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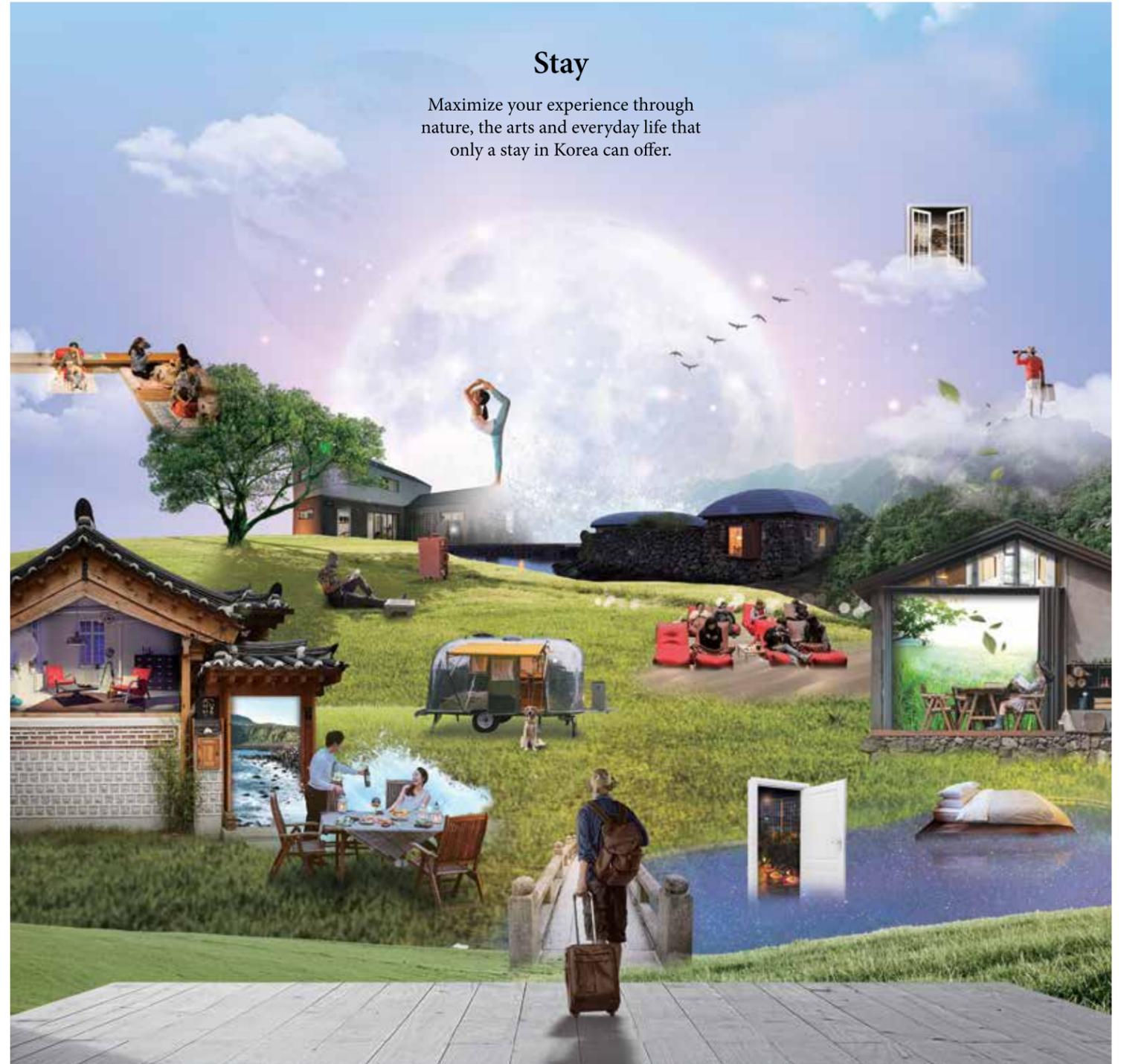
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KOREA

August 2018

Stay

Maximize your experience through nature, the arts and everyday life that only a stay in Korea can offer.



Publisher
Kim Tae-hoon
Korean Culture and Information Service

Executive Producer
Park Byunggyu

Producers
Kim Dongman, Im Jewoo, Jeon Jeongeon

Editorial Advisors
Lee Kun-Pyo, Park Pumsoun, Daniel Tudor

Advisors
Cho Won-hyung, Lee Suwan, Park Inn-seok

Email
webmaster@korea.net

Magazine Production
Hongcommunications

Editor-in-Chief
Park Sangho

Production Supervisor
Jeon Minje

Editors
Park Jiyeon, Kim Samuel, Lee Hwa-jeong

Copy Editor
Gregory C. Eaves

Creative Director
Kang Taehee

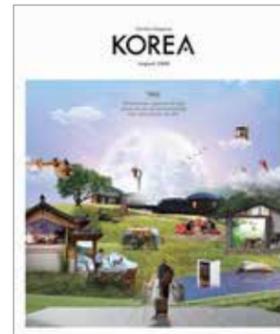
Cover Design
Son Wontack

Designers
Song Boyoung, Kim Kimin

Photographers
Studio Kenn

Cover Story

Stay We would like to invite you to explore beyond a simple 'stay' and experience Korean culture more deeply. Discover the hidden gems of Korea with its beautiful nature, enduring traditions, and the everyday life of ordinary people. Through every open door, feel the vibrant energy of nature that welcomes you and get a glimpse of simple yet dynamic local life. For those who visit, an unpolished but genuine experience will help you relax and get a real taste of what Korea has to offer. Why don't you invite yourself for a Korean style stay?



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**“A good traveler has no
fixed plans and is not
intent on arriving.”**

Lao Tzu

Cut Yourself Some Slack

Has travel ever felt like an assignment you have to complete? Have you ever skimmed through a beautiful landscape without letting your heart take it in? When you visit Korea, stop pushing yourself and cut yourself some slack. Nothing is missed even when relaxing is all you do. That will, in fact, be a significant part of your journey.

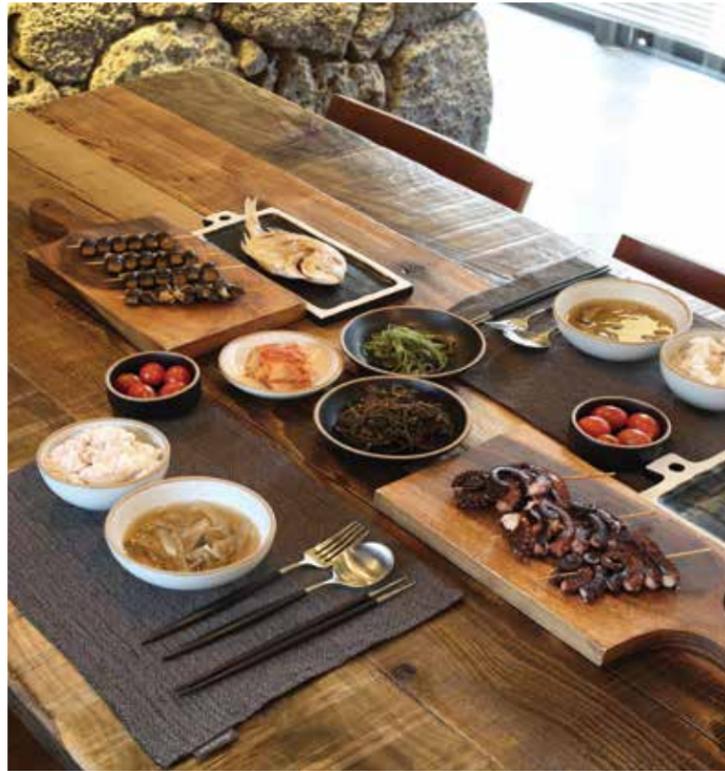
Others will sit and sleep where you have. It will become the place for them to embark on their own journey. It is the combined experience, yours and theirs that creates a whole new story. So, let yourself appreciate the simple life, human interaction, and genuine happiness during your stay in Korea.



Photo Essay

Stay

You are where you stay. By staying in Korea,
you become part of us.



Every trip to Korea is special. We provide more than just accommodations, allowing you to have an authentic traditional experience.

Where you stay helps you to build your story. Unobstructed by anyone, the place exists solely for you.

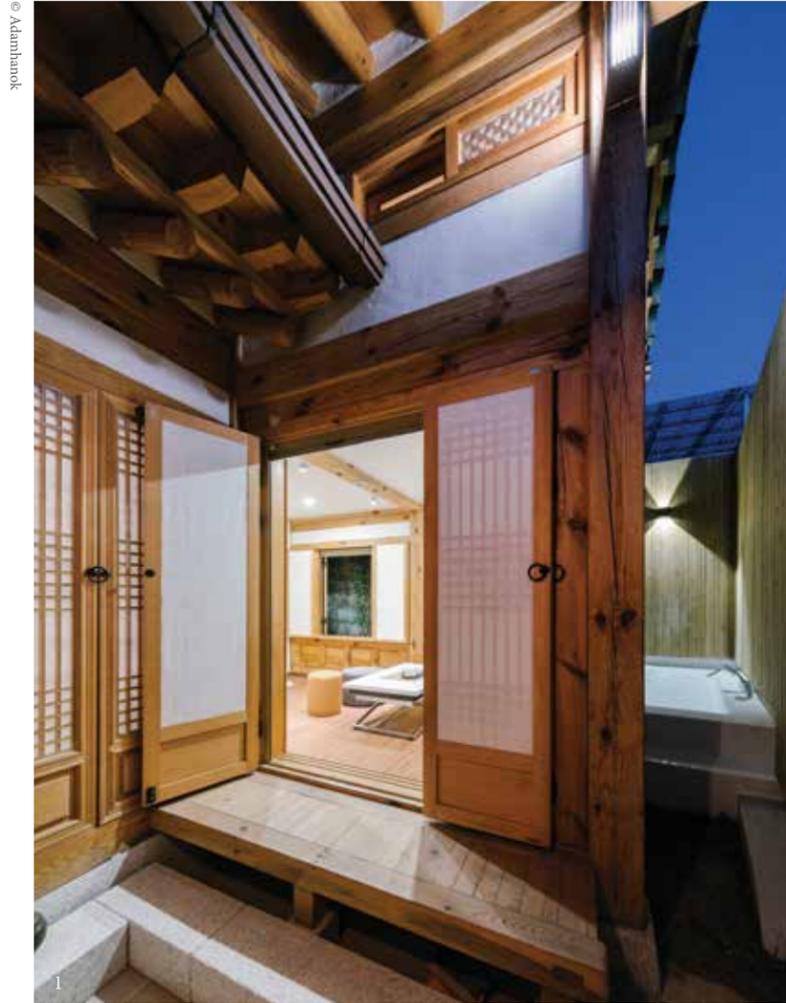


© Studio Kamm

Making the Most out of Your Stay in Korea

Today, accommodations are not merely a place to spend the night during your trip. Places are perceived as destinations in and of themselves, rather than a means of promoting travel. Unique accommodations that reflect regional characteristics and cater to the needs of travelers have become an important criterion in choosing a travel destination. Accommodations continue to evolve, extending beyond the primary function of providing travelers with a place to sleep. Travelers head to unique spaces to interact with people from around the world and to immerse themselves in local color.

Written by Lee Sang-mook, CEO at Stayfolio



1. A cozy Hanok guesthouse. The spacious features of the room make you feel more relaxed.

Accommodations Infused With Local Values

A memorable night's stay at a guesthouse or B&B can be achieved by having a heart-to-heart conversation with fellow travelers, cooking outdoors, throwing a party, reading a book, or listening to music by your favorite artist. At least, that's how it was until a few years ago. Shifting away from traditional types of accommodations, private houses have emerged as a unique

alternative to hotels and inns.

Jeju Island, home to a variety of unique accommodations, is a hot destination. Many travelers book a stay in a building designed by the famous Japanese architect Jun Itami to experience the hotel itself, rather than nearby attractions. The roof resembles the island's volcanic cones, and the guest rooms provide unique features that integrate elements from the surrounding landscape.

Recently, stone houses on Jeju Island that double as private rental homes have been remodeled to accommodate modern lifestyles. They are not only convenient places to rest, but also provide a chance to get more acquainted with Jeju itself through the traces of time embedded in the stones. One traditional accommodation in Jocheon-eup, under the theme of "immersion in local life," has furniture made out of former wooden floor boards and a wooden main gate, preserving the centuries-old rafters and columns. Guests are offered useful travel tips on lesser-known alleys and small villages.

The city of Andong in Gyeongsangbuk-do Province is no exception. A new type of accommodation is the *gotaek* resort, which literally means "old house resort." From the name alone, you can tell that these types of B&Bs aim to strike a balance between tradition and modernity. The city, which has gained a reputation as the capital of Korea's spiritual traditions, is doing its part to preserve the historical value of old houses. The *gotaek* houses are a good example of how old, unused spaces can be reborn to attract more tourists to the region.

Smartphones, Navigation Devices, and Gen Z Consumers

One recent trend is hyper-personalization, which has developed with the advent of the fourth industrial revolution. Diversified

2. The neon sign for the Nakwonjang guesthouse. The light from the neon sign creates a dreamy vibe around the building.
3. The inside of the Ihwaruae guesthouse. Works of art, like paintings and books, are exhibited on the wall.

individual lifestyles have led to a higher demand for content, customized services and instantaneous AI responses to any query. With the transition from an "age of possession" to an "age of experience," the emergence of Airbnb and Instagram have expanded the genres of accommodation available to the standard backpacker. New marketing methods and a sense of community have created accommodation choices that bring together people of similar lifestyles and preferences.

One B&B in Ikseon-dong, Seoul, is worth mentioning. Ikseon-Dada, a team formed to modernize the old spaces in Ikseon-dong, led a crowdfunding project to upgrade an old inn. After purchasing the building, the team received funding from 40 young investors. The inn is now in business, and actively cooperating with nearby

shops and restaurants. In the age of hyper-personalization, this creative approach to securing funds was the key to the birth of a new cultural space in the neighborhood.

The "maker movement," too, which transforms a region into a cultural hub based on an individual's creative ideas, is contributing to the rising popularity of such micro-hotels.



- 4. Coffee beans are ground by hand.
- 5. The aged look of the Ihwaruae guesthouse makes you wonder what stories it might be privy to.
- 6. A guest enjoys their stay at a guesthouse with a clear view of nature.

Co-Existence With Historical and Cultural Heritage

In 2018, Seoul hopes to have the 600-year-old Hanyangdoseong Seoul City Wall included on UNESCO's official World Heritage List. One issue that has come under the spotlight is the preservation of its historic value, along with the management of the surrounding buffer zone.

On a separate note, the Ihwa Mural Village has turned into a cultural space thanks to the efforts of its residents. The re-opening of old houses as cafes, galleries and guesthouses has generated profit for the neighborhood. The Ihwa-dong Village Museum was a solution to achieving peaceful co-existence of the neighborhood and the old Seoul city wall. Against this backdrop, the neighborhood's accommodations hold great significance. Traditional Japanese houses were restored while remaining in harmony with the neighborhood's scenery. Visitors who step inside a tiny room, called *jjokbang*, are pleasantly surprised, as it is very different from what they had imagined. Tourists are drawn to Ihwa-dong for its historic charm, the integration of "party" and "stay" in its available accommodations, and efforts to preserve Korea's cultural heritage.

Based on the above experiences, Seoul will devise measures to build a "fortress neighborhood" that exists in harmony with the historic Hanyangdoseong wall itself.

Dreaming of a Town Hotel

While most urban hotels connect guest rooms using a vertical elevator, town hotels have created a paradigm shift by connecting alleys in a horizontal manner. Hanare, a hotel by Hagiso in Tokyo, is a guesthouse under the slogan of "the whole town can be your hotel." It offers the opportunity to

explore an entire town, including baths, restaurants, shops, and to enjoy a range of cultural activities.

In Korea, Seochon Village is planning to establish a neighborhood hotel that connects local shops and activities in traditional Korean houses, cafes and restaurants. The friendly concierge will provide recommendations of restaurants, bars and shops. Tourists can try a variety of activities in traditional Korean houses and rent a bicycle to explore the neighborhood. Instead of simply spending the night at a hotel, they will be able to get a taste of the local life.

Driven by the Design of Experience

Word-of-mouth is essential for the success of such accommodations. Of course, some accommodations may do well even without advertising. The experience begins from the moment you make a booking, and the first impression counts toward creating a sense of home. The thought that goes into the smallest of details is what moves the hearts of travelers. It is the hosts who have the power to make that difference. Some hosts integrate their experiences from abroad, emulate the atmosphere of a cafe or restaurant, or even draw inspiration from museums and galleries.

In the age of hyper-personalization, accommodations will have to place greater emphasis on value, branding and their relationship with the local community. More and more people are beginning to recognize messages relevant to their needs amid the vast trove of information that's available online. To provide travelers with a better experience, hosts are exerting more effort and ponder the question, "How can I help my guests spend a memorable night that goes beyond simply 'staying' here?" 🌟

© Daily song dang



4

© Ihwaruae



5

© Daily song dang



6

Neighbor

Many people around the world dream of quitting their job someday, but most lack the money to do so. Kim Ah-ram, the founder of The Bungalow and Le Lit, used to work at an office job, too. While trying to find her calling in life, she realized that her job was not what fueled her passion. After bravely leaving her job, she is now the proud host to travelers from around the world.

Written by **Lee Hye-min** Photographed by **Studio Kenn**

Come and Rest in Your Second Home

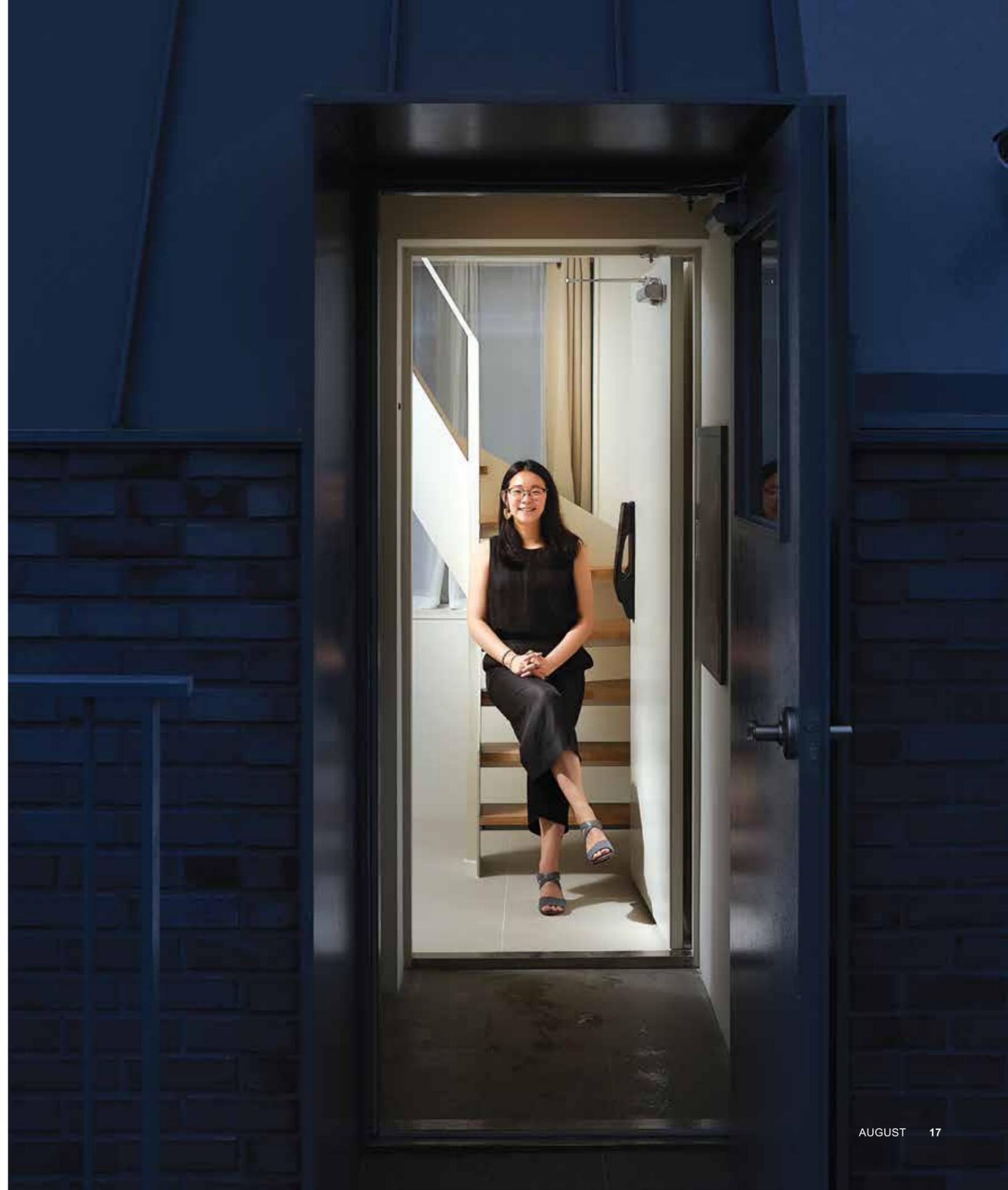
Kim Ah-ram, founder of Bungalow and Le Lit

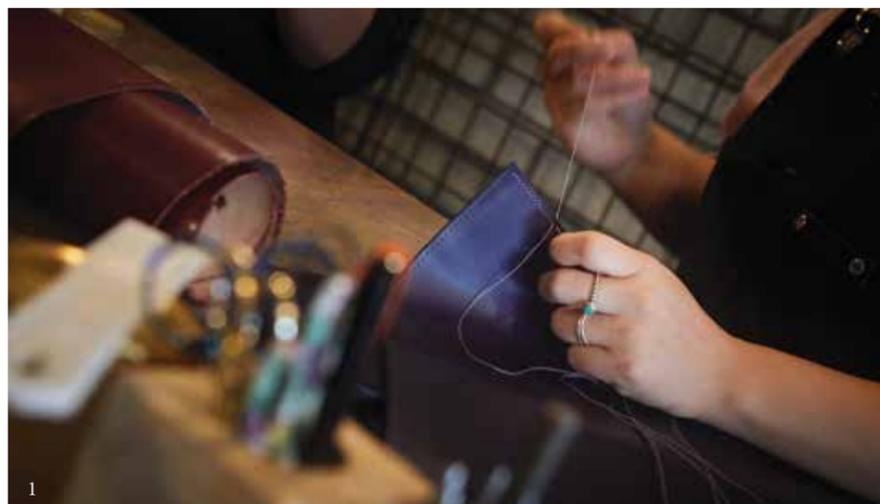
Please share with us why you decided to quit your job and open a guesthouse for travelers.

When I was in college, I had no idea what to do for a living. After attending a student exchange program in Paris, I wanted to be a curator, but my parents told me to pay for my own tuition if I wanted to pursue graduate studies. That's why I had to find a company to work for. Surprisingly, I found myself enjoying work. I even organized a club to learn to play the flute with my colleagues, although I left them shortly afterward. Working life wasn't that bad. The problem was that it didn't make my



heart beat. I still didn't know what I wanted to do. I chose to quit my job and enter graduate school. Before my first semester started at school, I had plenty of time for five months, and that's when I started my first business, offering up a place to rent through Airbnb. I rented out a studio apartment, and painted the walls myself. I went to the market to get house supplies, such as doorknobs or curtains at the market, which was a new experience for me. Before that, I thought I wasn't a people person. However, through my first business experience, I realized how much I enjoyed interacting with people.





1. The leather workshop in Bbungalow.
Handmade leather goods provide a unique experience for the guests.
2. The locals enjoy their leather classes.
3. Chairs in the common room at Bbungalow welcome guests to Seoul.
4. The color schemes in the rooms at Le Lit are all defined by the room's theme.

What were some of the challenges you faced starting a guesthouse in a studio apartment?

Actually, Bbungalow was quite successful from the start. I decided to open a guesthouse in a studio apartment, and discovered the building where Bungalow exists today. Businesses in that location didn't have a history of being successful, but it wasn't the case for Bbungalow.

I think it was because there weren't many guesthouses for backpackers back in 2013 in Korea. I also opened a gallery on the first floor of the building, and this helped to attract more guests. I made the space available for free to emerging artists, so as to do my part for supporting the local community and, ultimately, to sustain my business. Since there was a bar on the second floor, people heading to the bar had to pass through the gallery. The artistic works created a positive image for Bbungalow, and, in a way, I had fulfilled my old dream of wanting to be a curator. The gallery has now been replaced with a leather workshop, which adds to the hip atmosphere of the neighborhood. Since all the guests at Bbungalow are travelers with an open mind and easy to get along with, I seldom have difficulty with my guests. I sometimes have my share of problems in managing the building, but nothing significant.

There are many guesthouses these days. What makes Bbungalow different?

Bbungalow is not by the main road, but in the middle of a neighborhood. Since those who visit Seoul are interested in experiencing its heritage, arts and traditions, I try to convey to them a sense of the local way of life. Another advantage of the location is that it's quiet. The motto of Bbungalow is "Your second home in Seoul, Bbungalow." I try my best to provide

a comfortable environment for the guests and to treat them like friends when that's needed. The guests have access to a very detailed manual, which covers the basic essentials. I'm always available if they get lost or need any help. I also pay attention to cleanliness. I think that's what makes it different than other guesthouses and why we have a lot of second visits.

Were there any memorable guests?

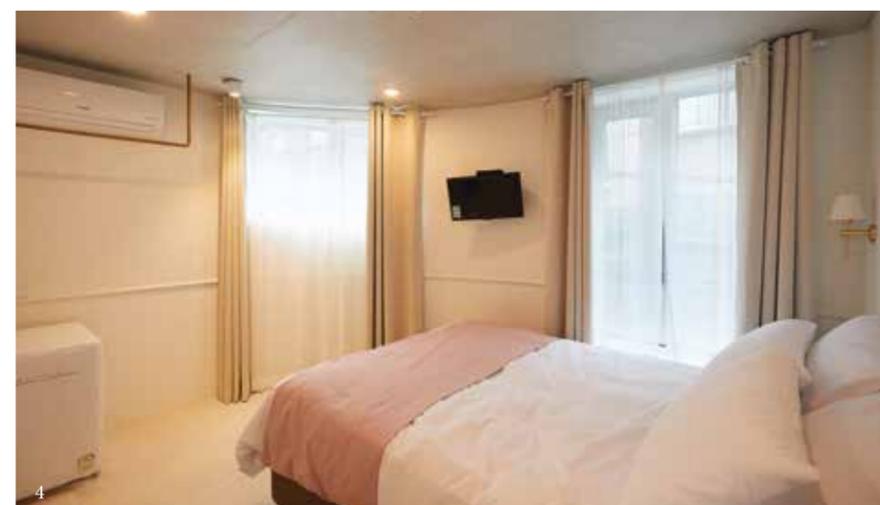
Many guests choose to stay at Bbungalow on their second visit to Korea. It's always my pleasure to see the guests once again. Among many of them, I remember a couple from Singapore who stayed here when Bbungalow first opened, and they continue to keep in touch with me today. They are now married, and we hang out together whenever they visit Korea. There was another guest who made a booking when I was pregnant. I gave her some travel tips, and we got to know each other ahead of the trip. When she saw my profile picture, she asked if I was pregnant. To my surprise, she came to Bbungalow with a bag of gifts for my baby. We have become good friends since then.

You recently opened a boutique hotel. What did you have to pay attention to the most?

Bbungalow was intended to feel like a second home. That's why it's in a quiet spot of a neighborhood. For the boutique hotel, I paid attention to branding. One of my favorite artists is Henri de Toulouse-Lautrec who drew the poster for the Moulin Rouge. The hotel is named after one of his works, Le Lit, which means "the bed." I chose pink, beige and gold based on the colors in the painting. Since the painting is from the 1890s, I used a font that was created at a similar time. The hotel is a re-creation of my favorite painting, and it holds a special place in my heart.

“ I try to convey to them a sense of the local way of life. ”

Tell us more about your future plans.
I plan to continue opening more guesthouses. My goal is to make travelers feel at home in Korea and that will remain unchanged wherever my guesthouses will be. For now, however, I want to focus on managing Le Lit and Bbungalow. In Europe, there are many beautiful and clean guesthouses, a pattern that I hope to see in Korea. Be it a hotel or a guesthouse, I would like visitors to Korea to have a complete experience of the true Korea during their stay here. 🇰🇷



© Bbungalow

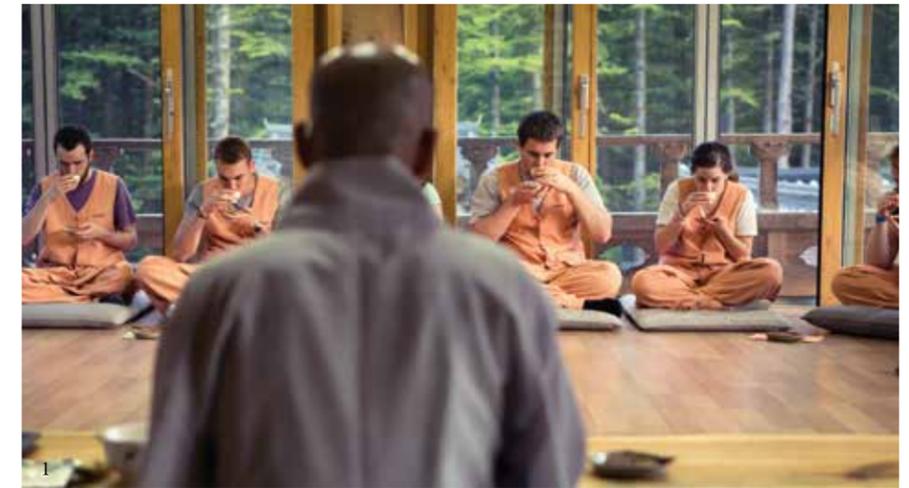
The Temple Stay program is one way of putting Buddha's teachings into practice. It is at this very moment that we should strive to create happiness. If you get a chance to visit Korea, be sure to spend a night at a temple through the official Temple Stay program. The ringing of the temple bells at dawn will cleanse your soul and be a cherished memory for years to come.

Written by **Jang Bo-bae**, former PR coordinator for the Temple Stay program

photo courtesy of Cultural Corps of Korean Buddhism



Temple Stay Defining Your Own Happiness



1. Temple Stay participants enjoy a tea ceremony.

Temple Stay, Journey to True Happiness

That which makes us happy can be simpler than you think. It can be a lazy afternoon nap, a hearty meal, a cool breeze, or the chirping birds in the woods. Recently, young people have picked up the trend of finding happiness in simple things. The growing rate of unemployment has left young people anxious about their lives. Despite the uncertainty of their future, they are trying to define their own happiness and pursue it, too. Interestingly, the philosophy behind the Temple Stay program struck a chord with what these people need: self-discovery and true happiness.

The Temple Stay program presents an opportunity to experience a different life style in a real Buddhist temple. The Temple Stay program began in 2002 when Korea hosted the FIFA World Cup together with Japan. The significance of the program was not only in the birth of a new themed tourist attraction, but also in the opening of temples for the first time in the 1,700-year

history of Buddhism in Korea. The Jogye Order of Korean Buddhism, Korea's largest Buddhist organization, decided to open up temples to the general public, which gave a great boost to the Temple Stay program. This helped promote a positive image of Korea, just as the government wanted to achieve during the World Cup.

Cultural and Spiritual Experience

At the time there were concerns over whether non-Korean visitors would enjoy staying in an unfamiliar religious center in a foreign country. However, for a period of about a month during the 2002 World Cup, the Temple Stay program attracted more than 1,000 non-Koreans and some 10,000 Korean tourists. The wide coverage of the Temple Stay program in major non-Korean news outlets, like CNN, The New York Times, the BBC and NHK, helped to raise awareness of Buddhism in Korea itself. Moreover, a 2009 OECD report titled "The Impact of Culture on Tourism" selected the Temple Stay program as one of Korea's



2. Beopjusa Temple. A magnificent Buddha statue is standing solemnly.

3. Samhwasa Temple. You can hear your thoughts more clearly while walking along the shore.



3

most successful tourism products.

The essence of a Temple Stay is its cultural and spiritual value. With a rich history of some 1,700 years, Buddhism in Korea generally teaches the Mahayana tradition and practices Hwadu meditation. The widespread influence of Buddhism is evident across Korea's many national treasures and cultural properties. The immense success of the Temple Stay program over the past 16 years can be traced to the Buddhist spirit of compassion and co-existence.

When we talk about the Temple Stay program, many people conjure up an image of a grave-looking monk meditating in search of enlightenment. Of course, that can be part of the experience for those interested in meditation. However, the temple stay program consists of more



4

4. Woljeongsa Temple. A Temple Stay participant meditates.

5. Songgwangsa Temple. Participants in this Temple Stay program talk about their experience.



5

activities than you can imagine. It has been popular among all groups of people for more than a decade because it presents an array of various activities, and at the same time, offers rest and relaxation.

Don't Delay Your Happiness

Some time ago, the coordinator of a Temple Stay program said to me, "If there are participants who seem tired, we just let them rest. We give them their meals and send them to bed. We don't force them to do anything. After all, the purpose of the program is to restore their energy for daily life."

Because of this aspect, the Temple Stay program has already gained a reputation as

a tourist experience that heals your body and soul.

At temples, you can take a walk in the forest, drink some tea with the monks, spend some time meditating, or explore the well-preserved artifacts. You can also go bird watching, or dip your feet in a cool stream and splash about like a child. If you're interested in vegetarian cuisine, you can head to the kitchen to learn some traditional recipes handed down from monk to monk. The activities are simple and modest, which allows you to focus and listen to your inner self.

As you have conversations with the monks around you, you will catch glimpses of their wisdom and philosophy. Are you

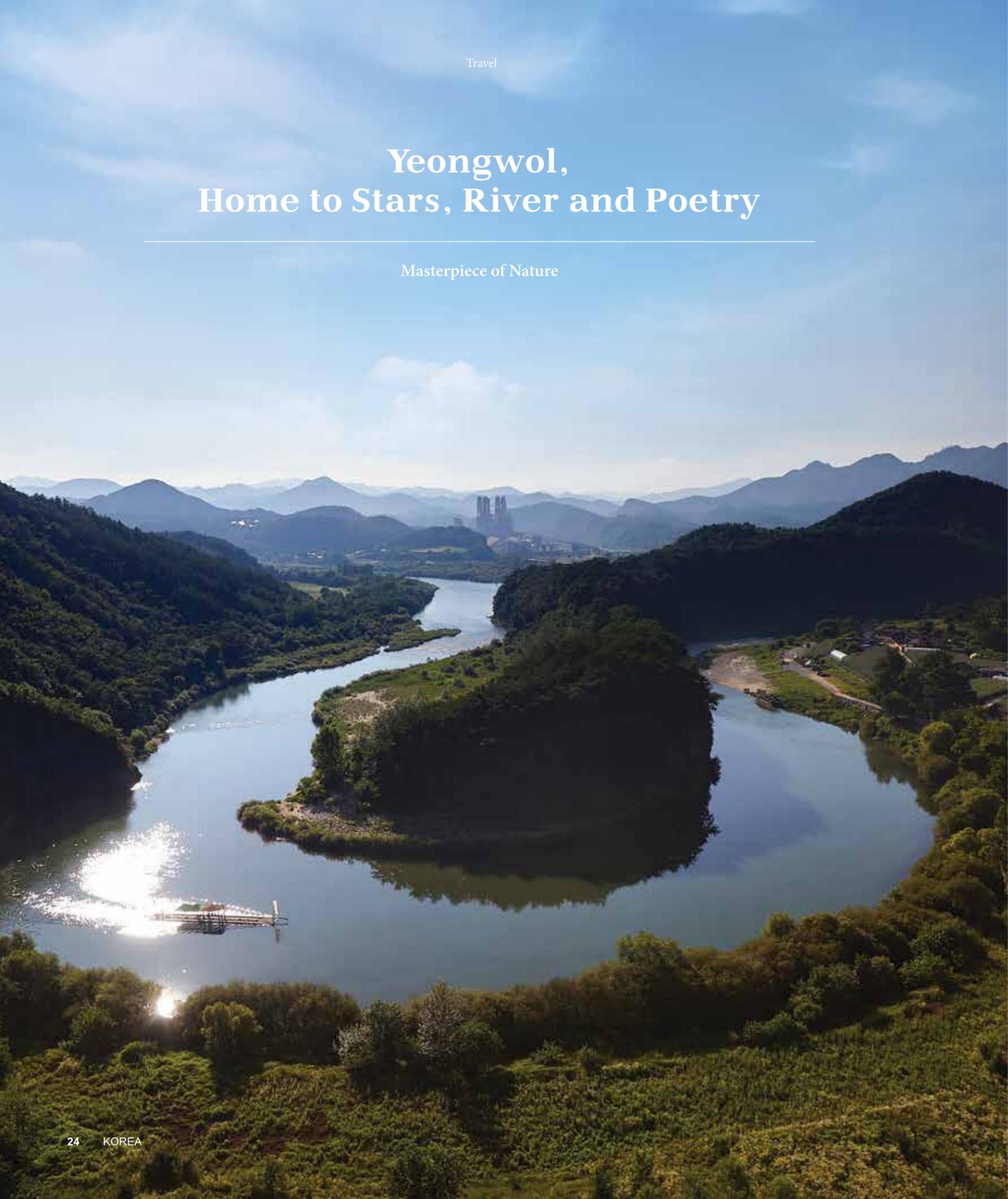
hesitant to share your life story with a stranger? You will be surprised at how much you can share and learn over a warm cup of tea.

"Yesterday is gone. Tomorrow has not yet come. We only have today to love." Buddha's message was simple. Perhaps the Temple Stay program is meant for us to put those words into practice. It is at this very moment that we should strive to create happiness.

If you get a chance to visit Korea, be sure to spend the night at a temple through the Temple Stay program. The ringing of the temple bells at dawn will cleanse your soul and be a cherished memory for years to come. 🙏

Yeongwol, Home to Stars, River and Poetry

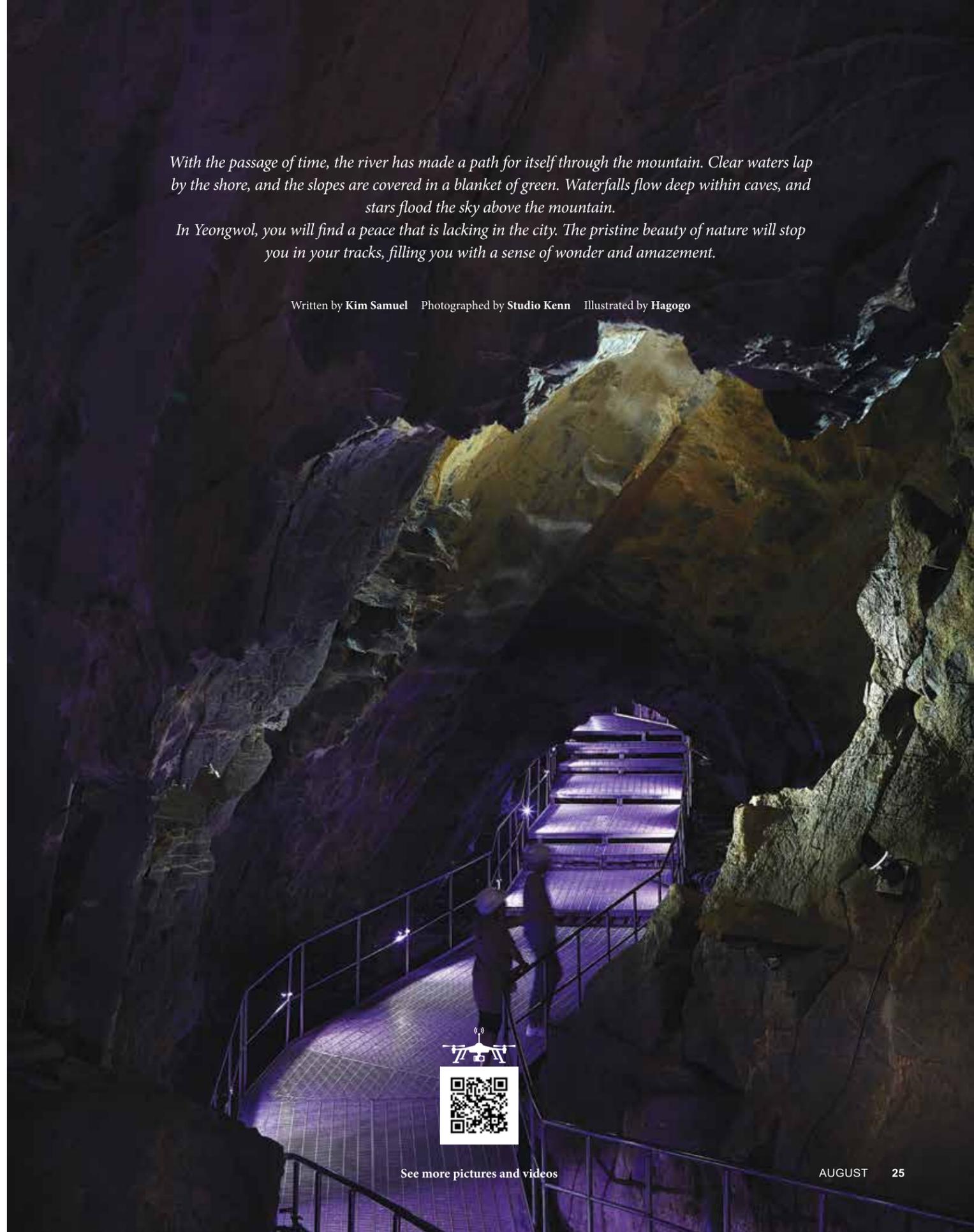
Masterpiece of Nature



With the passage of time, the river has made a path for itself through the mountain. Clear waters lap by the shore, and the slopes are covered in a blanket of green. Waterfalls flow deep within caves, and stars flood the sky above the mountain.

In Yeongwol, you will find a peace that is lacking in the city. The pristine beauty of nature will stop you in your tracks, filling you with a sense of wonder and amazement.

Written by **Kim Samuel** Photographed by **Studio Kenn** Illustrated by **Hagogo**



See more pictures and videos

Yeongwol, Home to Stars, River and Poetry

Masterpiece of Nature



Kim Satgat Historic Site
Where Past and Present Meet

"Admiring the mountain is easier on a lazy horse, so I hold back my whip and go slow." This line is taken from a poem written by Kim Satgat, a vagabond poet from the late Joseon dynasty. His real name was Kim Byeong-yeon, but he is better known as Kim Satgat because he always wore a satgat, which is a traditional bamboo hat. He traveled across the country, with nothing on him except his trademark hat and a bamboo cane. While most classical poems were political or excessively polished back in his time, Kim's works were tributes to the lives of commoners and to the beauty of nature.

The Kim Satgat Historic Site is a restoration of Kim's former residence, and features a good selection of his works. The Kim Satgat Festival, held annually in October, offers the opportunity to immerse yourself in the poet's works through a variety of activities such as rice cake making, crafting, a traditional wedding experience, and folk games.



Yeonha Valley
A Resting Place Created by Nature

Unlike rivers, valleys come with more elaborate scenery. Yeonha Valley, a resting place created by nature, contains a wealth of deciduous trees and moss-covered rocks that glisten in the sun. It does not run out of water even during the worst of droughts. Try dipping your feet in the clear waters, and you will soon forget that it is summer.

As you follow the stream from the entrance of the valley, you will naturally grow curious as to where it all begins. The valley is not that large, but connects to several waterfalls. Among them is the 6-meter Yongso Falls, which is said to have been created when a dragon stepped on a rock while rising to the sky.

With facilities such as portable restrooms and a flood warning system, visitors to the valley will be able to rest and relax while keeping safe.



Cheongnyeongpo Cape
A Tile-Roofed House in the Woods

The Cheongnyeongpo Cape is a place so breathtaking that it captivates anyone who visits. It looks like an island when viewed from the observatory. The three sides are surrounded by a river, and the cliff to the back is accessible by boat.

After getting off the boat and walking across a gravel field, you will arrive at a pine tree forest, home to the tallest pine tree in Korea. From between the trunks of the pine trees, you can catch a glimpse of a tile-roofed house, where the sixth king of the Joseon dynasty lived when he was exiled to Yeongwol. The traditional Korean house blends in well with the surrounding pine trees. The tranquil scenery is the perfect setting to quietly appreciate the lesser-known history of Joseon.



Donggang River
Prime Spot for Rafting

The Donggang River is one of the most popular attractions in Yeongwol. Many caves have formed around the river, which also serves as a breeding area for rare animal and plant species. Just looking at the slow flowing water is enough to ease your worries.

Eorayeon Valley, known as the Grand Canyon of Korea, is also part of the Donggang River. The picturesque view of pine trees and strange rock formations makes you stop and gasp in the middle of rafting. Full of outdoor activities and beautiful scenery, the 60-km Donggang River is everyone's favorite summer destination.

Yeongwol Travel Map



Travel Tip

Tourism Information

- Tel: 1577-0545
- Website: www.yw.go.kr/tour
- Korean, English, Japanese, Mandarin

Jangneung Tourism Information Desks

- Address: 190, Danjong-ro, Yeongwol-eup
- Tel: 033-374-4215
- Hours: 09:00~18:00

• Gossigul Cave
- Address: 1117, Yeongwoldong-ro, Gimsatgat-myeon
- Hours: 09:00~18:00

• Donggang Museum of Photography
- Address: 1909-10, Yeongwol-ro, Yeongwol-eup
- Hours: 09:00~18:00

• Byeolmaro Astronomical Observatory
- Address: 397, Cheonmundae-gil, Yeongwol-eup
- Tel: 033-372-8445
- Hours: 15:00 ~ 23:00 during summer months
14:00 ~ 22:00 during winter months

• Cheongnyeongpo Cape
- Address: 133, Cheongnyeongpo-ro, Yeongwol-eup
- Tel: 033-374-1317
- Hours: 09:00~18:00



1. The sixth Joseon monarch lived near the Cheongnyeongpo Cape when he was exiled to Yeongwol.
2. At the Donggang Museum of Photography, you will see the artists' unique and creative spirits in their photos.
3. The sunset from Seondol shows two steep mountains standing apart from each other, giving viewers a truly breathtaking view.
4. Stars flood the night sky from the mountain-top Byeolmaro Astronomical Observatory.



The Grandeur of Gossigul Cave

A cool breeze welcomes you as you approach the cave with the safety helmet on. The hot weather will make you want to move here for good. Designated as a natural monument, the cave was formed 400 to 500 million years ago. It earned the name Gossigul Cave after the Go family took refuge in it during the 16th century.

The cave is 3.4 kilometers long, but only one-fifth of it is open to the public. Thanks to its uphill and downhill sections, there is never a dull moment in exploring the 600-meter length, with some areas requiring you to crouch to get through.

Among the cave's interesting features are a variety of stalactites and stalagmites, four ponds, and ten open spaces. The crashing sound from three waterfalls helps to keep away the summer heat.

Donggang Museum of Photography, International Attraction Infused With Local Colors

Donggang Museum of Photography, International Attraction Infused With Local Colors

The Donggang Museum of Photography is a must-see for nature lovers visiting Yeongwol. It is quite well-known among those interested in photography.

You will find photographs not only by famous local and international artists, but also by hobbyists from the region. As the first museum in Korea to host an international photography festival, Donggang Museum has acquired a unique collection over the past 17 years from all around the world. As part of the Donggang International Photo Festival, the museum exhibits photographs not only within the museum, but also throughout Yeongwol.

The event has been highly praised as an international festival that involves the local community.

The annual photo workshop run by the museum is always filled up not long after it begins accepting applications. It includes a tour of Yeongwol with photographers, outdoor activities, a photo class for elementary school students, and the opportunity to meet award-winning photographers.

Stargazing at Byeolmaro Astronomical Observatory

If you have passion and energy to climb 800 meters for a good view of the stars, the Byeolmaro Astronomical Observatory is not to be missed. It attracts a large crowd until the late hours, and the impressive night sky often draws delighted gasps from visitors.

The stars, which seem to cover every inch of the sky, are clearly visible from atop the mountain. You can almost keep count with your naked eye, and take a good photo using your smartphone. On a clear day, you will get a splendid view of the sky and stars from the secondary observatory room on the 4th floor. In the basement, the astrology projection room projects about 3,500 stars onto a huge dome screen regardless of weather. In addition to the stars, you will be rewarded by the stunning nightscape of the city. 🌃

Bae Sang-min

I Design, Therefore I Am

Creating a World With No Boundaries Through Design

“Professor Bae Sang-min exercises social responsibility with a vision for the future, and clearly demonstrates how designers can contribute to society.”

– Christopher Kirwan, professor, Parsons School of Design –

Written by Park Ji-yeon Photographed by Studio Kenn

i Bae Sang-min Profile

Professor at KAIST, Industrial Design Department

- 2015 grand prize, Red Dot Award: Design Concept
- 2014 recipient of the 10th Chotbul(Candle Light) Award
- 2012 concept Award, IDEA Award: Social Impact
- 2012 third place, IDEA Award: Commercial and Industrial
- 2010 G mark recipient, Good Design Award: Product Design
- 2008 second place, IDEA award
- 2007 grand prize and Best of the Best, Red Dot Award
- 1998 to 2005 professor at Parsons School of Design
- 2012 doctorate degree at Seoul National University
- 2002 master's degree at Parsons School of Design



I Dream, Therefore I Am

When the designer Bae Sang-min came back to Korea in 2005 from New York, many people were curious to know what made him return. Those who are unfamiliar with his name may think that there is nothing strange about a man coming back to his own country. At the young age of 27, Bae became the first Asian professor at the Parsons School of Design. As New York's leading industrial designer, he was invited to work with famous companies such as Kodak, P&G, Coca-Cola and 3M. Although we now have more background information about him, the question still lingers: what brought him back to Korea? Bae enjoyed a fair amount of success in New York. When he was a student at Parsons, he graduated summa cum laude with an outstanding thesis and won the grand prize in the IDSA Student Design Competition. He was recruited by the world-renowned design company Smart Design, and his clients were big names in the industry. His life as a young designer was exciting and exhilarating. To keep up with the competition, Bae had to come up with better or newer designs all the time. “I realized then that I was making a beautiful trash. I was pouring my passion into making products that would end up in the trash can before being put into good use.” Bae started to ask himself, “Am I truly happy? Is this really what I want to do?” The more he asked, the less confident he became. He pondered what it was that he wanted to do, and finally reached a conclusion. “Through design, I wanted to create more value, fulfill the needs of 90 percent of the people, serve humanity, and help to create a better world. That was my dream, and the process of finding my dream was one of self-discovery.” This was what led Bae to return to his home country.

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Designing makes me feel alive. It makes my eyes go red, and my heart start to pound, just like a crazy person.

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I Design, Therefore I Am

When asked what his ultimate goal is as a designer, Bae replies without hesitation that it is to be “the world’s best designer.” It is not because of the fame, but because being at the top would give him the time and space to truly enjoy designing. He knows the level he is at, and how to turn his endless ideas into reality. “It is only through design that I express myself. Designing makes me feel alive. It makes my eyes go red, and my heart start to pound, just like a crazy person. I think this is what enjoyment truly is.” He adds that you need to learn to

let go in order to enjoy yourself, and that letting go becomes easier with an awareness of the essence of design.

Of course, there were times when Bae experienced despair and disappointment. When he was being interviewed for a job at Smart Design, he made all kinds of mistakes and was told to “apply in five years’ time.” However, he was not one to be discouraged. He flaunted his skills at the IDSA Student Design Competition.

At the awards ceremony, where more than 2,000 designers had gathered, Bae took the stage. He said, “Turn off the lights, turn up the volume and enjoy.” The lights went out and the music came on. Bae began dancing to the beat. This was his presentation.

Soon, the audience joined in, and the hall was transformed into a dance club. His presentation ended when the lights turned back on. He received a standing ovation, and was named the grand prize winner.

There, he met the vice president of Smart Design, who said, “Now I realize that you’re the best design student in New York.” This

was how he joined Smart Design. Even today, be it day or night, Bae keeps his mind open to the flow of ideas. He does not want to restrict himself by following the typical lifestyle of sleeping at night and eating three meals per day. He constantly makes observations, records every detail, and engages in deep thought. “Why is it that some designers have the power to move people’s hearts? They have attained a degree of freedom only possible through rigorous training and self-control. Their air of confidence is what earns them respect.”

Freedom comes after a time of commitment, and getting to know the essence of design is an arduous process. Bae, who has reached the top of his profession, shines with his creative intuition. Indeed, he truly enjoys what he does.

I Donate, Therefore I Am

As a designer, Bae places great emphasis on sharing. He believes that the world grants more opportunities for growth to those



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- 1. Researchers at the IDIM Lab relax after completing their most recent project.
- 2. The combination of technology and emotional feeling creates some amazing products at the IDIM Lab.

who know how to live in harmony with their surroundings. He continues to work hard and to improve his skills in order to serve the greater good.

Bae’s notion of sharing is not simply giving away that of which one has more. “To really help others, you have to teach them how to solve their own problems so they become independent and eventually support themselves.” He not only donates profits, but also runs a seed project to help developing countries become more self reliant. The aim of the seed project is to protect the cultural heritage of the countries all while creating self-sustainability. Bae has always respected and appreciated other cultures, and was grateful for the cup of tea brewed by the Maasai tribe even when a grain of sand got stuck in his teeth.

Bae highlights the importance of

two-way sharing. By giving to others, he feels a sense of satisfaction and joy. “Just by being born in Korea, we belong to the world’s top 10 percent, and we can spend more than USD \$10 a day. Only 1 percent of the world’s population has received a college education. This leads to the question of what I can do for those who are underprivileged.” According to Bae, not sharing one’s talents and neglecting the less fortunate would be a dereliction of duty. His philosophy in life is to make good use of his talent by sharing it with others.

If given the opportunity, Bae hopes to play a part in helping children in North Korea. He has already designed solar-powered recyclable products, including furniture and electric lights. With the two Koreas heading toward a more positive relationship, Bae’s dream may come true in the near future. 🌱

According to the industrial designer Dieter Rams, “less is more” defines a good design. Since the olden days, designers in Korea knew how to be minimal in their use of ornaments. They added *maedeup*, traditional knots, as finishing touches to traditional costumes, scrolls and musical instruments. Their style of design placed an emphasis on the harmonious relationship between people and the environment. In the words of graphic designer Milton Glaser, “just enough is more” and this beauty can be found in traditional Korean knots, *maedeup* (매듭).

Written by Lee Eun-yi, designer & writer



Maedeup, Just Enough in Every Way

1. *Maedeup* adds some elegance to traditional curtains used to block the wind and the cold.
2. *Maedeup* is used to connect two strings of *sul*, an accessory hung from the clothes.
3. A variety of colored threads are magically intertwined with each other.



Ornament for the Ordinary

From the use of strings in stone knives and axes from the New Stone Age, we can see that knots have a rich history. Formal knots can also be seen in murals and Buddhist paintings from Goryeo (918-1392) and in paintings and clay dolls dating back to Joseon (1392-1910).

Traditional *maedeup*, used to decorate all kinds of objects, was an integral part of everyday life. These knots were seen on clothes, musical instruments, pockets, palanquins, biers, fans, scrolls, rungs and buttons. It served as not only ornament, but also as talisman of peace and happiness. While knots elsewhere tend to be flat or pattern-based, knots from across Northeast Asia, and especially Korea, tend to be much more three-dimensional. As for the style of knotting, Korea was influenced by China, and, in turn, Japan by Korea. Compared to China's fancy knots, Korea's *maedeup* shows a plain and reserved beauty.

The Aesthetics of Perfection

Traditional *maedeup* designs are symmetrical and have the same front and back. A single strand is used to weave shapes of animals and plants, and there are more than 30 shapes known to date. Some well-known styles of knot include the chrysanthemum, cicada, dragonfly, lotus, bee, butterfly, plum blossom and chick. Made from silk threads dyed naturally, traditional knots are characterized by their subtle but rich colors. They are just enough in every way: simple yet exquisite, and seemingly complex yet balanced.

Kim Hui-jin, a master of decorative knotting, described traditional *maedeup* as “balance and order perfected by a reserved beauty.” It is a long journey to the



birth of a perfect knot. Silk threads are washed and dyed, and the dyed threads are twisted together. Because knotting is such a meticulous process, it takes three months to make one *norigae*, a traditional accessory that uses *maedeup* styles and which is hung from a woman's clothes. Traditional knots are no longer used as widely as they were in the past. However, designers are attempting to preserve the tradition by applying their style to mobile phone accessories, earrings and bracelets. As a tribute to the masters of knotting, let's bring some grace and elegance to the everyday by getting our own *maedeup* ornament. 🧶

Film

A Turkish youth named Süleyman, played by Ismail Hacıoglu, is drafted to serve in the Korean War (1950-1953). He finds a 5-year-old child, played by Kim Seol, in a pile of corpses and begins to take care of her. He names her Ayla, a Turkish name meaning “Halo of light around the moon.” The soldiers all treat Ayla warmly, and Ayla and Süleyman become as close as father and daughter. Unfortunately, Ayla’s happiness does not last for long. As the day of departure approaches, Süleyman is at a loss as to what he can do for Ayla, whom he has to leave behind in a war-torn country.

Written by Oh Young-sook, film critic Photos courtesy of Dijital Sanatlar Production House

Ayla: The Daughter of War

A Heartwarming Story Born of War



1. Süleyman prays after his best friend passes away. Ayla promises Süleyman that she will never leave him.
2. Turkish soldiers build the Ankara School for orphaned children and Ayla hears the Turkish national anthem for the first time.

A True Story that Moves Your Heart

“Ayla: The Daughter of War,” a joint production between Korean and Turkish parties, marks the 60th anniversary of diplomatic ties between Seoul and Ankara. More than 30 years have passed since the release of Yılmaz Güney’s movie “The Road” (1982), the last Turkish film to be screened in Korea. “Ayla” tells the story of a miraculous relationship between a Turkish sergeant in the Korean War and a Korean orphan. The true story was first featured in a documentary, which inspired director Can Ulkay to re-create it as a film.

The film is a reminder of why Turkey and Korea are often called “brother countries.” The story of a soldier helping an orphan during war is not uncommon in movies. Orphans who are the victims of war have often been represented in films about the Korean War. Hollywood films like “Battle Hymn” (1957) and “War Hunt” (1962) also follow the classic plot of

orphans being rescued by soldiers. “Ayla: The Daughter of War” stands out among these films in that it focuses on the family-like relationship formed between the two protagonists.

“Ayla: The Daughter of War,” based on a true story, has characters with real-life names and uses scenes from the documentary. The black-and-white photographs of Ayla and Süleyman, and their reunion after 60 years, will bring a lump to your throat. While accuracy is not necessarily an important criterion in evaluating a film, the story becomes all the more moving when you realize that the world projected onto the screen was not made up.

Priceless Value of the Story

The film is a joint production, but was mostly created from a Turkish perspective. It is a story of a warm-hearted Turkish sergeant who helps an orphaned Korean child. The past is remembered differently

depending on whether you were the giver or the receiver. Naturally, the reception of the film was different in the two countries. In Turkey, the film was released in October 2017, a few months ahead of its release in Korea. It clocked over 5 million views, and ranked sixth among the most-watched Turkish movies. The film’s success can be attributed to not only the moving plot, but also to its explanation of why Turkey had to be involved in the Korean War.

In contrast, Korean viewers did not respond as favorably to the movie. Since the Korean War remains a traumatic event for many, it was not easy for them to fully appreciate the film. The depiction of Korea in the 1950s is also not true to memory. Nevertheless, the film clearly helps to enhance our general understanding of the Korean War. There is an important lesson to be learned from the borderless relationship: take responsibility until the end. It is perhaps the most heartwarming story that can be born of war. 🇹🇷

From April 15 to Nov. 11, except in early August, the Street Art Zone will deliver 1,800 performances at various locations in Seoul, from tourist attractions, such as Gwanghwamun Square, Cheonggyecheon Stream, Palgakjeong Pavilion and the DDP, to car-free streets, traditional markets and parks. Anyone in Seoul between April and November this year will have the chance to experience the Street Art Zone.

Written by Kim Mi-hyun, executive officer at Civil Culture Team, Culture Policy Division, Seoul Metropolitan Government Photos courtesy of Seoul Metropolitan Government

Street Art Zone

Breathing New Life into Seoul's Streets



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The Street Art Zone was launched to integrate music and art into people's daily lives.

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Filling the Streets With Joy

The city of Seoul announced its vision to become a first-rate cultural city in 2006 under a master plan titled “Vision 2015, Cultural City Seoul.” The plan was largely composed of five categories: cultural arts, cultural spaces, culture industries, cultural welfare, and civil culture. Under the category of civil culture, the Street Art Zone was launched with the aim of integrating the cultural arts into daily life.

In 2011, people developed an interest in street performances after busking was introduced in the media. The city decided to reflect the growing demand for buskers in its cultural policies. The Street Art Zone project was born in 2011 under the name of Open Arts Theater, opening up new possibilities for amateur performances while bringing the arts to the people.

The Open Arts Theater consisted of arts groups affiliated with the Seoul Metropolitan Government and district governments, amateur groups based in Seoul, student clubs from universities in Seoul, and small teams of hobbyist performers. Their performances of music, theater, dance, traditional Korean music and magic were held at more than 50 venues across the city, covering a wide range of genres enjoyed by both young and old, including K-pop, dance and traditional Korean vocal and classical music. The residents of Seoul were able to enjoy a break from the fast-paced life just by stopping to watch the performances in the middle of the street.

Thanks to the favorable responses to the Open Arts Theater, the Seoul Metropolitan Government began to

1. These buskers play guitar and sing along the stone-walled road.



increase the number of performances and venues in 2015. Today, under the name of the Street Art Zone, Seoul has been transformed into a vast stage of cultural communication between the general public and street performers. From April 15 to Nov. 11, except in early August, the Street Art Zone will deliver 1,800 performances at various locations across the city, from tourist attractions, such as Gwanghwamun Square, Cheonggyecheon Stream, Palgakjeong Pavilion and the DDP, to car-free streets, traditional markets and parks. Anyone in Seoul between April and November this year will have the chance to experience the Street Art Zone.

Seoul, a Happy City of Cultural Activities

As of 2018, the Street Art Zone consists of more than 150 teams performing at 160 venues. Performances of traditional Korean opera, traditional Korean music

and traditional Korean percussion in front of Deoksugung Palace and along the streets of Insa-dong have been a hit with tourists. Magic shows and mimes are a favorite for families with children and couples. With indie bands making up a high proportion of street performers, young musicians can gain experience while building their fan base.

Bands of retirees performing Korean “trot” music, a type of synthesizer polka, and other oldies are especially popular at traditional markets frequented by people in their 50s or older. Instead of being limited to Korean songs, the performances at traditional markets feature classical music and jazz, too, luring passersby to stop in their tracks to appreciate the live music.

The highlight of the Street Art Zone is the Special Relay Performance held every fall along the stone-walled road that curves around and behind Deoksugung Palace. The Relay Performance brings together a wide range of street performers



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2. A band performs along the stone-walled road. People take a break from their fast-paced life to appreciate the street performance.
3. The official poster for the Street Art Zone highlights the variety of performances that will be brought to streets all across Seoul from April to November this year, bringing music and art into our day-to-day lives.
4. Dancers in traditional Hanbok attire perform with traditional instruments.

who have participated in the project. The stone-walled road is divided into four sections, and the festivities continue for two days from 11 a.m. to 6 p.m. Chairs will be available for the audience to enjoy the performances more comfortably and for a longer time. From traditional Korean music to K-pop and even electronic dance music, the event will be a melting pot of genres that caters to everyone’s tastes.

The Street Art Zone Relay Performance is scheduled toward the end of October this year, so do take the time to walk along the stone-walled road with your loved ones. The passion and energy exuded by the street performers are bound to delight your eyes and ears.

Street Art Zone, a Major Brand of Street Performances in Seoul

Launched in 2011 as the Open Arts Theater, the Street Art Zone features performances by amateur performing

groups that don’t have much experience. Through the Street Art Zone project, amateur performers will have the opportunity to interact with the audience, gain wider exposure and mature into professionals. The Seoul Metropolitan Government will continue to exert efforts at enriching the breadth and depth of street performances.

Beginning next year, Korean-speaking non-Koreans who have lived in Korea for at least one year will also be able to participate as street performers. This is expected to diversify the line-up of programs in the Street Art Zone, thereby enhancing the overall quality of performances.

Last but not least, it is hoped that the Street Art Zone will become established as a major brand of street performances, enabling Seoul’s residents and visitors to immerse themselves in the arts scene as part of their daily routine. 🎭

“Peace is the path. Peace can only be achieved through peace.”

– President Moon Jae-in, in the guest book at the Gandhi Smriti museum in New Delhi on July 9 –

Written by **Sohn Ji-ae** photo courtesy of **Cheong Wa Dae**

Peace Like Gandhi, Business Like Lee Kuan Yew

Korea Reaches out to Southern Neighbors

Journey Toward Peace

President Moon Jae-in visited the Gandhi Smriti, a museum dedicated to India’s symbol of peace, the late Mahatma Gandhi (1869-1948), on the second day of his state visit to India on July 9. The site soon resonated with a sound of a bell, as President Moon and Indian Prime Minister Narendra Modi rang in turn the World Peace Gong standing near a bronze statue of Gandhi himself. It was the sound of peace. It was the sound of hope that the two leaders shared for regional and world peace.

President Moon made sure to take advantage of his latest six-day, two-country state visit to what he called Korea’s “key partners” in South and Southeast Asia: India and Singapore. Traveling from July 8 to 13, President Moon’s goal was to share his resolute commitment to denuclearization and to the establishment of peace on the Korean Peninsula. President

Moon was able to drum up support from the two governments, too, to join him on a journey toward peace. Indian Prime Minister Modi said in a meeting with him that, “India, too, is also a stakeholder in the peace process on the Korean Peninsula. We’ll do our bit to ensure peace.”

President Moon’s official state visit to Singapore just one month after the first-ever historic United States-North Korea Summit that took place there on June 12 represents President Moon’s strong will to maintain and continue the current momentum for peaceful dialogue on the peninsula that was initiated by the two Inter-Korean Summits and by the United States-North Korea Summit.

President Moon was also clearly intent on appeasing concerns that the U.S. and North Korea seemed to face hurdles in negotiations about denuclearization after U.S. Secretary of State Mike Pompeo’s

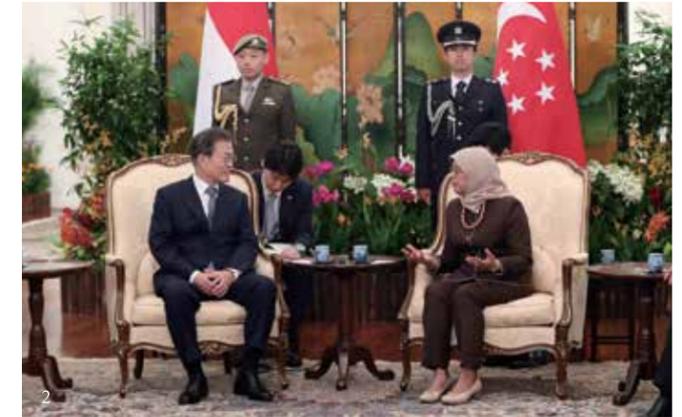
recent visit to Pyongyang. With a clear affirmation that negotiations between the two sides are on the right track, President Moon cautiously anticipated that, “The negotiations would be able to succeed if the North were to carry out complete denuclearization and the international community were to gather efforts to provide security guarantees to the North.”

Broadening the Horizon of Bilateral Cooperation, the New Southern Policy

As an air of peace is now spreading across the peninsula and the region, President Moon made the most of the visits to expand bilateral economic cooperation with India and Singapore and, also, to draw a “new economic map” for the region. It’s a map that is based on the idea that North Korea’s complete denuclearization will lead to a new era of economic cooperation and prosperity,



1. President Moon Jae-in (left) smiles after he rings the World Peace Gong with Indian Prime Minister Narendra Modi at the Gandhi Smriti museum in New Delhi on July 9.



2. President Moon Jae-in (left) holds a summit with his Singaporean counterpart, President Halimah Yacob, at the Istana presidential palace in Singapore on July 12.

not only between the two Koreas, but also between Korea and ASEAN.

It is true that President Moon constantly displayed his hopes for potential business opportunities in the two Asian economies, as evidenced by the fact that he included on his itinerary an inauguration ceremony for Samsung’s new smartphone factory in Noida, and that he chose to take a ride on the New Delhi subway built by Korean companies, rather than hop onto a traditional presidential vehicle.

In particular, the president elaborated his government’s key New Southern Policy, an economic initiative aimed at establishing a future partnership with South Asian and Southeast Asian countries for “people, prosperity and peace” across the region. Calling India and Singapore “core partners for the New Southern Policy,” President Moon hoped that under the initiative, Korea’s relationships with the two countries

would be promoted to the same level as Korea’s diplomatic relationship with its four key neighbors: the U.S., mainland China, Japan and Russia.

The overall impact of his visits was quite significant business-wise. The outcomes include the establishment of a special strategic partnership with India, an agreement to increase Seoul-New Delhi bilateral trade -- currently USD 20 billion and targeting USD 50 billion by 2030 -- and joint projects and exchanges of cutting-edge technologies among Korea, India and Singapore, like artificial intelligence, smart cities, infrastructure, bio-health and electric vehicles. All of this, President Moon emphasized, is to better face the ongoing challenges brought about by the fourth industrial revolution.

“If we achieve peace on the Korean Peninsula, I believe Asia will become the most economically prosperous region in

the world. The region will become a ray of hope to light up the future of humanity,” President Moon said in his Singapore Lecture at the Orchard Hotel on July 13.

As the geopolitical landscape of Northeast Asia has been evolving dramatically over the past few months due to shifting dynamics on the Korean Peninsula, all eyes are now focused on President Moon’s every diplomatic move. During his maiden visits to the two Asian countries this time, President Moon expanded his diplomatic horizon toward South Asia and Southeast Asia. The vision of peace and economic cooperation that he shared with the Indian and Singaporean leaders is expected to provide new impetus to the expansion and deepening of engagement and friendship with those countries. It will also serve as a cornerstone for a new era of peace and prosperity across the region and beyond. 🌐

If you're looking to regain your strength this summer, there is no better dish than baeksuk. Made from a whole chicken, baeksuk is a Korean dish known to help restore your energy. The tender meat and the porridge cooked in delicious chicken broth will make a hearty, healthy meal.

Written by **Lee Ju-eun** Photographed by **Studio Kenn**

Baeksuk

Hot Broth, Tender Chicken Meat, and Nutritious Porridge Combined into a Single Dish

Baeksuk, an easy, tasty meal

Baeksuk is a dish made by boiling meat or fish without any seasoning. Any kind of meat is suitable for *baeksuk*, but the most popular is chicken. The taste of *baeksuk* is similar to another traditional food, *samgyetang* ginseng chicken soup, but it's more affordable and easier to make. When you make *baeksuk*, you first cook the meat in the broth. After the meat is well cooked and removed, glutinous rice and garlic are added to the remaining broth to make a porridge. The broth, obtained by simmering the chicken over heat for a long time, is packed with nutrition.



Cooking Baeksuk with Mongolian Students

We met Tuul and Saruul from Ulaanbaatar. They got to know each other while studying at International Cooperation and Education Center at Yong In University. Although it has only been slightly over a year since they came to Korea, we were amazed by their fluent Korean.

The two friends live in the same dormitory and enjoy sharing food with each other, taking turns to cook Mongolian and Korean food. Perhaps because lamb and beef are common ingredients in their home country, their favorite Korean dishes





“*Baeksuk* has a warmth and tenderness similar to people’s *jeong*, or affection.”

are *dakbokkeumtang* braised spicy chicken and *jeoyukbokkeum* stir-fried pork. They were extremely pleased at the opportunity to learn a Korean recipe with a friend, and looked forward to whipping up a dish that was different from what they used to make.

Tasting the Deep Flavors of Korea

The first step to cooking *baeksuk* is to prepare the raw chicken. The remaining feathers are plucked, and the fat near the bottom is removed. Both Tuul and Saruul are fascinated by the various medicinal herbs that go into the dish. The ingredients, many of which they are seeing for the first time, include glutinous rice, mung beans, milk vetch roots, chestnuts and ginkgo nuts. Saruul grabs a handful of ginkgo nuts and asks, “Is this good for your health?” The two, who are majoring in the cosmetics business, answer their own question, saying, “These herbs are surely good for your skin.” The cooking instructor informs them that the herbs help to get rid of the smell of the chicken and also act as an energy booster. The students are delighted to be learning such a “wonderful recipe.”

The chicken and various ingredients are boiled in a pot for about 50 minutes, and the irresistible smell of *baeksuk* soon fills the air. After taking a whiff, Tuul and Saruul exclaim, “It smells so good!” The meat is taken out of the pot and is ready to eat with salt and pepper. The two friends say that the dish brings out the deep flavors of Korean cuisine. Now, it’s time to cook some delicious porridge in the chicken broth.

Baeksuk, a Bowl of Love from Korea

Glutinous rice porridge can be made simply by adding glutinous rice to the broth, but today we take a different approach. Glutinous rice and mung beans are placed in a deep pot and stir-fried in sesame oil. The broth is poured in, along with a handful of chopped green onions that adds different colors to the food. It already looks and smells good enough to be served. Tuul and Saruul continue stirring to prevent the porridge from sticking to the bottom. They add more broth to get the right thickness. A pinch of salt is added as seasoning.

Saruul says, “This dish is truly cooked from the heart. It’s bound to be delicious.” She believes that devotion is the key ingredient to good cooking. The two friends are very pleased to have learned the recipe from a professional chef, and are excited to cook *baeksuk* for their parents when they return to Mongolia. They empty their bowls to the last drop and seem ready to beat the summer heat.

“*Baeksuk* has a warmth and tenderness similar to people’s *jeong*, or affection.” *Baeksuk* is the ultimate comfort food, and not only for people who live in Korea. Based on Tuul and Saruul’s experience, it may soon become a therapeutic dish for people from all around the world. For the two friends, the cooking session will be an unforgettable memory of their time in Korea. 🍲



See more pictures and videos

📌 Cooking Tips

Ingredients

1 whole chicken, 1.5 cups glutinous rice, 1.5 cups mung beans, 5 jujubes, 10 whole garlic cloves, 8 ginkgo nuts, 3 chestnuts, 1 stalk of green onion, 1 pouch of medicinal herbs (milk vetch root, stalkless-flower eleuthero stem, prickly castor oil tree stem, kudzu root, oriental raisin tree stem, angelica root), water, a pinch of salt

1. As for the basic ingredients of *baeksuk*, chicken is all you need, but some garlic, green onions, jujubes or medicinal herbs can make it a bit more nutritious and improve the flavor.
2. To make the porridge, fill the chicken belly with glutinous rice and mung beans.
3. To make some delicious *baeksuk*, all you need to do is to put all the ingredients into the same pot.
4. Tuul and Saruul enjoy making *baeksuk* together.
5. The delicious and nutritious porridge is completed by adding strips of chicken meat to the broth, along with glutinous rice and mung beans.
6. *Baeksuk* is a hearty meal to help you beat the summer heat. This easy recipe will surprise you with its deep flavor.



Supporting Local, Going Global

My Experience Covering K League and Playing Soccer in Korea



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Experiencing life abroad through the lens of soccer gave me my first real lessons in Korean society.

More than any other experience I've had as a non-Korean, Korean soccer has helped me to see the world from a more genuinely global perspective. From playing on an international team representing nearly every corner of the Earth, to interacting with the diverse group of fans and players that make up K League, my adventure with the sport in this country has been nothing short of spectacular.

Written & photographed by Ryan Walters, K League United editor in chief

even remember which position I played. It didn't matter then, and it certainly doesn't matter now. What mattered then was the same principle that I believe brings people from every corner of the globe to the sport we affectionately call "the beautiful game": creating a community. I thought I had an understanding of what that community was with countless teammates and friendships gained in my years playing the sport in the United States. However, it wasn't until I moved to Korea's Geoje Island that I learned the unifying power of the global game.

In spite of its absurdly beautiful mountainous coastlines and fascinating history of arts and heritage, I will always think of Geoje as the place where I truly fell in love with soccer and came to understand it as a universal language similar to music or math.

It was on Geoje that I joined a local team made up of people from drastically different backgrounds, proudly representing their own countries and cultures, while also adapting to a new way of living within Korean society. We had players from 15 different countries spanning six continents, each proudly wearing a Korean flag on their arm while playing in a local league. Some had been in the country for years. Some, like me, could still measure their time abroad in days. In spite of these differences, everyone came

The Beautiful Game

I have played soccer, or football, my entire life. The first team I have any real memory of was my kindergarten co-ed team, the Penguins. To this day, I can picture the bright red shirts we wore and how, even as a 6-year-old, I found it extremely strange that a team named after an iconically black and white bird could wear such a vibrant color. I have no idea if we were any good. I don't

1. The Seoul World Cup stadium is filled with soccer fans.
2. The author and other Dragons fans lead songs and chants in the supporters' section at a Jeonnam Dragons Game.

together, centered on a sport that can seem so simple but that carries with it intricacies as vast as the life experiences of each of my teammates.

Experiencing life abroad through the lens of soccer gave me my first real lessons in Korean society, and even helped to pick up a few phrases of the language. English was the team's default language, but Korean was a close second. Being able to yell at a teammate left, right, center, press, pass or shoot in both languages was a necessity. These seemingly small, simple moments on the field grew steadily over time to become significant advantages in adapting to life in Korea, and they forever cemented the game's place as a constant in my life.

Support Your Local

My passion for playing soccer turned to writing about it when I moved less than 10 minutes away from Gwangyang Football Stadium, home of the K League's Jeonnam Dragons. I knew very little about the team before moving into their backyard, but have always firmly believed in the mantra "support your local." I quickly donned the team colors and went to a game. A newcomer to a new area yet again, I leaned on soccer once more and through it found a sense of pride in my club and my city that I had yet to feel anywhere else.

While I would like to say that pride came from the Dragons' performance on the pitch, that would be more than a slight exaggeration. They are far from the K League's worst team, but they are equally far from being its best. Instead, it was the off-field activities that allowed me to connect to Korean society by comparing these drastically different experiences in Korea to my understanding of soccer in the United States. While the U.S.'s Major League Soccer has exorbitant ticket prices and ludicrously expensive concession stands, the K League has nominal ticket fees, and not only allows outside food and drink, but encourages it



to make sharing with friends easier. That custom of sharing, something so ingrained in many Korean families that it can sometimes go unnoticed, is essential to the match day experience in the K League and is something that can ease the transition into life here.

Camaraderie between non-Koreans and Koreans are formed quickly and with a fierceness akin to children away at their first summer camp. Differences are cast aside in favor of cheering for the team and proudly standing for the community that team represents. It's an infectious experience that immediately hooked me, and one that I decided to share with as many people as I could.

K League United

It took one Jeonnam Dragons game for me to start the website KLeagueUnited.com, a project I hoped to use to connect as many non-Koreans living in Korea as possible to their local teams and communities through a shared passion for soccer. While researching the league, I found numerous abandoned blogs from clearly passionate non-Koreans that did some great work covering their team or the entire league.

3. During the author's first interview with FC Seoul and K League legend Dejan Damjanović, they had the chance to play the official FIFA video game together.

4. Staff and writers who focus on several different teams meet up during one of their first group viewings of a K League game.

However, as non-Koreans tend to do, many moved away and their hard work disappeared into the ether.

Inspired by the communal meals and overall sharing ideals within Korean society, I started KLeagueUnited.com to provide a central hub where people could gather to share their passion for the sport. The concept was to have one writer for every K League team, so they could focus on writing about their local club and their connection to it, instead of trying to cover the entire league on their own. With a more communal focus from the start, writers would be able to contribute to the site and know that their work will have a home to live on even if they leave the country.

This simple concept elicited a surprisingly immediate reaction, with multiple writers signing up after the very first post. Before the 2015 season ended, there were 10 of us covering our local club. More joined in 2016 and the site expanded with them. What started as match previews and reviews to give English-only fans some much-needed coverage of the league quickly spawned into a community nearly as diverse as that first soccer team I played on in Geoje. Writers from across the country started conducting player interviews, writing editorials on the league's history, and opinion pieces on what makes the Korean version of the game unique. All of which was enjoyable in its own right, but also helped us connect to the club and the league representing our new home.

Now in the middle of the 2018 season with nearly 20 writers on staff, that original goal of creating a community centered around the K League remains, but I'm happy to say we have taken it international. We are now officially partnered with the K League and provide coverage for their Worldwide Live program, a live streaming service that provides one free match per week everywhere in the world. This

partnership has allowed us to better tell the uniquely Korean story of this soccer league to a much wider audience while still keeping our feet firmly on the ground supporting our local soccer team.

The Global Game

More than any other experience I've had as a non-Korean, soccer here has helped me to see the world from a more genuinely global perspective. From playing on an international team representing nearly every corner of the Earth, to interacting with the diverse groups of fans and players that make up the K League, my experience with the sport in this country has been nothing short of spectacular. As the world's most popular game, there will undoubtedly be others with a similar story. However, the Korean way of sharing something cherished has encouraged me to do the same with this game I love. An ideology that has helped me interact with amazing people all across this country, and indeed this continent, regardless of language, age or any other perceived barriers. It's an ideology I hope to continue to honor by sharing this sport and this league with as many people as I can. 🇰🇷



The Korea & I section features contributions from non-Koreans who live and thrive in Korean society, and reflects their personal opinions about life and living here. The opinions expressed herein may differ from official opinions of the editors at KOREA magazine.

Top 3 Policies

First year under Korea's new Moon Jae-in administration

This section provides an overview of successful policies implemented by the Moon Jae-in administration in commemoration of its first anniversary on May 10, 2018. In prior months, we wrote about Communication and Peace. This month we focus on Diplomacy.

DIPLOMACY

Deepening the Roots of Peace, Branching Out to the World

Written by Kim Samuel Photos courtesy of Cheong Wa Dae

“For a people-centered diplomacy, Korea must expand its diplomatic horizons and engage in pragmatic diplomacy. In addition to maintaining strong diplomatic relations with allies, Korea must diversify its diplomatic sphere.”

– President Moon Jae-in, addressing overseas mission chiefs during a meeting on Dec. 18, 2017 –

Achieving Peace With Strong Allies

President Moon Jae-in was congratulated by U.S. President Donald Trump on winning the presidential election. Beginning with this phone call, the two leaders have held three meetings and 13 phone calls over the past year alone. The Korea-U.S. summit in June last year was just 51 days after President Moon's inauguration. Following a phone call between President Moon and President Trump on Jan. 4, the two countries decided to delay joint military drills until after the PyeongChang 2018 Olympic and Paralympic Winter Games, and maintained an open stance toward talks with North Korea.

In addition to the meeting with the U.S. president, President Moon also met with a U.S. delegation of high-ranking officials to further discuss denuclearization and peace on the Korean Peninsula. Under the new administration, Korea has responded strongly to the North's missile threats, and managed to bring Pyongyang back to dialogue through sanctions and deterrence.

Restoring Korea-China Relations

Since his inauguration last year, President Moon Jae-in has held three summits with Chinese President Xi Jinping. The two leaders have worked to improve bilateral ties by holding meetings at the G20 Summit in July and at the Asia-Pacific Economic Cooperation (APEC) Economic Leaders' Meeting in November. The most recent meeting was in December, when President Moon made a four-day state visit to China.

As a result of the summits, the two countries issued a joint statement on the results of bilateral meetings on Oct. 31 and agreed to improve Korea-China ties. Four principles were established to secure peace and stability on the Korean Peninsula, and a hotline between the two leaders was installed. The meetings helped to resolve the conflict surrounding THAAD missiles (Terminal High Altitude Area Defense), and paved the way toward tighter cooperation and mutual development.

Active Expansion of Diplomatic Horizons

President Moon has been exerting efforts to diversify Korea's diplomatic sphere. Following the establishment of the Presidential Committee on Northern Economic Cooperation in August, Korea announced the New Northern Policy and its "nine bridge strategy" at the Eastern Economic Forum in September. The government plans to strengthen economic cooperation across Russia and Northeast Asia in nine sectors, namely, shipbuilding, seaports, Arctic shipping routes, gas, railroads, power generation, labor, agriculture and, finally, fisheries.

In November last year, Korea unveiled its New Southern Policy at the Indonesia-Korea Business Forum. In March, President Moon visited Vietnam and the UAE as part of efforts to expand Korea's diplomatic horizons to cover ASEAN, the Middle East and the region surrounding the Indian Ocean.

It is hoped that President Moon's efforts to strengthen diplomatic ties will secure peace on the Korean Peninsula and benefit the people.

- 1. The Korea-U.S. Summit is held at the White House on May 23. President Moon Jae-in shakes hands with U.S. President Donald Trump.
2. President Moon Jae-in discusses North Korean issues and the Seoul-Beijing relationship with Chinese President Xi Jinping during President Moon's visit to China last year.

- 3. President Moon Jae-in holds discussions with Russian President Vladimir Putin during a welcome dinner on June 25.
4. President Moon Jae-in is honored with an official welcome ceremony at the Istana Bogor during his state visit to Indonesia on Nov. 10, 2017.



 Belgium

 FOLLOW ...

Belgium #Performance #Pansori #Korean Cultural Center

Traditional Singing, Now in French

Korea's traditional genre of folk singing, *pansori*, was the main form of lyrical story telling for many centuries, but now it is slowly entering onto the global stage. In line with this, a *pansori* performance of "The Song of Lady Sukyeong" (*Sukyeongnangjaga*) in French was held at the Korean Cultural Center in Belgium on June 26. It was an adaptation of "The Story of Lady Sukyeong" translated from the Korean by the French writer Hervé Péjaudier and his wife Han Yu-mi. The performance held great significance as the first *pansori* concert to be presented in French by one of Europe's leading *pansori* performers.

The audience held its breath as it listened to the captivating recital by Hervé Péjaudier. Some joined in the joyous atmosphere with exclamations of, "Eolssu!" and, "Jota!" in Korean. Péjaudier's energetic and dynamic performance kept the audience fully engaged throughout the show. The beautiful love story and the hardships faced by Lady Sukyeong were what motivated him to translate the work into French.

The roughly 130 or so people in the audience thoroughly enjoyed themselves, laughing and groaning as they followed along with the plot. With the growing appreciation of *pansori* in Belgium and elsewhere, we can expect more local artists to be re-interpreting traditional Korean music and playing it as a part in spreading the spirit of the Korean classics.

 Hungary

 FOLLOW ...

Hungary #Exhibition #Food #Korean Cultural Center

Santo Palato Sends Messages Through Food

Santo Palato, an exhibition showcasing the influence of food on politics, society, the arts and the ecosystem, was unveiled on May 29. Jointly organized by the Korean Cultural Center in Hungary and the Studio of Young Artists' Association (SYAA), the event featured the works of both Korean and Hungarian artists.

Woo Ji-won, who won the Bio Art & Design Award in 2017, presented an installation work titled "Mother's Hand Taste." In this new genre of so-called "bio art," the artist uses multimedia to examine the passing of culinary traditions and the relationship between fungi and bacteria.

Among the Hungarian artists were Fajerné Dudás Andrea, who used animal fat and a 3-D printer to emulate his body fat. Other artists include Szabó Ágnes Eszter, a pioneer of "eat art" performances from the late 1990s, Bozzai Dániel, who explored the significance of bread through dough, and Trapp Dominika, who created an edible work from weeds growing in pavement cracks.

Beginning with the exhibition titled "A Tale of Two Cities: Budapest and Seoul in 2015," the Korean Cultural Center in Hungary has been actively organizing exchange programs aimed at strengthening ties between Korea and Hungary.

Breaking Barriers With Breakdancing, the Jinjo Crew

Written by Diana Trifonova, Honorary Reporter, Korea.net Photos courtesy of Korea.net

One of the lesser known secrets of Korea is that for the past 10 years the country has been a champion on the breakdancing scene. Breakdancing, unlike sports in the Olympic Games, is not organized in official federations or clubs.

Yet many Korean crews are now professionals and leave a recognizable Korean trace on the international b-boying scene. The Jinjo Crew team visited Bulgaria as part of a larger tour aimed at presenting modern Korean art forms to non-Korean audiences. The show combined the Jinjo Crew's breakdancing act with some traditional music from the Jeong Ga Ak Hoe singing troupe.

One day before the start of Rhythm of Korea at the National Palace of Culture in Sofia, I had the pleasure of meeting breakdancer Octopus, or Hwang Myung-chan. We started our conversation with the most obvious question. What does the "Jinjo" in the name stand for? *Jin* and *jo* are both Chinese characters and they mean "fire" and "rising."

Jinjo earned the championship in the Red Bull BC One in 2008, the R-16 Korea in 2010, the Battle of the Year in 2010, the U.K. B-boy Championships in 2011 and many, many other victories that multiplied during the following years. After 17 years of devoted work as part of this well-

functioning team comes a question: is it possible to turn breakdancing into your job and make it a fulltime occupation? In the case of the Jinjo Crew, the answer was yes. All the members of the team do breakdancing fulltime. To make this possible, the interests of the crew have shifted over the years.

The reason for the success of the Korean breakdancing scene is because everyone works really, really hard and they put their heart into their work. 🇰🇷

1. The breakdancing team Jinjo Crew promotes Korea through its dance moves.
2. The Jinjo Crew incorporates traditional Korean dance masks into its act.



Upcoming Events

Aug. 1 to 5

2018 Busan Sea Festival
Five famous beaches in Busan: Haeundae, Gwangalli, Dadaepo, Songdo, and Songjeong beaches

Aug. 2 to 5

2018 Daegu International Horror Festival
Seobyeon Plaza, Daegu Stadium, Daegu

Aug. 2 to 5

Yeongwol Donggang Festival
Donggang River, Yeongwol-gun

Aug. 4 to 5

Hangang Water Fight Festival
Nanji Hangang Park, Seoul

Aug. 7 to 11

Pyeongchang Special Music & Art Festival
Pyeongchang Alpensia Resort, Pyeongchang

Aug. 7 to 11

2018 Chuncheon Arts Festival
Festival Theater Momzit, Damjakeun Library, Fountain Square at Chuncheon City Hall, Chuncheon

Aug. 3 to 13

Geochang International Festival of Theater
Geochang Outdoor theater and Geochang-eup, Geochang-gun

Aug. 9 to 15

Daegu Independent Short Film Festival
55 Cine, Daegu

Aug. 10 to Sept. 8

Suwon Culture Night
Hwaseong Fortress, Suwon

Aug. 10 to 12

Busan International Rock Festival
Sammak Ecology Park, Busan

Aug. 10 to 12

Muchangpo Mystic Passage Festival
Muchangpo Beach, Boryeong

Aug. 10 to 14

The Great Battle of Hansan Festival
Tongyeong Cultural Center, Byeongsun Square, and Yi Sun Sin Park, Tongyeong

Aug. 14 to 15

2018 Seodaemun Independence Democracy Festival
Seodaemun Prison History Hall, Seoul

Aug. 15 to 18

2018 Seoul Fringe Festival
Seoul World Cup Stadium, Seoul

Aug. 15 to 19

Bucheon International Comics Festival
Korea Comics Museum and Bucheon Visual Culture Complex, Bucheon

Aug. 18 to 21

Korea Rockband Championship & Dongducheon K-Rock Festival 2018
Outdoor Special Stage, Soyosan Mountain, Gyeonggi-do

Aug. 23 to 26

Seoul International Animated Film Festival (SICAF 2018)
Art Hall 1, Dongdaemun Design Plaza Megabox Dongdaemun, Seoul

Aug. 30 to Sept. 9

Taehwa River International Installation Art Festival
Taehwagang Grand Park, Ulsan

Aug. 31 to Sept. 2

2018 Mokpo International Madang Art Festival
Mokpo Car-Free Street and Rodeo Square, Mokpo

Aug. 31 to Sept. 2

2018 Daejeon International Wine Fair
KOTRA Exhibition Center, Hanbit Plaza in Expo Science Park, Daejeon

Runs to Sept. 14

2018 Jeonju Culture Night
Gyeonggijeon Shrine and Pungnam-mun, Jeonju

Oct. 1 to 19

The 21st Seoul International Dance Festival
Jayu Theater, Seoul Arts Center Sogang University Mary Hall, Seoul

Runs to Oct. 27

1890 Namsangol Night Market Season 2
Namsangol Hanok Village, Seoul

Runs to Oct. 28

2018 Taekwondo in Namsangol Hanok Village
Namsangol Hanok Village, Seoul

Runs to Oct. 28

Moonlight Tour at Changdeokgung Palace
Changdeokgung Palace, Seoul

Runs to Oct. 28

Seoul Bamdokkaebi Night Market
Yeouido Hangang Park, Banpo Hangang Park, Dongdaemun Digital Plaza (DDP), Cheonggyecheon, Mapo Oil Tank Culture Park, Seoul

Runs to Nov. 3

Gyeongbokgung & Changgyeonggung Palace Special Open Night 2018
Gyeongbokgung Palace and Changgyeonggung Palace, Seoul

Runs to Nov. 30

A special exhibition for Jang Seung-eop: Joseon's last artistic genius
Dongdaemun Digital Plaza (DDP), Seoul

Runs to Dec. 3

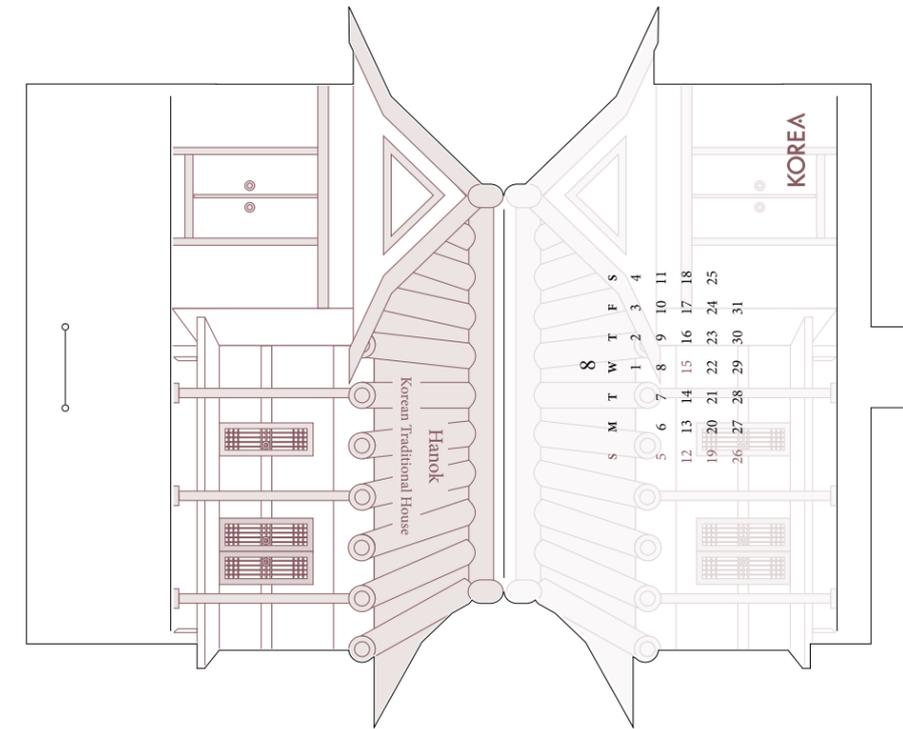
International Various Film Festival
Seoul Museum of History, Seoul

Runs to Dec. 31

2018 Olympic Park 9 Spots Stamp Tour UCI
Olympic Park, Seoul

Hanok

Korean Traditional House



Glue this area and fold along the dotted line to make a Hanok calendar.

KOREA

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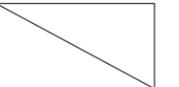


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Thank you for your feedback

We're giving out Amazon gift cards to readers who send us their feedback! We will randomly select five readers from among recipients we receive by Sept. 30, and winners will be announced in Korea magazine next month.

한국에서 야구장에 가 보셨어요?

Have you ever been to a baseball game in Korea?

Hangugeseo yagujange ga bosyeosseoyo?



Narae
밍밍 씨 야구 좋아하세요?
Ming Ming, do you like baseball?
Mingming ssi, yagu joahaseyo?

Narae
그럼 우리 같이 야구장에 갈래요?
Then why don't we go together?
Geureom uri gachi yagujange gallaeyo?

Mingming
네. 한국에서 야구를 본 후부터 야구를 좋아하게 됐어요.
Yes, I came to like it after watching a baseball game in Korea.
Ne. Hangugeseo yagureul bon hu buteo yagureul joahage doesseoyo.

Mingming
좋아요. 같이 가요!
Sounds great. Let's go!
Joayo. Gachi gayo!

V/A-게 되다 (V/A-ge doeda)

V/A-ge doeda, placed after an adjective or a verb, shows a change in a situation. It is usually used in combination with a verb.

EXAMPLE

처음에는 매운 음식을 못 먹었는데 지금은 잘 먹게 됐어요.
I couldn't eat spicy food at first, but now I am good at eating it.

한국 친구들과 이야기를 많이 하면 한국어를 잘하게 돼요.
The more I talk to my Korean friends, the better I become at speaking Korean.

-겠- (-get-)

-get- is placed as a stem of ida, the stem of a predicate, behind -eusi- or -eot-, or in front of another ending. It is used to predict a future event.

EXAMPLE

나래: 저는 이번 여름에 동해안에 놀러 가요.
Narae: I am going to the east coast this summer.

밍밍: 와! 정말 재미있겠어요!
Ming Ming: Wow! That sounds fun!

Let's practice!

Choose the right word from the following and change it to the appropriate form.

이해하다, 잘 먹다, 잘하다, 늦게 일어나다
lhaehada, jal meogda, jalhada, neutge ireonada

- 친구하고 이야기한 후에 그 친구가 왜 화가 났는지 이해하게 됐어요.
After talking with my friend, I came to understand why he/she was angry.
Chinguhago iyagihan hue geu chinguga wae hwaga nanneunji ihaehage doesseoyo.
- 한국에 왔을 때는 한국음식을 잘 못 먹었는데 지금은 _____.
When I first came to Korea, I could not eat Korean food well, but now I _____.
Hanguge wasseul ttaeneun hangugeumsigeul jal mot meogeonneunde jigeumeun
- 아르바이트를 새벽까지 해서 요즘은 아침에 _____.
I have been working part-time until dawn and it makes me _____ in the morning these days.
Areubaiteureul saebyeokkkaji haeseo yojeumeun achime
- 매일 한국 드라마를 보면서 연습해서 이제 한국어를 _____.
Since I practice Korean every day while watching Korean dramas, I _____.
Maeil hanguk dramareul bomyeonseo yeonseupaeseo ije hangugeoreul

Korea Now!

Baseball is one of the most popular sports in Korea. Cheering for your favorite team while watching a game live at the stadium is an enjoyable experience. Each team has unique uniforms and a mascot, and each player has their own fight song. The fight songs, with melodies from well-known K-pop or pop songs, are easy to sing along to. If it's your first time to go to a stadium and you don't know any of the songs, pay attention to the cheerleaders. As you chant along with the passionate cheerleaders, you will soon find yourself immersed in the exciting game. That's not all. At the stadium, you can enjoy not only snacks and drinks, but also fried chicken and beer. With so much to see and do, including a DIY barbecue zone, the large turnout comes as no surprise. Head down to a baseball stadium to watch a live game and fill your belly with delicious food.



Written by
National Institute of Korean Language,
Korean Language Promotion Division
국립국어원 / 한국어진흥과



Readers' Comments



1. How useful was KOREA magazine in learning about Korea?

← Very useful ① ② ③ ④ ⑤ ⑥ ⑦ Not useful at all →

2. Which article did you enjoy most? Which aspects of it did you like?

3. Which article was your least favorite? What are your reasons?

4. How did you find out about KOREA magazine?

- Search engine
- Social media
- An acquaintance
- The Korean Cultural Center
- Korean.net
- Other (please specify)

5. Do you have any suggestions for improving the content of KOREA, or any new ideas for regular sections?

6. Your personal information:

Sex Female Male
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Age _____ Email _____