

# THE CHILEAN EXPERIENCE

## APEC Local Cultural Industry Market Development Forum



# BRIEF CULTURE CHILEAN HISTORY

## ➤ Before 1973

- ✓ Pablo Neruda, Gabriela Mistral
- ✓ Violeta Parra, Víctor Jara
- ✓ Chile Films

## ➤ 1973-1989

- ✓ Military Government
- ✓ Lack of Cultural Investment
- ✓ Censorship

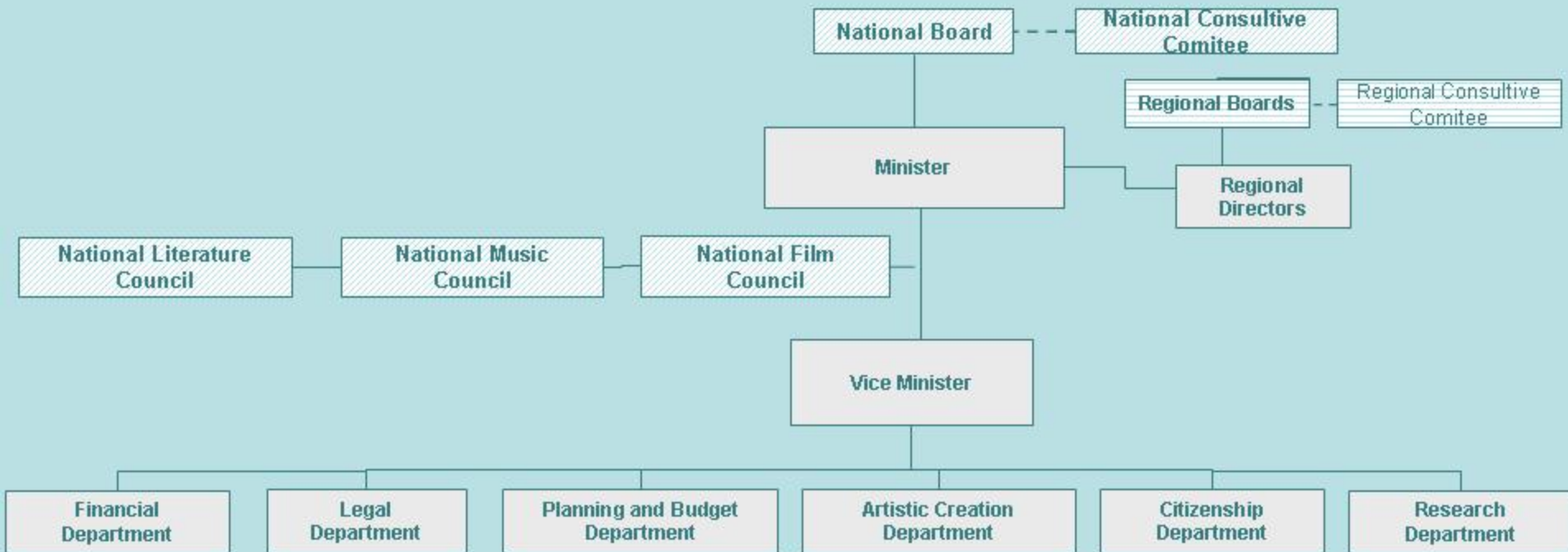
## ➤ After 1990

- ✓ How to resume the cultural development debate
- ✓ Creation of scattered financial aid tools



# THE NATIONAL COUNCIL FOR THE ARTS AND CULTURE (NCAC)

➤ In 2003, a new institutional framework for the arts and culture was created in Chile.



# THE NCAC MAIN GUIDELINES

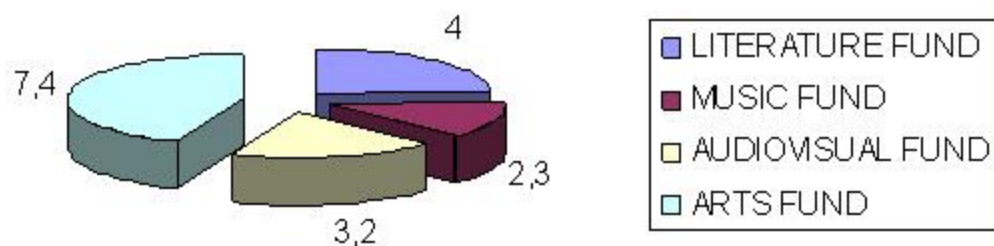
## ➤ The National Council for the Arts and Culture has different administrative guidelines

- ✓ Cultural and Artistic Creation
- ✓ Artistic Production and Cultural Industry
- ✓ Community Access
- ✓ Legacy, Identity and Cultural Diversity
- ✓ Institutional Framework



# PUBLIC FUNDS INVESTEMENT

**Chilean Public Funds Invested Annually**  
(in US\$ Millon Dollars)



# HOW DO THESE FUNDS WORK?

## What is financed?

Projects including works of art creation, their publication, distribution and commercialization, as well as scholarships for artists' education.

## How are the winning projects selected?

On a competitive basis, by means of public contests. The jury and several teams of judges are composed by each area's relevant artists.

## How many projects are being financed?

20% of the all submitted projects are annually financed. The universe of projects in all areas is approximately 7,000 projects, total.



# WHAT HAVE WE ACOMPLISHED

✓ Literature: Financial aid to publish **90 new titles** annually, plus **250 related projects**. **(US \$ 4 millions total)**.

✓ Music: Financial aid to publish **50 new titles**, plus **120 related projects**. **(US \$ 2.3 millions total)**.

✓ Audiovisual: Financial aid to produce **10 new movies**, plus **100 related projects**. **(US \$ 3.2 millions total)**.



# OUR CHALLENGES

- Deployment of our institutional framework.
- Moving from financial aid focused mainly on creation, into the promotion and broadcasting of local culture goods.
- To insert the Chilean cultural industry in foreign markets.



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