

# Press Release

For Immediate Release

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## New Malden K-POP Awards 2025: Europe's Premier K-POP Festival Returns to London with Global Talent and a Cultural Mission

**London, UK** – The New Malden K-POP Awards 2025, Europe's premier K-POP festival, returns on **August 30–31, 2025**, at the New Malden Methodist Church. Following its successful debut, the event will bring together more than 2,000 visitors for two days of competition, cultural immersion, and celebration of the Korean Wave. More than entertainment, the festival carries a mission: to fund the creation of the **New Malden Art Centre**, a permanent cultural venue bridging Korea and the UK.

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### Programme Highlights

- **Saturday, August 30** – K-POP Vocal & Dance Semi-Finals, featuring rising stars competing for a place in the finals.
  - **Sunday, August 31** – The Grand Final & Awards Ceremony, with finalists battling for the crown, guest performances, and the official awards presentation.
  - **K-POP Village** – A vibrant cultural hub featuring K-style merchandise, fashion, street food, art, and photo booths.
  - **Immersive Experiences** – Idol costume try-ons, K-style 4-cut photo booths, random play dance corners, and live streaming of the festival.
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### Judging Panel

- **DJ Seoultrain (Kim Junseok)** – DJ Seoultrain (Kim Junseok) is a UK-based DJ renowned for electrifying K-culture festivals and club nights with his dynamic K-pop sets. Known for seamlessly blending chart-topping hits, high-energy remixes, and fan-favorite anthems, he has brought the sound of K-pop to stages across the UK, keeping audiences dancing from start to finish. With a reputation for creating

unforgettable atmospheres at Korean cultural events, festivals, and parties, he will be setting the vibe at the New Malden K-POP Awards 2025 with his infectious energy and signature style.

- **David Anthony (Producer Bangkok)** – David Anthony (also known as BANGKOK) is an award-winning UK singer-songwriter and producer with extensive experience across both K-pop and J-pop. His credits include writing and producing for some of the industry's biggest names, from Everglow, Red Velvet, Twice, EXO, EXO-CBX, Itzy, The Boyz, Boy Story, Loona, Tempest, and Oh My Girl, to leading J-pop acts such as KING & PRINCE, AAA, THE RAMPAGE, and EXILE TRIBE. With solid industry credentials, a wealth of musical expertise, and an inspiring personal journey, David combines motivational energy with a practical, teaching-oriented approach. Having previously served as a judge at the 2023 UK K-pop Competition, he now brings his seasoned perspective and invaluable insights to the New Malden K-POP Awards 2025 judging panel.
- **Holly** – Holly is a multi-award-winning dancer, choreographer, and teacher with more than a decade of international performance experience. She has worked directly with K-pop artists, including League of Legends' K/DA, appeared on BBC television, and performed in world tours for groups such as MCND. As both a solo performer and leader of her dance crew, Holly has won national and global titles in dance competitions, while her choreographies have been performed on stages worldwide by artists and dance crews alike. With ten years of teaching and mentoring experience, Holly brings both creative excellence and deep industry knowledge as a judge at the New Malden K-POP Awards 2025.
- **Coco (Yeonsoo Do)** – Coco (Yeonsoo Do) is a versatile artist with wide-ranging experience in the Korean music and dance industries, bridging the global K-pop culture between the UK and South Korea. A professional dancer and choreographer trained in ballet, contemporary, Korean traditional dance, and hip-hop, she was formerly a member of KAACHI—the UK's first K-pop girl group—as well as ATTI, and has performed at high-profile events including the London New Year's Day Parade in 2021 and 2022. Beyond performance, Coco has established herself as a leader and educator: she is the General Manager of ESEA Music and Director of K-Pop Planet UK, has taught for institutions such as Rambert, the Korean Cultural Centre UK, and the Royal Academy of Dance's SID programme, and has shared her expertise at major platforms including the UCL Leaders Conference, HallyuCon 2024, and the 11th K-pop Contest in Spain. At the New Malden K-POP Awards 2025, she brings her multifaceted expertise and passion for cultivating the next generation of K-pop talent.

- **Juju** – Juju is a dancer and choreographer making waves in the UK K-pop and J-pop scene, with viral choreography that has earned over 7 million views on TikTok and featured on Japanese television. Her creative portfolio includes choreography for the rhythm game *Project Sekai* and the 2024 Vtuber Half-Time Show, as well as standout performances at UK events such as *Move It*, *Break Out*, and *Dancers Delight*. She has also performed at the V&A Museum, collaborated with Google Arts, and appeared on Met's *Choom Planet* alongside acclaimed K-pop choreographer Mihawk. Deeply active in the community through covers, showcases, classes, and competitions, Juju continues to shape the UK's K-pop dance landscape and brings her fresh creativity and influence to the New Malden K-POP Awards 2025 judging panel.
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## Why New Malden? The Korean Capital of Europe

Known as “Little Korea,” New Malden is home to the largest Korean community in Europe. With its vibrant restaurants, shops, and cultural spaces, it has become the epicentre of Korean life in the UK. Hosting the K-POP Awards here is both symbolic and practical, bringing together fans, performers, and communities in a place already rich with Korean cultural heritage.

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## A Festival with Purpose

Beyond entertainment, the New Malden K-POP Awards carries a strong community mission. Proceeds from the event will fund the creation of the **New Malden Art Centre**, a permanent performance and cultural venue that will serve as a hub for education, creativity, and cultural exchange between Korea and the UK.

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## Target Audience

- K-POP fans across the UK and Europe
  - Gen Z and MZ generation, including international students and multicultural youth
  - Culture-savvy audiences who enjoy arts, fashion, and cultural events
  - Local government officials and businesses connected to Korean cultural industries
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# Looking Back, Moving Forward

The inaugural 2024 edition of the New Malden K-POP Awards drew enthusiastic audiences and extensive coverage from both UK and Korean media, establishing it as one of the most exciting new cultural festivals in Europe. For 2025, organisers aim to go bigger, with influencer collaborations, TikTok dance challenges, Instagram Reels, YouTube vlogs, and cross-Europe promotions ensuring the event resonates with audiences far beyond London.

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## Media & Sponsorship Opportunities

The New Malden K-POP Awards offers corporate partners more than simple brand exposure – it positions them as co-creators of global cultural value. With live streaming, social media campaigns, influencer partnerships, and coverage across K-media and UK press, sponsors gain maximum visibility before, during, and after the festival.

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## Event Information

- **Venue:** New Malden Methodist Church, 49 High St, New Malden, London KT3 4BY
  - **Dates:** Saturday, August 30 & Sunday, August 31, 2025
  - **Scale:** Over 2,000 visitors expected (1,000 per day)
  - **Official Website:** [www.newmalden.org](http://www.newmalden.org)
  - **Instagram:** @newmalden\_kpop
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## **About the New Malden K-POP Awards**

Launched in 2024, the New Malden K-POP Awards is an annual cultural festival that combines high-energy music competitions with Korean cultural celebration. Hosted in New Malden—often referred to as the “Korean capital of Europe”—the event highlights rising global talent, strengthens UK–Korea cultural ties, and contributes to long-term sustainability through its mission to build the New Malden Art Centre.