



## Press Release

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### Contact

Valentina RICCARDI (Ms)  
Senior Project Manager, Culture  
Asia-Europe Foundation (ASEF)

E [valentina.riccardi@asef.org](mailto:valentina.riccardi@asef.org)  
T +65 6874 9754  
[www.ASEF.org](http://www.ASEF.org)

### More Information

<http://asef.org/index.php/projects/themes/culture/4545-media-partnerships-with-culture360-asef-org>

## culture360.ASEF.org

### ASEF launches new media partnerships in Pakistan, Cyprus and Kazakhstan

ASEF's arts and culture platform [culture360.ASEF.org](http://culture360.ASEF.org) has developed over 20 media partnerships with key events in Asia and Europe, and in 2018 they continue this initiative with three events held in Pakistan, Cyprus and Kazakhstan.

[culture360.ASEF.org](http://culture360.ASEF.org)'s media partnerships are part of a larger priority to give visibility to **innovative arts events** from under-represented or less-visible countries, regions and artistic disciplines. The three events, held in October and November 2018, feature a range of activities incorporating cultural heritage, performing arts and cultural policy themes. Through these projects, ASEF's Culture Department continues to reach out to diverse communities to ensure that they have equal access to important dialogues between the two regions.

ASEF's online cultural portal is the only space offering easy access to relevant and reliable information for individual artists, arts organisations and policymakers across the Asia-Europe Meeting (ASEM) region and beyond. The platform has received global recognition as a good model of information exchange between two regions by UNESCO, the UN's agency for culture, in its 2018 Global Report titled [Reshaping Cultural Policies \(2nd edition\)](#), as well as by the European Union in its report [Preparatory Action on the Role of Culture in EU External Relations](#) (2014). This role as a facilitator of information between the two regions is increasingly important in a global context where use of online technologies promoting global connectivity will only increase.

The media partnerships are a part of [culture360.ASEF.org](http://culture360.ASEF.org)'s on-going commitment to ensuring public access to information and to protecting fundamental freedoms, in accordance with national legislation and international agreements (SDG #16). This year marks the 10<sup>th</sup> anniversary of [culture360.ASEF.org](http://culture360.ASEF.org), and the portal will continue these partnerships, with particular focus on digital, collaborative, interdisciplinary and cross-sectoral events.

The first event in this series, organised by the Save Cultural Heritage Group Pakistan, **commemorates International Archaeology Day on 22 October 2018** by raising public awareness for, and celebrating, archaeology and cultural heritage.

From 1 to 4 November 2018 the Home for Cooperation team will present

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its 5<sup>th</sup> consecutive [the Buffer Fringe Performing Arts Festival](#) in Cyprus, showcasing new and experimental works in various venues across the divide of Cyprus that question predetermined notions of the arts.

Lastly, the **Central Asian Forum on Cultural Policies and Management in Almaty Kazakhstan** will be conducted at the end of November, with the aim of expanding the network and outreach of arts managers in Kazakhstan.

culture360.ASEF.org looks forward to supporting more innovative events in the arts & culture of the ASEM region in 2019. The call for proposal for events taking place between January and June 2019 is now open. Deadline for submissions: 31 October 2018

<https://culture360.asef.org/opportunities/call-proposals-media-partnerships-culture360asef.org>



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## About the ASEM, ASEF and [culture360.ASEF.org](http://culture360.ASEF.org)

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Asia-Europe Meeting

The Asia-Europe Meeting (ASEM) is an intergovernmental process established in 1996 to foster dialogue and cooperation between Asia and Europe. Presently it comprises 53 partners: 30 European and 21 Asian countries, the European Union and the ASEAN Secretariat. ASEM addresses political, economic, social, cultural, and educational issues of common interest, in a spirit of mutual respect and equal partnership.

For more information, please visit [www.ASEMinfoboard.org](http://www.ASEMinfoboard.org)



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, sustainable development, economy and public health.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 125 partner organisations. Each year over 3,000 Asians and Europeans participate in ASEF's activities, and much wider audiences are reached through its various events, networks, and web-portals.

For more information, please visit [www.ASEF.org](http://www.ASEF.org)



[culture360.ASEF.org](http://culture360.ASEF.org) is ASEF's arts and culture portal, initiated by the Asia-Europe Meeting (ASEM) and managed by ASEF's Culture Department since 2005. It is designed to stimulate cultural engagement and enhance mutual understanding between Asia and Europe by providing relevant information through weekly updates on news, events, opportunities and resources. It also features a magazine with in-depth articles, interviews and profiles, and social media tools to enable online networking between individuals, as well as organisations across the ASEM region. It also hosts the website of the Asia-Europe Museum Network (ASEMUS).