

BLACKPINK's 10th Anniversary

ARTICLE READING

Global K-pop phenomenon BLACKPINK has officially marked a decade together, reuniting all four members—Jisoo, Jennie, Rosé, and Lisa—for an exclusive 10th-anniversary meet-and-greet in Seoul alongside special live streams and commemorative releases. Since their explosive 2016 debut, the quartet has shattered global music records, headlined major international festivals, and set the standard for cross-industry fashion and pop culture dominance. While the milestone brought heartfelt moments between the members and their fans, the event's ultra-exclusive nature—limiting in-person attendance to just 40 fans—ignited widespread debate about fandom expectations, entertainment agency management, and the evolving future of global mega-groups entering their second decade.

1. If you had to plan an emergency 10th-anniversary celebration for a world-famous K-pop group with only 48 hours and a \$50 budget, what hilarious venue or activity would you force them to host?
2. Why do you think an agency would limit a major 10-year milestone event to only 40 fans—is it a masterclass in hyper-exclusivity or a massive public relations blunder?
3. If the four members of BLACKPINK were appointed as supreme rulers of the global fashion industry for one day, what bizarre fashion trend would become legally mandatory overnight?
4. Imagine you're a dedicated fan who missed out on the 40-person lottery—what

outlandish task or challenge would you willingly complete live on stream to win the 41st ticket?

5. When legendary music groups reach the 10-year mark, is it harder for them to maintain their signature sound or to innovate without alienating their original fanbase?
6. If a K-pop idol group had to navigate their daily group decisions using a direct, real-time fan poll on social media, how fast would chaos break out in the group chat?
7. As music acts increasingly split their time between solo careers and group activities, who holds more cultural power in today's music business: the individual superstar or the collective brand identity?