

## Art Collaboration

The term “art collaboration” refers to all activities that integrate an artist’s creativity with a company’s product. It encompasses not only the development of a new product, but also the aspects of production, distribution, advertisement and sales. Nowadays, this new method of marketing is implemented in various industries such as fashion, beauty and IT, among others, with the aim to differentiate a product or service.

The main goal of KOTRA’s Art Collaboration project is to provide opportunities for Korean SMEs to work with renowned local artists and participate in business events with the products of their collaboration.

The outcomes of the project are featured in various overseas marketing events to promote the exports of SMEs. Works have been featured in various exhibitions such as the Korea Brand and Entertainment Expo, as well as the Korean Expos in Dubai and Mumbai.

