

KOREA

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SONGDO

Korea's City of the Future

Sculptor
Shim Moon-seup

Lake Country,
Chuncheon

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Rowing the World!

Clean Water for Life, Dream of Chungju



2013

World Rowing Championships, Chungju, Korea



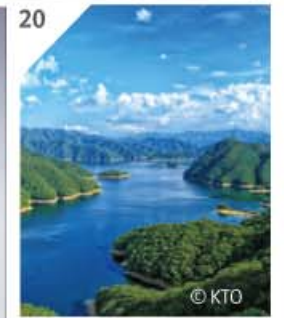
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SONGDO

Korea's city of the future is smart, connected, and adapting

Written by Don Southerton

Atlantis of the Far East’ That’s how influential British daily *The Independent* described Songdo, one of the most ambitious urban development projects in the history of humankind. Here, just 65 km west of Seoul, is a cityscape like no other in Korea. Gone is the cacophony of urban Korea’s hustle and bustle. In its place are families at play in vast, green parks; iconic pieces of modern architecture built by globally renowned architects; and high-tech apartments with the latest “ubiquitous” technology. The UK’s Metro put it best when it wrote, “The metropolis needs to adapt if it is to cope, and Songdo in South Korea is leading the charge to become a blueprint for the city of the future.”

SMART INTERNATIONAL CITY

Songdo International Business District (Songdo IBD) rises from reclaimed land on the western coast of South Korea. Songdo’s advanced technology and international character has attracted global attention since its inception, from the Discovery Channel’s *MegaWorld*, which showcased the project on its South Korea episode, to recent coverage by the *Washington Post* and BBC World Service’s *Click*, along with a wide range of other publications including *Business Traveler*, *Popular Mechanics*, and *Popular Science*. All spotlight Songdo IBD as the “smart city of the future.”

Many also see Songdo as the future economic hub for East Asia. This was strengthened with Songdo’s recent 2012 selection as host city of the Green Climate Fund (GCF). Moreover, with its mission to support developing countries to limit or reduce their greenhouse gas emissions, the GCF saw Songdo aligning well with its own goals. The move by the GCF strongly hints that South Korea and Songdo will gain increasing importance in the fields of finance and international relations.

As a world-class venue, Songdo has recently provided media, housing, and event facilities for the 4th Asian Indoor and Martial Arts Games Incheon 2013 (AIMAG). The Songdo Convensia served as the event’s Main Media Center for journalists from across Asia. Likewise, Incheon will host the upcoming 2014 Asian Games with venues in and around the Incheon Metropolitan City that Songdo calls home. The Games are expected to draw about 13,000 athletes and officials and about 7,000 members of the media from the 45 Olympic



Cruise boat on the seawater canal of Songdo’s Central Park. The landmark Northeast Asia Trade Tower looms in the distance. © Incheon Metropolitan Government © Incheon Development & Tourism Corporation © IFEZ

Stats

Total area: 5.72 million square meters
Population: 65,747 people (May 2013)
Distance from Seoul: 64 km
Total green space: 2.4 million square meters

Council of Asia member states.

Songdo’s strong design appeal has attracted not only the international community and media but also production companies interested in filming cutting-edge TV commercials. Even portions of K-pop phenomenon Psy’s music videos were filmed in Songdo.

FUTURE-ORIENTED INTERNATIONAL CITY

As a showcase for innovation and technology, Songdo’s infrastructure continues to draw considerable attention in books, too. For example, in their forward-looking view of cities, John D. Kasarda and Greg Lindsay predicted in their well-received 2011 work *Aerotropolis: The Way We’ll Live Next* that the urban centers of tomorrow will be built around large,

busy airports. They lauded Songdo, located near Incheon International Airport, not only for its sustainability—it boasts a carbon footprint significantly less than that of other cities of comparable size and embraces the latest in technology—but also for being a new city, “arguably the nicest in Korea.”

In his 2009 controversial best seller *\$20 Per Gallon: How the Inevitable Rise in the Price of Gasoline Will Change Our Lives* for



1



2



3

1. One of the world's first "aerotropolises," Songdo is just 15 minutes from Incheon International Airport and a three-hour flight from one-third of the world's population. © Incheon International Airport 2. Chadwick International School is one of Songdo's many facilities set up for the benefit of foreign residents. © Chadwick International School 3. Designed by renowned global stadium architects Populous, Incheon Asiad Main Stadium will serve as the main venue for the 2014 Incheon Asian Games.

the Better, futurist Christopher Steiner foretells a grim global economic future in which the mounting cost of gas will force cultural change on a wide scale. On a positive note, Steiner sees Songdo as an improvement over traditional approaches to urban development and a model to be duplicated elsewhere.

Steiner points out, "Whereas Dubai has been an unbridled orgy built on excess, buildings and roads sprouting where money lands, New Songdo City has been planned in the meticulous tradition of Pierre-Charles L'Enfant's 1791 scheme for Washington, DC."

What stands out in both books is the strong, positive endorsement of Songdo and what it represents—a city built from scratch that addresses 21st-century concerns over sustainability and quality of life while serving as a roadmap for other similar ventures increasingly being planned in other countries.

Moreover, although originally targeted to attract foreign investment, Songdo is potentially a model for an ideal city that can also resolve Seoul's excessive population concentration, housing shortage, traffic congestion, and environmental pollution through technology and innovation.

Today, Songdo IBD boasts 1.27 million square meters of

LEED-certified space. Along with continued plans to meet LEED standards for new construction within the greater Incheon Free Economic Zone, a state-of-the-art cogeneration plant for electricity collects waste heat, which is used to warm buildings within the city.

With a robust recycling program relying heavily on technology, Songdo has a pneumatic waste collection system that draws garbage from across the city into a network of large underground pipes to central facilities. This eliminates the need for the fleet of garbage trucks seen making morning collections in most cities and results in a reduction of traffic, related noise, and carbon emissions. Visiting the collection center, one quickly appreciates the complexity in the consolidating process, treatment, and management of waste.

Per the Kohn Pederson Fox-designed Master Plan, 40 percent of Songdo IBD has been designated as open space. Looking down from the Northeast Asia Trade Tower observation floor, the strong commitment to providing open space is apparent from the 41-hectare Central Park, canals, and walking and bike paths—a contrast with the high urban density one finds across much of the greater Seoul metropolitan region.

CUTTING-EDGE SMART CITY

One critical dimension of Songdo IBD's vision is the project's strategic partnership with and commitment from American multinational corporation Cisco. Wim Elfrink, Cisco's Chief Globalization Officer and a longtime supporter of Songdo, sees the city as a test bed for their technology and what they call "IoE," the Internet of Everything [sic]. Cisco describes "IoE" as "bringing together people, process, data, and things to make networked connections more relevant and valuable than ever before." Via a joint venture between Cisco, Gale International, POSCO E&C, and LG CNS, a citywide citizen services network will serve as the platform for innovative, life-enabling technologies. The joint venture company is called u.Life Solutions, and it will provide integrated applications for organizations and residents living and working in Songdo IBD. This includes integrated building and facility management, on-premise safety and security, home networking, local government services, ubiquitous healthcare (U-Healthcare), and virtual concierge services.

In addition to technology linking and sharing data across an integrated network, buildings and residents will be able

to fine-tune energy demands and monitor and control residential lighting and temperature. There will be constant IP connectivity across Songdo IBD. State-of-the-art Cisco TelePresence video conferencing units located in homes and businesses across Songdo will enable high-definition, person-to-person interactions in areas such as education, security, virtual learning, and concierge services. Chadwick International School Songdo has integrated TelePresence into its curriculum and boasts regular classroom use of TelePresence to connect with its sister school, Chadwick School in Palos Verdes, California, as well as other classrooms globally.

FOREIGN INVESTMENT AND ADAPTING

From the beginning, the master plan developer Gale International and its Korean partner POSCO E&C set high standards for design, sustainability and, most importantly, an unparalleled lifestyle. Specifically, the developer boldly set out to transform and reshape what has become the global model for urban communities.

The global recession of 2007 had an impact on similar projects both in Korea and worldwide, stalling some of the

most ambitious development projects. Songdo, too, dialed back its aggressive development plan, but it remains on a consistent growth trajectory. When completed in 2017, Songdo IBD will be home to over 65,000 residents and employ 300,000 workers.

Equally encouraging, the halls of Chadwick International School Korea now ring with the sound of children, each of whom carries a school-provided laptop. Enrollment over the next three years is expected to grow from the current 700 students to 1,200.

Overall, Songdo IBD is making good on its promises and pledges. As expected with any project the size and scale of Songdo IBD, some adaptation is occurring to meet new trends. One modification from the early vision of the project is a shift from commercial office and residential apartments focused on foreign investors and development to a more knowledge-based community with international university campuses and biotech research centers.

With the Yellow Sea region fast becoming a major economic hub, attracting foreign investors remains a Songdo goal.

Spurred by the Green Climate Fund and an improving foreign investment environment, the city and its developers have renewed and refocused efforts to attract foreign direct investment. The GCF is expected to bring a permanent staff of several hundred in the initial phases, with estimates that number in the thousands in the long term. Real estate agents report that since Songdo won the bid to become home to the GCF, over 1,000 new apartments have been sold.

Of course, sustaining the vision over time will require the continued support of government, institutions, businesses, and residents. However, visitors to Songdo, both Koreans and foreigners, will appreciate the community's new urbanism focus and envy a lifestyle rare in Korea, a lifestyle in which one can live, walk to work, and stroll through Central Park. Of even greater significance, moves by the GCF, UN-APCICT, UN ESCAP, and other global organizations to locate their offices in Songdo confirm the vision of developer Gale International—build it, stay the course, and they will come.

Songdo Trivia

- Songdo Convensia is Korea's largest column-free interior space.

- Songdo incorporates the best features of the world's leading metropolises, including a Central Park à la New York, wide boulevards like Paris, pocket parks like Savannah, canals like Venice, and landmark architecture like Sydney.

- Some 40 percent of Songdo is green space, making it one of the greenest cities in the world.

- The city's masterplan was drawn up by renowned American architectural house Kohn Petersen Fox Associates (KPF).

- Central Park's canal uses seawater, saving thousands of liters of fresh water a day.

- No less than one-third the world's population is located within a three-hour flight from nearby Incheon International Airport, the world's top eight airport eight years in the running.

'TIP OF THE ICEBERG'

Gale International Vice President Scott Summers discusses what the GCF means to Songdo

Written by Robert Koehler



Scott Summers, Gale International's vice president for investment and marketing, foresees big things for Songdo, especially since the UN's Green Climate Fund (GCF) moved in. "Most dramatically, it'll have 300–400 foreigners living and working in Songdo," he says. "This will have a huge impact since more local businesses will cater to foreign needs." Businesses and services already aimed at the expatriate community, most notably Chadwick International School, will also benefit. But according to Summers, this may be just the "tip of the iceberg."

"We imagine financial service companies may play a role in administering and assisting the GCF," he says. "It's taken some time to get companies in Seoul to leave the comforts of home. This might give Songdo some traction."

What makes Songdo such a great place to host the GCF? For starters, the city provides an example for the fund to showcase to other nations. Summers explains, "Songdo has been around for less than 15 years, so you can't compare city to city. But what Songdo offered the secretariat of the GCF was a master plan of a sustainable city. Sustainability was the DNA of the master plan."

Songdo also offered the fund a true "plug-and-play" option. "No other city in the world could offer 500 employees a place to work, a place to live, and a place to play all within a radius of a 15-minute walk," says Summers. The office to house the fund is nearly complete, and the amenities are already in place, including the landmark Songdo Convensia, a key piece of infrastructure for a fund expected to host around 120 conventions a year.

For Summers, Songdo's chief selling points are its environmentally friendly design, its "access to open space," and its "green and clean living environment." There are multiple ways to get to work—everywhere is just a 15-minute walk away, and the city's 25 km of bike paths make cycling a real option.

Songdo's other major advantage is its proximity to Incheon International Airport. "Songdo is 20 minutes from the airport that's been voted the world's best airport for the last eight years," Summers notes. "What this allows is that we can reach one third of the world's population in three and a half hours." The GCF—with its special concern for Asia's growing and increasingly resource-hungry middle class—likely took this into consideration, too, he said.



SONGDO, A UNIQUE MODEL

Incheon Free Economic Zone commissioner Lee Jong-cheol says the future is bright for Korea's city of the future

Written by Robert Koehler

So, why is Songdo getting so much global attention?

Incheon Free Economic Zone (IFEZ) commissioner Lee Jong-cheol thinks it's the unique model Songdo presents. "I think Songdo is getting the attention of the world because it's considered a development model for the city of the future and a front-runner for planned eco-friendly cities," he says. "I think it will receive even more attention in the future, too, as an alternative for the city of the future, as greenhouse gas reduction and climate change become global topics of conversation."

As you'd expect, Lee is keen on Songdo as a place in which to invest and live. Some ten international organizations—

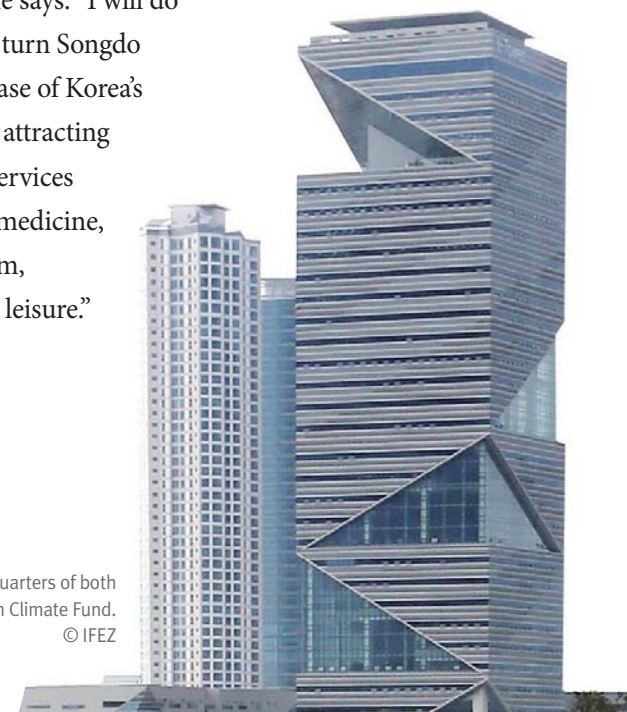
including, of course, the UN's Green Climate Fund—now call Songdo home. As they say, it's all about location, location, location, beginning with the city's proximity to Incheon International Airport, the world's finest air terminal. "There are 61 cities of 1 million people and more and 2 billion people living within three hours' flight," he boasts. "Located close to such a great airport, Songdo is now becoming a global hub linking the world." Of course, its proximity to the port of Incheon—a springboard to the China market—and the 25 million people of the greater Seoul area doesn't hurt, either.

The foreigner-friendly infrastructure is a draw, too, Lee says, citing the educational environment in particular. Chadwick International School is already open for classes, and the State University of New York (SUNY) Songdo campus just graduated its first class.

Lee says the city's "compact, smart, and green" design make it very attractive to foreigners. "The Compact City means a self-contained city where all the necessary functions of a city can be carried out within a 30–40 minute walk," he says. "This is to say, all the facilities you need in life—for business, leisure, education, medicine, shopping, conventions—are located within a 5 km radius." The city's "smart" ubiquitous infrastructure allows users to plug into networks regardless of location and make use of services in real time. The eco-friendly "green" design goes a long way in creating a pleasant living environment.

Lee sees big things for the city's future. "I'm sure that in the future, Songdo will become a global hub city leading Korea's service industry and pulling along economic growth and job creation," he says. "I will do everything I can to turn Songdo into an advanced base of Korea's service industry by attracting high value-added services such as education, medicine, distribution, tourism, entertainment, and leisure."

Songdo I-Tower, the headquarters of both IFEZ and the UN Green Climate Fund.
© IFEZ



SONGDO 'FUTURE ROAD' WALKING TOUR

Songdo was designed to be explored on foot. The city's "Future Road" takes you into the heart of the city of the future, showing off some of its impressive architectural and cultural landmarks.



TOMORROW CITY

To get to the start of the course, get off at University of Incheon Station, Incheon Subway Line 1.

Tomorrow City is a high-tech culture and exhibit space full of gadgets, galleries, and displays presenting Songdo's vision of a "ubiquitous" future where IT is omnipresent.



CENTRAL PARK

From Tomorrow City, head to Central Park and walk along the beautiful saltwater canal that flows through the park. Central Park is surrounded by high-rise buildings, the most magnificent of which is the Northeast Asia Trade Tower (NEATT), which at 304 m is the tallest building in Korea.



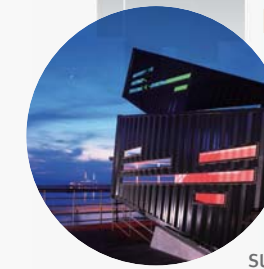
COMPACT SMART CITY

As you approach the end of the canal, you'll come to Compact Smart City, another impressively designed exhibit space showing off the city's high-tech future.



TRI-BOWL

Just beyond Compact Smart City is the Tri-Bowl, a landmark sculpture/exhibit space that, as its name would suggest, is composed of three connected bowls. It is truly a sight to behold when lit up at night, when it resembles a landing spaceship.



INCHEON BRIDGE VIEWPOINT

At the west boathouse (near the end of the canal), cross the bridge and follow the path to the Incheon Bridge viewpoint. Composed of shipping containers, the viewpoint provides wonderful views of the surrounding mudflats and the Incheon Bridge.

The sunsets here can be inspiring, and the bridge is lit up at night.



CANAL WALK

From the bridge, head back up the canal (only on the other side) and follow the path to the Canal Walk, a European-esque shopping complex named for the artificial waterway that flows through it. You'll find a variety of good restaurants here, too.



SONGDO CONVENSIA

Head back to Central Park, walking along the other side of the canal. Once you've reached the end, keep going until you've reached Songdo Convensia, a landmark convention center that brings to mind the Sydney Opera House.

Dining

For a romantic evening with good food and a nice view, try the seafood buffet on the 21st floor of the Technopark complex's Michuhol Tower, near Exit 4 of Incheon Subway Line 1's Technopark Station.

A bit cozier but also with stellar views is the buffet restaurant on the 19th floor of the Songdo Park Hotel, on the southwest side of Central Park. The restaurant/tapas bar What's David's? is popular for its good pasta, pizza, and steak. It is near the Korea Coast Guard headquarters, not far from Central Park.

Photographs courtesy of Incheon Metropolitan Government, Incheon Development & Tourism Corporation, and IFEZ

SHIM MOON-SEUP

Veteran sculptor turns natural materials into spaces where people can meet and mingle

Written by Yim Seung-hye

Photographs courtesy of Shim Moon-seup



Back in the 1960s, when sculpture playing second fiddle to painting in the Korean, Shim Moon-seup, who was a high school student back then, decided to pursue a career in sculpture after merely heeding advice from his “smart” older sister, who told him that “sculpture will become the focus of art in the future.”

Whether his sister’s prophesy was right or wrong is yet to be seen, but believing in it allowed the 70-year-old Shim to make a name for himself as one of the most highly acclaimed sculptors both at home and abroad.

Art has been Shim’s favorite subject since his elementary school days; however, as he got older, the common belief that artists are doomed to lives of poverty and struggle made him hesitant to speak out about his dreams. But, noticing his talent, his older sister suggested he study sculpture.

“My family was really poor back then so it was really surprising for me—even now I am quite shocked—to have had my sister advising me to live the life of an artist and become a sculptor,” said Shim. “She was a smart student, so I guess I trusted her. I just followed her advice. I never imagined that there would ever be such an increase in the number of sculptors in Korea today,” said Shim. “She passed away in the 1970s, but if she were alive, I want to ask her why she advised me to take up sculpture. I feel like she knew me better than I knew myself.”

COUNTRYSIDE ROOTS

Growing up in the countryside, Shim says his childhood experience allowed him to have “a delicate view of nature,” which is expressed through his works. The artist is known to work mostly with natural materials.

“Although I’ve lived in cities for many years afterwards, the influences from my experiences in the countryside, the feeling of conforming to nature and respecting it, are stronger than the influences drawn from city life,” said Shim.

In Shim’s works, he uses diverse materials, including metal, earth, wood, iron, and stone. “I think the charm of sculpture is in the variety of materials,” Shim said, further explaining that the best way for him to display his thoughts is to simply allow them to become one with a certain material.

“In the 1990s, I used things that were more readily available, creating works out of materials in their natural state. I use my hands more now. When I first decided to do sculpture, I



selected things I found in nature. For example, when I used stone, I tried using the pure forms of stones rather than using ones that were artificially shaped. But these didn’t allow me to feel the so-called ‘flow of time.’ So I tried using soil. Soil shared in the passage of time, but the strength of the material itself was too great, and thus it proved difficult to use as a medium for my thoughts. So I then moved on to wood. Wood possesses power that is ancient, that reminds me of forgotten memories. It also has a human quality. But it lacks freshness. Meanwhile, iron is made by men and can be used to express the contemporary,” said Shim.

INTERNATIONAL RECOGNITION

After graduating from Seoul National University with a major in plastic arts, the artist whipped himself into action, beginning with winning the top prize at the Korean Art Exhibition in 1970. He then launched into a flurry of activities for three or



four years, getting invited to the Paris Youth Biennale three times between 1971 and 1975. It was there that he began to get international recognition.

“I was lucky to go there three times. The first time was in 1971, then in 1973 and in 1975,” said Shim. “I especially remember my works in 1971. There were three plans. The first was paper stuck on the wall, which I then tore into pieces, leaving a third of the paper stuck on the wall and the rest trailing on the floor, onto which I then placed rocks. Another one was two iron sheets onto which I poured cement, and then I extracted the cement to see what it expressed. For the third, I attached wires to iron pipes for an ‘on-site’ effect. These works highlighted the structure of reality and the surrounding environment born from the relation between materials.”

As illustrated in many of the artist’s works, Shim’s concept of “sculpture” has been somewhat different from the existing patterns of sculpture that his seniors or colleagues followed.

Shim explained that it was in 1969, when he joined the Avant-Garde Association, that he began setting up his own system of sculpture “after doing some self-searching with other members of the association.”

The artist started off by showing “naturalness of the materials without manipulation.” His first sculpture for the Avant-Garde Association exhibition in 1970 was an acrylic barrel filled with

water. The next year, he cut live trees to show the relationship between tree and tree “in a sort of fantastic way that was also very site-specific.”

“It was interpreted as a ‘new world’ and I felt like I was born again,” said Shim.

As the characteristics in Shim’s works became more and more distinctive, he got busier with schedules abroad, participating in numerous exhibitions—the São Paulo Biennale, India Triennale, Sydney Biennale, and many more—as well getting invited to hold solo exhibitions in galleries around the world.

Of the 40 solo exhibitions Shim has held, 30 of them were held overseas in countries ranging from France and Italy to Japan and China.

“I’ve shown my work more often in foreign countries than in Korea. I think that’s partially because my work hasn’t been as recognized at home as overseas. The condition was better there for me to introduce my new works,” said Shim. “Moreover, the situation has become better today, but when I was more active, there wasn’t much support in Korea in the field of arts and culture. So I had to use foreign countries’ cultural channels to enable cultural exchange as well as for self-verification.”

Among the artist’s solo exhibitions so far, Shim says the one that he held in 2007 in the gardens of Palais Royal was the most memorable.

“Holding the exhibition in the beautiful gardens in the heart of Paris, I was deeply moved by the whole atmosphere. I was invited by the Culture Ministry of France,” said Shim. He exhibited 10 works made of water, wood, iron, and stone in the exhibit, named *Towards an Island*.

“Witnessing the scene where people who come to see my works naturally mingle with the works, I was deeply moved. ‘Communication with people’ is an important key phrase for all my works. I remember working hard to create a scene where people mingle and communicate harmoniously around my works for that exhibition,” said Shim.

WHERE PEOPLE CAN MEET AND MINGLE

Like most artists, Shim also expresses his thoughts to the world through his works. For Shim, that’s communicating with people and creating a space where people can meet and mingle.

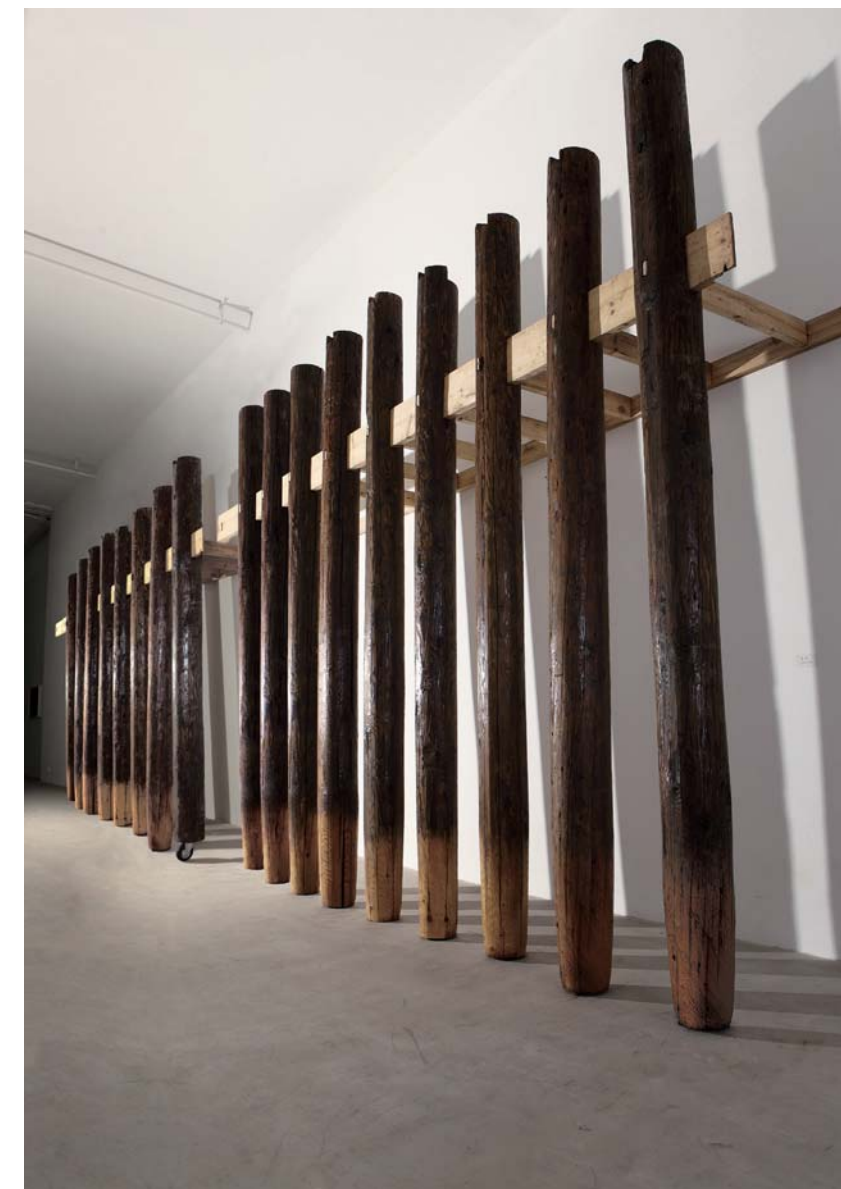
“I speak to the world through all my works. For example, with my works like *Mokshin*, which is the project where I worked with wood, I wanted to give people a feeling of profundity. I wanted them to see it as they would see a large forest. I want my works to exist as a structure in which it can share space with people, where people can meet at a vertex, a meeting point where they can mingle together freely without any resistance,” said Shim.

But whether the masses understand his works and concept is not that important.

“Once I finish a work or a project, I don’t really have interest or concerns about how it will be received by others. In fact, I don’t really feel the need to explain or persuade. I already feel satisfied by the fact that I’ve brought up new questions,” said Shim.

Currently residing in Tongyeong, Gyeongsangnam-do, the artist’s next exhibition will be in Germany.

From March to May next year, Shim will be holding an exhibition at the Domaine de Kerguehennec, a contemporary art center in France’s Brittany. Under the theme *The Presentation*, Shim will be exhibiting 11 works he’s created using wood, stone, earth, and iron.





HELPING IS CREATING

Kim Yu Su of SK Telecom’s CSR Program is assisting traditional market to adjust to the creative economy

Written by Max Soeun Kim

Based on Korea’s near-iconic obsession with smartphones—and the technology that goes with them—it might appear to some that IT giant SK Telecom really doesn’t need to do much more to remain in the good graces of its consumers. However, their unprecedented corporate social responsibility program suggests they’re willing to go the extra mile to make everyone happy. Their website is emblazoned with a simple byword, “happiness,” and their objective is plainly stated: “Make everyone happy and create a

happy generation.”

But how exactly SK Telecom plans on attaining such an ambitious goal requires a little more explanation, and SK Telecom’s CSR program manager, Kim Yu Su, has stepped up to fill in the gaps, discuss the firm’s vision of “happiness,” and lay out the details of their latest social benefit project—modernizing traditional markets with cutting-edge IT and giving its members the tools for further success via a “sustainability management” program.

GROWTH AND MUTUAL HAPPINESS

According to Kim, the reasons for embarking on such an ambitious project are grounded in SK Telecom’s charitable corporate philosophy, which recognizes the symbiotic nature of success.

“SK Telecom believes in a mutual happiness with its social neighbors. We believe that in order for a company to sustain long-term growth, it has to do so in phase with the nation and society to which it belongs,” says Kim. “We have been heading several ‘mutual growth’ projects that address these points, and in September 2012, SK Telecom partnered up with Junggok Jeil Market in a collaborative effort to stimulate traditional markets.”

Though depressed traditional markets are just one of many social hurdles in an age of constant change, it is one that SK Telecom is particularly well equipped to handle. Information technology and streamlined, up-to-date management strategies are SK Telecom’s proven strengths, and according to Kim, these areas are exactly where depressed traditional markets need a little boost.

“We’ve seen many efforts in the past that temporarily mitigated this problem, but most of these efforts failed to make a lasting impact,” says Kim. “We recognized the necessity of strengthening the fundamental competitiveness of the traditional marketplace, and as a solution SK Telecom sought to integrate its ICT resources into these markets.”

In the case of Junggok Jeil Market, though its members showed an innovative drive to manufacture and sell their self-made food products under their original brand, Aricheongjeong, they were falling behind in online sales. Judging that ICT-savvy marketing was the much-needed fix, SK Telecom drew upon its own business strategies to produce tailored ICT solutions based on Junggok Jeil Market’s needs, trying and testing products on 27 million consumers via successful SK-brand online stores such as Myshop and 11Street.

Using their comprehensive database marketing strategies, which aims to capitalize on lasting and direct relationships with customers using digitally stored consumer information, SK Telecom has been sharing the secret of their success, expanding Junggok Jeil Market’s digital consumer base and providing sustainable communication channels from the market to its consumers. This is the crux of their sustainability management program—the installation of an outreach system that

merchants themselves can operate and maintain. As far as hard statistics go, the numbers suggest it’s working, and Kim says the use of such ICT marketing has resulted in an approximately 10 percent increase in Junggok Jeil Market’s total profits.

Given such success, it’s no surprise that SK Telecom has been hailed as a forerunner in President Park’s vision of a “creative economy,” and for SK Telecom and Junggok Jeil Market, it was due to a constructive partnership, the strategic merging of old and new.

“We worked together to find a solution that enabled Junggok Jeil Market to adopt up-to-date methods of marketing and accounting while preserving the traditional elements,” says Kim. “Fusing preexisting elements and creating added value—that is really the bottom line of a creative economy.”

1. SK Telecom’s Kim Yu Su demonstrates how tablet computers can help at Junggok Jeil Market.

1. A tailor-made smart phone app allows credit card payments at traditional markets



Chuncheon

Beautiful scenery abounds in Korea's lake country

Written by Robert Koehler



Chuncheon is just what every Seoulite needs on the weekend—clean air, beautiful scenery, and great food just a day trip's distance from the capital. The capital of the rugged province of Gangwon-do, the town is also the primary staging ground for exploring Korea's "lake country," a picturesque landscape of emerald lakes and verdant hills that draws millions of visitors a year. The recent commencement of the Intercity Train Express (ITX) service between Seoul and Chuncheon makes this relaxing destination even more accessible.

Chuncheon's Uiamho Lake is covered with mist in the predawn hours. © KTO



1. Created by the massive Soyang Dam, Soyangho Lake is one of Korea's largest inland bodies of water and a popular leisure destination. © Chuncheon City
 2. Canoeing on Chuncheon's Mulle-gil © Peter DeMarco 3. Beautiful metasequoia-lined walking path of Namiseom Island © Chuncheon City

LAYOUT

A medium-sized city of 270,000 people, Chuncheon was, not so long ago, an inland mountain town. Beginning in the 1960s, however, Korean civil engineers began erecting some of Asia's largest dams in the region, including the truly massive Soyang Dam. These dams produced massive reservoirs, including Uiamho Lake and Soyangho Lake, the latter so large it almost qualifies as an inland sea. These lakes dramatically transformed the regional landscape and introduced a range of new sports and leisure possibilities.

Downtown Chuncheon sits on the shore of Uiamho Lake; in fact, the entire lakeside is lined with pleasant walking and biking paths. The lake is home to several small islands, the most noteworthy of which is Jungdo, a popular water sports and leisure destination. The town is pleasant enough, with a couple of Korean War memorials (including an Ethiopian-style museum dedicated to the Kagnew Battalion, the Ethiopian troops sent to support South Korea in the Korean War) and an old Catholic cathedral built by Irish missionaries in the mid-20th century. Most of what you'll want to see, however, is found in the surrounding countryside. Worth checking out is the Gongjicheon district, a popular lakeside entertainment district.

SOYANGHO LAKE

Just to the northeast of town is the behemoth Soyang Dam, the largest rock-filled dam in Asia. Completed in 1973, this wonder of Korean 20th century engineering greatly promoted regional development and still serves a number of important roles, including flood control, water supply, and power generation. Behind the massive wall is Soyangho Lake, one of Korea's largest inland bodies of water. Stretching over 60 km eastward to the town of Inje, the lake is popular with Korean anglers. Many Korean restaurants and cafés have gathered near the dam to take advantage of the scenery.

In the hills overlooking the lake is the small but pretty Buddhist temple of Cheongpyeongsa. Reaching the temple requires a short ferry trip over the lake and a 4 km hike—this is half the fun. Be sure to note the architecturally significant front gate of the temple. The best part of the temple is the atmosphere—this is almost as far removed from civilization as it gets.

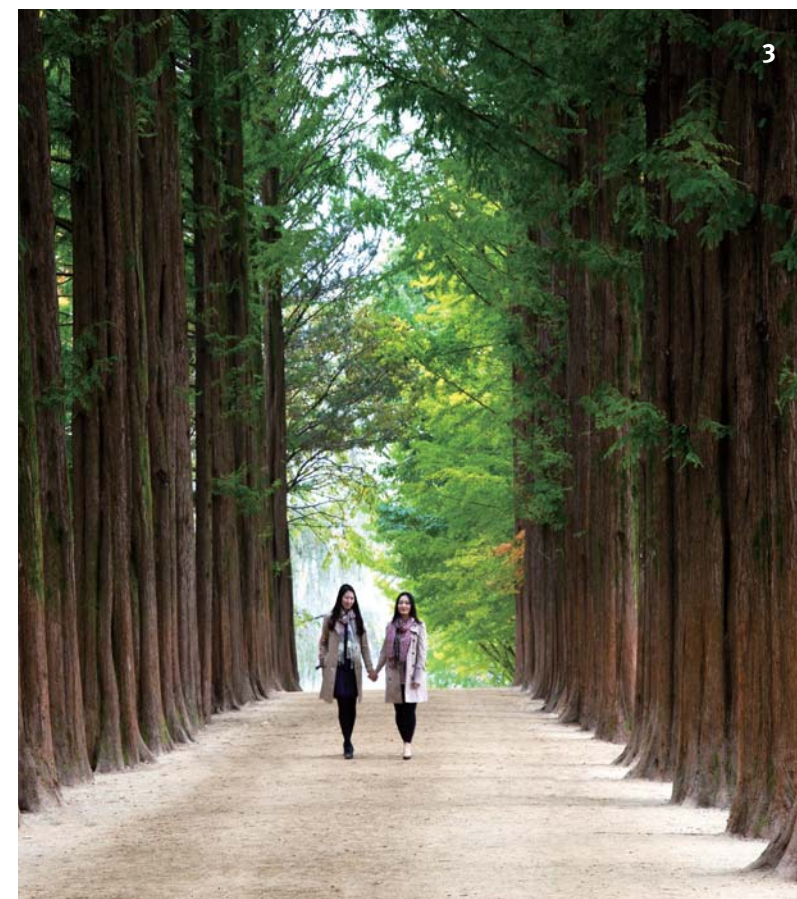
NAMISEOM ISLAND

Technically speaking, the riverine island of Namiseom is not part of Chuncheon but of the neighboring town of Gapyeong.

Still, it's just 30 minutes from Chuncheon and a frequent stop of tourists revisiting the region. The island is a private arboretum founded by late governor of the Bank of Korea Minn Byeong-do (1916–2006) in 1965. It's crisscrossed by beautiful tree-lined walking paths—its metasequoia are especially picturesque—and home to restaurants and cultural facilities. The island is reached either by ferry or, for the more adventurous traveler, a zip line that transports you a kilometer over the Bukhangang River at speeds of 80 km an hour.

CANOEING CHUNCHEON

The best way to experience Chuncheon's lake scenery is by canoe. Chuncheon's Mulle-gil (Water Road) is a series of canoeing courses operated jointly by Chuncheon City Government and Blue Clover, Korea's only producer of handcrafted wooden canoes. This isn't the Canadian outdoors—trips are accompanied by guides, and you'll usually be rowing with several other craft—but it's an exhilarating way to take in the scenery nonetheless. Trips are preceded by a 20-minute class. Two-hour trips cost KRW 30,000; call T. 070-4150-9463 to make a reservation.



MORE INFO

EAT

Chuncheon's two signature dishes are Chuncheon-style pan-fried chicken ribs (Chuncheon *dakgalbi*) and buckwheat noodles (*makguksu*).

The best place to score *dakgalbi* is Myeong-dong Dakgalbi Alley, across from Chuncheon City Hall. Here you'll find about 20 restaurants specializing in the dish. Be warned, though—this is spicy fare. Finish up your meal with rice fried in the leftover sauce. *Makguksu* is a bit simpler—buckwheat noodles served cold and topped with red pepper sauce. You can find places serving this all over, but give Nambu Makguksu (T. 033-256-7856) near Chuncheon Police Station a try.



Chuncheon Dakgalbi © Peter DeMarco

STAY

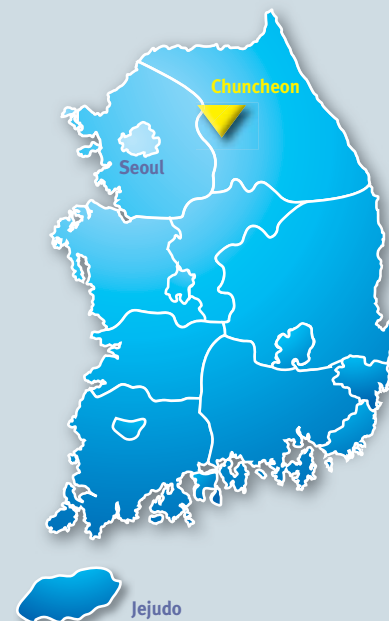
Downtown Chuncheon has a wide range of small and medium-sized accommodations. The nicest place to stay in the area, however, is the Naminara Hotel (T. 031-580-8000) on Namiseom. The hotel's rooms are decorated with the works of noted artists, turning a night here into a cultural experience.



© Naminara Hotel

GO

ITX express trains to Chuncheon depart from Seoul's Cheongnyangni Station (travel time: 64 minutes).



SHOOTING FOR THE BEST

Jin leads golden generation of Korean sharpshooters

Written by Kim Tong-hyung

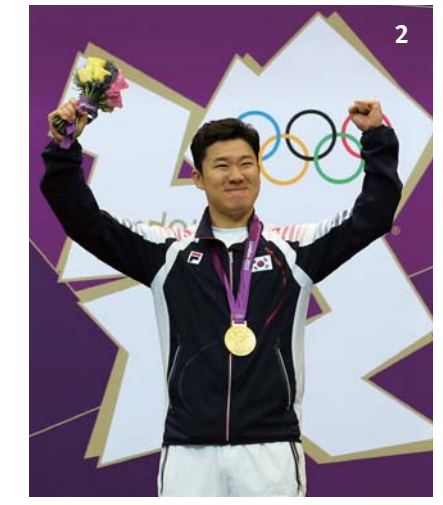


1

1. Korean sharpshooter Jin Jong-oh is currently not only the world's best shooter but also Korea's greatest shooter ever. 2. Jin won two gold medals at the 2012 London Olympic Games, adding to his previous gold from the 2008 Beijing Olympic Games. 3. Rifle shooter Lee Eun-chul won gold at the 1992 Barcelona Olympics 4. Air pistol event at the 2012 London Summer Olympics.

Jin Jong-oh is oozing with the confidence of a man who knows that, purely and simply, he's the best in the world right now. It's this lack of self-doubt that hints that the best may be yet to come for the 33-year-old, who is already Korea's greatest athlete in shooting sports.

Jin won both the men's 50m and 10m air pistol events at recent World Cup competition in Granada, Spain, continuing a torrid streak that started with his double-gold performance



2

at the 2012 London Olympics. His 200.7 points in the 50m event was a staggering 10.9 points above the score of Portuguese runner-up Joao Costa.

"I have been training myself to adjust to the new rules since the start of the year, so [it feels good] to shoot for 200-

plus," Jin told Korean reporters after the event.

The International Shooting Sport Federation adopted new competition rules for 2013 to strengthen shooting's standing as an Olympic sport and improve spectator appeal.

The most interesting change is the playoff-type finals, where eight shooters start with a zero score with no carryover. The last two shooters standing will settle the winner in a two-shot duel.

"I think the new rules are great for spectators but add that much more pressure to the shooters. I guess we are going in the right direction to make the sport more popular," Jin said.

The success of Jin, a three-time Olympic gold winner, has been critical in inspiring what appears to be a golden generation of Korean sharpshooters.

The current abundance of local talent is notable, as Korea's presence in shooting was rather obscure before Lee Eun-chul won the gold in the men's 50m rifle competition in the 1992 Barcelona Olympics. And the country didn't get another Olympic gold in the sport until Jin won the 50m air pistol event 16 years later in Beijing.

The possibility of the country going through another lengthy

drought like that seems significantly lower now. Jin is confident about defending his London titles in the 2016 Games in Rio de Janeiro. Some of the competition may come from his younger compatriots, who entered the sport to emulate his success.

A WIDE FIELD

The National Shooting Championship held in Changwon, Gyeongsangbuk-do, in June produced seven new national records and some potential candidates to battle Jin for the title as the country's best marksman.

The Kyungnam University duo of Choi Yong-hoo and Lee Hyeon-yong each won four golds in the college men's pistol combination to emerge as top prospects. In the senior competition, Kim Tae-young, a 24-year-old with hearing disabilities who finished third behind Jin and Mok Jin-moon in the 10m pistol, solidified his reputation as the next big thing.

Not that Jin should be involved in any talks about passing the torch. Why should he? For all his accomplishments, he has been shooting better than ever.

It was always obvious that Jin had the type of talent that justified fearlessness. He started the sport in high school and was able to establish himself as an elite marksman by his early 20s despite a devastating car accident that nearly derailed his career.

But it seems Jin didn't always perform with conviction in pressure situations. Fairly or unfairly, he developed a reputation as a shooter who was calm and focused in the buildup, only to be shaky in the moment that determined the outcome of the match.

He seemed to be cruising toward a gold medal at the 2004 Athens Olympics when a fatal error occurred during a game—he fired but the electric gun didn't respond. He was given another chance but blew it by shooting in haste, managing a 6.9, his worst score, to settle for silver.

Four years later in Beijing, Jin rebounded with a gold medal in the 50m air pistol event. But he nearly managed to let that one slip away on the last shot, a disappointing 8.2, barely enough to beat North Korean Kim Jong-su, who finished 0.2 points behind.

However, Jin's impressive fightback to retain his 50m pistol title in London seemed to be a mental turning point. He entered the final 7 points behind compatriot Choi Young-rae but gradually cut into his teammate's lead and got within 1.6 points with one shot remaining. Jin was unflappable this time in his last attempt, nailing a 10.2 to dramatically claim the title as Choi managed a lowly 8.1, his nerves betraying him.

In international competitions since then, Jin has been finally displaying the swagger worthy of his talent. So perhaps there is still more great stuff to come from him.



3



4

BREAKING FOR RESPECT

R16 Korea World B-boy Masters Championship was a showcase of passion and athleticism

Written by Loren Cotter



1

B-boying is an urban performance art rooted in hip-hop culture, said to have originated at house parties in New York's Bronx during the 1970s. Also known as breaking or breakdancing, b-boy purists reject the latter name, arguing that it's a media-constructed term that no true b-boy or b-girl would use. B-boying or breaking is the preferred name and refers to the action itself, while b-boys or b-girls refer to the dancers.

B-boying started out in the US, becoming mainstream during the '70s, reportedly spreading to Korea with help from American soldiers in the 1980s. However, the b-boying rage didn't truly kick in on the peninsula until the '90s, with the trend gathering speed after Korean-American John Jay Chon visited family in Seoul, bringing video footage of an LA b-boying contest, Radiotron, with him. He passed the video on to Expression Crew and it went viral in a retro sense, the VHS tape being copied manually—and watched repeatedly—by young Koreans hooked on b-boying and b-boy culture.

The early adoption of the Internet in South Korea also helped further interest in b-boying. B-boys hungry to experiment and learn new tricks were suddenly able to access reams of footage online, inspiring their cultivation of the craft—a craft Korean crews have now mastered.

R16 KOREA

Since 2002, Korean b-boy crews have won the prestigious Battle of the Year, a b-boy competition referred to as “the World Cup of B-Boying,” no less than six times. They have also featured heavily as runners-up. It's largely due to these successes that Korea has pioneered its own R16 World B-Boy Masters Championship, launched in 2007 and held annually at Seoul's Olympic Park. Comprised of over 300 participants from all over the world, with a hefty chunk of the solo b-boys and crews

1. With over 300 participants, the R16 World B-Boy Masters Championship is one of the biggest events on the b-boy calendar. © Korea R16
2. A b-boy artist
3. Olympic Park's Olympic Hall, the main venue of the R16 World B-Boy Masters Championship



2



3

joining from Asian nations, R16 is an esteemed festival held over four days, touted as an international celebration of b-boy and hip-hop culture.

Although the 2013 Saturday night solo contests proved popular, the pinnacle of the 2013 Ministry of Culture, Sports and Tourism-sponsored event was on Sunday night, when the crews come out to battle against one another. The night melded performances from acts such as R&B singer Jay Park and six- and nine-year-old b-girls Terra and Eddie with competing b-boy crews. The winner of the B-Boy Crew Performance Battle was Body Carnival (Japan), while Suwon-based Morning of Owl took the B-Boy Crew Battle spot with their dynamic battling skills, fusing traditional Korean dress with modern b-boying skills in a fresh take on the sport.

B-boying is largely dominated by men, and R16 is no different. However, B-girls were also represented at the event, with the Saturday night solo locking finale ending in a showdown between Luna and Nao; Nao took the first-place \$3,000 prize. The tight, robotic movements of the performers at the popping contest were also a pleasure to watch, although popping judge Salah from France stole the show with his mid-contest set, featuring awe-inspiring bellyrolls that practically defy human anatomy.

Power moves, techniques that are more reminiscent of high-level gymnastics, always garner audible gasps from audiences, and the majestic airflares from Australian finalist Blond did just this. It was Issei, the 2012 defending champion from Japan, who really impressed the judges, however, with his head-spinning prowess being a highlight of the final solo B-boy battle, leading to him being crowned champion for a second consecutive year.

The “R” in R16 stands for respect. The performers, organizers, and participants of this unique cultural sport deserve it in abundance for the dedication and expertise they show during this subcultural event.

UNESCO RECOGNIZES KOREAN HISTORICAL RECORDS

16th-century *Nanjung Ilgi* and archives of 20th-century Saemaul Undong movement are testaments to human drive and ingenuity

Written by Kim Hyung-eun

“If you try to die, you will live. If you try to live, you will die.”

These are the famous words of the legendary Korean admiral Yi Sun-sin (1545–1598) who brought victory to Korea during the Japanese invasions of 1592–1598.

Yi left those famous words in his diary on Sept 15, 1597. He was hoping that his men would have courage and high spirits in the imminent naval battle in which Japanese vessels greatly outnumbered their Korean counterparts. The next day, Admiral Yi’s fleet of 13 ships defeated a force of 133

Japanese vessels. That battle is known in Korea as the Battle of Myeongnyang, as it was fought on the Myeongnyang Strait.

The 16th-century diary kept by Yi, named *Nanjung Ilgi* (*ilgi* translates to “diary”) has been added to UNESCO’s International Memory of the World Register, the Cultural Heritage Administration (CHA) confirmed on June 19.

The decision was made at the 11th meeting of the International Advisory Committee (IAC) of the UNESCO Memory of the World Register. The four-day meeting—attended by 14 members of the committee—took place in



Korea's UNESCO Memory of the World

2013

Nanjung Ilgi (War Diary of Admiral Yi Sun-sin)
Archives of Saemaul Undong (New Community Movement)

2011

Ilseongnok (Records of Daily Reflections)
1980 Archives for the May 18th Democratic Uprising in Gwangju

2009

Dongui Bogam (Principles and Practice of Eastern Medicine)

2007

Printing woodblocks of the Tripitaka Koreana
Uigwe (The Royal Protocols of the Joseon Dynasty)

2001

Jikji Simche Yojeol (the second volume of “Anthology of Great Buddhist Priests’ Zen Teachings”)
Seungjeongwon Ilgi (The Diaries of the Royal Secretariat)

1997

The Annals of the Joseon Dynasty
The Hunmin Jeongeum Manuscript

Gwangju, Korea, between June 18 and 21 to deliberate on 84 documentary heritage nominations from 54 countries.

Also added to the list was the archive of Saemaul Undong (“New Village Movement”), the government-led campaign in the 1970s designed to develop rural areas and help people out of chronic poverty.

OLD AND MODERN HISTORY

UNESCO officials say *Nanjung Ilgi* is a rare record of the battle written by the commander himself. “The diary is without equal in world history as a commander’s battlefield accounts. Written as a personal journal, it describes in detail the daily combat situations, the admiral’s personal views and feelings, observations on the weather, topographical features of battlefields, and the lives of common people,” UNESCO explains on its website. “The style is simple and elegant. This war diary has been widely used in modern Western countries as well as in Korea to study the sea battles during the seven-year war.”

The archives of Saemaul Undong, meanwhile, consists of some 22,000 presidential speeches, documents, photographs, video clips, and more that document each and every step of the 1970–1979 campaign. The archive is meaningful in that it concerns the movement recognized by the UN as an exemplary initiative to fight poverty and revitalize rural areas. “The archive is the collection of government and civilian documents, photos and videos of the campaign that has been recognized as a development model for developing countries and is being picked up by underdeveloped countries in Africa and Asia,” the CHA said.

UNESCO’s Memory of the World Program, which began in 1992, seeks to preserve and make accessible documentary heritages around the world. The International Advisory



1. The *Nanjung Ilgi*, the wartime diary of 16th century Korean admiral Yi Sun-sin.

2. The Saemaul Undong is a leading example of rural development.

Committee meets every two years to assess nominations from UN member countries.

The current list—238 items from 96 countries—includes items like *The Wizard of Oz* (Victor Fleming 1939) produced by Metro-Goldwyn-Mayer (US), Anne Frank’s diaries (the Netherlands), and *Jikji Simche Yojeol* (Korea), the world’s oldest book made from movable metal type.

In today’s digital era, written records have lost their footing.

But the ancient Korean people valued keeping records of things in writing, as evidenced by relics like the the *Annals of the Joseon Dynasty*, which detailed the royal history of the 500-year-old dynasty, and the *Uigwe* books, which detail the protocols for Joseon Dynasty royal ceremonies and rites.

Korea has nine artifacts on the list. They include the Annals of the Joseon Dynasty, the *Uigwe* books, *Jikji Simche Yojeol*, the Eastern medicine encyclopedia *Donguibogam*, and the printing woodblocks of the Tripitaka Koreana. It has the fifth-highest number of items on the list, after Germany, Austria, Russia, and Poland.



A NEW ECONOMIC ERA

After four decades of successful ‘catching up,’ Korea looks to creativity for the future

Written by **Ben Jackson**

The year 2013 is barely half over, but the Korean Peninsula has already been visited by many of the world’s top “creative economy” bigwigs. In January, Google executive chairman Eric Schmidt flew into North Korea, apparently on a mission to spread the good news about the power of the Internet. In April, Microsoft founder Bill Gates and Google CEO Larry Page followed in Schmidt’s footsteps, this time in South Korea. In June, it was Facebook CEO Mark Zuckerberg’s turn to drop in on the South. Gates, Page, and Zuckerberg all met Korean president Park Geun-hye, an indicator of the significance accorded to their visits. Observers were quick to draw links between these high-profile visits and Park’s promotion of a “creative economy,” first made in the context of calls for economic revival as part of her inauguration speech in late February.

IDEAS = PROFIT

But what does this term actually mean? John Howkins, author of the 2001 book *The Creative Economy*, offers a

broad and simple definition: “Making money out of ideas.” Park’s inauguration speech went into more detail, saying, “A creative economy is defined by the convergence of science and technology with industry, the fusion of culture with industry, and the blossoming of creativity in the very borders that were once permeated by barriers.” On June 5, Park’s administration released the Creative Economy Action Plan, giving a similar definition of the concept: “Korean creativity and imagination will be combined with science, technology, and ICT to create new industries and markets and to make existing industries stronger and thus create good jobs.” The background to the plan’s creation, according to the Ministry of Strategy and Finance, was a perception that “the Korean economy has reached the limits of its ‘catch-up strategy,’ which had driven economic growth for the last 40 years.” In an interview in a Arirang TV broadcast the following day, Howkins offered his own country-specific advice, saying, “Korea, without losing what it has, also has to give an opportunity to new companies, smaller companies . . . companies organized in a different

way, not big hierarchies but rather loose conglomerations of individuals working at what they want to do.”

Despite the emphasis placed on start-ups and small and medium-sized enterprises by both the Korean government and Howkins, the schedules of Gates, Page, Zuckerberg, and even Facebook COO Sheryl Sandberg, who dropped by Korea in early July, suggested a different priority on the part of these creative economy gurus: all of them met with high-ranking executives at Samsung, the very largest of the chaebol conglomerates that dominate the country’s business ecosystem. Nonetheless, all three men are said to have discussed ways of developing Korea’s creative economy during their meetings with President Park (Sandberg did not meet the president on her visit). “Their visit signifies that Korea plays an important role in the global market when it comes to the creative economy,” says Lee Jangwoo, president of the Institute of Creative Economy, a body founded in 2009 to research the role of the creative economy in Korea.

BUILDING ON SUCCESS

Korea’s economy is not completely devoid of small, creative start-ups. One notable local success story is KakaoTalk, the mobile messaging application that recently passed the 100 million user mark. Other examples can be found on Creative Korea, a website created by the Ministry of Science, ICT & Future Planning to offer support, provide an open platform for popular participation, and help publicize creative start-up companies. These include MANNA Controlled Environment Agriculture, a portable fruit and vegetable cultivation device designed by students; Golfzone, a company that began with highly realistic golf simulators and evolved into a highly successful combination of golf, IT, and culture; Loofen, a multiple award-winning manufacturer of food waste handling machines; and many more.

Korea appears to be in a unique position to exploit the potential of the creative economy: it has a highly educated population, extremely active sharing of information through social media, and strong will on the part of its government to create a positive environment for creative companies. If the chaebol, meanwhile, are able to foster a more creative climate internally, their huge resources and capacities for research and development may even help produce a new, Korean, model of creative economy. “The role of large companies is essential,” argues Lee. “As well as achieving innovation and creativity internally, they provide markets for SMEs and create paths for overseas expansion.” Whatever shape the creative economy ends up taking in Korea, if past development is anything to go by, we may be seeing more rapid and impressive changes before long.

1. President Park meets with Microsoft founder Bill Gates (left), Facebook CEO Mark Zuckerberg (middle), and Google CEO Larry Page (right).
2. The World IT Show, Korea’s largest consumer electronics and technology convention.





PRESIDENT PARK EMPHASIZES KOREA-AUSTRALIA COOPERATION

Australian Foreign Minister Bob Carr, Defence Minister Stephen Smith visit Korea for 2+2 meeting

On July 2, President Park Geun-hye met with Australian Minister of Foreign Affairs Bob Carr and Defence Minister Stephen Smith at Cheong Wa Dae to discuss ways to bolster Korea-Australia ties and upgrade bilateral cooperation and exchanges in security and defense and cooperation on issues pertaining to North Korea.

Ministers Carr and Smith were in Korea to attend the first ROK-Australia Foreign and Defense Ministers (2+2) Meeting where the foreign and defense minister of the two countries gather to discuss joint responses to issues of common interest and ways to strengthen the two nations' strategic partnership in foreign affairs and defense. First agreed upon by the leaders

of Korea and Australia at a bilateral summit in April 2011, the meeting took place on July 4.

President Park stressed the importance in Korea's diplomatic history of holding the first ROK-Australia Foreign and Defense Ministers (2+2) Meeting, noting this year is the 60th anniversary of the Korean War Armistice. She said, "Australia was the second nation to enter the Korean War after the United States to protect the freedom and democracy of Korea." She also thanked Australia for its support in participating in the international investigation of the sinking of the Korean warship *Cheonan*.

Minister Carr said the ROK-Australia Foreign and Defense Ministers Meeting would bolster bilateral ties and contribute to not only cooperation in defense and security but also to the stability of the Korean Peninsula and regional peace. He also voiced Australia's support for South Korea's North Korea policy, which urges Pyongyang to abandon its nuclear program and hold talks with the South.

President Park said, "The South Korean government continues to make effort with the international community to persuade the North to give up its nuclear program and become a responsible member of the international community." She added, "Seoul will help Pyongyang with the international community if it makes the right decision. As both countries became nonpermanent members of the UN Security Council, I hope the two sides can closely cooperate in international



security." She also expressed hope that Australia's preparations for next year's G20 summit, to be held in the city of Brisbane, will proceed smoothly. She said her government would provide necessary support for the preparation.

Australian Defence Minister Stephen Smith said the bilateral 2+2 ministerial meeting evidenced the close relations Korea and Australia share, as Australia is the only nation with which Korea has held a 2+2 meeting since Korea held its first such meeting with the United States. He added that at his meeting with Korean Defence Minister Kim Kwan-jin, the two ministers agreed to cooperate in marine security. He added that the two countries agreed to extend cooperation in cybersecurity. He said the close relations between the leaders of Korea and Australia and shared universal values like human rights and democracy will help affirm future-oriented Korea-Australia ties.



1. President Park meets with Australian Foreign Minister Bob Carr (right) and Defence Minister Stephen Smith (left). © Jeon Han of Korea.net 2. Australian and New Zealand troops salute at a memorial ceremony to mark ANZAC Day at the War Memorial of Korea in Seoul, April 25, 2011. 3. Korean sailors welcome the Australian guided missile frigate HMAS Ballarat as it enters the port of Busan on May 24, 2012 to participate in maritime drills with the Korean Navy.



EXPANDING KOREA-INDIA COOPERATION

President Park meets with Indian Special Envoy Shivshankar Menon

President Park Geun-hye met with Shivshankar Menon, Indian National Security Advisor and a Special Envoy from the Prime Minister of the Republic of India, on July 2 at Cheong Wa Dae. At the meeting, the two exchanged views on how to promote friendship and cooperation and bolster substantive collaboration on the occasion of the 40th anniversary of diplomatic ties between Korea and India. North Korea issues were discussed as well.

Special Envoy Menon offered President Park special regards from Prime Minister Manmohan Singh. He handed to President Park a personal letter from Prime Minister Singh inviting her to visit India and expressing the hope to see her at the earliest possible date to further promote Korea-India ties.

President Park thanked Prime Minister Singh for the invitation and asked Special Envoy Menon to give her best regards to the Prime Minister. She said that considering the importance of Korea-India relations, consultations should be

carried out through diplomatic channels so that her visit to India could be realized as early as possible.

Special Envoy Menon told President Park that Prime Minister Singh had entrusted him with two important missions. The first was to deliver the Prime Minister's personal letter inviting President Park to India. The second, meanwhile, was to make efforts to bolster the strategic aspects of Korea-India relations. He said there great potential for bilateral cooperation in national security since Korea and India have similar stances on and goals for economic development, regional security, and maritime security. He added that he hoped Korea and India would work together in the defense industry sector in order to make possible coproduction and codevelopment that went beyond simply trade.

President Park said it was significant to witness bilateral cooperation being further strengthened in the economy and trade as well as on the global stage through the UN, G20, and

EAS this year, the 40th anniversary of the establishment of diplomatic ties between Korea and India. She also expressed hope that bilateral cooperation in politics and security would be enhanced.

Special Envoy Menon also congratulated President Park on her successful visit to China. He noted that he had been at the Diaoyutai State Guesthouse in Beijing while President Park was in China. He told President Park that not only the Chinese government but also the Chinese people had been exceptionally interested in her visit.

SHARED UNDERSTANDING ABOUT NORTH KOREA

Speaking about her visit to China, President Park said the Chinese leadership shared with her a common understanding that North Korea's possession of nuclear weapons could not be tolerated for the sake of regional peace and security. Additionally, she thanked the Indian government for issuing statements denouncing North Korea's nuclear tests and missile launches.

Explaining Seoul's North Korea policy to Special Envoy Menon, President Park said the Korean government was trying to bring about substantive denuclearization of the North and working together with the international community to help Pyongyang choose to become a responsible member. President Park added that if the North Koreans chose wisely, South Korea would redouble efforts to help Pyongyang change by actively implementing the trust-building process on the Korean Peninsula with the goal of laying the foundation for the

common progress of the two Koreas.

President Park also stressed the importance of the international community speaking out in one clear and united voice in order for North Korea to change, and expressed hope for cooperation from the Indian government in making this happen.

Special Envoy Menon assured President Park that India's position with regards to the issue was clear and that the vicious cycle of North Korean provocations eliciting concessions could not be tolerated. He said all efforts would be made to realize North Korean denuclearization and induce the North to become a responsible member of the international community. He added this was especially important to India because of the implications for nonproliferation objectives.

President Park also noted the blossoming economic relationship between Korea and India. She noted that bilateral economic cooperation has expanded steadily since the signing of the signing of the Comprehensive Economic Partnership Agreement (CEPA) in 2009. She expressed hope that the two countries would continue to work together to expand the trade volume to USD 40 billion by 2015. She said few countries offered as much potential for cooperation as India, mentioning defense, infrastructure construction, and nuclear energy.

Special Envoy Menon agreed that the potential for bilateral cooperation was considerable and expressed high expectations for Korea's partnership, especially in light of India's current plan to invest a total of USD\$1 trillion in infrastructural development over the next five years.

1. President Park meets with Indian Special Envoy Shivshankar Menon at Cheong Wa Dae on July 2. © Jeon Han of Korea.net
2. Visitors take a look at a Samsung smart TV at the 2013 Southwest Asia Forum in Hyderabad, India. 3. Assembly line of Hyundai Motor plant near Chennai, India.





1

CREATING JOBS

GOVERNMENT STRIVING TO CREATE AN EVEN MORE WELCOMING FOREIGN INVESTMENT ENVIRONMENT

Written by Lee Eun-joo

As part of its effort to boost the country's employment rate, the Park Geun-hye administration is expected to offer more incentives to foreign investors that help create jobs. The move is in line with the administration's goal of raising the employment rate to 70 percent over the next five years, up from 65.1 percent as of June 2013.

"The top administrative priority of the Park Geun-hye administration is job creation," said Hyun Oh-seok, deputy prime minister for economic affairs and also finance and strategy minister. "Based on that, our policy on foreign investment promotion will be focused on creating high-quality jobs."

Hyun made his comments in early July at a luncheon with members of the American Chamber of Commerce in Korea. He also urged AmCham members to expand investment in Korea.

1. A Korean gets information at the 2012 Job Fair for Foreign-Invested Companies. 2. 2012 Job Fair for Foreign-Invested Companies

"For Korea to depart from the low economic growth trend and to reach a 70 percent employment rate, there should be a boost in corporate investment," Hyun said.

In May, the Ministry of Trade, Industry and Energy had also drafted out measures to lure more foreign investment into Korea to boost job creation and economic growth in general. The ministry pointed out that it will foster investment particularly in the high value-added service sector and the components and materials sector, which tend to hire more employees. It will also aim to bring more financial investment into local small and medium-sized enterprises so that they're able to grow in size and make more investments into regional projects, the trade ministry stated.

Under the plan, the ministry will announce how many jobs have been created as a result of foreign direct investment every year to keep track of and also revise the investor evaluation standard so that it is based on contributions to boosting employment. Until now, foreign direct investment in Korea has been evaluated based on investment volume, and different incentives were offered accordingly.

SIEMENS KOREA: AN IDEAL MODEL

What the ministry sees as an ideal example of foreign investment is Siemens Korea, a German electrical engineering company. In May, Siemens Korea said that it will set up the headquarters of its energy solutions business in Korea, which will be in charge of operations covering not only Korea but also the Asia-Pacific region and the Middle East. With the establishment of its headquarters, it plans to hire 500 employees by 2017, the company said.

Meanwhile, the trade ministry is expected to come up with a detailed proposal before the end of July that will include a policy revision in foreign investment incentives and a final proposal within this year.

"As of the first quarter of 2013, conditions regarding foreign direct investment were quite favorable," said an official from the trade ministry. "But we need to put out efforts to make sure we're able to continuously allure foreign investment, especially in times of economic

uncertainty."

In the first three months of this year, according to the trade ministry, foreign direct investment in Korea reached USD 3.4 billion, up 44.7 percent compared to the previous year's USD 2.4 billion. The increase was mainly due to an investment boost in the service sector.

Ever since the Park Geun-hye government was inaugurated in February, there have been continuous efforts to create an investor-friendly environment. President Park said in early July that "the domestic market is heavily regulated" and that "the government should make a major regulatory reform to improve the investment environment."

She also noted that compared to other developed countries, Korea lags behind in terms of attracting foreign investment. For example, Park said that while Korea's ratio of foreign investment to gross domestic product is 12.7 percent, the ratio is much higher in other nations like the US, Germany, and Singapore.



2

BUILDING A BETTER WORLD

KOREA'S CREATIVE TECHNOLOGY HIGHLIGHTED
IN CONSTRUCTION PROJECTS BOTH AT HOME AND ABROAD

Written by Sohn Tae-soo

Boasting of its highly creative technological expertise, the nation's construction industry is stepping up its efforts to enhance its competitive edge both domestically and globally. Equipped with improved design capabilities and the spirit of challenge to move aggressively into new emerging markets, Korea's overseas construction industry has grown rapidly in the past five years.

Domestically, perhaps two of the most ambitious projects in recent years are the Yi Sun-sin Bridge and Lotte World Tower, the latter currently under construction. Some noteworthy examples of overseas construction projects include the 829.8 meter Burj Khalifa in the United Arab Emirates—built by Samsung C&T Corporation over almost 47 months and recorded as the world's tallest man-made structure—the Petronas Twin Towers in Malaysia built by Samsung C&T Corporation, and the Marina Bay Sands Hotel in Singapore by Ssangyong Engineering and Construction.

LOTTE WORLD TOWER

Upon its completion in 2015, Lotte World Tower will be the tallest skyscraper in the OECD, with six basement levels and 123 floors above ground. The groundbreaking at the construction site was in 2010.

Built by Lotte Construction Management, the tower is the brainchild of Shin Kyuk-ho, chairman of Lotte Group, who thought that the nation could not just rely on showing ancient palaces to foreign tourists. Located near the Hangang River, the tower will have a conceptual design calling for an observation deck, a six-star hotel, a luxury department store, and sports and leisure facilities, as well as offices and residences.

YI SUN-SIN BRIDGE

Yi Sun-sin Bridge, which officially opened to the public in February 2013, is the nation's longest and the world's fourth longest suspension bridge in terms of its main span length (1,545 meters). It was built by

Korean engineering firm Daelim.

Located in Yeosu, Jeollanam-do, Yi Sun-sin Bridge is a suspension bridge linking Myodo in Yeosu and Geumho-dong in the neighboring city of Gwangyang. The bridge was constructed as part of a plan to build an access road to Yeosu Industrial Complex.

PETRONAS TOWERS

The Petronas Towers, a.k.a. Petronas Twin Towers, are the world's tallest twin towers and the anchor project of Kuala Lumpur City Center (KLCC). Standing at 451.9 meters high, the project is composed of two 88-story office buildings.

A 58.4-meter double-decker sky bridge links the Petronas Twin Towers at the 41st and 42nd floors. Right next to the Petronas Twin Towers is a premier shopping mall named Kuala Lumpur City Center. The huge crescent-shaped shopping mall contains specialty stores, department stores, fashion boutiques, movie theaters, and more.

MARINA BAY SANDS HOTEL

The Marina Bay Sands Hotel stands out as Singapore's most prestigious landmark. Fronting Marina Bay, the integrated resort is a complex of luxurious towers offering first-class accommodation and is living evidence of the Singaporean-style "creative economy," observers say.

The resort also features a 2,561-room hotel, a convention/exhibition center, a shopping mall, a museum, two large theatres, seven restaurants, an ice skating rink, and the world's largest atrium casino. The grand opening was on February 17, 2011.

BURJ KHALIFA

The Burj Khalifa tower—known as Burj Dubai, literally "Tower Dubai," prior to its inauguration—opened in sun-soaked United Arab Emirates on January 4, 2010, as the world's tallest building. Burj Khalifa is a needle-shaped skyscraper that stands more than 800 meters tall and can be seen from 95 kilometers away. The tower also houses 900 residences, 37 floors of office space, a fine dining restaurant, and an observation deck.

The Burj Khalifa brings a number of records to the UAE. In addition to being ranked as the world's tallest structure in the world, it also has the highest number of stories and the highest occupied floor in the world.

1. At 123 stories, Seoul's Lotte World Tower will be the tallest building in the OECD. © Kohn Pedersen Fox Associates 2. The Yi Sun-sin Bridge is the world's fourth-longest suspension bridge in the world. 3. Singapore's landmark Marina Bay Sands Hotel, built by Korea's Ssangyong Engineering and Construction 4. The world's tallest building at over 800 m high, Dubai's Burj Khalifa was constructed by Samsung C&T Corporation.



KOREA HELPS HEAL THE WORLD

MEDICAL VOLUNTEERS DEVOTE TIME AND EXPERTISE TO BENEFIT PATIENTS IN DEVELOPING NATIONS

Written by Ben Jackson



Since Korea made the landmark transition from net recipient to net donor of foreign aid a few years ago, the country has been playing an increasingly active role in the East Asian region and the wider world. The recent heading of several international organizations by Koreans, including the World Health Organization by Lee Jong-wook (2003–2006) and the United Nations by Ban Ki-moon (2007–present), has further helped raise the country's profile as an international player in the humanitarian field.

Several Korean doctors, however, have been active overseas for much longer, bringing the benefits of the country's medical expertise to countries less far along the path of economic development.

RESTORING SMILES

Professor Baek Rong-min, a plastic surgeon at Seoul National University Bundang Hospital, began volunteering in rural Korea in 1989 as part of an informal gathering of doctors. He discovered that many children with cleft lip and cleft palate disorders were not receiving treatment, often because their parents did not have the means to take them to Seoul or were ashamed. In 1996, the organization Smile for Children was formed, and Korean volunteers began looking at the possibility of working overseas, too. "Korea was just reaching the point where it was ready to give help internationally rather than receive it," Baek recalls. "At the same time, diplomatic relations with Vietnam were restored. I met the Vietnamese ambassador at an event, and he was very positive about the idea of us volunteering in Vietnam. He introduced us to Vietnam's surgeon general."

Thus began a highly successful collaboration that has seen Baek and his colleagues treat thousands of Vietnamese children for cleft lip and palate and other disorders. "Our team for overseas visits consists of 45–50 Korean surgeons, anesthetists, and assistants," he says. "We're joined by around 10 Vietnamese doctors that we trained. The team runs six operating theaters and treats around 200 patients a week." Baek attributes the success of the volunteer work in

Vietnam not only to the surgery itself, but to the education and training provided to local staff and to the fact that the team takes all the equipment necessary to build the operating theaters from Korea for each visit and leaves it in Vietnam upon returning.

"I've started looking at other countries, too," continues Baek. "I've traveled to Uzbekistan and Indonesia, and we've flown in children from Mongolia and Myanmar for treatment in Seoul." In mid-July, Baek traveled to Myanmar to examine the possibilities of extending Smile for Children's volunteer activity to the Southeast Asian nation as it begins opening up to the outside world. "We want to help North Korea," he adds. "We keep trying to approach the North and we're ready to go there as soon as we get permission."

MULTIPLE PROJECTS

Baek and Smile for Children are far from alone in their efforts. In March this year, for example, Kwon Hyeon-ok, a gynecologist based in the southeastern city of Jinju, was awarded Boryung Pharmaceutical Company's prize for medical volunteering in recognition of her efforts to provide care to patients in remote areas of Nepal, Southeast Asia, and Africa over eight years. Kwon was one of 249 medical practitioners to have received



the award since its creation in 1985. Other Korean doctors and medical school academics are involved in projects as diverse as developing emergency response medical services in the Democratic Republic of the Congo and arranging the delivery of Korean-donated medical supplies to Madagascar.

The scale of overseas volunteer activity is such that the Korea Foundation for International Healthcare now publishes several country-specific guides for volunteer medical groups, including one for Mongolia and one for Cambodia.

As Korea takes an increasingly active role in providing medical care, education, training, and equipment in East Asia and beyond, the direct and indirect benefits look set to further strengthen ties between nations and help eradicate diseases and disorders that now rely on nothing more than poverty for their survival.



1. Smile for Children specializes in correcting cleft lip and cleft palate disorders among children in the developing world. © Smile for Children
2. Gynecologist Kwon Hyeon-ok has provided medical care in rural areas of Nepal, Southeast Asia, and Africa for eight years.
3. Smile for Children founder Baek Rong-min.

YOON BONG-GIL

Independence activist inspired resistance to colonial oppression

Written by Charles Luskin

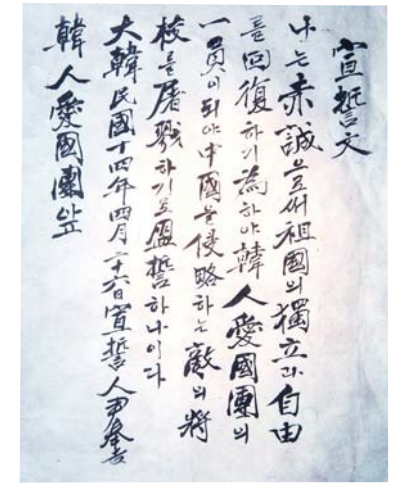


Japan officially annexed Korea in 1910, occupying it until 1945. Korea changed rapidly during this tumultuous time. This annexation ushered in a period of industrialization, exploitation, and brutal physical and cultural repression. Koreans experienced food shortages and suffered under authoritarian and humiliating programs designed to eradicate Korean nationalism and culture. Needless to say, the occupation generated many discontents. After nationwide peaceful protests in March 1919 were violently suppressed, exiled Korean nationalists redoubled their efforts to restore Korean independence—this time, through whatever means necessary. It was against this desperate backdrop that Yoon Bong-gil threw a homemade bomb killing the Japanese supreme commander in China and wounding several other high-ranking members of the Japanese government and military. This attack and his subsequent death at the hands of the Japanese military have made him a national hero.

Yoon Bong-gil was born in 1908 in the province of Chungcheongnam-do. He was precocious and rebellious. He refused to take part in the Japanese public education system and, in his teenage years, attempted to educate and radicalize local peasant populations. Increasing political repression, however, frustrated his efforts. In 1930 Yoon left his wife and children and went to China to meet the prominent Korean independence activist Kim Gu. Kim advocated violent attacks on prominent Japanese targets in the service of independence. In 1932, working with Kim Gu, Yoon Bong-gil created a plan to attack a military celebration on Emperor Hirohito's birthday, April 29, in Shanghai's Hongkou Park.



1. Photo of Yoon taken right before his attack on Japanese military personnel in Shanghai on April 29, 1932.
2. Chunguisa Shrine, the memorial shrine of Yoon Bong-gil in Yesan, Chungcheongnam-do.
3. Yoon's famous proclamation of intent ahead of his direct action in Shanghai on April 29, 1932.



A PATRIOTIC MARTYR

Yoon prepared two bombs, which he disguised as a lunchbox and a canteen of water. He threw his first bomb into the crowd of military officials and dignitaries, wounding seven. The bomb seriously injured Mamoru Shigemitsu, the future Japanese chief negotiator and foreign minister, and killed Commander Shiragawa, the supreme military commander in China. Yoon was apprehended before he could detonate his second device. He was taken to Japan, where he was convicted in a military trial and executed on December 19, 1932. Though the attack failed to bring about immediate independence, it drew the Nationalist Chinese government's attention and raised the profile of the Korean independence movement.

Yoon Bong-gil has become a Korean national hero. The success of his attack and his death at the hands of the Japanese military for the cause of Korean independence make him an appealing patriot—a patriotic martyr who sacrificed himself to help achieve Korean independence. He has been portrayed in

dramas and his face has appeared on postage stamps.

The sometimes uneasy confluence of the nobility of Yoon's ends and the violence of his means can be seen in his place in history in Chinese, Japanese, and Korean narratives. As revered as he is in Korea, he is less popular in Japan. Indeed, the shrine established to honor the place of his death there is the target of protests and vandalism by Japan's right wing. Conversely, he is regarded favorably in China, where on the site of the attack, Chinese donors constructed a large monument to Yoon. In Korea, Yoon's position is unimpeachable. Indeed, when a visiting American professor suggested that Yoon Bong-gil and Kim Gu were "terrorists," it motivated strong condemnation from intellectuals and the press. Though violent, Yoon's attack was launched from the position of a victim against representatives of a dominant and repressive regime. His death at the hands of that regime cements his position as patriot.

TRADITIONAL KOREAN MARKETS

KOREA'S OUTDOOR BAZAARS ARE TREASURE TROVES OF FOOD AND CULTURE

Written by Sean Keenehan
Illustrated by Kim Yoon-Myong



Staring at the grocery store produce, my mind begins to wander. I am thinking of how my experience would be different if I were able to shop at a traditional Korean market.

The produce at the traditional market would be full of life, perhaps just delivered fresh from the farm on one of the passing motorbikes that squeezes through the market's skinny pathways.

At Seongdong Market in Gyeongju, Seongju *chamoe* melons can be purchased straight from the sidewalk, earning a gracious local smile in return and, on occasion, a few extra pieces of fruit.

The traditional markets in Daegu are a perfect place to enjoy a variety of food delicacies: *jokbal* (pigs' hocks) at Suseong Market, memorable pork *gukbap* (soup and rice) at Bongdeok Market, and cool, refreshing *milmyeon* (cold noodles) at

Seomun Market, which also thrives for its large number of Seomun clothing and textile vendors.

Gwangjang Market in Seoul is another traditional market that shines for its collection of fabrics and fashions, not to mention its massive selection of street food specialties, most notably Gwangjang's famous *bindaetteok* (mung-bean pancakes).

Seoul is home to several different traditional markets, including Jungang Traditional Market located near the city's center. Serving *hotteok*, *tteokbokki*, and other Korean snack specialties from portable food carts, Jungang just might be the ultimate traditional market for street food in Seoul.

No visit to a traditional market would be complete without the sight of numerous glass aquariums filled up with a variety of living sea creatures. Two of Korea's most famous markets for seafood,

Jagalchi Market in Busan and Dongmun Market on Jeju Island offer rare, inexpensive opportunities to sample and explore the tastes of sea treasures that are local to each area, such as Busan sea eels and Jeju belt fish. With the hallucinating aromas of Jeju's famous black pig *samgyeopsal* and fermented salted fish (*jeotgal*), a visit to Dongmun Market guarantees an intoxication of the senses.

No matter where you are in Korea, if there is a traditional market nearby, take advantage of the affordable, authentic, and sincere experience of Korean culture that a traditional market offers. With so many of them located in Korean cities, traditional markets offer an opportunity for the city to join hands with its mountainous countryside.

Some vendors call out and beckon to customers, while others wait patiently and quietly for a business exchange. Follow your own gut instinct when deciding which vendor to do business with. However, a crowd surrounding a vendor is usually a good indication that the vendor is offering trusted, high-quality products.

While some individuals shop at traditional markets for entertainment or the novelty of it, others depend on traditional markets as the central source for daily living. No matter what the occasion, shopping at a traditional market helps to support local merchants and honors a Korean tradition of face-to-face discussion and negotiation.

The bustling sounds of human interaction at Korean traditional markets echo the harmony of Korea's past, present, and future while offering a glimpse of locality that is unparalleled.

From produce, street food, meat, seafood, and medicinal herbs to clothing, furniture, and souvenirs, you can find almost anything at a traditional Korean market.

Shopping at the grocery store, the spirit of the traditional Korean market is alive and strong in my heart. For a moment I think to pick up an order of *tteokbokki* to go. Or so I wish . . .



A VERY BUSY RETIREMENT

A RESIDENT OF KOREA SINCE 1955, KIMNYOUNG MAZE PARK FOUNDER
FREDERIC DUSTIN CONTINUES TO GIVE BACK

Written by Robert Neff
Photographed by Douglas MacDonald

Dr. Frederic H. Dustin, an 83-year-old American, is one of the most well-known foreign residents on Jeju Island. He can often be found surrounded by cats while regaling his guests at Kimnyoung Maze Park with recollections of his exploits in Korea's modern history. Few of his visitors realize just how long he has been on the island, let alone Korea.

Dustin arrived in Korea as a soldier in 1952 and served for about 13 months before returning to Washington state to complete his degree in education and then coming back to Korea to teach English at Yonhui (now known as Yonsei) University in 1955. It was a daunting task, as much of the school had been badly damaged during the war. "Many of the classrooms still had no windows and some were missing doors, so it was terribly drafty," Dustin recalls, describing the first year as especially difficult. Yet, despite the Spartan conditions, there were few absentees, as most of the students displayed "a real fervor for education" knowing that it was the key to their successful futures.

After completing his two-year teaching contract at Yonhui, Dustin returned to the United States and completed his MA. Once again, he returned to Korea and taught at another university. For nearly 37 years he devoted himself to educating Korea's youth, a task he excelled at and greatly enjoyed. According to Dustin, "the classroom teacher must often abide for many years to see results, positive or negative, of early endeavors." He jokingly adds that "most of my former students think I am dead, but every so often one comes to the maze and discovers that I am still here or sends an inquiring email."

He held other positions while in Korea: he was supervisor at a gold mine in the southern part of Korea, a copy editor for a local English-language newspaper, and a partner in a poultry farm that sought to improve Korea's chickens; he held a directorship representing the American investors

in one of Korea's largest nylon producers; and he even dabbled in fish mongering.

Perhaps his greatest legacy is Kimnyoung Maze Park on Jeju Island. In 1987 he began planting Leyland cypress trees to form the first symbolic hedge maze in Northeast Asia.

"Having spent so many years teaching in the tourism department, the project gave me the chance to practice what I preached. And, if successful, it provided me with the opportunity to give back to the community."

The maze has been extremely successful and has provided him "with a busy retirement" that has allowed him "to constantly meet new people."

True to his philosophy, he and the Kimnyoung Maze Park Corp have made substantial donations to Jeju National University Hospital, and grants have been set up to help local schools and assist foreign students with the cost of education.

When asked what some of the biggest changes he has noticed on the island over the years are, he quickly points out that the island's infrastructure has greatly improved. "When we first arrived here in 1971, there was no water except what we carried from the village or found after rains, no food except after an hour bus ride to Jeju City's market—we ordered meat from Seoul's black market. Now you can find just about everything you need in one of the shops downtown."

He also notes that when he first arrived there were only about 350,000 inhabitants on the island, but according to recent reports, there are now more than 600,000, including a foreign population of 12,656—an increase of 21.6 percent from the previous year.

As with all things, Dustin is sure that Jeju will continue to develop and grow.

"I imagine we will see continuing growth in the direction of home-away-from-home facilities, especially for the Chinese, and the development of entertainment/shopping centers catering to the expanding international schools."

JUMONG

FOUNDER OF GOGURYEO KINGDOM IS A MAN OF LEGEND AND HISTORY

Written by Felix Lim
Illustrated by Shim Soo-keun

Described as the son of the heavens, Jumong was the founding king of Goguryeo, which eventually became the largest dynasty in Korean history. Also known as the Holy King of the East, mythological tales of his origins mostly follow the same basic story. The most widely recognized source of these tales is an ancient stone engraving created by Jumong's descendents called the Stele of Gwanggaeto the Great. An homage to Goguryeo history, the stone states, "Goguryeo's founder is Jumong, son of the heavens, whose mother was the daughter of the Water God Habaek."

A more detailed version can be found in the *Samguk Sagi*, which gives a full account of the parents. Jumong's father Hae Mosu was sent to earth from heaven. He met Yuhwa, Jumong's mother, one day when she was bathing by the river with her two sisters. Enchanted by their extreme beauty, he managed to trap them in a palace, intent on enjoying himself. However, the two sisters escaped, leaving Yuhwa alone with Hae Mosu. When Yuhwa's father, the River God Habaek, discovered what he'd done, he angrily approached Hae Mosu, who then explained that he was sent from the heavens and was intent on marrying his daughter. After testing Hae Mosu's strength through a brief dual,

Habaek externally agreed to the marriage but attempted to trap Hae Mosu in a leather pocket after getting him drunk. Furious, Hae Mosu burst through the pocket and fled, leaving Yuhwa behind to be scolded by her father, who sent her away in exile. Yuhwa was then discovered by King Geumwa of Dongbuyeo, who was touched by her beauty and sorrow and made her into his concubine.

One day, a beam of sunlight entered the palace, touched Yuhwa, and impregnated her. Five days later, she laid an egg, which King Geumwa threw away into the streets, hoping wild animals would eat it. However, the animals did not devour the egg—rather, they protected it. Astounded at such a discovery, King Geumwa tried to destroy the egg himself, but when that proved impossible, he relented and returned the egg to Yuhwa. The boy who hatched from the egg was none other than Jumong.

Growing up, Jumong was constantly slandered by Geumwa's sons, who were jealous of his talents in archery. On the advice of his mother, he fled Dongbuyeo to reunify the Gojoseon territories that'd been broken up by the Han Chinese. Legend

remained back in Dongbuyeo, where his mother eventually fell ill and died. When he heard of his mother's death, he sent for his first wife and son, Ye and Yuri, who arrived five years later. Ye became queen, causing Jumong's second wife Soseono to become extremely jealous and flee southward with her son, who became the first king of the Baekjae Kingdom. Jumong died soon afterwards at the age of 40.

INTERNATIONAL IMPACT

MBC aired a drama based on Jumong in 2006, simply called *Jumong*. They eliminated most of the traditional mythology, making his biological history fully human instead of divine, and focused mainly on Jumong's role in resisting the Han Chinese and uniting the ancient Gojoseon people under a new empire, Goguryeo.

History, however, is never without controversy. Because Goguryeo expanded into what is now China, Chinese researchers are now claiming that Goguryeo history belongs to China, not Korea. After founding the Northeast Project in 2002, Chinese researchers have since claimed that the people of Goguryeo should actually be classified as ancient Chinese, and that the kingdom of Goguryeo has no direct relation to the later Korean dynasties of Goryeo, Joseon, or any other Korean nation. Jumong, as portrayed by Chinese researchers, is not the son of heaven, but simply a normal monarch, which effectively lowers his historical status from emperor to provincial ruler.

Korean responses to such claims have not been amiable, leading researchers in Korea to start their own historical foundations to repudiate such claims as falsifications.

On the other hand, there are several Shinto shrines in Japan dedicated to Goguryeo kings, Jumong included. They were erected by Goguryeo refugees who fled to the Japanese islands when their kingdom fell to Silla's alliance with the Chinese Tang. Although they have often been renamed by Japanese nationalists, the shrines are currently maintained by Japanese-Koreans who wish to preserve their historical ancestry.

has it that as he crossed a great river to go southward, turtles and other creatures of the sea gathered to form a bridge especially for him. He quickly attained a following and established Goguryeo in 37 BCE. He then conquered the neighboring kingdoms of Malgal and Biryu, with Haengin and Northern Okjeo soon following.

During Jumong's conquests, his mother, first wife, and son



MAKGUKSU

Written by Max Soeun Kim

Even the most rookie tourist knows kimchi is a mainstay in Korean cuisine. Not only is kimchi a stand-alone dish in itself, it's a primary ingredient in countless others, and *makguksu* is yet another one of many appetizing examples. The basic premise of *makguksu* is simple: cold buckwheat noodles doused in a chilled kimchi stock. A traditional dish originally from the province of Gangwon-do, *makguksu* is served in several variants to suit anyone's preferences. For those who like a little extra kick in their noodle soup, beef broth may be added to round out the sourness of the kimchi, and for those craving a bit more protein in their meal, a halved, hard-boiled egg or thin cuts of meat may be added into the mix. Though the standard recipe calls for kimchi of a clear and watery consistency (such as *nabak* kimchi or *dongchimi*), any kimchi sitting in your fridge will do in a pinch. A garnish of cucumber, sesame seeds, and red pepper powder completes this dish, but these are rules made to be broken, and you'll find a wide range of different ingredients unique to each *makguksu* establishment. For those seeking out *makguksu*'s origins, there is no better place than Chuncheon, Gangwon-do, where an entire street, unambiguously dubbed "*makguksu* street," awaits to satisfy all your *makguksu*-related needs.

How many days will it take?

When we want to send mail or packages, we go to the post office. Mingming wants to send some books to her friend in Busan. Let's go to the post office and use the Korean expressions below to send a package



1 이거 부산에 보내려고요.
igeo Busanae boneryeogoyo.
I want to send this to Busan.

3 책이에요.
chaegieyo.
It's a book

5 보통우편으로요.
며칠이나 걸려요?
botong upyeoneuroyo.
myeochirina geollyeoyo?
By regular mail. How many days will it take?

2 무슨 물건이에요?
museun mulgeonieyo?
What is it?

4 보통우편으로 보내실 거예요?
빠른우편으로 보내실 거예요?
botong upyeoneuro bonesil geoyeyo?
ppareun upyeoneuro bonesil geoyeyo?
Will you send it by regular mail? Or by express mail?

6 삼사일 정도 걸립니다.
samsa-il jeongdo geollimida.
It will take about three or four days.



-(으)ㄹ 거예요

-(으)ㄹ 거예요 expresses the speaker's intention or will. In questions, it is used to ask the intention of the listener. -을 거예요 is attached to the verb or adjective stem ending in a consonant, and -ㄹ 거예요 is attached to the verb or adjective stem ending in a vowel.

-(이)나

Attached to numeric expressions, -(이)나 indicates an estimate and is similar to "approximately," "roughly," or "about" in English. 쯤 has a similar meaning.



A. 이거 _____에 보내려고요.

B. 무슨 물건이에요?

A. _____이에요/예요.

B. 보통우편으로 보내실 거예요?
빠른우편으로 보내실 거예요?

A. _____으로요,
며칠이나 걸려요?

B. _____ 정도 걸립니다.



미국
Miguk



서류
seoryu



빠른우편
ppareun upyeon



중국
Jungguk



옷
ot



보통우편
botong upyeon



Let's practice!

Try to make a conversation with the following vocabulary.



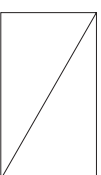
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KOCIS

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Republic of Korea



Figure skating star Kim Yuna at the 67th South Korean Figure Skating Championships, January 2013. Kim won gold at the 2010 Winter Olympics and currently holds several records in her sport.



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