

YOU NEVER KNOW



MEDIA KIT

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YOU NEVER KNOW IS A FRENCH STORYTELLING AND PERFORMING ARTS COMPANY DEDICATED TO THE CREATION, PRODUCTION AND DISSEMINATION OF CONTEMPORARY WORKS WITH AN INTERCULTURAL SCOPE.

ESTABLISHED IN 2025, YOU NEVER KNOW EMERGES FROM CONFIRMED ARTISTIC TRAJECTORIES AND A STRUCTURED STRATEGIC VISION. THE COMPANY POSITIONS ITSELF AT THE INTERSECTION OF EUROPEAN AND ASIAN IMAGINARIES, WITH A PARTICULAR FOCUS ON FOSTERING MEANINGFUL ARTISTIC DIALOGUE BETWEEN FRANCE AND KOREA.

OUR PROJECTS EXPLORE:

- OTHERNESS AND ENCOUNTER
- THE CIRCULATION OF NARRATIVES
- CROSS-CULTURAL DIALOGUE
- CONTEMPORARY REINTERPRETATIONS OF CLASSICAL FIGURES

YOU NEVER KNOW RELIES ON A DUAL FOUNDATION:

- AN EXPERIENCED ARTISTIC LEADERSHIP
- A STRONG LEGAL AND STRUCTURAL FRAMEWORK

THE COMPANY AIMS TO ESTABLISH ITSELF SUSTAINABLY WITHIN THE FRANCO-KOREAN CULTURAL LANDSCAPE THROUGH INSTITUTIONAL, ARTISTIC AND EDUCATIONAL COLLABORATIONS.

ABOUT US



OUR VISION

YOU NEVER KNOW IS CONCEIVED AS A LONG-TERM ARTISTIC PLATFORM DEDICATED TO SUSTAINABLE INTERCULTURAL DIALOGUE.

2026 — DUALITY PROJECT

IN 2026, THE COMPANY WILL EXPAND ITS EDITORIAL AND ARTISTIC PRESENCE THROUGH THE **DUALITY PROJECT**, A CROSS-CULTURAL INITIATIVE EXPLORING PARALLEL PERSPECTIVES BETWEEN FRANCE AND KOREA.

DESIGNED AS BOTH A CREATIVE AND DIGITAL PLATFORM, **DUALITY PROJECT** WILL COMBINE:

- ORIGINAL ARTISTIC CONTENT
- THEMATIC PUBLICATIONS
- CURATED CULTURAL DIALOGUES
- DIGITAL STORYTELLING FORMATS

THIS PROJECT STRENGTHENS YNK'S PRESENCE BEYOND THE STAGE, BUILDING AN ENGAGED INTERNATIONAL COMMUNITY AND FOSTERING ONGOING EXCHANGE BETWEEN AUDIENCES.

2027 — SEOUL JULIETTE & INTERNATIONAL DEVELOPMENT

IN 2027, **YOU NEVER KNOW** WILL BRING ITS PLAY **SEOUL JULIETTE** TO FULL PRODUCTION AND DISSEMINATION.

CONCEIVED AS A CONTEMPORARY REINTERPRETATION OF A WESTERN CLASSIC ROMEO & JULIET, THROUGH A FRANCO-KOREAN LENS, THE PROJECT AIMS TO:

- REACH DIVERSE EUROPEAN AND ASIAN AUDIENCES
- DEVELOP INSTITUTIONAL COLLABORATIONS
- EXPLORE TOURING OPPORTUNITIES AND INTERNATIONAL PARTNERSHIPS

THE AMBITION IS NOT LIMITED TO A SINGLE PRODUCTION, BUT TO ESTABLISH A LASTING ARTISTIC BRIDGE BETWEEN FRANCE AND KOREA.



FOLLOWING

BLOG (LAST 6 MONTHS):

1 016 VIEWERS

LOCATIONS:

48,9% FRANCE

16.5% US

12.5% SOUTH KOREA

INSTAGRAM (LAST 3 MONTHS):

33 K VIEWERS

AUDIENCE

AGE RANGE

18-24 Y/O : 13.2%

25-34 Y/O : 24.7%

GENDER

73% FEMALE





AESTHETIC

EMPOWERMENT

INTEGRITY

SENSITIVITY

ARTISTIC EXCELLENCE

CULTURAL DIALOGUE

UNIQUENESS

COMMITMENT

CONNECTION

*We create contemporary
performing art works
that build lasting bridges
between cultures,
combining artistic
excellence with
structural integrity.*



YNK IS DEVELOPING A STRONG DIGITAL IDENTITY

Through:

- editorial content
- social media engagement
- visual storytelling
- international audience development

With a growing community across Europe, the United States and South Korea, the company positions digital presence as a strategic tool for cultural dialogue and global visibility.

PARTNERSHIPS & SUSTAINABLE GROWTH

YOU NEVER KNOW actively seeks:

- institutional partnerships
- cultural collaborations
- educational initiatives
- responsible brand alliances aligned with its values

The company's development strategy combines artistic excellence with structural integrity, ensuring long-term sustainability and professional reliability.



MEMBERS

HÉLÈNE

CO FUNDER - ARTISTIC DIRECTOR

HÉLÈNE IS AN AUTHOR, PRODUCER AND LEGAL PROFESSIONAL. HER BACKGROUND COMBINES ARTISTIC CREATION WITH LEGAL EXPERTISE, ALLOWING HER TO ARTICULATE ARTISTIC VISION WITH INSTITUTIONAL RIGOR AND STRATEGIC STRUCTURING. FOR SEVERAL YEARS, SHE HAS BEEN INVOLVED IN INTERCULTURAL ARTISTIC PROJECTS EXPLORING CONTEMPORARY REINTERPRETATIONS OF MYTHOLOGICAL FIGURES AND THE DYNAMICS OF CULTURAL EXCHANGE BETWEEN EUROPE AND ASIA.

HER LEGAL TRAINING CONSTITUTES A STRATEGIC ASSET FOR THE DEVELOPMENT OF **YOU NEVER KNOW** :

- EXPERTISE IN CONTRACTUAL FRAMEWORKS
- UNDERSTANDING OF PUBLIC CULTURAL MECHANISMS
- CAPACITY TO BUILD LONG-TERM PARTNERSHIPS

WITHIN THE COMPANY, SHE ENSURES THE BALANCE BETWEEN **ARTISTIC AMBITION AND INSTITUTIONAL SOLIDITY.**



MEMBERS

ADÈLE

CO FUNDER - PRODUCTION DIRECTOR

ADÈLE IS AN ACTRESS AND PARISIAN PRODUCTION LEADER. HER WORK HAS BEEN RECOGNIZED WITHIN THE FRENCH THEATRICAL LANDSCAPE, NOTABLY THROUGH TWO NOMINATIONS AT FRENCH AWARDS *LES CYRANOS*.

THROUGH HER PREVIOUS COMPANY, SHE DEVELOPED PRODUCTIONS ACCLAIMED FOR THEIR DRAMATURGICAL PRECISION AND THEIR ABILITY TO REINTERPRET CLASSICAL AND CONTEMPORARY TEXTS WITH MODERNITY AND DEPTH.

HER ARTISTIC APPROACH IS ROOTED IN:

- PRECISE AND DEMANDING ACTOR SKILLS
- REFINED AND MEANINGFUL SCENOGRAPHY
- A CONSTANT DIALOGUE BETWEEN TRADITION AND CONTEMPORANEITY

WITHIN **YOU NEVER KNOW**, SHE ENSURES THE AESTHETIC COHERENCE AND PRODUCTION OF EACH PROJECT.





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