



For Immediate Release

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Midtown Cultural Alliance Launches Sept. 12-21

Founding Partners Japan Society, The Korea Society, Korean Cultural Center New York, L'Alliance New York, and Scandinavia House join forces in a Presenters' Union

(New York, NY) New York City is home to the densest agglomeration of cosmopolitan cultural outposts in the world. The Midtown East neighborhood of Manhattan—from 59th street to 34th street, bound by the East River and Madison Avenue—boasts dozens of distinct international cultural organizations offering a dizzying array of programs connecting New York audiences to global culture in the form of international art exhibitions, live music, performance, film screenings, lectures, literary programs, and more. In just a few scant city blocks, visitors can quite literally immerse themselves in the art of the entire world.

Yet, midtown Manhattan still lags as a destination neighborhood. The Midtown Cultural Alliance (hereafter, MCA) is a coalition of presenters who intend to challenge this oversight. The five founding partners—Japan Society, L'Alliance New York, Scandinavia House, The Korea Society, and Korean Cultural Center New York—will work collaboratively to redefine our locality as one of New York's signature destination neighborhoods, serving up the best traditional and contemporary art, music, film, and performance from around the world, right here in Midtown.

About Our Launch

We will launch this initiative September 12-21, with an inaugural fortnight of free and paid programming spread across all five partner organizations. A full list of events follows.

A visitor to any one event on this fortnight will receive a special “passport” and collect a stamp upon attendance at any one of the five organizations. Once collecting three stamps on their passport, a visitor may then redeem a free gift from three different organizations of their choices. Please refer to the MCA and each organization's website for more detailed information.

We look forward to welcoming the public at any of the Midtown Cultural Alliance events in September! For more information, see midtownculturalalliance.org





LAUNCH FORTNIGHT EVENTS (Charged events are indicated by 💰)

DATE	JAPAN SOCIETY	THE KOREA SOCIETY	Korean Cultural Center New York	L'ALLIANCE NEW YORK	SCANDINAVIA HOUSE
Fri. 9/12	<p><i>Chiharu Shiota: Two Home Countries</i> (gallery exhibition 11a - 5pm) 💰</p> <p>Chiharu Shiota exhibition talk (4:30) 💰</p> <p><i>KINKAKUJI</i> (performance 7:30 pm) 💰</p>	<p>Guided Gallery Tour (3-6pm)</p> <p>Fall Happy Hour (6-9pm) 💰</p>			
Sat. 9/13	<p><i>Chiharu Shiota:</i> (gallery exhibition free admission, 12 -6pm)</p> <p>Japanese Writing Activity (1-4pm)</p> <p><i>KINKAKUJI</i> (2:30 & 7:30 pm) 💰</p>			<p>Fall Open House 2025 (all free except trial classes):</p> <ul style="list-style-type: none"> -Trial Classes for Adults & Children (9:30 am - 4:15 pm) 💰 -Book Sale & Exchange (10 am - 5 pm) -Family Visual Arts Workshop (10:15 am) -<i>Les tutomouves</i> Exhibition Opening Reception & Family Workshops (12 pm - 2 pm) -Family Film - <i>Small Change</i> (1:30 pm) -Film - <i>The Second Act</i> (4:30 pm) 	<p>Nordic Textile Takeover (2-6pm)</p> <p>Artist talks, curator walkthrough & reception (💰)</p>
Sun. 9/14	<p><i>Chiharu Shiota</i> (12-6pm) 💰</p> <p><i>KINKAKUJI</i> 2:30 pm) 💰</p>				<p>Nordic Textile Takeover: Open Gallery Hours 12-5pm</p> <p>Artist-led workshops 12-3pm (💰)</p>
Mon. 9/15					
Tue. 9/16	<p><i>Chiharu Shiota</i> (11-5pm) 💰</p>	<p>Beginning Korean Trial Class (6:30-8pm)</p>		<p><i>A Very Private Affair</i> (film</p>	<p>Hilma af Klint's Botanical World (talk 6:30 pm)</p>

	KINKAKUJI (7:30 pm) 🍷			screening 4:00 & 7:00 pm) 🍷	
Wed. 9/17	Chiharu Shiota (11-5pm) 🍷 KINKAKUJI (7:30 pm) 🍷			<i>The Big Sleep</i> (performance 7:30pm) 🍷	<i>Homecoming</i> (film screening and talk 7:00) 🍷
Thu. 9/18	Chiharu Shiota (11-5pm) 🍷 KINKAKUJI (7:30 pm) 🍷	The Unseen Resilience of North Korean Female Defectors (4-5:30pm) Soju Party by Irene Yoo (6:30-7:30pm)	New Korean Movie Night: Story Up Shorts in NY (7:30 pm)	<i>Black & White</i> (film screening 4:00 & 7:00 pm) 🍷	
Fri. 9/19	Chiharu Shiota (11-5pm) 🍷 Trial Japanese Lesson (1-2pm) KINKAKUJI (8:00 pm) 🍷				Writing the World from Copenhagen to NYC (talk 7:00 pm)
Sat. 9/20	Chiharu Shiota free admission (12-6pm FREE) KINKAKUJI (2:30 and 7:30 pm) 🍷		Meet the Author: Hyunmin Park – How to Be a True Friend Picture Book Workshop (2pm)		
Sun. 9/21	Chiharu Shiota (12-6pm) 🍷				

MCD Member Organizations

JAPAN SOCIETY

Founded in 1907, *Japan Society* (JS) is the leading organization committed to deepening mutual understanding between the United States and Japan in a global context. From our landmark building on 47th Street in the Turtle Bay neighborhood of Manhattan, JS presents year-round programs that span Business and Policy, Education, Performing Arts, Film, Culture & Community, Gallery and Language Center, that serve our 2500 members with over 100 distinct events per year. In our more-than-100 years of operations, JS has mounted hundreds of exhibits, hosted thousands of programs, and welcomed millions of visitors, including business leaders, political leaders, international celebrities, presidents, prime ministers, Nobel laureates, emperors, royalty, and members of the general public. (<https://japansociety.org>)

THE KOREA SOCIETY

The Korea Society is a nonprofit, nonpartisan, 501(c)(3) organization with individual and corporate members that is dedicated solely to the promotion of greater awareness, understanding, and cooperation between the people of the United States and Korea. In pursuit of its mission, the Society arranges programs that facilitate discussion, exchanges and research on topics of vital interest to both countries in the areas of public policy, business, education,

intercultural relations and the arts. Funding for these programs is derived from contributions, endowments, grants, membership dues and program fees. From its base in New York City, the Society serves audiences across the country through its own outreach efforts and by forging strategic alliances with counterpart organizations in other cities throughout the United States as well as in Korea. (<https://www.koreasociety.org>)

KOREAN CULTURAL CENTER NEW YORK

The Korean Cultural Center New York (KCCNY) is a government institution dedicated to promoting Korean culture and strengthening cultural exchange between Korea and the United States. Established in December 1979, KCCNY has presented the richness of Korea's traditions and the creativity of its contemporary culture through a wide range of programs, including exhibitions, performances, live music, and film screenings. KCCNY's building is designed to support diverse cultural activities and features public spaces such as the media wall, gallery, garden, and library, which provide year-round access to cultural resources and experiences. In addition, specialized facilities such as the theater and cooking studio host select performances, screenings, and demonstrations, offering visitors opportunities to engage more deeply with Korean culture. (<https://www.koreanculture.org/>)

L'ALLIANCE NEW YORK

Attracting over 150,000 visitors annually, L'Alliance New York is the city's premier center for French language and francophone arts and cultures. As an independent, not-for-profit organization, L'Alliance New York's mission is to provide our members and students with engaging French language classes and audacious multi-disciplinary programming that celebrates the diversity of francophone cultures and creativity around the world. L'Alliance New York is internationally known for offering the largest selection of fully-immersive French language courses for students aged one to 101, and for its renowned cultural programming including the annual Bastille Day celebration that takes place on New York's famed Madison Avenue, attracting over 50,000 visitors each year; the Crossing The Line arts and performance festival that engages NYC cultural institutions in bringing dynamic international artists to audiences; Animation First, the biggest animation festival in the U.S; and the Comic Arts Fest, celebrating the intersection of American and francophone comic arts. (<https://lallianceny.org/>)

SCANDINAVIA HOUSE

Scandinavia House: The Nordic Center in America is the leading center for Nordic culture in the United States. It offers a wide range of programs that illuminate the culture and vitality of Denmark, Finland, Iceland, Norway, and Sweden. Scandinavia House offerings include diverse exhibitions and film series, as well as concerts and other performances, readings, lectures, symposia, language courses, and children's activities. Designed by the internationally renowned Polshek Partnership Architects (now Ennead Architects) and inaugurated in October 2000, *Scandinavia House* is the headquarters of The American-Scandinavian Foundation (ASF) and the site of ASF's cultural and educational programming. (<https://www.scandinaviahouse.org>)