 170</td>
<td></td>
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</tbody>
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AWARDS

• The Grand Prize and Gold Prize winners will be given a round-trip ticket and three nights/four days accommodation to attend the awards ceremony, and will also have an opportunity to participate in a residency program. In the case of a group entry, these benefits are only provided to one representative artist from said group.
• The Grand Prize will be awarded to the entry that earns the highest jury score. Cash prizes for Grand, Gold, Silver and Bronze prize winners include purchase value of the works with the winning works becoming the property of KOCEF.
• Award details are subject to change as a result of decision/s by the jury.
• The cash prizes will be given in Korean currency. Payments of local taxes are the responsibility of the winners.
• Foreign prize winners will be exempt from Korean tax on such awards.
• KOCEF reserves the right to exhibit, photograph, record and publish selected works.
• All winners will receive one copy of the International Competition and Biennale main exhibition catalogues.

AWARDS NUMBER OF AWARDS PRIZE
Grand Prize 1 KRW 20,000,000
Gold Prize 3 KRW 10,000,000
Silver Prize 6 KRW 6,000,000
Bronze Prize 6 KRW 3,000,000
Special Prize 6 KRW 1,000,000
Jun’s Choice 5 KRW 500,000
Honorable Mention approx. 170

NOTE
• Submissions materials – aside from the works of art – will not be returned.
• At the final selection, all prize winners will be determined. The jury may not award all entries that make it to the final round of screening. In this case, these works will be returned by KOCEF.
• Works that arrive at the submittal office after the deadline shall be disqualified.
• Works displayed may not be removed from the exhibition during the exhibition period.
• Matters relating to display of works will be handled by KOCEF.
• The above is subject to change and any changes will be posted on the KOCEF website.

INSURANCE
Works sent from overseas must be insured from the day of departure to the day of arrival at the submission office (Yeoju World Ceramic Livingware Gallery).

- Entrants should indicate the insurance value of each entry so that KOCEF can appropriately insure it.

INQUIRIES
Korea Ceramic Foundation Biennale Secretariat
406 Gwango-dong, Icheon-si
Gyeonggi-do
Republic of Korea
Tel: +82 31 645 0682 / 0687 | Fax: +82 31 631 1614
Website: www.kocef.org | E-mail: gicb2011@gmail.com
facebook.com/GICBiennale
New Deal & Creative Business

The key is a business that motivates ceramists through reinforcement and job creation by:

- purchasing of creative materials: KOCEF bulk buys long-held, unsold ceramics from ceramists’ shops
- using materials for creation: creating ceramic theme park and pushing ahead with ceramic artwork
- a registration system for ceramists: all ceramists registered with KOCEF have the chance to participate in public-design projects, residency programs, domestic and foreign ceramic exhibitions and sales of ceramics

A Business for creation:
The ‘Creativity Center’

Icheon’s World Ceramic Center will be redesigned. Currently used as an art gallery alone it will become the basis for Cerapia and is tentatively named the ‘Creativity Center’. Within the precinct there will be artist residences, exhibition areas, places for craft work and a ceramic information center. Beyond the Center will be a lake in harmony with nearby Mt Seolbong while close by, for visitors to enjoy, will be the ‘Singing Tree’ Café and Ceramic Art Shop.

Ceramic fragments and ceramics bought through the Ceramic ‘New Deal’ Initiative will be reborn in Icheon as the Korea’s first ceramic theme park. A house and playground will be created from ceramics and, from this year, Icheon will be a ceramic Utopia filled with ceramic sculptures. Cerapia comes from the combining of ‘ceramic’ and ‘utopia’, literally a ‘utopia for ceramics’. Cerapia will be a multicultural place where visitors can see, enjoy and learn of ceramics while – for ceramists – it will provide a place for creation.

Korea’s first ceramic tourist region: Icheon Cerapia opens July 2011
The biggest ceramic shopping region in Korea:

**Yeoju Dojasesang**

Ceramic World

'Dojasesang' is made of three parts: traditional Korean-style Hall — the place where visitors can make ceramics and learn about the history of Korean ceramics; Yeoju World Livingware Gallery — recently and excitingly remodeled and the Ceramic Outlet — the biggest in Korea. The Ceramic Outlet especially gives ceramists a new market and forum for their work. Dojasesang will be constructed in traditional Korean style with the surrounding environs a peaceful garden developed with an eco-friendly theme.