



[www.korea.net](http://www.korea.net)

2022 edition

WELCOME TO  
**KOREA**



# Con-



## 04 At a Glance

- Overview

## 22 History

- Prehistoric Period - Gojoseon
- Three Kingdoms and Northern and Southern States
- Goryeo Dynasty
- Joseon Dynasty - Korean Empire
- Japanese Occupation and The Independence Movement
- Republic of Korea



## 30 Culture

- Encountering Tradition
- Latest Hot Spots
- Museums & Art Museums

## 48 Korean Wave

- K-Pop: From Local to Mainstream
- K-Drama: Enthralling Variety
- K-Film: Genres Beyond Boundaries

# tents

Part  
01.

At a  
glance

Founded upon an elegant and highly sophisticated philosophy, Koreans' apparel, culinary, and housing culture have been attracting worldwide attention in recent years, increasing its global popularity.



**p.11**

- Food
- Doenjang, Ganjang, and Gochujang
- Kimchi
- Bibimbap
- Bulgogi
- Bingsu (shaved ice dessert)
- Traditional Liquor



- Language and Letters
- Clothing and Fashion

**p.09**



**p.18**

- Traditional Housing
- Celebrations
- National Holidays

### Expanding Life Through Empathy

Korea has a mild climate with four distinctive seasons. It is surrounded by the sea on three sides. It is a mountainous land, and its people have developed the culture in harmony with their natural environment. Korea's traditional way of life is spreading ever-wider, and many around the globe have discovered the nation's beauty and charm.

### Overview















Located at the center of Northeast Asia, the Korean Peninsula neighbors China, Russia, and Japan. The Peninsula (including both North and South Korea) is 1,000 km long and approximately 300 km wide, and its total land area is 222,000 km<sup>2</sup>. The total area of South Korea (below the Military Demarcation Line) is around 100,364 km<sup>2</sup>.

Three quarters of South Korea are covered by mountains. Mountains can be seen anywhere, whereas a long horizon across a field is a rarity. The East Sea is characterized by its deep waters and simpler coastlines, whereas the West and South Seas are shallower, with complicated coastlines and

# South Korea

# Overview

(As of 2021-2022)

<p><b>Country Name</b> Republic of Korea</p> 	<p><b>Capital City</b> Seoul (since 1394)</p> 	<p><b>National Anthem</b> Aegukga</p> 	<p><b>National Flag</b> Taegukgi</p> 	<p><b>President</b> Yoon Suk Yeol (since 2022)</p> 	<p><b>Standard Time</b> 9 hours ahead of Greenwich Mean Time</p> 	<p><b>Population</b> 51.63 million</p> 	<p><b>Political System</b> Liberal democracy, presidential system</p> 
<p><b>National Flower</b> Mugunghwa (Rose of Sharon)</p> 	<p><b>Language</b> Korean</p> 	<p><b>Official Script</b> Hangeul</p> 	<p><b>Land Size</b> 100,364 km<sup>2</sup></p> 	<p><b>Geographical Location</b> The Korean Peninsula (lat. 33°-43°; long. 124°-132°)</p> 	<p><b>Economic Indicators (As of 2022)</b> · GDP: USD 1,664.3 billion · Per Capita GNI: USD 32,661</p> 		

more islands. Each of the three seas offers distinctive features and a wide array of oceanic atmospheres: the East Sea with its clean and deep waters, the West Sea with its mud flats thriving with life, and the South Sea with its numerous islands that have earned it its nickname, 'Dadohae' (or 'the sea of many islands').

01



#### 01. King Sejong the Great

Sejong was the fourth king of the Joseon dynasty. He made many great accomplishments in the spheres of science, economy, defense, art, and culture. One of his greatest accomplishments was the creation of Hangeul in 1443, an easy-to-learn, efficient, and scientific writing system. He is respected as one of the country's greatest kings among Koreans.

# Indigenous

#### • Language and Letters

Korea has a unique language and its own writing system, 'Hangeul,' which is based on Hunminjeongeum (The Proper Sounds for the Instruction of the People) invented by King Sejong (1397-1450) during the Joseon Dynasty. Hangeul is composed of 14 consonant letters and 10 vowel letters, which can be combined into new letterforms.

Hangeul is the only writing system in the world created with a deliberate purpose. It features highly scientific letter-forming principles, and is capable of expressing the largest scope of sounds among the writing systems currently in existence. It is also easy to learn because letters can be formed by following simple rules.

#### • Clothing and Fashion

Koreans in the past used cloth, silk, hemp, ramie, and other materials to make clothes tailored to the distinct four seasons of the Korean Peninsula. A complete set of hanbok consists of jeogori, which covers the arms and the torso, a skirt or a pair of trousers, and durumagi, which serves as outerwear. With a snug fit and soft lines, the clothes give an elegant look overall. Korean people in the past tended to prefer simple, white clothes, for which they were often referred to as the 'white-clad people.' However, they would wear more ostentatious clothes with elaborate colors and designs depending on the period, status, and occasion. The clothes mainly featured five colors: white, black, blue, red, and yellow, collectively called obangsaek.





02

**02.** At the Hanbok Fashion Show held on Hanbok Day (October 21), you can see a variety of hanbok.

**03. Hanjeongsik (Korean table d'hote)**

This traditional Korean-style full-course meal typically consists of a separate appetizer, a staple food mainly made of grains, an assortment of side dishes, and dessert.

Today, hanbok is more often worn for special occasions than as casual clothes, such as wedding ceremonies, children's first birthdays, and seasonal holidays including the Lunar New Year's Day and Chuseok. Hanbok began to attract global attention with its charm and aesthetics as K-Pop stars such as BTS and BLACKPINK showed off various styles inspired by hanbok in their music videos. The interest in hanbok was further boosted by the popularity of Korean period dramas 'Kingdom' and 'The King's Affection,' released by global streaming video services. Young Koreans also rediscovered the appeal of hanbok; by visiting tourist attractions—ancient palaces in Seoul such as Gyeongbokgung Palace, Changdeokgung Palace, Changgyeonggung Palace, and Deoksugung Palace, the Hanok Village in Jeonju, and the Hwangnidan Street in Gyeongju. Wearing hanbok from such rental stores has become one of the most popular tourism activities for Korean youths. In addition, numerous fashion brands have released casual outfits designed by adapting hanbok to fit the modern lifestyle, and some school

have even chosen hanbok-inspired clothes as their uniforms. In July 2022, the Cultural Heritage Administration (CHA) of Korea designated the traditional 'hanbok lifestyle' as an Intangible Cultural Heritage representing Korean identity and values.

• **Food**

People's taste in Korean cuisine have grown younger as well. According to a survey conducted with 8,500 citizens across 17 major cities around the world in 2021, the largest percentage of respondents chose Korean fried chicken as their favorite Korean food (16.1%), followed by kimchi (11.3%), bibimbap (10.7%), bulgogi (6.0%), and tteokbokki (5.6%). While female and younger respondents leaned toward Korean fried chicken and tteokbokki, older respondents reported a high preference for kimchi. Outside of Korea, the images associated with hansik include 'savory,' 'reasonably priced,' and 'healthy.' They are also perceived as 'foods that became popular recently.'

# Taste



03

04



#### 04. Jangdokdae (Soy Jar Terrace)

An area outside the kitchen used to store large brown-glazed pottery jars containing soy paste, soy sauce, and chili paste. Korean pottery jars allow for proper ventilation, so they are perfect for preserving fermented food.

#### 05. Kimchi

This traditional Korean fermented food boasts more than 200 kinds, depending on the region, characteristics of ingredients, and recipe.



05

#### • Doenjang, Ganjang, and Gochujang

Doenjang (soybean paste), ganjang (soy sauce), and gochujang (red chili paste) are three of the most basic condiments and the most widely enjoyed fermented foods in Korea. Doenjang and ganjang are made from meju, which refers to soybeans boiled, pounded into paste, and formed into brick-shaped blocks. These blocks are dried and fermented, and then kept in large clay pots with salt water for around two to three months. The resulting solids are made into doenjang and the liquid is used as ganjang. These sauces offer a uniquely savory and rich salty taste. Gochujang is a traditional Korean food made by fermenting a mixture of soybean malt, starch (powdered rice, barley, etc.), and adding chili pepper powder and meju powder. Many Koreans enjoy spicy foods, and gochujang is used in a wide variety of dishes.

#### • Kimchi

Kimchi is commonly made by fermenting a mixture of salted napa cabbage, radish, and paste made of red chili powder, garlic, spring onion, salted fish sauce, and other ingredients. Different regions (and different families) use different ingredients and recipes, resulting in more than a hundred major variations. Traditionally, Korean families or villages would get together once a year for 'kimjang,' which means a gathering held in late autumn specifically for making a vast amount of kimchi. The kimchi made during these gatherings called 'kimjang kimchi,' would sustain the family or the village throughout the coming winter. The 'Kimjang, Making and Sharing Kimchi' was inscribed as a UNESCO Intangible Cultural Heritage in 2013.

# Korean



01.

## • Bulgogi

Bulgogi, which literally means 'fire meat,' refers to a traditional Korean dish made by grilling thin meat slices marinated with various condiments such as soy sauce and pear juice. Its rich and pleasantly salty flavor has made it one of the most popular Korean foods among visitors. It can be enjoyed slightly cooked or well-done, depending on one's preference. Bulgogi literally means meat cooked with fire. However, today, a bulgogi dish is typically cooked by stir-frying marinated beef in a frying pan.



02.

## • Bibimbap

Bibimbap is a Korean rice dish topped with an assortment of fresh and seasonal vegetables, fried eggs, minced beef, and other ingredients. Along with kimchi and bulgogi, it is one of the three most popular Korean foods outside of Korea. There are countless variations of bibimbap depending on what ingredients are added to the mix. People outside of Korea have created localized versions of bibimbap by adding their own flavors. Every October, a bibimbap-themed festival is held in Jeonju, a UNESCO-designated Creative City of Gastronomy.

### 01. Eonyang Bulgogi

Made with thin, marinated beef slices, Eonyang Bulgogi is a local delicacy of the Eonyang Region, Gyeongsangnam-do. It is typically cooked by grilling marinated slices on a grill.

### 02. Bibimbap

Cooked rice served with fresh and seasoned vegetables, minced beef, and chili paste.

# Food



# Korean

## 03. Bingsu (shaved ice)

Bingsu is a dessert made of shaved ice, topped with syrup, sugar, or other sweeteners. Particularly popular are Patbingsu (Bingsu with sweet red beans) and Fruit Bingsu.

## 04. Makgeolli

Makgeolli is a traditional Korean rice wine, made by fermenting steamed rice, barley, or wheat mixed with nuruk, a traditional Korean fermentation starter.

## • Bingsu (shaved ice dessert)

Bingsu, or shaved ice, is a summer dessert made of finely shaved ice, mixed with condensed milk, sweet rice cake, sweet beans, and other ingredients. Bingsu, with various strawberries, mango, coffee, and other various toppings, has gained huge popularity among Koreans. Bingsu captivates people's attention with vivid colors and enticing looks. Both fun to look at and eat, Korean Bingsu is finding its way into the lives of people of all generations across the world.



## • Traditional Liquor

A wide variety of liquors have been crafted and handed down through various regions and families of Korea. Currently, some 300 traditional liquors have survived, including Munbaeju (pear-flavored liquor) and Songjeolju (pine knot liquor) in Seoul; Sanseong Soju (distilled liquor) in Gwangju, Gyeonggi-do; Hongju (red liquor) and Leegangju (distilled liquor) in Jeolla-do; Sogokju (rice wine) and Insamju (ginseng liquor) in Chungcheong-do; Kyodong Beopju (rice liquor) and Andong Soju (distilled liquor) in Gyeongsang-do; and Okseonju (distilled liquor) in Gangwon-do. Made from rice, yeast, and various ingredients, Makgeolli (unrefined rice wine) is one of the most popular and affordable

traditional alcoholic beverages in Korea. It is made by fermenting a mixture of rice and malt along with various other ingredients. It used to be considered a beverage mainly enjoyed by older generations. However, the beverage has been all the rage among Koreans in their 20s and 30s, with makgeolli ice cream, coffee, and other flavors spreading across convenience stores around the country. It is also highly popular among international tourists visiting Korea.

# Food

# Tradition



01

## • Traditional Housing

Hanok refers to Korea's unique wooden housing consisting of ondol (underfloor heating system), maru (wooden-floored hall), bueok (kitchen), and madang (yard). There are multiple types of hanok depending on the roof materials: giwajip (tiled roof housing), chogajip (thatched roof housing), neowajip (made of shingles), cheongseokjip (stone slabs), and gulpijip (tree bark). Modernization drastically reduced the number of people living in Hanok. However, following the recent re-discovery of its traditional aesthetics, modernized Hanok houses are gaining popularity among Koreans. Famous Hanok-themed tourist attractions include Bukchon Hanok Village in Seoul and Jeonju Hanok Village in Jeollabuk-do.

## • Celebrations

Korean parents celebrate the 100th day anniversary (baegil) and their children's first birthday (dol) with special celebratory banquets. A dol banquet traditionally features a special event called doljabi, where the birthday baby is presented with various objects to choose from; it is said that the object chosen by the baby can provide insight into their future.

Back in ancient times, on the wedding day, the groom would ride a horse to the bride's home, and officiate the marriage by bowing to each other on either side of a specially prepared banquet table. The groom would wear samogwandae, which refers to the uniform of government officials, and the bride

### 01. Namsangol Hanok Village

This traditional culture and art space is located at the northern foot of Namsan Mountain in Seoul. Taking advantage of the spatial value of hanok, various events and programs are held for citizens and tourists to experience traditional culture.

would wear luxurious clothes such as hwarot (usually worn for important rituals at the royal court) and wonsam (female ceremonial topcoat), as well as a flower head dress or jokduri (a type of coronet) on the head. Today, Koreans hold Western-style wedding ceremonies wearing morning suits and wedding dresses. Koreans traditionally celebrated their 61st birthday, called hwangap, by gathering all descendants and relatives for a large banquet (hwangap janchi). However, with the average life span reaching 80, hwangap banquets have been largely simplified, focusing more on chilsun (70th birthday) instead.

#### • National Holidays

In Korea, there are five national holidays designated by the government. The March 1st Independence Movement Day commemorates the non-violent independence movement that swept the Peninsula on March 1, 1919, to resist the Japanese occupation of Korea. Constitution Day, or Jeheonjeol, is observed on July 17, to celebrate the promulgation of the Korean Constitution on the same day in 1948. National Liberation Day (Gwangbokjeol), celebrated on August 15, commemorates Korea's liberation from Japanese colonial rule on August 15, 1945. National Foundation Day (Gaecheonjeol), celebrated on October 3, marks the foundation of Gojoseon on October 3, 2333 B.C.E.. Gojoseon was the first state ever to be founded by the Koreans. Finally, Hangeul Proclamation Day (Hangeul Day), celebrated on October 9, commemorates the invention and proclamation of the Korean writing system on the same day in 1446.

02



#### 02. Traditional Wedding

The traditional Korean wedding ceremony largely consists of three stages: Jeonallye, in which the groom visits the bride's family with a wooden goose; Gyobaerye, in which the bride and groom exchange ceremonious bows; and Hapgeullye, where the marrying couple shares a cup of wine.



Part  
02.

# History



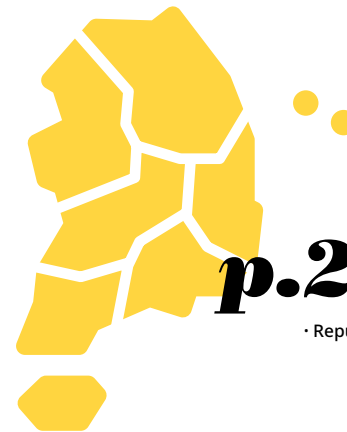
**p.25**

- Prehistoric Period - Gojoseon
- Three Kingdoms and Northern and Southern States
- Goryeo Dynasty



**p.27**

- Joseon Dynasty - Korean Empire
- Japanese Occupation and The Independence Movement



**p.29**

- Republic of Korea

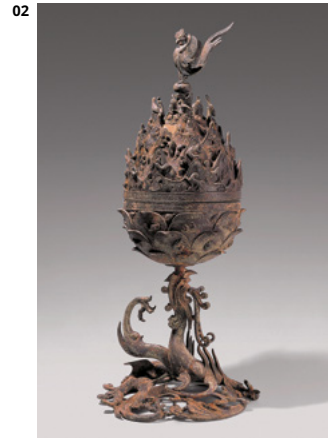
Korea is a country with a proud history spanning over 5,000 years. The country is transforming itself into an inclusive, mature, and advanced nation of people who respect diverse values.



## Enduring Presence, Proud History

Korea is a country with a proud history spanning over 5,000 years. Today's Koreans are descendants of numerous kingdoms, tribes, and states that rose and fell in the Peninsula from ancient times. Korean history and culture has been shaped by the tenacity and willpower of the Korean people.

01. Petroglyphs of Cheonjeon-ri, Ulju, are National Treasure No. 147. They depict the lives of people from prehistoric times up to the Silla Dynasty.
02. The Great Gilt-Bronze Incense Burner of Baekje is National Treasure No. 287. It is a masterpiece of art that reflects Baekje's ideology and religious beliefs.



# Heritage



01

### • Prehistoric Period - Gojoseon (Unknown-107 B.C.E.)

Artifacts dating back around 700,000 years have been discovered in the Korean Peninsula and its surrounding regions. The first state of the Korean Peninsula, Gojoseon, was founded in 2333 B.C.E.. The first king of Gojoseon, Dangun, was the son of Hwangung, the son of Hwanin (supreme being) and Ungnyeo, a bear who endured 100 days in a cave to become a human. The underlying philosophy of the Dangun myth is Hongikingan, which means 'to broadly benefit the human world.' It was later adopted as a foundational philosophy of Korean society and the education system.



- **Three Kingdoms (57 B.C.E.-668 C.E.) and Northern and Southern States (698-926)**

The Three Kingdoms Period refers to an era in which three kingdoms—Goguryeo (37 B.C.E.-668 C.E.), Baekje (18 B.C.E.-660 C.E) and Silla (57 B.C.E.-935 C.E.)—clashed over the Korean Peninsula. In this period, Buddhism exerted a dominant influence both culturally and religiously in Manchuria and the Peninsula. In the late 7th century, Silla defeated and conquered Baekje and Goguryeo, opening up the Northern and Southern States Period. In this period, central and local administration organizations were reformed to control the vastly wider territories and population.

03



03. This Celadon Prunus Vase with Inlaid Cloud and Crane Design is National Treasure No. 68. It is the epitome of the excellence and sophistication of Goryeo celadon.

- **Goryeo Dynasty (918-1392)**

Goryeo was founded by Wang Geon in 918 and lasted for 474 years. In fact, the word 'Korea' comes from Goryeo. During the Goryeo Period, merchants from China's Song Dynasty (960-1279) the Abbas Dynasty (750-1258) of ancient Arabia, and Southeast Asia actively traded goods at a Goryeo port called Byeongnan-do. Goryeo also founded Gukjagam in 992, one of the oldest educational institutions.

- **Joseon Dynasty - Korean Empire (1392-1910)**

The Joseon royal family maintained its patriarchal lineage for 518 years with 27 kings, from King Taejo, who reigned from 1392 to 1398, to Sunjong who reigned from 1907 to 1910. The Joseon Period (1392-1897) and the Korean Empire that followed (1897-1910) represent an era of artistic, agricultural, and commercial prosperity on the Korean Peninsula. Under the reign of King Sejong, who reigned from 1418 to 1450, the world's first rain gauge was invented, along with Hangeul, the Korean writing system, which is considered one of the most beautiful and scientific in the world.



04

04. Geunjeongjeon Hall, the main hall of Gyeongbokgung Palace, is National Treasure No. 233. This is where the king heard briefings from his officials, presided over major events, and received foreign envoys.

#### • Japanese Occupation (1910-1945) and The Independence Movement

Despite oppression from the force of colonization, Koreans never stopped their struggle to retake their freedom. The Provisional Government of Korea was established in 1919, which was based itself in China.

#### • Republic of Korea (1945-Present)

In 1945, Korea gained its independence, but unfortunately, the newly-formed republic was met with the devastating reality of fratricide and the division of the Peninsula. However, in later decades, Korea exhibited remarkable advancements in its political, economic, and social spheres. The country achieved democratization in the 1980s and experienced stellar economic growth known as the 'Miracle on the Hangang River' in the 1960s and the 1990s. It joined the Organization for Economic Cooperation and Development (OECD) in 1996 and hosted the G20 Seoul Summit in 2010. Starting as an agricultural country, Korea vastly advanced its manufacturing and engineering industries, and transformed itself into a major economy powered by scientific and technological innovation.

Along with the United States, Germany, the United Kingdom, and Japan, Korea is one of the 32 countries comprising the group of developed nations. It also became one of the top seven countries in the aerospace sector. On June 21, 2022, Korea put its first space launch vehicle, Nuri, into a 700 km orbit. On August 5, 2022, Danuri, Korea's first lunar mission, left for the Moon. Korea became the seventh country to launch a lunar mission after Russia, the United States, China, Japan, the European Union (EU), and India.

Part  
03.



· Encountering Tradition

Sometimes, the passage of time adds a unique charm to things. In Korea, in recent years, many time-worn housing districts and palaces are being renovated into attractive destinations where the past seamlessly blends with the present.



· Latest Hot Spots



· Museums & Art Museums

## Culture, Encounters Across Boundaries

Today, the world recognizes the artistic excellence of Korean culture. However, it should be noted that this artistic excellence was not achieved in a day. Koreans' unique artistic sensibilities can be traced back to the murals and artifacts from the Three Kingdoms Period found in ancient tombs, which grew and deepened throughout the Unified Silla, Goryeo, and Joseon periods. Today's Korean creators stand on the artistic foundation built by their ancestors. Much of Korea's culture and artistic heritage has been inscribed on UNESCO heritage lists. As of 2022, Korea has a total of 53 heritages registered on UNESCO lists: 15 World Heritages, 16 Memory of the World Heritages, and 22 Intangible Cultural Heritages.

01. The Moonlight Tour at Gyeongbokgung Palace is one of the most popular tour programs in Korea.

## Encountering Tradition

### • Joseon Royal Tombs Festival

Seoul has numerous palaces and royal tombs preserving the history and culture of the Joseon dynasty. In recognition of their superb historical value, these tombs made it into the UNESCO World Cultural Heritage list in 2009. Ancient palaces opened their doors to the public, serving as places for cultural experience and leisure. In October each year, nine royal tombs in Seoul (Donggureung, Seoreung, Seonjeongneung, Sejongdaewangneung, Yunggeolleung, Uireung, Taegangneung, Heonilleung, and Hongyureung) welcome visitors for the

01







**02. Jongmyo Jeryeak  
(Royal ancestral  
ritual music in the  
Jongmyo shrine)**

The Royal ancestral ritual held seasonally at the Jongmyo shrine involves the performance of the civil and military dances munmu and mumu. The former features quiet and gentle moves while the latter strong and powerful ones.

02

Joseon Royal Tombs Festival. The festival offers insight into the world of royal tombs, and looks back on the meaning of royal tombs with project mapping exhibits, drone performances, and high-tech shows inspired by Korea's royal culture.

• **Nighttime Palace Tour**

Royal palaces are an essential part of tourism in Korea, and they reveal their hidden charms after the sunset. Subtle lights and atmospheric sound effects give off a unique vibe to ancient palaces at night. In fact, royal palaces are emerging as new nighttime hot spots, according to social media. The four major palaces in Seoul (Gyeongbokgung, Changdeokgung, Changgyeonggung, and Deoksugung) and Hwaseong Haenggung in Suwon welcome visitors at night. Each palace offers unique tours, which visitors can book online at the palace website.

• **Gwanghwamun Square**

In August 2022, Gwanghwamun Square once again welcomed citizens after a renovation project. The vehicle lanes on the Sejong Art Center side have been blocked to free up space for pedestrians, opening up a route filled with history from the Statue of Admiral Yi Sun-sin to the Statue of King Sejong, the Gwanghwamun Gate, the Gyeongbokgung Palace, and the Bugaksan Mountain.

Many visitors from outside the country begin their Seoul tour at the square, as it offers easy access to various tourist attractions. This has helped the Square consolidate itself as a new landmark for the capital city.



**03. Sungnyemun Gate**

Seoul, the capital of the Joseon dynasty, was protected by a long stone wall with eight gates. Sungnyemun (Namdaemun or South Gate), literally meaning the 'Gate of Exalted Ceremonies,' is the Korean National Treasure No. 1.

**04. Gwanghwamun Square**

The road in front of Gwanghwamun Gate is the central space in Korea and is the most important place for people to gather, meet, and share news and opinions.



## Latest Hot Spots

### • Ikseon-dong Hanok Street

In recent years, Ikseon-dong Hanok Street has been in the spotlight as a popular place among young Koreans. Most of the alleys are so narrow that it is difficult to walk with more than three people side by side. This space, which was for working or living, has been reconstructed with modern elements into a space for new cultural consumption, providing unique enjoyment.

Located in Jongno-gu, Seoul, Ikseon-dong Hanok Street has been designated as the oldest hanok village and last hanok district in Seoul. In recent years, old hanoks have been renovated into restaurants, cafés, and cute prop shops throughout the maze-like alleys. As this hanok village is widely popular through social media, it is a must-visit attraction in Seoul.

01



01. Ikseon-dong consists of maze-like alleys lined with modernized hanoks which have been renovated into cafés and restaurants with a unique atmosphere.
02. Seongsu-dong, a former handmade shoe-making district has been transformed into a popular cultural space for young artists.



02

### • Mullae-dong, Regenerated by Art

Mullae-dong was originally home to a cluster of steel workshops. While many are still in business, some workshops have been remodeled into coffeehouses, restaurants, galleries, and workshops for artists and crafters in recent years, forming what Koreans currently know as the Mullae Art Village.

The area has consolidated itself as a major art-producing area represented by the Mullae Art Village, Mullae Art Fair, Mullae Art Festival, and Mullae Metal City Festival.



03

### 03. Hwangnidan Street, Gyeongju

Hwangnidan Street, where the foundations of old buildings can be found, has become a hot spot that boasts the unique attraction of Gyeongju through a regeneration project.

### • Nopo, Old Stores Serving Customers for Generations

Seoul is a history book in itself. It is a colorful tapestry preserving the 5000-year history of the Peninsula, including the Joseon and Goryeo dynasties. In the city, each and every alleyway, and even the trees on the street carry historical significance.

Such significance is exemplified by old stores (often called nopo), as they are living proof of the turbulent history of the city. These stores have become an enduring foundation of life for many, serving customers, their sons and daughters, and even their grandchildren.

### • Hwangnidan Street, Gyeongju

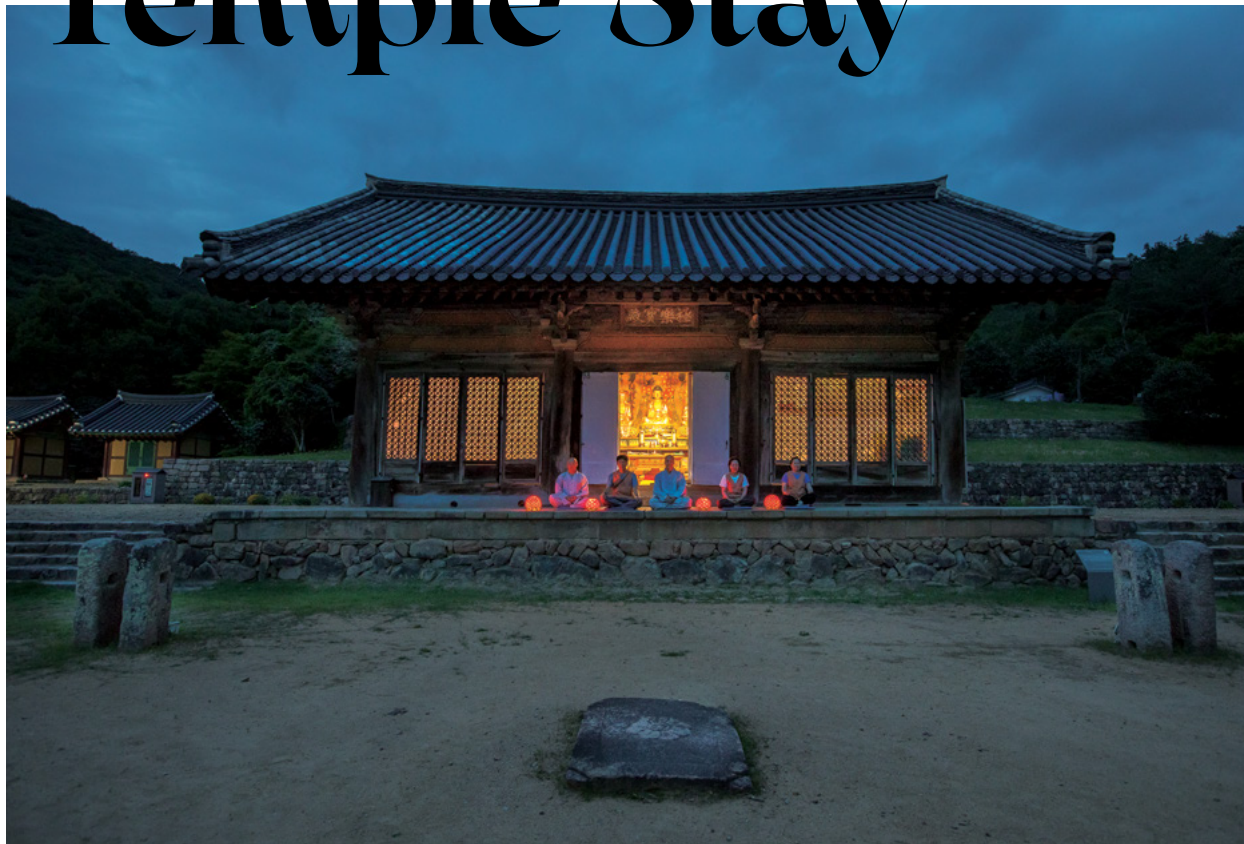
Hwangnidan Street is located in Gyeongju, a city that served as Silla's capital for a thousand years. Formed in 2015, Hwangnidan Street changed the face of tourism in Gyeongju as a place where visitors can enjoy past and present. In fact, the street has successfully overtaken the Bomun Tourist Complex as the leading destination for tourism. The street is home to numerous hanok accommodations, coffeehouses and restaurants, souvenir stores, and hanbok rental shops. It is also within walking distance from Daereungwon Ancient Tomb Complex (Cheonmachong), Cheomseongdae Observatory (Archaeological Area in Eastern Gyeongju), Donggung Palace, Wolji Pond, and Gyocheon Village.

In fact, some say that Cheomseongdae Observatory looks more beautiful at night when it is surrounded by light from the night lights. The view reflected on the Wolji Pond shows a beauty that transcends time and space.

### • PC Bang - Korea's Internet Café

According to various statistics, Korea is one of the top-ranked countries in terms of internet penetration. Despite the vast options to enjoy computer games at home, internet cafés or PC Bangs still attract countless Koreans today. For one thing, they are open day and night, all-year-round. In addition, each location is equipped with high-end PCs and an ultra-fast internet connection. The PC bang has become a multi-purpose cultural facility that offers not only games but also entertainment, rest, and a wide selection of other services.

# Temple Stay



04

#### 04. Temple Stay: an Experience of Tranquility and Rest

This representative traditional culture experience program offers the historical and cultural experience of 1,700 years of Korean Buddhism in a mountain temple.

#### • Baseball Stadiums in Korea

The chicken-beer combo (or chimaek) is one of the food combinations that represent the Korean culture. Korean baseball stadiums are as famous for their chimaek as they are for the games played there. A game of baseball takes several hours from start to finish, but spectators enjoy the long games eating chicken and drinking beer. The stadiums also offer various snacks for the visitors to enjoy.

#### • Clubs in Hongdae

Clubs in the Hongdae area are popular among young Koreans as places to enjoy dance and music. These clubs symbolize the free underground subculture of the area.

This subculture used to be confined to a relatively small number of enthusiasts. However, into the 2000s, it began to attract a much broader. Independent bands that played in the clubs of Hongdae also contributed to the unique atmosphere of the area.

Many travelers from other countries also put Hongdae clubs in their itineraries. On weekends, Hongdae streets are busy with people enjoying the area's club culture all night, and a large percentage of them are visitors from overseas.

#### • Temple Stay

Temple stay is a cultural tourism program where visitors stay at traditional temples and experience Korea's Buddhist and traditional culture. In addition, temples run temple stay programs for foreigners, offering easier access to Korea's Buddhist culture. Starting with the Jikjisa Temple in 2002, around 120 leading temples around the country have launched their own temple stay programs. Choose the temple to stay in and book a program, and you are all set to go.



**05. Seoul International Fireworks Festival**

This is the best fireworks show in Asia, where world-class fireworks companies are invited every year to display their fantastic fireworks in the night sky of Yeouido.

**• Seoul International Fireworks Festival**

One of the perks of living in Seoul is the chance to see the beautiful fireworks over the Hangang River at night. After a long hiatus due to COVID-19, The Seoul International Fireworks Festival returned on October 8, 2022, at the Yeouido Hangang Park in Seoul with more than a million visitors. Launched in 2000, The Seoul International Fireworks Festival has seen artists from across the country showcasing their firework pieces. Among the numerous fireworks with their vast array of color and striking patterns, the Korean team captivated audiences with unique shapes, luminescence, and movements. In addition, the fireworks are accompanied by laser shows and music, creating theatrical scenes that enthrall all those watching.

05



## Museums & Art Museums

Museums and Art Museums represent the culture and history of a country. Therefore, they also serve as measures for assessing the level of cultural maturity. That is why people visiting other countries tend to visit museums and art museums first.

As of 2022, Korea has a total of 1,171 museums and art museums across its 17 major cities and provinces (52 national museums, 462 public museums, 537 private museums, and 120 university museums).

### • National Museum of Korea

First established in 1945, the National Museum of Korea (NMK) relocated to Seobinggo-ro, Yongsan-gu, Seoul in October 2005, on a 300,000 m<sup>2</sup> site. It currently holds around 400,000 artifacts. One of the most popular exhibition spaces in the NMK is 'A Room of Quiet Contemplation,' hosting two gilt-bronze statues of Maitreya in Meditation created during the Three Kingdoms Period (late 6th century - early 7th century). These statues are held in high regard owing to the outstanding techniques employed, the simple yet lifelike expressions, and the extravagant yet restrained aesthetics. They symbolize humankind's anguish and realization about the four phases of life: birth, aging, illness, and death.

The main passage in the middle is flanked by permanent exhibition halls including: Prehistory and Ancient History, Medieval and Early Modern History, Donated Collections, Calligraphy and Painting, Sculpture and Crafts, and World Art Gallery. It takes around seven days to appreciate them in full, so it would be wise to plan which halls to visit prior to your arrival.

01



### 01. National Museum of Korea

You can fully enjoy six permanent exhibition halls presented by era and theme, a special exhibition hall that features a variety of content, a children's museum where you can enjoy and learn with all five senses, and immersive content using cutting-edge technology.





02

#### 02. National Hangeul Museum

The museum provides exhibitions, experiences, and learning opportunities to illuminate the history, values, and excellence of Hangeul, Korea's system of writing.

#### • National Hangeul Museum

Located in Yongsan-gu, Seoul, the NHM organizes and offers various exhibitions that shed light on Hangeul from diverse perspectives. In addition, the museum works with visual artists, crafters, fashion designers, musicians, and other artists to create content highlighting the excellence and beauty of Hangeul. The museum also maintains a vast collection of important pieces of hangeul's history, including a hangeul letter written by King Jeongjo, a letter from Princess Deogon's family, Cheongguyeongeon, which is a collection of song lyrics from the late Joseon period and Malmoi, written and collected by Ju Si-gyeong and his students as part of their efforts to publish their own Korean dictionary.

#### • National Museum of Modern and Contemporary Art, Korea

MMCA Seoul serves as one of the institutions that represent Korean contemporary art while also offering an overview of contemporary art across the world. In addition to exhibitions, the museum runs a wide range of programs including symposiums, art film screenings, and hands-on education programs. MMCA Deoksugung specializes in Korea's modern art between 1900 and 1950. MMCA Gwacheon hosts 'The More, the Better,' an art video by the globally renowned media artist Paik Nam June. 'The More, The Better' was deactivated due to monitor failures, however after three years of restoration, the piece was reactivated on September 15, 2022, and reintroduced to the public. MMCA Cheongju is Korea's first storage/museum specializing in the storage and preservation of artworks.

Part  
04.



Korean  
Wave

Korea has become a trendsetter of global culture. The mere addition of the prefix 'K' is often enough to pique curiosity



· K-Pop:  
From Local to  
Mainstream



· K-Drama:  
Enthralling  
Variety



· K-Film:  
Genres Beyond  
Boundaries

## Korea, Local to Global

The Korean Wave, or Hallyu, is a term that represents the global popularity of Korea's cultural content. Since the late 1990s, Korean TV shows and pop music have drawn considerable attention in China, Taiwan, Hong Kong, and Japan. Today, Korean content and artists are expanding their influence, garnering enthusiastic responses from across the world. The Korean Wave continues to captivate people around the world with the beauty of K-Culture.

01. Debuted in 2013, BTS is one of the world's top boy bands. With a global following calling themselves the 'Army,' the group is regarded as one of the most popular music acts of the 21st century.



02. In September 2022, with their second album, BLACKPINK rose to No. 1 in the Billboard 200 Chart of the United States and the UK Official Album Chart.

# K-Pop

## • K-Pop: From Local to Mainstream

BTS and BLACKPINK represent the Korean musical wave. In August 2020, BTS became the first Korean musician/group to top the US Billboard Hot 100 Chart with their single 'Dynamite.' 2021 was a monumental year for BTS, the Korean Wave, and Korean pop music in general. BTS released two singles, 'Butter,' and 'Permission to Dance,' and both rose to No. 1 on the Billboard Hot 100. 'Butter' stayed at the top for ten weeks in total, which is the longest record among songs released in 2021. In fact, 'Butter' was ousted from the top position by none other than their new single 'Permission to Dance,' which was once again replaced by 'Butter' when it reclaimed the top. BTS is the first musician/group to have their songs alternately top the Hot 100 chart for two weeks.

BLACKPINK's second album Born Pink, released in September 2022, rose to the top of the Billboard 200 chart, and No. 1 on the UK Official Album Chart. BLACKPINK became the first girl band to top Billboard 200 since 2008, and the first-ever Asian female artist/group to win both charts. In August 2022, for the first time for Korean girl groups, BLACKPINK won two awards

at the 2022 MTV Video Music Awards (VMA): Best Metaverse Performance and Best K-Pop Song. K-Pop has been expanding its influence across the world. In 2019, the MTV VMA added Best K-Pop as a new category, and the American Music Awards created its own K-Pop category in 2022.

#### • K-Drama: Enthralling Variety

Korean TV shows have been widely loved by viewers outside the country since the late 1990s when shows such as 'What Is Love,' 'Winter Sonata,' and 'Dae Jang Geum' were aired. Now, shows such as 'My Love from the Star,' 'Descendants of the Sun,' 'Crash Landing on You,' 'Itaewon Class,' 'Extraordinary Attorney Woo,' and 'Reborn Rich' are keeping the K-Drama fever alive.

K-Drama fever is burning even hotter with the emergence of OTT (Over The Top) streaming services such as Netflix. In 2019, Netflix's first original Korean series Kingdom was widely recognized for its well-written script and superb direction, and contributed to the birth of the new 'K-zombie' genre.

01



52

Welcome to Korea

Korean Wave



02

#### 01. Squid Game

Squid Game broke all records after its first release and became a worldwide hit.

#### 02. The Glory

The Glory became one of the most viral drama series in terms of news coverage, social media coverage, and clips.

Released on September 17, 2021, Squid Game exceeded all previous records associated with global streaming content. Squid Game was watched by a whopping 100,000,000 households during the first 28 days after its release, making the series the first to achieve that mark. For the first time, a non-English drama won six Emmys, including Best Director and Best Male Performance. In addition, Los Angeles designated September 17 as Squid Game Day, the first day to be set aside to celebrate a TV show. Another show, 'The Glory,' was released on Netflix in December 2022, further fueling the K-Drama Phenomenon by both going viral and attracting viewers to the service. In April 2022, Apple TV+ won global attention by releasing Pachinko, a TV series in which the tech giant reportedly invested KRW 100 billion.

K-Drama



## • K-Film: Genres Beyond Boundaries

On May 28, 2022, at the 75th Cannes Film Festival, director Park Chan-wook won Best Director for his film 'Decision to Leave,' and actor Song Kang-ho was named Best Actor for his performance in the film Broker. For the first time in Korean history, two Koreans received awards at the same Cannes Film Festival.

The global interest in Korean films steadily grew after a series of successes at international film festivals in the 2000s. Korean films and filmmakers have been recognized multiple times by the three major film festivals: Berlin Film Festival, Cannes Film Festival, and Venice Film Festival. The Korean film industry mesmerized film enthusiasts with the works of such renowned directors as Lee Chang-dong, Bong Joon-ho, Park Chan-wook, Hong Sang-soo, and Kim Jee-woon, and their high-quality production and distinguished storytelling. The psychological barrier of the need to watch subtitles has been

# K-Film



01



02

### 01. Broker

Actor Song Kang-ho, who appeared in Broker, won Best Actor at the 75th Cannes Film Festival.

### 02. Decision to leave

World-renowned director Park Chan-wook, who directed the film 'Decision to Leave,' won Best Director at the 75th Cannes Film Festival.

significantly lowered with the increase of global interest in Korean films. In 2021, Minari, directed by the Korean-American director Lee Isaac Chung and starring many Korean actors, won more than 100 awards at numerous film festivals and awards, including the US Dramatic Grand Jury Prize and the US Dramatic Audience Award at the 2020 Sundance Film Festival. The public attention regarding the film concentrated on Youn Yuh-jung, a Korean actor with 50 years under her belt who wowed the audience with her stellar performance. Youn was nominated for more than 50 awards in North America and won more than 30 of them. In addition, she went into the global spotlight by winning the Screen Actors Guild Award and Best Supporting Actress at the Academy Awards. She was also named one of Time's Most Influential People in 2021.