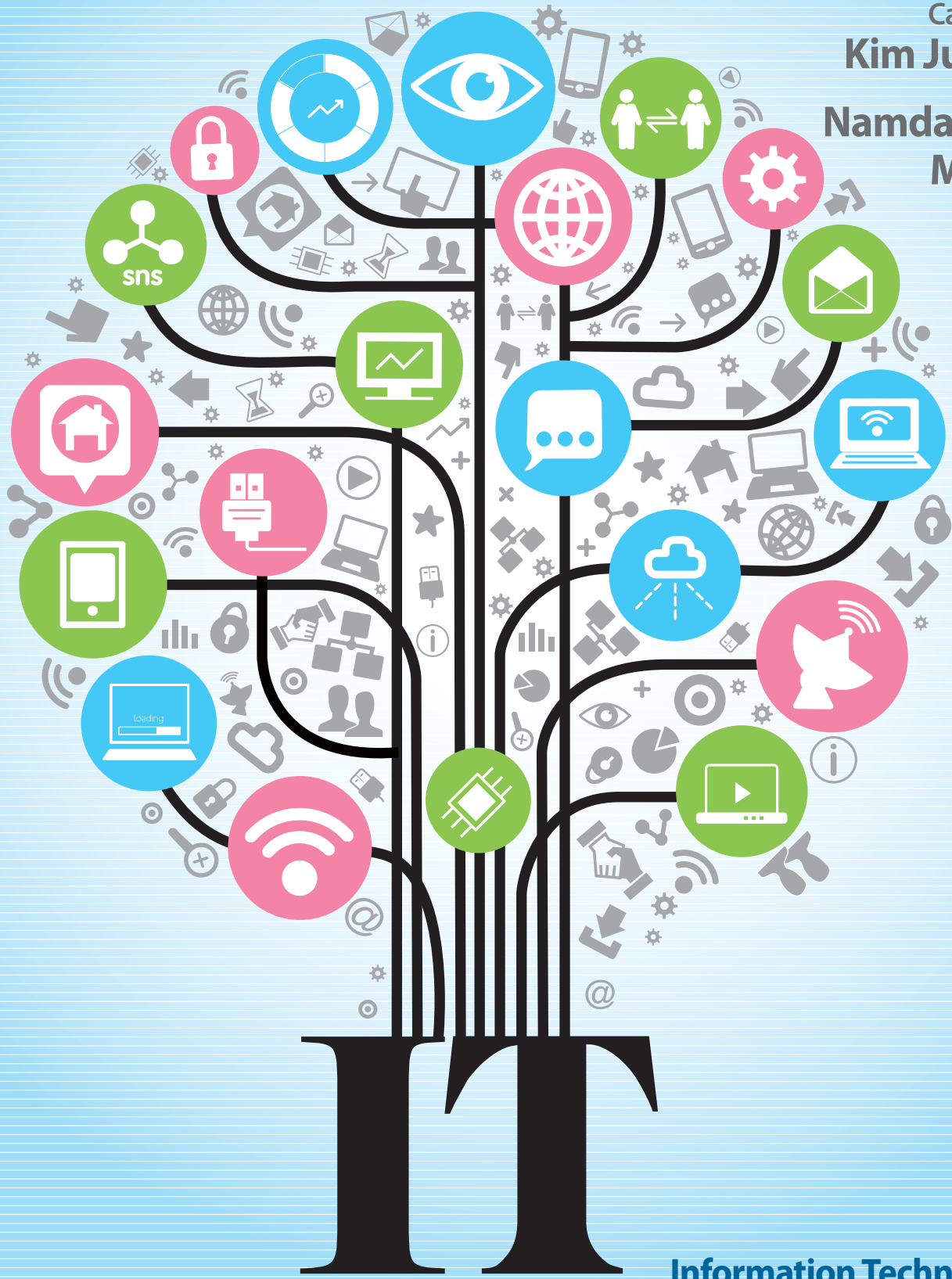


KOREA

DEC 2013

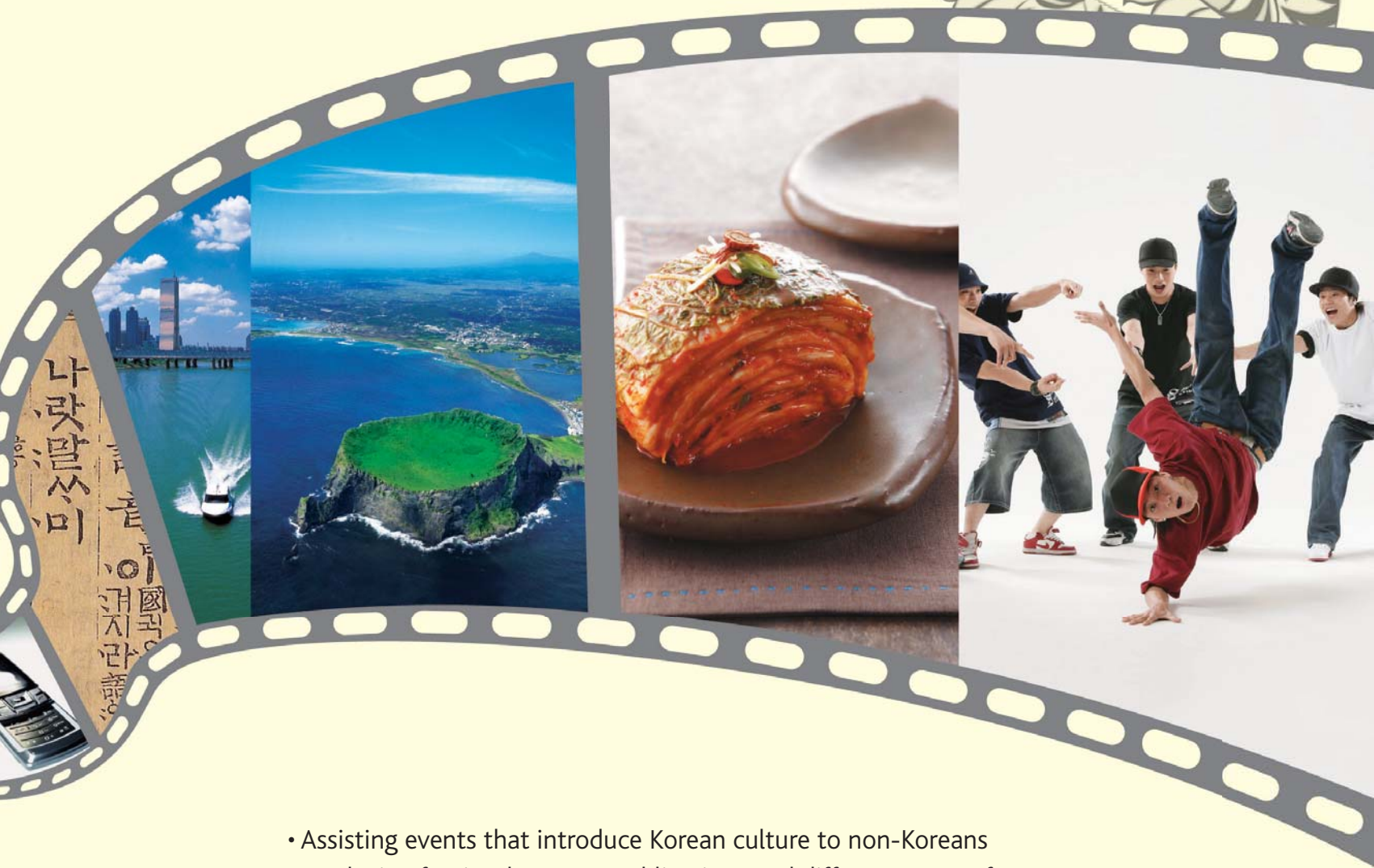
Cartoonist
Kim Jung-gi

Namdaemun
Market



KOREA

Information Technologies
Form the Basis of
Economic Growth



- Assisting events that introduce Korean culture to non-Koreans
- Producing foreign-language publications and different types of promotional materials on Korea
- Operating the government homepage, www.korea.net
- Assisting international academics, opinion leaders and foreign media reporting on Korea

CONTENTS DECEMBER 2013 VOL.9 NO.12

04 COVER STORY

World-leading information technologies form the basis of economic growth

KOREA, THE IT JUGGERNAUT

14 PEN & BRUSH

Comic Book Artist Kim Jung-gi

18 PEOPLE

Traditional Dye Artist Kim Jeong-hwa

20 TRAVEL

Namdaemun Market

24 SPORTS

Korean Wrestling

26 ENTERTAINMENT

G-Dragon Becomes a Global Style Icon

28 SPECIAL ISSUE

Kimchi-making Aims at UNESCO Status

30 CURRENT KOREA

Korea's Changing Charity Culture

32 SUMMIT DIPLOMACY

President Park's European Tour

36 POLICY REVIEW

Life with Culture

38 GLOBAL KOREA

Saemaul Goes Global

42 GREAT KOREAN

Jang Bogo

44 MY KOREA

Skiing in Korea

46 MULTICULTURAL KOREA

Violist Richard Yongjae O'Neill

48 TALES FROM KOREA

Prince Hodong and Princess Nangnang

50 FLAVOR

Dongchimi Guksu

04



18



26



38



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Creative Director Jung Hyun-young
Head Designer Ko Min-jeong
Photography Ryu Seunghoo, Robert Koehler
Printing LEEFFECT

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발간등록번호 11-1110073-000016-06

KOREA, THE IT JUGGERNAUT

World-leading information technologies form the basis of the nation's economic growth

Written by Park Sang-soo

In much of the world, long daily commutes in bustling subway cars can be tedious and uncomfortable, crammed in as we are like packed sardines. It doesn't help that most smartphone-equipped passengers are disconnected from the outside world, too.

But here in Korea, that is not so. Every subway car in Seoul and other metropolitan areas has a wireless connection, freeing subway riders from the confines of offline activities like staring blankly outside the window. Passengers can read the news, listen to podcasts, shop online or pay their bills on their smartphones through ubiquitous Wi-Fi and 4G network connections.

In a nutshell, Korea is a paradise for fans of smart devices, as wireless coverage is largely consistent and strong whether users are underground or on the move.

Around the clock, tech-savvy Koreans are hooked to their handheld gadgets, which provide an endless source of entertainment. Whether on the subway, train or bus, people from all walks of life—from those clad in suits to school uniforms—are glued to their smart devices.

"Nothing better illustrates Korea's IT industry than its ubiquitous and robust wireless coverage and smartphone penetration," said Choe Myung-ho, a researcher at DigiEco, a research arm of telecom giant KT.



1

“The vast IT infrastructure and the wide use of smart devices show how the country’s IT landscape has changed dramatically in just a few years.”

Despite being relatively small, the nation invented modern WiMax, called WiBro here, and a nationwide WiBro network was built in just a few years. In 2011, departing from traditional 3G and Wi-Fi networks, the faster long-term evolution (LTE) mobile network was introduced in the country, with LTE subscriptions topping 20 million in April 2013. All three operators offer nationwide LTE service.

Furthermore, the domestic mobile network got even faster this year. In June, market leader SK Telecom launched what is billed as the world’s fastest wireless network, LTE-Advanced, or LTE-A, which is twice as fast as the existing LTE network and 10 times faster than 3G.

LTE-A is now available in Seoul and 40 other cities, allowing users to download a movie in about 40 seconds.

The race to boost the speed of the country’s wireless mobile network is unlikely to stop anytime soon.

In May this year, Samsung Electronics announced that its researchers had tested the super-fast 5G wireless technology, which will eventually allow the downloading of an entire movie in one second. Commercial application, however, will take a few more years.

“The advent of the smartphone has created a chain reaction in the IT world,” said Byeon Jung-wook, a researcher at the Korea Information Society Development Institute. “In the case of Korea, the country’s wireless network and the smartphone industry have helped each other grow further.”

Backed by such speedy and robust wireless coverage, Korea boasts the highest level of smartphone ownership in the world, with 67.6 percent of mobile consumers owning a smartphone last year. The figure is expected to rise to 88.9 percent by 2017, according to Strategy Analytics.

1. Korea produced the world’s first curved-screen smartphones, such as these LG G Flex handsets.

2. LTE-A is twice as fast as existing LTE networks and 10 times faster than 3G service.

3. Korea’s ubiquitous networks allows Koreans to use their smart devices almost anywhere, including buses and subways.

Korea’s rate of smartphone ownership is far higher than the global average of 14.8 percent, and trumps Hong Kong’s 54.9 percent, Singapore’s 53.1 percent and Sweden’s 46.9 percent.

Korea’s rate of smartphone penetration has also made a big leap since 2009, when smartphone users accounted for less than one percent of all mobile phone subscribers.

“Korea saw one of the world’s highest smartphone penetration rates in just few years thanks to its unique peer culture and well-built mobile network,” said researcher Byeon.

“The smartphone boom is a common trend around the globe, but also tells many things about the country’s IT sector.”

CATCHING UP

A smartphone boom in Korea was unthinkable just a few years ago, as the country—one of the world’s most wired nations and once proud of being on the cutting edge of technology—was at least a few years behind the latest trends in the mobile market.

But the belated debut of the iPhone in 2009 prodded Korean mobile phone makers such as Samsung Electronics and LG Electronics to hurriedly roll out competing models.

Korean cell phone makers introduced an impressive list of smartphones in 2010, demonstrating a knack for quickly catching up. They are now leaders in global smartphone technology, rolling out cutting-edge and state-of-the-art gadgets.

Early this year, a group of Korean scientists developed the world’s first bendable lithium-ion battery, which could help enhance the development of new flexible mobile devices such as cellular phones. Unlike conventional batteries that use liquefied electrolytes, the new rechargeable battery uses

nanomaterials applied to any surface to create fluid-like polymer electrolytes. The use of fluid-like electrolytes not only makes the battery bendable but also more stable, according to researchers.

The country’s handset makers also released the world’s first curved-screen smartphones this year. Samsung’s Galaxy Round, which rolled out in October, and LG’s G Flex, which followed a month after, feature both a curved display and battery. The G Flex sports a display that curves inward from the top and bottom edges, while the Galaxy Round curves inward from side to side.

After years of struggling, Korea has regained its tech-savvy reputation, emerging as the base for several of the world’s leading smartphone makers. It has finally put behind itself the painful days of being a smartphone latecomer.

BUMPY ROADS TOWARD IT POWERHOUSE

Korea’s transformation into one of the world’s most wired countries and a leading IT power was far from easy, however.

The once-agrarian country had been a leader on the world growth charts, sharply recovering from the chaos of the 1950-1953 Korean War.

Annual average growth of 8 percent from the 1960s transformed Korea into a world economic powerhouse. Key sectors in the light and heavy industries, such as textiles and automobiles, served as the main locomotives of the Korean economy.

Entering the 1980s, however, Korea faced slowing growth due to higher costs and increased competition from other countries. This forced Korean economic policymakers to



2



3



redesign the policy road map and find new growth engines.

In 1974, the country produced its first color TV, and Samsung and other companies joined the race for color TV production in the 1980s. Leading conglomerates such as Hyundai and Daewoo ventured into electronics, leading to the emergence of semiconductors as the next growth engine.

Entering the 1990s, computer and telecommunication services led Korea's digital revolution, with the IT sector on the fast track toward growth. Private companies also began to set their sights on new sectors such as information, communication and technology. They did so to reshape their business portfolios and break away from manufacturing industries such as shipbuilding, chemicals and cars.

Elected president in the wake of the unprecedented financial crisis that hit Korea in late 1997, Kim Dae-jung took a bold decision to pull the country from the brink of bankruptcy. Kim started to redesign the domestic economic structure by focusing on a knowledge-based economy and putting the IT industry on the frontline, and this helped the economy gain traction.

Under the "Cyber Korea 21" plan, the government started making huge investments in IT, about USD 26.3 billion between 1999 and 2002, to establish IT infrastructure and

foster a knowledge-based economy.

On the back of an expanded IT infrastructure and the explosive growth in semiconductors, mobile phones and computers, output in the IT sector shot up to USD 250 billion in 2007 from USD 186 billion in 2002.

The government spearheaded a drive to promote venture start-ups to alleviate high unemployment, as many people lost their jobs and college graduates struggled to find employment in the wake of the 1997 financial crisis. Along with private firms, Seoul launched investment funds and new businesses at universities, and also fostered the venture capital market and the tech-heavy KOSDAQ market, which is tailored after the Nasdaq in the United States.

A key policy that has helped the IT industry grow has been the privatization of telecom companies and deregulation of the telecom service market. This has led to a paradigm shift in the industry and fast penetration rates of both wired and wireless phone services and Internet in the country.

This development prompted the three main mobile operators to spend more on setting up faster and stronger wired and wireless networks. According to a DigiEco study, the three have spent a combined USD 54.5 billion over the past eight years to set up and upgrade their communication networks. In

particular, they spent a combined USD 5.4 billion to upgrade mobile networks in 2005 and USD 8.7 billion trillion in 2012, as their spending on LTE networks increased sharply.

Such investment and a variety of IT-friendly policies have also paid off vis-à-vis economic development. IT accounted for 11.8 percent of GDP in 2011, a whopping rise from 5.7 percent in 2000. IT exports made up 43.5 percent of the country's total, nearly double the 23.1 percent of 2000.

Since the 2008 global financial crisis, the Korean IT sector has suffered a sharp drop in exports in line with the worldwide economic downturn. Entering the year, however, outbound shipments have been on a sharp rise, with those of IT products rising 10.4 percent year-on-year to a record USD 123.8 billion in the first three years. The sector's trade surplus also hit a new high of USD 65.6 billion over the same period.

"Korea transformed itself into an industrialized country in a matter of decades. Now the IT sector has become the catalyst, moving Korea from the

backwater of the IT race to the frontline," said Kang Doo-ryong, a researcher at the Institute for Industrial Policy Studies.

KEY ACHIEVEMENTS ACROSS MANY SECTORS

Korea is enjoying its IT heyday on the back of a decades-long effort to improve IT infrastructure, facilitate the use of IT, foster a favorable environment for the industry and educate citizens.

By most measures, the country is among the world's best in the field, partially eclipsing its old image of an economy based on traditional industries.

Korea finds itself at or near the top of a range of international rankings of information and communications technology (ICT) development. In this year's ICT index released by the International Telecommunications Union (ITU), a United Nations body specializing in ICT, Korea received good scores in accessibility, usage and capacity, ranking No. 1 for the fourth straight year. Korea has also achieved the



1. Samsung's Full HD Curved TV on display at the 2013 Electronics & Industry Fair at KINTEX in October.

2. FURo (Future Robot), an intelligent service robot that can display human-like emotions while taking orders or providing information.



1. Atti, an educational robot designed by SK Telecom. With the user's smartphone functioning as its brain, the robot features learning content designed by a research team at Utah State University. 2. A T-car system on display at the RFID/IoT World Congress 2013 at Seoul's COEX in October. 3. Samsung's 3D vertical NAND flash memory chip are faster, longer-lasting and more energy efficient than conventional flash memories.

top spot in the U.N.'s last two e-government rankings, in 2010 and 2012.

Korea also finished high in other international rankings of ICT development, including the World Competitiveness Ranking by the International Institute for Management Development and the Network Readiness Index by the World Economic Forum.

In line with the explosive growth in smart devices, Korea's high-speed wireless Internet penetration rate in 2011 topped 100 percent for the first time among member nations of the Organization for Economic Cooperation and Development.

Korea is also home to globally famous smartphone vendors that have secured leading positions in the global market. Samsung Electronics maintained its status as the world's leading smartphone vendor by shipping a record 88.4 million units in this year's third quarter. Its market share also hit a record 35.2 percent.

LG Electronics, Samsung's domestic rival, remained on the list of the world's top five smartphone makers by shipping 12 million units in the third quarter for a 4.8-percent market share.

Korean companies are also expanding their presence in the global chip market, especially for DRAMs. Samsung controlled

10.5 percent of the global semiconductor market, or USD 7.77 billion, in the first quarter to rank second among major global chipmakers.

Samsung held on to the top position in the world memory chip market in the first quarter

with a 33.3-percent share and USD 4.72 billion in sales. SK Hynix, another Korean chipmaker, ranked second with a 17.4-percent share and USD 2.47 billion in sales.

Their strong market presence stems from their seamless efforts to develop new technologies.

In August this year, Samsung—in an industry first—began mass producing a 3-D vertical NAND flash memory chip. The chip utilizes Samsung's so-called vertical cell structure based on 3-D charge trap flash (CTF) technology and its vertical interconnect process technology to link the 3-D cell array.

Starting this year, Samsung produced the industry's most advanced double data rate-4 (DDR4) modules for enterprise servers. The DDR4 DRAM—using 20-nanometer class technology—more than doubles processing speed and consumes roughly 30 percent less energy than existing DDR3 modules that use the same technology. The use of higher speed DRAM raises system-level performance and greatly lowers overall power consumption.

The global LCD panel market is a field in which Korean players are expanding their presence. LG Display has remained the world leader in large LCD panels since the fourth quarter of 2009.

PRESIDENT PARK PUSHES THE CREATIVE INDUSTRIES

Experts say the IT sector is at a crossroads, however, and urged help for the sector so that it will can take another big step toward bolstering IT infrastructure and facilitating IT

convergence with other industries. This, they say, will create more jobs and boost overall wealth in the country.

Under her “creative economy” drive, Korean President Park Geun-hye is striving to duplicate the stellar economic performance the Korean economy saw in past decades.

Her initiative mainly seeks to blend IT with culture and other sectors to create novel industries and more jobs. She says the existing paradigm of economic growth has reached its limit, as it cannot alleviate high unemployment and widening economic inequality.

“The previous strategy of following in the footsteps of advanced nations, which has led the country's economic development for the past 40 years, has come to an end amid the global economic crisis and growing competition from newly emerging economies,” said Science, ICT and Future Planning Minister Choi Mun-kee.

Earlier this year, the Park administration unveiled a road map for its creative economy goal, which also proposes more public and private investment funds to gradually increase the dependence of start-ups on investment instead of loans.

Seoul is set to launch an investment fund of USD 5 billion

while also promoting private investment through an angel fund.

Overall, the government plans to inject into the creative industries more than USD 40 billion over the next five years, starting with USD 6.9 billion this year.

A variety of IT-based projects focused on IT convergence—a key fixture of the plan—are under way and are expected to be rolled out in the coming years in an effort to combine IT technologies with other industries. This is projected to fuel the growth of high-tech industries such as intelligent robotics and value-added telecommunication services.

“The convergence trend is spreading fast in agricultural, mechanical, manufacturing and telecommunications in a way that revitalizes broader industries,” said Lee Jun-hyup, a researcher at the Hyundai Research Institute.

IT-based solutions and convergence are expected to transform rural areas. Pilot programs such as management systems for livestock breeders and energy-efficient greenhouses will be carried out nationwide from 2016.

Land and transport infrastructure is another field that could lead IT convergence.

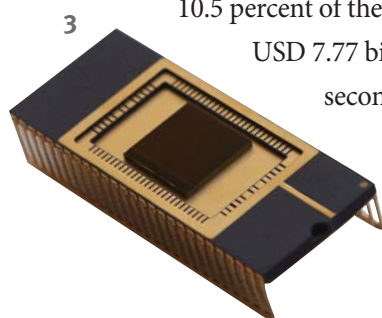
PANGYO TECHNO VALLEY

Pangyo Techno Valley (www.pangyotechnovalley.org), the Korean version of Silicon Valley, could be the benchmark for a successful IT cluster in Korea.

The 10-year project to develop Pangyo, located 10 kilometers south of Seoul, into the country's major IT hub started in 2005 with the aim of housing private IT companies, state-run R&D centers and other research facilities.

The government offered land at cheap prices and a variety of support to IT companies wishing to move to the district. As a result, a large number of tech companies have or will move to the area largely because of its convenient location vis-à-vis traffic, facilities and housing.

The cluster is home to more than 450 tech companies and research centers, including AhnLab, SK Telesys, Kakao and POSCO ICT. Major Korean online game developers such as NCsoft, NHN Entertainment and Neowiz are also set to relocate to Pangyo this year.





At Seoul National University Bundang Hospital, SKT's "Smart Hospital Solution" offers patient-tailored services.

A new LTE-based railway control system could reduce traffic 20 to 30 percent, while a more advanced global navigation satellite system is under development to better control air traffic.

Extending beyond technological excellence, Korea is also aggressively moving toward an IT-based healthcare system to allow a patient's vital statistics to be monitored continually using proxies away from a hospital. Monitoring and recording blood sugar, blood pressure, body weight, cholesterol, eating and exercise can be done during one's everyday routine.

Mechanical and manufacturing industries are adopting IT solutions to produce robots for a variety of purposes. Intelligent robots could sport sophisticated functions such as perceiving the outer environment and manipulating movement. Robots have been developed for education, health and defense, and their impact could be far-reaching in the long term in related sectors such as mechanics and manufacturing.

To overcome slowing growth in the fixed-line and mobile markets, the telecommunications industry is bracing for more advanced IT solutions and accelerating the launch of smart devices and services, such as cloud storage and electronic payments.

"Internet TV and the convergence of fixed and mobile services are growing quickly, while value-added services continue to expand rapidly," said Lee of the Hyundai Research Institute.

THE AGE OF BIG DATA

The government is also preparing for the era of big data, a hot trend in recent years, with a number of industries considering adding big data analytics to their business lines.

In May this year, Seoul announced plans for a center that will help the nation's big data industry catch up with global tech giants such as Google and Amazon.

The center, the first of its kind in the country, will allow anyone to refine and analyze big data, which refers to a massive volume of information used to detect patterns and answer complex business questions. The center will also connect its online platform with the government's data portal service, which stores national statistics and other public information.

To boost software and related industries, Seoul will also seek to expand infrastructure, such as think tanks, dedicated exclusively to software convergence across industries. The domestic software industry is not as well developed as the hardware sector. But Korea is developing its capability in software and the government is initiating the move.

Seoul also wants to produce more skilled IT professionals through educational programs, on the expectation of a continuous shortage in IT human resources.

BOOSTING SENSITIVITY AND SECURITY

KITRI chief Yoo Joon-sang looks at the present and future of Korea's IT industry

Written by Robert Koehler



So, what makes Korea an IT superpower? Yoo Joon-sang, director of the Korea Information Technology Research Institute (KITRI), points to several factors. "We can count our hardware sector, our network infrastructure and our outstanding personnel," he says. "We naturally formed the basis on which the IT industry could grow by creating a foundation for the electronics and communication industries early. Adding to this base Koreans' great zeal for education, we've continuously produced outstanding personnel."

Yoo also notes the cultural affinity of Koreans for the high-speed environment of the IT world. "We cannot ignore the fact that Korea's DNA code of *ppalli ppalli* (quickly quickly) also coincides with the digital code," he says. "Because people are always demanding something new and fast, the Korean

market in the digital sector could lead the global market."

Mind you, fast isn't always the best. "There's a clear limit to development based just on the *ppalli ppalli* DNA code," he says. "This is because if you seek only the new and the fast, you get weaknesses in system stability and security." As the head of Korea's top cyber-security institute, whose white hat hackers have attracted the attention of international media, Yoo has naturally taken this concern to heart. "Having achieved speed to some extent, it's now time to show more interest in safety, perfection and sensibility."

Take Apple and Samsung for instance. "When you think of Apple, you think of sensibility. When you think of Samsung, you think of perfection," he says. "Products made in the future must include software, design and sensibility. And the production facilities and information systems used in making those products must be armed with security."

Moving Toward Software

While Korea has long been dominant in hardware, the focus is now shifting. "Recently, the industrial focus is quickly moving from hardware to software," says Yoo. "Compare globally renowned companies like Google, Apple and Facebook with those that were in their place just six or seven years ago like Nokia, Sony, Canon and Sharp. Google, Apple and Facebook are software companies." He also warns, "Korea, too, is an IT superpower in the hardware and network sector, but we are still deficient in software. We must boost our software power."

According to a report on domestic IT issues by the Korea International Data Corp., Korea in 2012 boosted its information security 46.7 percent. Issues like big data and cloud services are also on the tip of Korean tongues. Yoo sees IT services becoming an even bigger part of daily life. "The IT industry will produce new concept services that we've yet to experience, such as customer management services that use big data to predict people's wants, smart secretaries that possess a human feeling that makes use of mobile devices and medical services that fuse with IT."

Cover image of 2013 *Sketch Collection*. To please his global fan base, Kim drew fighters of various different ethnic origins.



DRAWING A NEW WORLD

Foregoing the PC for the pen, comic book artist Kim Jung-gi does things his way

Written by Felix Im

Comic book artist Kim Jung-gi (www.superani.com) creates amazingly complicated worlds, satiated with the most intricate and delicate of details. His tool, however, is a simple black brush-pen; just imagine an ink pen with a miniature brush at the end instead of one made from felt or sponge. Watching him draw is like witnessing a form of magic. These days, it's not uncommon for artists in the comic book world to utilize computer graphics, but for Kim, drawing by hand is "simply more fun." Sitting at his studio in Seoul's artsy Hongdae district, he calmly holds the very brush-pen he's used to create countless masterworks; it lays peacefully lodged between his fingers like a resting weapon.

"I don't even know how to draw using a computer, to be

honest," he says. "I should probably learn sometime later, when I consider that it's just another tool."

He smiles. His head is shaved refreshingly bald; his tortoise-framed glasses don't quite fit with his masculine features. "It's not like I can count on someone else to do it—an artist needs to control his own work."

IMPROMPTU FAME

To get an idea of how fantastic Kim's skill is, just look on YouTube, which made him world famous. The video sharing site has clips of him drawing in fast motion, all by hand and from 100 percent scratch. Oh, and he uses no sketches or rough drafts. His first draft is the final one. Once just another face, Kim grew famous almost by accident. In 2011, he acquired a booth in an international comic book fair in Bucheon. While the other artists exhibited and sold their work, Kim had only a giant sheet of paper at his booth. For the next four days he immersed himself in an impromptu drawing show, creating whatever came to mind – all perfectly, with no sketches. Luckily for him, someone filmed the entire thing, uploaded it onto the Internet, and the next thing the artist knew, he was being invited all over the world to perform live drawing shows. Audiences in Indonesia, Malaysia, China, Japan and other nations asked him to draw this and that, which Kim did—right on the spot.

"Most of the drawing shows I do abroad don't even tell me what I'm supposed to draw until the day of the event," Kim says. "And then the audience will often request things, and I try the best I can to not mess up!" He laughs, but most people know that "a mistake" in Kim's eyes is virtually undetectable to most.

BORN AN ARTIST

When asked if he gets nervous in front of large crowds, Kim recalled his childhood. "I was one of those kids who never paid attention in class because I was drawing all the time." He smiles. If there was a blank space on a piece of paper, Kim used it. The margins of his books were saturated with sketches; sometimes he'd even draw right over the print. His drawings



1

occupied so much space in his school notebooks that he often had no room left to take notes for class. Kim's classmates, mesmerized by his preternatural ability to draw on the spot, never hesitated to crowd around and watch him work.

"The kids would often shout at me to draw this or that, which I often did, and so from a very young age, I was used to drawing in front of crowds; I almost even liked it and fed off the audience's energy."

Kim developed another important habit during his childhood, and that was one of observation. Incessantly drawing the people around him and sketching images from movies, he developed a style that depicts humans in their everyday form: realistic, vivid and minutely detailed. "I was always more interested in drawing reality over fantasy—our daily lives, historical incidents, machines, stuff like that. Reality was always more fun."

His parents, however, weren't happy with his fascination.

"They never wanted me to be an artist," he says. "In fact, the only reason they let me study art is that they finally realized I wasn't good at anything else. I was a horrible student, and drawing was the only thing I could do well."

Having finally gained his parents' blessing, he actively pursued a career in art by enrolling in university, where he studied Western paintings. After completing his military service, however, he dropped out.

GETTING OFF THE BEATEN PATH

"After finishing my service, I hadn't drawn anything in two years, and I didn't want to spend any more time doing anything other than drawing my own stuff," Kim says. "So I dropped out and went to work for a small operation that printed single-edition comics. It was there that I learned the basics of drawing and the process that went into making a comic book."

Eight months later, Kim came to Seoul with a full portfolio



1. Sketch of the Peranakan Mansion in Penang, Malaysia.
2. The artist in his office.
3. Drawing made after Kim saw the 2013 film "Prisoners."

2

and radiant hopes, which were soon crushed after rejections from 11 publishers who all said the same thing: "Your drawings aren't suitable for the Korean market." They did, however, suggest that he change his style to a more Japanese tone—which he refused to do, but not before a little deliberation.

"I thought about it, I really did. But then I decided that I'd be better off drawing what I draw best, not imitating someone else's art," Kim says, his thoughtful eyes looking into the past. "And you know what, just one year later—one year!—the same companies that rejected me before suddenly wanted to use my work! The market changed just like that!"

And so Kim found himself entering Korea's comic book world at age 27 with a feature titled "Funny Funny". Then, after years of continuous drawing and hard work, he found himself with his own booth in an international comic book fair in Bucheon...

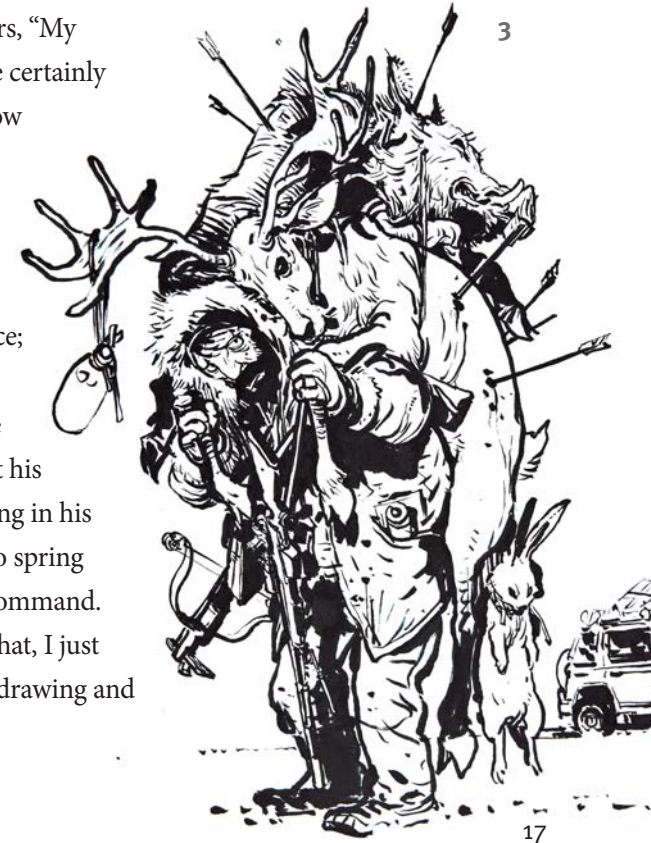
ON THE RISE

Kim's stature has now risen to the point where French author Bernard Weber has asked him to do promotional illustrations for Weber's new book *Third Humanity*. Shinhan Bank of Korea sponsored a project in which Kim drew the newly restored Sungnyemun Gate in front of a live audience. Next year, the artist will go to France to exhibit his drawings of women who

were forced to serve as sex slaves for the Japanese military in World War II as part of a project headed by Korea's Ministry of Gender Equality and Family. Kim has also received invitations to draw in Los Angeles, Hong Kong, Brazil and many other places around the globe next year.

When asked if success has changed him, he ponders the question for a moment and then

calmly answers, "My horizons have certainly expanded. Now I just don't think about Koreans when I think of my audience; I think of everyone." He looks down at his pen, still resting in his hand, ready to spring to life at his command. "Other than that, I just want to keep drawing and improving."



3



A COLORFUL LIFE

Dye artist Kim Jeong-hwa keeps tradition alive

Written and photographed by Peter DeMarco

Few people in the world are as passionate about color as natural dye artist Kim Jeong-hwa. Almost her entire life has been dedicated to producing colors from organic substances such as roots, wood, bark, or berries. Today, she is one of a handful of traditional coloring experts left in Korea.

Whether an orange sunrise over blue mountains or an image she saw in her head when she closed her eyes, she wants to give birth to the colors, to set them free while preserving them forever.

In the 1970s, Kim went to school to learn the Korean traditional art of natural dyeing but was disappointed with her education. She quickly found out that she wasn't going to find the answers in a classroom. So from 1976 to 1988, she traveled around Korea, city to city, asking village elders about the process of making natural pigments.

During her quest, she documented the oral history of dye making in Korea. Every discovery was like uncovering a mystery from the past. Many of the coloring techniques used centuries ago have since disappeared.

According to the Korean Culture Service in New York, during the Three Kingdom Period (57 BCE–668 CE), the wearing of magnificently colored clothing was synonymous with the aristocracy. In the Baekje Kingdom (18 BCE–660 CE), for instance, the wearing of purple was a right reserved exclusively for kings and high officials. In the Silla Kingdom (57 BCE–935 CE), entire government agencies were set up to regulate the production of particular colors.

In 1988, Kim felt she had enough information and began dyeing cloth. She then moved on to creating works of art



1



2



3

1. *To Listen* (1998), dyed fabric, 33 x 96cm x 6 pieces.
2. Rhubarbe used in dyeing.
3. Rolls of dyed fabric.

from the dyes, holding exhibitions, and even writing a book documenting the process, *Variations on Grass, Colors and the Winds* (2007).

SACRIFICING FOR HER ART

Kim says proudly, “I want to learn the tradition to inherit it, master it, and advance the culture of natural dyeing.” She is so dedicated to her work that she even endures physical pain to do it.

Years of hauling heavy tubs of liquid dye and wringing out water-soaked cloth have taken a toll on her body. Her doctor told her to stop what she is doing or risk paralyzing her arms. When asked why she continues to do what she does in the face of harming her body, she says simply, “It’s so much fun!” and then laughs.

She walks to another room and grabs some colored rolls of

fabric. Kim places them on the table as if they are some sort of currency, historical document, and security blanket all in one. Her voice gets serious. “The harder I work on a particular piece, the deeper and richer the color gets. It’s as if the colors are growing up before my eyes.” She pauses while finding a way to convey her feelings and then smiles. “If you have children, you’ll understand.”

For Kim, colors aren’t just something beautiful to look at; they are her religion, a representation of life itself. She points at one of her works hanging on the wall by the window. “That’s one of my favorites,” she says, referring to a mandala, the spiritual Hindu and Buddhist symbol for the universe.

“When I look at the sun and then close my eyes, that’s what I see.” Like the sun, Kim’s work originates from an organic source, something of which she is a part, yet something still greater than herself. She is Korea’s shaman of color.



Namdaemun Market is one of Seoul's largest and best-known traditional markets.

NAMDAEMUN MARKET

Seoul's best-known traditional market is steeped in history

Written by Curtis File

On a cold February night in 2008, Chae Jong-gi arrived in the center of Seoul with a ladder, paint thinner and pent-up resentment over a business deal gone sour. The 69-year-old then scaled the walls of one of the city's oldest pieces of architecture and set Namdaemun, the Great Southern Gate, ablaze. But what he failed to consider in his anger was the resilient spirit of Seoul, and perhaps no region of the city has a more resilient history than Namdaemun Market.

A HISTORY OF TRADE AND COMMERCE

Before Korea was ravaged by colonization and war, Namdaemun was nestled in one of the most productive areas of the country. A treasure of the Joseon Dynasty, the Namdaemun Gate was surrounded by government granaries and developed into a major trade route for goods coming into the capital.

It may be hard to imagine defacing a national treasure with ad space, but in its earliest days, the gate saw such heavy traffic that it became a de facto billboard for small businesses in the area, covered in layers of posters hawking stores and services. At the time, government officials had their salaries paid in rice they received from granaries, and the area soon gave rise to the historic 24-hour Namdaemun Market, where they could sell their rice or trade it for other goods.

The market has also seen its share of destruction. It has been damaged and rebuilt a number of times, most recently after the Korean War and again in 1968 and 1975. Yet like the monument from which it earns its namesake, the market has always managed to be rebuilt and flourish.



1. Shoppers can find plenty of reasonably priced clothing in the market's countless shops. 2. Steamed buns with meat, kimchi or red bean filling make for a tasty treat. 3. Namdaemun Market sprang up outside the grand Namdaemun Gate, the southern entrance to the old royal capital.

Settled under the gaze of the historic gate, Namdaemun Market is one of the capital's most heavily trafficked tourist attractions. An estimated 500,000 people visit the labyrinth of shops and street stalls daily. Not much bigger than five city blocks, the market is a high-energy and crowded sight not for the agoraphobic. Bags of wholesale stockings and food vendors hawking deep-fried snacks seem to occupy every piece of available real estate that each side street and alley has to offer. But for the daring and adventurous, there is probably no better market in the city in which to get lost.

A blend of colorful history and modernity, the market is a mixture of shops selling ginseng, ceramics and Korean traditional medicine along with the latest in fashion and eyewear. For photography enthusiasts, Namdaemun Camera Street easily offers the best bargains in the city. With its myriad of shops, the market is perfect for shoppers who want to haggle for great deals on everything from bulk pantyhose and socks to the latest technology from Canon and Nikon.

The food vendors are among the most famous in Seoul, offering everything from tempura-style vegetables to battered and deep-fried hotdogs. *Hotteok*, a Korean-style fried pancake with red bean filling, is the most famous snack in the

area, and lines stretching down alleys for favored stalls are not uncommon.

SUNGNYEMUN GATE

Made of stone and wood with a pagoda-shaped roof, the Namdaemun Gate stands out as the pinnacle of Korea's architectural beauty, a beauty which has long since been replaced by the concrete, steel and glass of modern buildings. Over centuries, Namdaemun has stood tall through the rise and fall of kings, wars, colonization and the unstoppable momentum of Seoul's growth into the mega city of today. To the casual observer, rapid urbanization might seem to have dwarfed the gate, which was recently rebuilt and restored, turning it into nothing more than a monument on a traffic island.

But the stalwart stone structure is truly a bridge in time. Officially known as Sungnyemun, which means "gate of exalted ceremonies," Namdaemun was built along with three other city gates in 1398 after Seoul was established as the new capital under the ruling Joseon Dynasty. At the time of the original construction, each of the gates had its own purpose. Namdaemun was used to greet foreign emissaries, control access to the capital and protect Seoul residents from danger.



During the Japanese occupation in the early 20th century, its walls were demolished to make way for urban development and the structure was closed to the public. The gate has undergone several renovations, most notably a major restoration that was completed in 2013. The walls torn down by the Japanese were rebuilt and the gate itself has been returned to its original splendor. Visitors are now able to enter the superstructure during operating hours. The gate is a sight to behold, especially when it is lit up at night.

MORE INFO

Where to Eat

Namdaemun Market is noted for its food. Try *galchi jorim*, beltfish boiled in a spicy soup, in Galchi Jorim Alley. This rustic dish—served in even more rustic surroundings—is best enjoyed with a bowl of Korean milky rice beer, or *makgeolli*. You'll find plenty of great street food here, too, including *tteokbokki* (pan-fried rice cakes cooked in a spicy sauce), *twigim* (tempura) and *sundae* (blood sausages). Near Gate 2 of the market is also a very, very popular stall selling *yachae hotteok*, a fried bun filled with vegetables and glass noodles.



Where to Stay

Seoul is blessed with Korea's widest selection of accommodations. If you must stay near the market, try the Ramada Hotel Seoul Namdaemun (T. 02-2119-8900) or the Millennium Seoul Hilton (T. 02-753-7788).



Getting There

Hoehyeon Station (Line 4), Exits 5, 6 or 7.





NOT DOWN FOR THE COUNT

Korean wrestlers ready to rise from the floor

Written by Kim Tong-hyung

Wrestling is an art devoted to the singular purpose of pinning the opponent to the floor. For a while, Korean wrestling looked as if it was in need of a pick-me-up after suffering from a dearth of talent for several years.

It was a wrestler who won Korea's very first Olympic gold medal. Yang Jung-mo plowed through the men's 62-kilogram freestyle competition in the 1976 Summer Olympics in Montreal, and his celebratory eruption at the podium remains one of the nation's definitive sporting memories.

Yang's triumph marked the start of an impressive multi-decade stretch that turned Korea into a traditional powerhouse in one of the oldest sports known to man. But this title in

recent years began to feel like just a nice way of saying the nation's best years in the sport were behind it.

Korea has won 35 Olympic medals in wrestling, 11 of them gold. But the pace at which it has collected such hardware has slowed visibly in the 21st century.

Team Korea's failure to produce an Olympic champion in the 2008 Beijing Games snapped a gold-medal streak of six consecutive Olympics dating back to the 1984 games in Los Angeles. Kim Hyeon-woo started a new streak in the London Olympics last year with the gold in the men's 66-kilogram Greco-Roman category, but that was his country's only wrestling medal in London.

Korea has been even less inspiring in non-Olympic

competitions like the world championships, reflecting its shallow depth in quality talent.

Coaches are finding it increasingly hard to get a pipeline of athletes to work with, as young people are less captivated by wrestling than they might have been in the past.

The picture also turned dramatically bleaker in February, when the International Olympic Committee (IOC) voted to remove wrestling from the 2020 Summer Olympics after evaluating all 26 sports in London.

"It felt as if the sky had crashed down on us. It's not like the country has a professional league, so athletes train hard for the one dream of competing in the Olympics," said An Han-bong, who won the gold in the men's 57-kilogram Greco-Roman category in the 1992 Barcelona Summer Olympics and now coaches the Korean national team.

"We maintained hope that wrestling would survive the crisis, but there was an unmistakable sense of uncertainty."

CHANGING FORTUNES

Wrestling in September was reinstated as an Olympic sport for the 2020 and 2024 Summer Games after an IOC vote in



1. Kim Hyeon-woo beats Hungary's Tamás Lőrincz to win gold at the 2012 London Olympics.
2. Wrestler Jung Ji-hyun wins gold at the 2004 Athens Olympics.
3. Wrestler Yang Jung-mo wins Korea's first-ever gold medal at the 1976 Montreal Olympics.

Buenos Aires, Argentina, a day after the session awarded Tokyo the 2020 Games. Since then, things have been looking up for An and his protégés.

In the world championships in Budapest later that month, Kim Hyeon-woo, who moved up in weight, topped the men's 74-kilogram class in Greco-Roman wrestling, defeating reigning Olympic champion Roman Vlasov of Russia in the final. Kim's compatriot Ryu Han-su also struck gold in the same competition in the 66-kilogram class. Choi Gyu-jin took the silver in the men's 55-kilogram class, while Woo Seung-jae settled for the bronze in the men's 60-kilogram class.

Kim and Ryu also became the first South Koreans to win the gold in the world championships since 1999.

The impressive showing in Budapest this year has inspired media speculation of a renaissance in Korean wrestling, which has finally shown that it can produce elite athletes other than 25-year-old Kim. The timing was also critical as Korea's wrestling governing body continues its desperate search for a new corporate backer.

The Korea Wrestling Federation lost its largest corporate sponsor in August, ending a relationship that had existed for three decades. The sponsor found it increasingly difficult to finance a sport not usually talked about aside from a one-month period every four years. Federation sources say they hope the excitement created by the likes of Kim and Ryu will be enough to stoke more corporate interest.



G-DRAGON BECOMES A GLOBAL STYLE ICON

LEAD SINGER OF K-POP SENSATION BIG BANG DREAMS OF BECOMING A WORLD MUSIC STAR IN HIS OWN WAY

Written by **Bae Ji-sook**

Exchanging Twitter messages with Pharrell Williams about the next album; having fashion houses such as Chanel and Yves Saint Laurent desperately waiting for their garments to be worn; partying with Justin Bieber all night long and being followed by photographers around the clock. This could be the stuff of dreams for many people. But to G-Dragon, the musical and fashion brain of the K-pop boy band Big Bang, it's just another ordinary day.

The 25-year-old singer, rapper and producer has grown into an iconic entertainer across Asia, having come a long way from appearing as a child in "PpoPpoPpo," Korea's answer to "Sesame

Street," and Little Roo'ra, a kids' tribute band to the reggae-dance group Roo'ra from the 1990s.

Born Kwon Ji-yong, G-Dragon has been selected Style Icon of the Year and won the Melon Music Award and MTV World Stage Video Music Award Japan, selling millions of albums in the process. Tickets for his world tours, mainly in Korea, Japan and Southeast Asia, sell out instantly. His every move is reported in real time on social media sites such as Twitter and Facebook. The online world is filled with fan pages mimicking his style and, moreover, his lifestyle. He was the fifth-highest paid idol in Korea in 2012.

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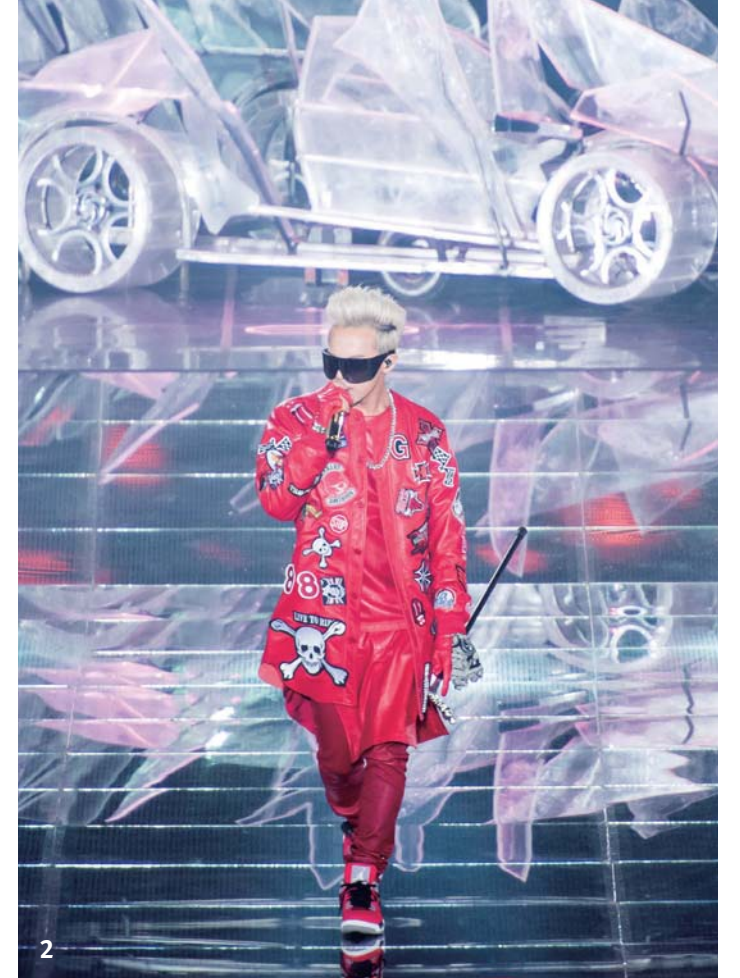
NOT JUST A PRETTY FACE

Beyond his bleached platinum blonde hair, dark smoky-eye make-up and somewhat androgynous and fashionable looks are a passion and talent for songs. His solo songs "Crooked," "Crayon," "Heartbreaker" and "G-Dragon" as well as tunes from Big Bang like "MONSTER," "TONIGHT," "Lollipop," "Lies" and "Last Goodbye" have topped the charts upon release. From hip-hop to R&B, contemporary and electronic beats and a little drop of jazz, G-Dragon knows no boundaries.

The singer was said to be the next Psy, the Korean rapper who became a global sensation with his megahit "Gangnam Style," but only if he was willing to be one. "At the moment, G-Dragon has no visible plan to embark on the U.S. market," said an insider at YG Entertainment, the singer's management agency. "But we are getting a positive response about his latest albums. Nobody knows what will become of the future."

G-Dragon, however, has landed in the United States, capturing the eye of the American media. Through the power of the Internet, including iTunes, which enables people to listen to music from all around the world, the singer has created a small world of his own packed with potential.

The New York Times called him a "miraculous canvas to work with" in September, when his latest album "Coup D'etat" hit the stores. "He morphs easily into almost any style, he moves with panache and confidence and he has a perpetual sense of theatre about him. His is a version of pop stardom all but abandoned in this country," it wrote.



2

1. G-Dragon performs at Seoul's Olympic Stadium on Aug 31. © YG Entertainment
2. G-Dragon shows off some of his much-lauded style. © YG Entertainment
3. The Cais Gallery in Seoul's Cheongdam-dong hosts an exhibit of G-Dragon's personal effects and clothings.

The songster was also highlighted in Complex magazine, which called him the "biggest Asian pop artist in the world." Complex followed his recording in New York and analyzed his fashion style that goes beyond Balmain, Givenchy and, sometimes, women's clothes.

"G-Dragon is in many ways the perfect menswear muse: American streetwear types might only now be catching on, but high-end fashion brands around the world have long been jockeying for GD's lucrative co-sign," the magazine said.

Critics are also certain that the singer could hit it big. "The great thing about G-Dragon is that he catches the trends of the time, blends them in his own way and creates quality products. It makes him stand out among so-called idols," said Seo Jung Min-gap, a music critic.

His future seems even rosier given that he has great collaborators, including Teddy, Kush and Choice 37, they say. "G-Dragon has been able to create a new genre of music with his quality sound and technically impeccable rap. By making the most of what he has, he can make whatever he wants," said Kim Bong-hyun, another pop music critic.



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HOTTER THAN EVER

Kimchi-making seeks UNESCO status

Written by **Son Hee Kyung**

Winter is just around the corner and Koreans are preparing to welcome the cold season by making kimchi, a side dish of spicy fermented cabbage. The traditional practice of *kimjang* is the production of this iconic Korean condiment during the coldest three or four months of winter so that it will last through the cold season, when fresh vegetables are scarce. The practice could soon receive official recognition at the international level, providing an opportunity for Korea to promote its traditions abroad.

Representatives from Korea's Cultural Heritage Administration submitted a recommendation for *kimjang* to be added to the UNESCO Representative List of Intangible Cultural Heritage of Humanity as "Kimjang: the Making and Sharing of Kimchi." If *kimjang* is added to the list, it will provide a big spark to the promotion of Korean culture abroad. The term *kimjang* can be defined as the process of preparing large vats of kimchi. The idea is to share the spicy side dish with families, friends and community members to usher in the

cold season. Kimchi is stored in large underground vats for fermentation.

In her visit to France in November, President Park Geun-hye held a meeting with UNESCO chief Irina Bokova and applauded the U.N. agency's efforts to protect cultural properties. President Park also spoke of *kimjang*'s nomination for inclusion on the UNESCO list.

REVIVING TRADITION

In many respects, Korean traditions have faded away into the mists of time, but through this phenomenal opportunity yet another milestone in Korean history is expected.

"Around 90 percent of Korean families still make their own kimchi at home, so kimchi making is a huge part of our culture," said Yena Lee of the Cultural Heritage Administration.

"The reasons we selected *kimjang* for nomination to the UNESCO Cultural Heritage List are that it's a very important part of our culture. We hope to keep this precious tradition alive," she said. "We also believe that having it on the UNESCO intangible culture list will also allow people outside of Korea to know and understand more about our kimchi culture."

The traditional process of *kimjang* is gradually fading in Korea's modern society, despite its long history. But its popularity might make a comeback thanks to the expressed fondness for kimchi by Hollywood celebrities such as Heather

Graham and Hugh Jackman.

To promote kimchi and *kimjang* to overseas audiences, Korea Cultural Heritage Foundation president Kim Jong-jin released the English-language book *Kimjang: Making And Sharing Kimchi*. "I hope that readers will gain a wider and deeper understanding of kimchi and *kimjang*," said Kim.

Hallyu, or the Korean Wave of pop culture, has swept across the world, especially Asia. This fever has fueled the popularity of Korean dramas, and hopes are high that Korea can bring back its traditions and widely promote them at the national and international levels.

UNESCO can give one of three answers to *kimjang*'s application: inscribe, refer or not to inscribe. Anticipation is growing that "Kimjang: the Making and Sharing of Kimchi" will pass the UNESCO screening process to become Korea's 16th entry on the list of intangible cultural heritage items. The country's other intangible cultural heritage items include *pansori*, a style of Korean lyrical opera; Arirang, a classic Korean folk song; *taekgyeon*, a Korean traditional martial art; and *jultagi*, tightrope walking.

The final decision will be made after a review by the UNESCO committee at the eighth annual meeting of the UNESCO Intergovernmental Committee for Safeguarding Intangible Cultural Heritage in Baku, Azerbaijan from Dec 2 to 7.

1. The women's association of the Saemaul Association's Soecho-gu branch hosts a kimchi-making session for foreign-born wives on Nov 5.
2. *Kimjang* is often a communal experience. 3. Korea's best known food, kimchi comes in a wide range of shapes and colors.



A NEW KIND OF GIVING

Korea's charity culture is transforming

Written by Felix Im

Donating is all about having money or things and giving them away—or maybe it was in the past. Recent charity trends in Korea have shifted from a monetary focus to a more philanthropic approach, one that allows virtually anyone to participate so long as they have both the heart and will to be selfless, even if just for a little bit.

STARTING SMALL

In the past, donations were viewed as something done almost exclusively by those with money: celebrities or corporate tycoons allocating a portion of their massive wealth to

charitable organizations. Such giving was publicly praised, but there was always that minority choir of voices that cynically whispered that such people gave simply to exalt their own image in the eyes of the masses; a simple cultural investment and nothing more than a publicity stunt. In short, donating was considered an activity for the rich.

That view is now outdated and misguided, however. The larger variety of donation methods—whether the amount is big or small—makes it so that now the only excuse one can plausibly muster for not giving is laziness.



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1. OTCAN lends a hand to help an elementary school in the Philippines affected by a typhoon in March 2013.
2. Koreans donate hair to make wigs for cancer patients through the Korean Association for Children's Cancer and Leukemia.
3. With the Give Time app, users watch ads produced by businesses that donate money to the organizations the user selects.

IT'S NOT ALL ABOUT THE MONEY

You no longer even need your own money to help those in need. There are donation programs that involve the commodities and activities of daily life. For example, if your closet is full of unwanted or old clothing, instead of throwing it away so it can find a new home in a landfill, you can send it to charity organizations like OTCAN (www.otcan.org), which takes old shirts, shoes and other wearable items and sells them in used-goods markets in the developing world. The proceeds are then used to invest in education in those countries by improving facilities, upgrading curriculum material and even building new schools. Unsold clothes are given to children who cannot afford proper clothing.

GIVING EVERYONE A CHANCE TO HELP

Have no clothes to give away? Well, chances are that you have hair. Next time you have your hair cut, instead of throwing away the cut strands, you can donate them for use in making wigs for cancer patients. If you walk a great deal during the day or need motivation to get more exercise, download the smartphone app Big Walk. Big Walk applies your phone's GPS system to track walking distance, which is then converted into points usable for donation to organizations that provide prosthetic limbs for the disabled, giving them the chance to share the simple joy of walking.

Don't care to cut your hair or loathe walking? How about using your spare time for charity? Like Big Walk, Give Time is a smartphone app that allows users to spend time in a more beneficial way—literally. After selecting a charity organization of your choice, watch a few ads. The businesses who made the ads then donate money to the organization you selected, calculating the length of the ad into a donation. Ads are usually around 30 seconds, which means anyone has time to give.

WHO SAYS GAMES ARE ALL BAD?

Gamers can mobilize their talents for good as well. Hangame and Naver have come together to create the game Happy Bean, in which players accumulate points (also known as “beans”) that can be converted into money for donation. Naver also has a system where users can answer other users' questions or post beneficial comments on blogs and questionnaires to accumulate “beans.”

This is all just a small sample of the ways to give. So if you are wondering how you can help your community but are unsure how to do so, just look around you. You won't have to look very far.



3



EUROPEAN DIPLOMACY

President Park stresses European ties in visits to France, UK and Belgium

President Park Geun-hye made a three-nation tour of Europe from Nov 2–8, which took her to France, the United Kingdom and Belgium. Her visit was the consummation of her first year summit diplomacy aimed at key nations. As it is unusual for a Korean president to tour Europe in his or her first year in office for the purpose of bilateral summits, this testifies to the importance the Korean government places on Europe, a key component of Seoul's foreign diplomacy.

VISIT TO FRANCE

Arriving in France Nov 3, President Park began her official schedule by attending a Korean drama party organized by Bonjour Corée, a France-based fan club of the Korean Wave. Held at the Espace Pierre Cardin overlooking the Champs-Élysées, the event comprised a variety of programs, including performances by K-pop contest winners. All 670 seats at the theater were occupied with enthusiastic fans, which vividly testified to the popularity of Korean dramas in France.

The same day, President Park held a meeting with UNESCO Director-General Irina Bokova to talk about the overall aspects of cooperation between Korea and the U.N. body. Since Korea became a member in 1950, it has grown to cover such areas as education, culture and science.

Next came the Nov 4 summit between President Park and French President François Hollande. During their talks, they discussed the expansion of trade and investment through the seamless implementation of Korea's free trade agreement with the EU, the identification of new growth engines through collaboration in areas such as the creative

industries and new industries of the future and the promotion of the culture industries and cultural exchanges to realize the goal of cultural enrichment. The two leaders also agreed to give more concrete shape to mutually beneficial and cooperative ties, including joint efforts to deal with global issues and regional conflicts. President Park also obtained French support for her administration's trust-building process on the Korean Peninsula and her Northeast Asia Peace and Cooperation Initiative.

As the final event on her itinerary in France, President Park attended a dinner hosted by French Prime Minister Jean-Marc Ayrault. Both of them discussed a variety of issues of mutual interest, including cooperation in culture and education, better conditions for the expansion of bilateral trade and investment and the necessity of identifying new growth engines through collaboration in areas such as the creative industries and cutting-edge technology.

A ROYAL WELCOME

President Park arrived in London on the evening of Nov 4 for a state visit to the United Kingdom, the second leg of her European tour. The following morning, the first official event

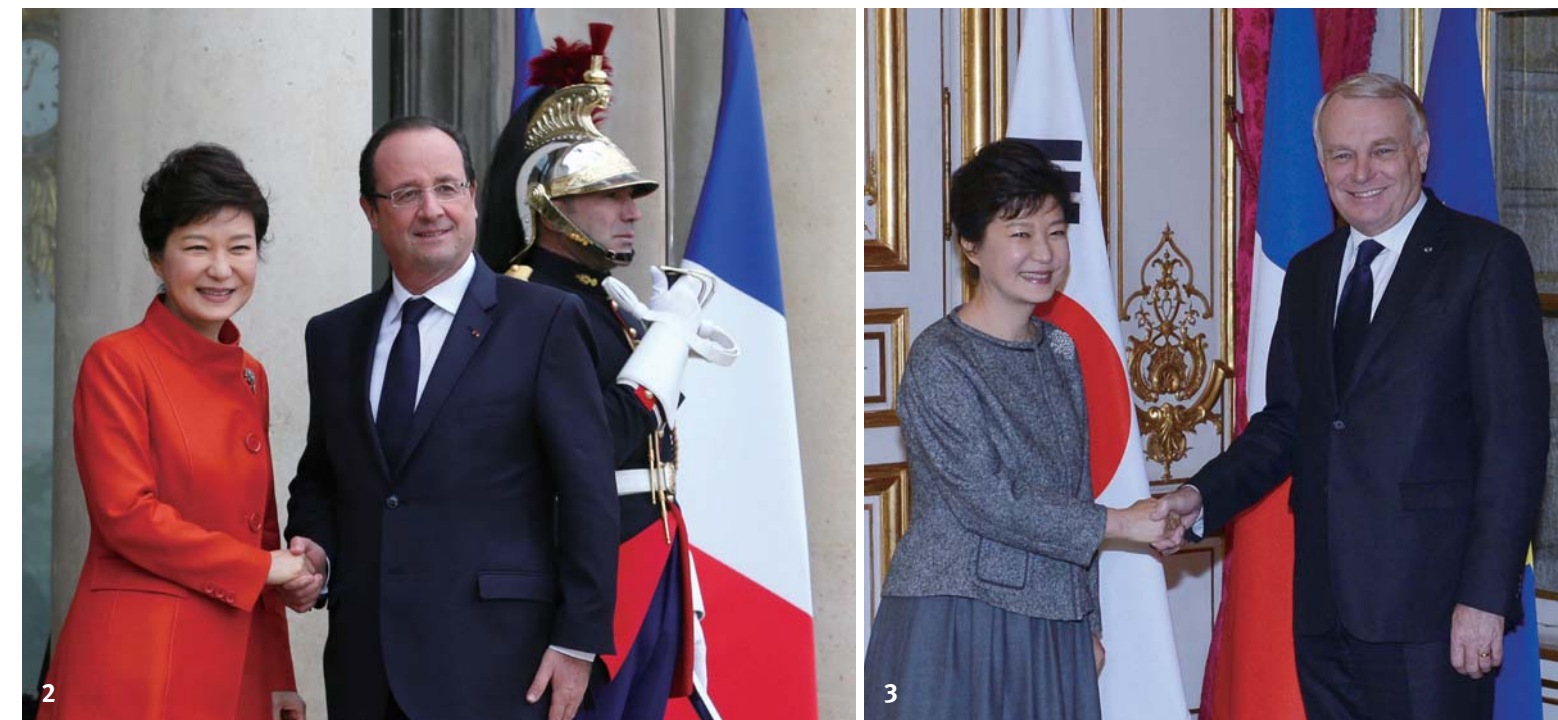
of her trip was a ceremonial welcome at Horse Guards Parade. It was attended by Queen Elizabeth II and Prince Philip, the Duke of Edinburgh, as well as top officials from the British government including Prime Minister David Cameron and Foreign Minister William Hague.

After the ceremony, President Park, the queen and Prince Philip got in a ceremonial coach for the drive to Buckingham Palace. President Park expressed her gratitude to the queen for inviting her for a state visit on the 130th anniversary of Korea-U.K. diplomatic relations and the 60th anniversary of the queen's reign.

The president then attended a luncheon hosted by the queen attended by approximately 50 guests, including members of the royal family and high-level government officials.

The next day, President Park went to a groundbreaking ceremony for a Korean War memorial attended by British veterans of the Korean War. Also present were Prince William, Prince Richard, the Lord-Lieutenant of Greater London Sir David William Brewer, Parliamentary Under Secretary of State at the Ministry of Defence John Astor and Minister of State at the Foreign & Commonwealth Office Hugo Swire. During the ceremony, President Park expressed gratitude on behalf of the

1. President Park speaks to ethnic Koreans at Le Grand Intercontinental Hotel in Paris on Nov 3. 2. President Park meets with French President François Hollande at the Élysée Palace in Paris on Nov 4. 3. President Park meets with French Prime Minister Jean-Marc Ayrault on Nov 4.





Korean people to the British veterans for their noble sacrifice and dedicated service that contributed to safeguarding peace and liberty in the Republic of Korea. After the groundbreaking, the president laid flowers at the Tomb of the Unknown Soldier, which honors British soldiers who died in World War I.

On Nov 6, President Park and British Prime Minister David Cameron held a summit followed by a luncheon. Both leaders noted the significance of President Park's state visit on the 130th year of bilateral ties and the 60th anniversary of the Korean War armistice. They also talked about promoting cooperation, regional issues and matters of international concern.

The two leaders reaffirmed that Seoul and London, both of which seek to develop the creative industries and cultural enrichment, have become great partners in achieving shared

growth. They cited efforts by their nations to advance a comprehensive, creative partnership by expanding the scope of collaboration beyond the bilateral and regional levels to tackle wider global issues. At the close of the summit, both sides adopted a bilateral joint statement on the vision and determination to expand and bolster cooperation across a variety of areas.

In the evening, President Park attended the 8th London Korean Film Festival.

FINISHING UP IN BELGIUM

President Park on Nov 7 arrived at the final destination of her European trip, Belgium. She began her visit by laying a wreath at a memorial for Korean War veterans. Then came summit talks with Belgian Prime Minister Elio Di Rupo on a wide

range of issues, including the promotion of bilateral cooperation and joint efforts in developmental cooperation and other international issues. The two leaders also discussed the latest developments on the Korean Peninsula and in Europe, and Belgium agreed to share its experience obtained in the process of building regional communities.

The following day, President Park held a summit with European Council President Herman van Rompuy and European Commission President Jose Barroso, which was followed by a luncheon. The three leaders had in-depth consultations on a variety of issues, including ways to further consolidate and develop a strategic partnership across a wide range of areas including politics, security, economy, trade, science and technology, culture and education. They reviewed recent developments on the Korean Peninsula and in other regions and agreed to collaborate on global issues such as U.N. peacekeeping operations and cybersecurity.



1. President Park and Queen Elizabeth II toast one another at Buckingham Palace, London on Nov 5.

2. President Park talks with UK Deputy Prime Minister Nick Clegg on Nov 5.

3. Prince Philip escorts President Park during the ceremonial welcoming at Horse Guards Parade Park, London on Nov 5.

4. President Park shakes hands with Belgian Prime Minister Elio Di Rupo at Egmont Palace, Brussels on Nov 7.



who want to look into these aspects of history, including foreigners. The development of educational games and smartphone apps will be encouraged to bring people closer to the ebb and flow of the country.

Arirang, the UNESCO-listed Korean folk song, will be given a modern twist while a state-led Arirang Festival and “Arirang Day” will be designated to help Korea and the world better understand Korean culture.

“Greater synergy is expected only if all the people participate in it. Culture can be developed according to people’s imagination and creative willingness, rather than the environment. Cultural insiders should first take the lead in the creation of events so that ordinary people can join. The administration will give its full support to the process,” said President Park.

“Attention to the humanities and traditional and regional cultures is very important because they are fundamental to all culture. The creative capability of a human comes from this contemplation for life and respect for the past.”

Presidential committee chairman Kim said, “Before, cultural policies were made top-down but this time, we’re going to involve everyone in our projects.”

Korea in 2015 will host the World Culture Summit, a gathering of cultural leaders from around the globe. It is part of the Korean government’s efforts to boost the culture industry on an international scale.

Aimed at becoming the Davos of culture, the event will anchor Korea’s cultural enrichment at home and abroad, the Presidential Committee on Cultural Enrichment said Oct 25.

After its second meeting with President Park Geun-hye the same day, the committee announced its plans for an “Era of Cultural Enrichment—Life with Culture,” one of the main goals of the incumbent administration.

Under the slogan of “autonomy, co-existence and integration,” the government will pursue policies that touch upon the everyday lives of the people. Specific plans include: placing value in the humanities; spreading traditional culture among ordinary people; injecting culture into daily life; reinforcing regional cultures; creating an art-nurturing ecosystem; showing the direction of the creative industries; expanding cultural values at home and abroad; and, promoting Arirang as the nation’s cultural focal point.

CULTURE DAY

The World Culture Summit is timed to coincide with the 2015 opening of the Asian cultural center in Gwangju, which is expected serve as the region’s cultural hub. World leaders in culture are expected to discuss how culture can benefit people in their everyday life, said committee chairman Kim Dong-ho.

Another plan is the designation of a monthly “Culture Day.” Starting next year, the last Wednesday of each month will be “Culture Day,” an initiative aimed at giving greater public access to cultural properties. All public museums and palaces will offer free admission, and movie theaters, concerts and other performances will offer discounts.

To foster the study of the humanities, the administration will reinforce support for schools. Fine arts education as well as welfare for artists will be strengthened. To integrate culture with information technology, a “Creative Crazy Camp” will be established for researchers.

Schools will teach traditional culture, including the importance of cultural heritage preservation. Support will also go toward royal ceremonies, *hanok*, or Korean traditional housing, and Buddhist temple stays, making it easier for people

Visitors take in the art on the first day of the opening of the National Museum of Modern and Contemporary Art, Seoul.



LIFE WITH CULTURE

Korean government eyes cultural enrichment program

Written by Bae Ji-sook

Children wave at Pangawe Village, a model Saemaul community in Tanzania.
© Saemaul Globalization Foundation



SAEMAU GOES GLOBAL

KOREA AIMS TO EXPORT ITS SUCCESSFUL AGRICULTURAL DEVELOPMENT MODEL OVERSEAS

Written by Robert Koehler

“The Saemaul Movement is now giving hope to many countries in the world . . .

From now on, the government will push forward with a project to develop the Saemaul movement into an international program”

In a speech to a crowd in Suncheon, Jeollanam-do on Oct 20, President Park Geun-hye proposed a “second Saemaul Movement” to promote a future-oriented and more developed sense of citizenship and to help developing nations attain prosperity and happiness. This “revolution in thinking,” as she calls it, is a pan-governmental effort to export the ideas and organizations that made possible Korea’s dramatic economic growth and social development of the latter half of the 20th century.

NOT A RETURN TO THE PAST

The Saemaul Movement, translated as the New Community Movement, was a key development strategy pursued in the 1970s by the late President Park Chung-hee—the father of the incumbent chief executive—to bolster rural living standards and modernize farming communities. The incentive-based system, based on Korea’s heritage of rural communalism, stressed hard work, self-reliance and working together to develop rural villages. Participating villages were provided basic resources from the government; those that put those resources to successful use were granted more resources. The result was a dramatic improvement in rural infrastructure, such as irrigation, roads and equipment. The movement was a prime example of the “can-do” spirit that characterized Korea during its development

years of the late 20th century.

Likewise, the second Saemaul Movement also strives to build on Korea's culture of hard work, community and self-reliance. The new movement is more future-oriented, however, and tailored to the needs of a 21st-century world, emphasizing values such as sharing, volunteerism and consideration for others. In particular, this movement proposes global citizenship and the expansion of the Saemaul Movement into a program of sustainable international development. "Unlike other ODA projects, the Saemaul Movement seeks to boost local residents' own capacity for self-reliance," said Lee Ji-ha, CEO of the Saemaul Globalization Foundation, one of the groups at the forefront of efforts to promote the movement overseas.

COOPERATION BETWEEN PROVINCIAL AND NATIONAL GOVERNMENTS

While President Park has given the globalization of the Saemaul Movement a new impetus, efforts to this effect have been long in the making. The provincial government of Gyeongsangbuk-do and the Ministry of Security and Public Administration have been conducting international projects

under the name of the Saemaul Movement since 2005 and 2009, respectively. As a result of these efforts, some 15 trial villages have been created in Ethiopia, Tanzania, Rwanda, the Philippines and India, involving the building of village infrastructure such as wells and meeting halls, and social infrastructure such as village women's associations and microcredit projects for raising livestock.

Individual cities and towns in Korea are also helping to globalize the Saemaul Movement. The town of Gumi, the birthplace of the late President Park, has been pursuing such programs since 2001, beginning with the building of health centers in Vietnam and expanding to construction, education and microcredit projects in East Timor, Mongolia, Nepal, Ethiopia and the Philippines. The southeastern port city of Pohang, too, has been active in overseas Saemaul activities since 2010. Pohang has an especially strong program with the East African nation of Madagascar, building a medical center, dispatching medical volunteers and donating farm equipment. The Korean city has also established a hospital in the West African nation of Burkino Faso and is creating a trial Saemaul village in the Central Asian republic of Kyrgyzstan, whither it will transfer agricultural expertise.



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1. Pangawe Village, Tanzania. © Saemaul Globalization Foundation
2. President Park Chung-hee launched the original Saemaul Movement in 1970.
3. A young Park Geun-hye at a Saemaul event.

Program to cooperate on globalizing Korea's rural development program.

In Myanmar, this renewed effort has begun to bear fruit. On Aug 29, Minister of Security and Public Administration Yoo Jeong-bok and Myanmar Minister of Cooperatives Kyaw Hsan signed a memorandum of understanding to cooperate on the Saemaul Movement. The Southeast Asian nation has shown much interest in Korea's rural development experience, with Myanmar President Thein Sein even visiting the Saemaul Undong Central Training Institute in Seongnam, Gyeonggi-do, during a visit to Korea in October 2012. As part of the agreement with Naypyidaw, from next year, Seoul will provide USD 22 million in support over six years.

CORPORATE AND INDIVIDUAL EFFORTS

Individuals and companies have also played an active role in promoting the Saemaul Movement. POSCO, Korea's largest steel maker, has been especially aggressive in this regard. Since 2011, the company has been operating three trial Saemaul villages in Ethiopia in cooperation with the Korean province of Gyeongsangbuk-do and KOICA. The steel maker last year also opened a Saemaul Agricultural Training Institute in Mozambique, which has since produced 50 graduates.

Even civic groups in Korean provinces are getting into the act. In August, the women's association of the Gyeonggi-do Saemaul chapter signed a memorandum of understanding with the Mongolian district of Bayanchandmani to provide annual support worth USD 15,000 through 2016 to dig wells, build kindergartens, purchase sewing equipment and plant trees and vegetables. This effort comes on the heels of an earlier program by the women's group to help the Mongolian district of Nalaikh between 2004 and 2011.

Tangible results are being seen. "I think we've gotten fairly positive results. We've planted a sense of ownership in local residents and worked to bring together abilities that had been dormant," said Lee, whose group operates pilot villages in the Philippines, India, Tanzania, Rwanda and Ethiopia. "We can also give a high score to our unified method of comprehensive development by reforming consciousness, boosting income and improving the living environment. In particular, there has been surprising development in Rwanda and the Ethiopian region of Tigray."

A MULTI-MILLION DOLLAR PROMISE

President Park's call for a globalized Saemaul Movement is already being heeded. Her administration has allocated USD 50.8 million to a host of government ministries and departments involved in exporting the movement, including the Ministry of Foreign Affairs, the Korea International Cooperation Agency (KOICA) and the Ministry of Security and Public Administration. From next year, Seoul will also host a regular international conference on the Saemaul Movement, during which 2,000 international officials will come to Korea to study the latter's experience with the movement. The Foreign Ministry has also signed a memorandum of understanding with the U.N. Development

JANG BOGO

GREAT SILLA ADMIRAL BUILT A GLOBAL TRADING EMPIRE

Written by Felix Im



1

Jang Bogo, a great military leader of the Silla Kingdom as well as one of its most prominent political figures, was not born into a noble family. Scholars are still unsure as to exactly where he was born, though it is commonly accepted that he was born near the island of Wando, off the southern coast of Jeollanam-do. So common was his upbringing that he even lacked a proper name. He had no surname and was simply called Gungbok or Gungpa, meaning “skilled archer.” Jang was an excellent rider and spear-handler and was marked as a great military talent from an early age, along with his childhood friend Jeong Yeon, who ended up being one of his best soldiers.

OPPORTUNITIES ABROAD

Silla was not a liberal society. It had strict limitations on social mobility. So the two young soldiers moved to Tang China, where their talents in martial arts and strategy eventually won them military office, an extremely rare privilege for a foreigner. It was during his time in Tang China that Jang gave himself an official name.

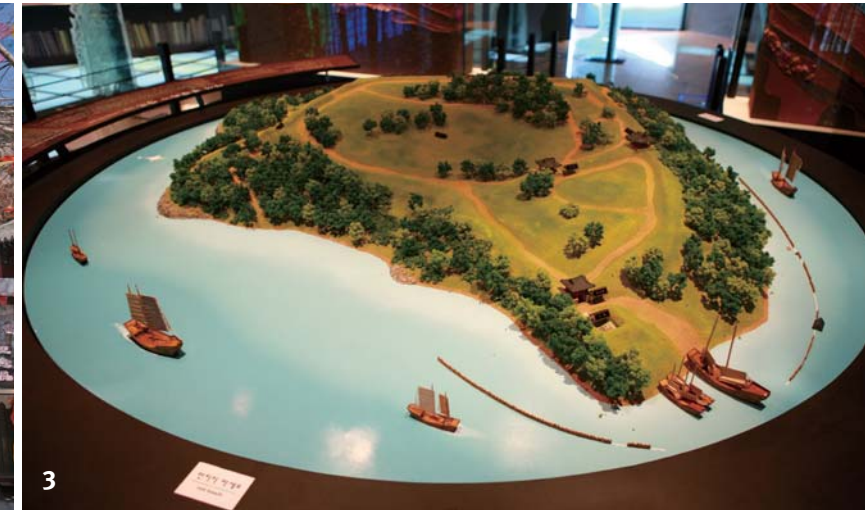
Records indicate that around this time, he began traveling in the three countries of Silla, Tang China and ancient Japan. Accounts of his trips have been found in texts from all three countries.

RELINQUISHING COMFORT FOR GREATNESS

During his time in Tang China, Jang witnessed his fellow countrymen suffering. Pirates would



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1. A statue of Jang Bogo at Chishan Fahua Temple in Rongcheng, Weihai, China. 2. Chishan Fahua Temple was founded by Jang Bogo in the 9th century. 3. Model of Jang's base of operations, the Cheonghaejin Garrison, on the island of Wando off Korea's southwest coast.

capture people from Silla and then transport them across the Yellow Sea to China, where they were sold into slavery.

Enraged at such practices, Jang left his post and returned to Silla, where he petitioned King Heungdeok (r. 826–836) to grant him the military authority to expel the pirates. The king granted his wish and is said to even have given him 10,000 soldiers, though there is some dispute that the soldiers were solicited by Jang himself.

After being named maritime commissioner of the southern fleet and establishing the Cheonghaejin, “Clear Sea,” Garrison near Wando, Jang built forts and his own fleet. He trained an army that was then dispatched throughout the Yellow Sea. He eradicated piracy from Silla waters and brought peace to the common fisherman, becoming a hero in the process.

MASTER OF TRADE

After securing the seas, Jang continued to engage in international trade. Using his bases at the Cheonghaejin Garrison and his knowledge of diplomacy, he is said to have even acquired goods from Islamic countries through Chinese tradesmen.

Such efforts were privately administered by Jang himself, as the royal court had a closed policy on international trade. His military power, however, had risen to such heights that some say he could have overthrown the government and become king himself had he wanted to. Although he was on good terms with the king, the nobility was unhappy that a man from a common upbringing had acquired such prominence.

CAUGHT IN A ROYAL CONFLICT

After King Heungdeok died without an heir, a period of unrest ensued. In the end a noble usurped the throne, taking the name King Minae. Kim Ujing, whose father was killed in the conflict, fled and sought refuge under Jang. Kim asked Jang to help him avenge his father's death and retake the throne. Jang complied and gathered his army to invade the royal court. The person who directly led the forces that overthrew King Minae was none other than Jeong Yeon, Jang's childhood friend. This was the first time in Silla history that a person of common birth overthrew the government through military force. Ujing became King Sinmu and awarded Jang the office of prime minister. After King Sinmu's death, King Munseong (r. 839–857) made Jang admiral of the southern fleet.

DEATH BY BETRAYAL

Nobles jealous of Jang's success, however, eventually got their way.

When Jang attempted to have his daughter married to King Munseong, nobles rejected the idea immediately, thwarting his plans to mesh his bloodline with royalty. An emissary from the royal court was then sent to meet Jang, and after posing as a defector seeking refuge, the emissary fatally stabbed Jang while the admiral was drunk.

After Jang's death, he was worshipped as a god by shamanistic circles on and near his home island. Remnants of the Cheonghaejin Garrison can still be found on Wando today.

HITTING THE SLOPES

KOREA'S SKI SCENE WILL SURPRISE YOU

Written by Gregory Curley
Illustrated by Kim Yoon-Myong

I'm from Canada, home of the Laurentian and Rocky Mountains. Some of the country's finest ski resorts are in Quebec and within two hours' driving distance from where I grew up. I've been skiing for as long as I can remember. There really isn't much else to do during Canadian winters. Needless to say, I'm pretty partial to my skiing roots. So naturally, when the mention of a ski trip came up the following winter after I arrived in Korea in 2002, I was a little cynical. That was just over a decade ago. My first impressions weren't terrible, largely because I was missing home and longing to venture out and hit the slopes. But truth be told, the longer I stay here, the more I notice how fast Korea is improving its ski facilities to accommodate the growing influx of skiers and snowboarders.

Since then, I haven't had the good fortune of making it out to the slopes every year, but just last winter, I was able to get out to two of what I consider to be the country's best resorts: Phoenix Park and YongPyong. I was amazed at just how much effort continues to be put into strengthening their appeal. Korea has certainly come a long way in ski infrastructure in the ten years I've been here.

KOREA'S MAJOR SKI RESORTS

YongPyong is situated in the Pyeongchang region, which was selected to host the 2018 Winter Olympics. Founded in 2000, YongPyong remains the country's largest ski and snowboard resort. Despite its small size,

it has plenty of hills for beginners and experts. What impressed me most when I was out last season was how well groomed the runs were. Equally impressive was the affordability of ski rentals and lift passes. If you're not up for hauling all your gear, you can rent skis, boots and poles for around KRW 30,000 for the day. Very reasonable.

Two other favorites of mine that have seen considerable improvement are Phoenix Park and High 1. Both are fully equipped to cater to larger crowds. I skied High 1 a few years ago with former co-workers and remember raving about it afterwards. Rentals and lift passes are also affordable here—KRW 80,000 can have you up on the slopes, with gear, to boot. There are plenty of rental shops on the drive into Phoenix Park that offer skis, boots, poles and snowboards. A great way to finish the day is to stop at any number of Korean BBQ restaurants along the road in for *samgyeopsal*, Korean pork barbecue, and *makgeolli*, Korean rice beer.

Despite YongPyong's reputation as Korea's largest ski resort, I found Phoenix Park a bit more upscale. It really depends on what you're after. The resort is decked out with a five-star hotel, condos for larger groups and a golf course. At just under a two-hour drive from Seoul, the resort has eight ski lifts, state-of-the-art gondolas and six conveyor belts that whiz skiers of all levels around the mountain.

I got my first ski experience in Korea a decade ago by grabbing a bus near Jamsil Station in Seoul. Buses still leave from there, and other buses depart from Dong Seoul Bus Terminal by Gangbyeon Station (Line 2), which means convenience is no longer an issue. I readily admit that any doubt I had when I first ventured out to YongPyong has long since been cast aside.





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CONDUCTING DIVERSITY

VIOLIST MAESTRO RICHARD YONGJAE O'NEILL HELPS KOREA'S MULTICULTURAL COMMUNITY THROUGH MUSIC

Written by Loren Cotter
Photograph courtesy of Credia

World-renowned violist Richard Yongjae O'Neill, who counts being a musician, artistic director and university lecturer as mere samples of his impressive work experience, is an extremely busy man with several interesting events coming up. "I am looking forward to some exciting things with my musical career," the Korean-American tells KOREA Magazine. "I have my debut tour with the Ehnes Quartet, with concerts at Wigmore Hall in London and the Louvre in Paris, the debut of a string trio written for me by the composer John Harbison, tours to Dresden with the Chamber Music Society of Lincoln Center, a residency in Buenos Aires with Mario Davidovsky; and my eighth season as artistic director of DITTO [an orchestra in Korea]," he said.

The Grammy Award nominee, who received his first taste of success at Juilliard when he was bestowed with the Artist Diploma—the first violist to achieve this—puts his varied interests down to his success. "The combination of teaching, leading, programming, serving as an ambassador and, most importantly, playing, have made me a much better artist than if I would have focused on only one aspect," he said. Yet one of the most important experiences in O'Neill's life has been teaching music. "Education of the younger generation is perhaps the most rewarding [thing], seeing other individuals' potential," he explains.

ANSAN HELLO ORCHESTRA

As well as guiding young people as a viola professor at the University of Southern California, O'Neill has recently led the Hello Orchestra, a chamber orchestra based in the southern Seoul suburb of Ansan, Gyeonggi-do, comprised of 24 children from multicultural families with whom he has developed a close connection. While directing the orchestra, he helped the

children work through issues such as bullying, discrimination, identity crisis and learning difficulties by using his own experiences and the power of music.

Having grown up with his mother, a disabled Korean War orphan, and her white adoptive parents in Washington, the musician experienced a similar upbringing to the 24 children. In response, he advocates acceptance of multiculturalism. "I believe that the entire world must become more multicultural," he says. "There has been so much progress with technology and I believe that we must progress as a world society as well. Human relationships are the most important thing we have and learning to accept others and

diversity is essential as we move forward."

This project is the focus of the 85-minute MBC TV documentary "Hello!? Orchestra," which was recently nominated for an International Emmy Award. "I am so very happy that my project with MBC will be released in film this month and that we were also nominated for an Emmy Award,"



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1. Richard Yongjae O'Neill performs with the Hello Orchestra
2. Ansan's Hello Orchestra, composed of children from multicultural families

says O'Neill. "This means so much to me and my kids . . . we have poured a lot of ourselves into this project and it is for such an important cause."

Multiculturalism is getting much more accepted in Korea, O'Neill says. He explains that he has always been welcomed in Korea and is thankful for that.

"I definitely see more progress as diversity is woven into the fabric of Korean society," he says about the country he first visited in 2001. "It is an amazing thing to experience your motherland for the first time as an adult. There is a sense of wonder and astonishment coming to a country on the other side of the world that is part of your genetic and spiritual being. I loved Korea the moment I landed in Incheon in 2001 and am still in awe of it today."

PRINCE HODONG AND PRINCESS NANGNANG

A TRAGIC LOVE IN A TIME OF WAR

Written by Son Hee Kyung
Illustrated by Shim Soo-keun

Prince Hodong was the handsome and intelligent first son of King Daemusin from the Goguryeo Kingdom (37 BCE–668 CE), one of the ancient Three Kingdoms of Korea located in the northern and central parts of the Korean Peninsula. The 20-year old Hodong was very popular among his people due to his vibrant, enthusiastic and cheerful personality.

One day, the prince competed in a hunting contest and caught a white deer, which symbolized a godly creature. Coincidentally, he met King Choe Ri of Nangnang, a kingdom which was allied with China's Han Dynasty (206 BCE–220 CE). The king discovered the sparkling charm of Hodong and decided to introduce him to his 18-year-old daughter, Princess Nangnang. The prince fell in love with her at first sight.

Upon returning to Goguryeo, Hodong expressed his desire to tie the knot with Nangnang. Although King Daemusin accepted his son's formal request, the king was not fully convinced of and satisfied with his son's decision.

As the third king of Goguryeo, Daemusin wanted his son to prioritize the restoration of his kingdom's territory and the conquest of Nangnang to free the Koreans residing there. The prince reassured his father that he would do his utmost to free the innocent Korean nationals in Nangnang, and also pledged to not disappoint the king and his people. His promises enabled him to gain permission to marry Princess Nangnang.

Immediately after receiving his father's official approval for marriage, the prince hurried to the Nangnang Kingdom to share the news that his father, the king, was fully supportive of his marriage and that he and Princess Nangnang could live happily ever after.

Love at first sight led to marriage, and the young couple seemed to be living a happy and sweet life for a while. The problem was that King Daemusin had

secretly plotted to conquer the Nangnang Kingdom. He was well-prepared and knew both the strengths and weaknesses of his daughter-in-law's kingdom. The mission was to remove an item in Nangnang that would negatively affect Goguryeo's plans.

The Nangnang Kingdom possessed a strange drum called "Jamyonggo," which played itself whenever danger approached. The purpose of this drum was to automatically ring when enemies approached. The success of the attack would depend on whether Goguryeo could remove the big drum from Nangnang.

King Daemusin ordered his son Hodong to ask his wife to help Goguryeo by tearing down the drum in Nangnang. It was known that without the removal of Jamyeonggo, it would be difficult to defeat the Nangnang Kingdom. Goguryeo had previously been defeated by Nangnang after the drum had alerted the Nangnang army.

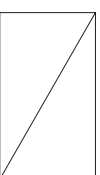
Prince Hodong could not disobey his father, so he sent a secret letter to his wife asking her to tear apart the drum for the purposes of conquering the Nangnang Kingdom and bringing peace to Goguryeo. Torn between her husband and her father, Princess Nangnang ultimately opted to tear apart the drum, an action that eventually led her father, King Choe Ri, to kill his own daughter.



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Countdown of clay jars, Mweongjae House in Nonsan, Chungcheongnam-do © KTO

DONGCHIMI GUKSU

Written by Shin Yesol
 Photograph courtesy of Ttottirang's Food Talk Talk (<http://kshee04.blog.me>)



While most Westerners who know of kimchi are most familiar with the fiery red *baechu* kimchi, made from napa cabbage, the condiment comes in a bewildering range of shapes, colors and flavors. One especially popular variety in the winter months is *dongchimi*, a white kimchi loved for its pure, clean taste. Prepared late in the autumn *kimjang* season, *dongchimi* is usually made from radish and cabbage seasoned with chives, red peppers, garlic and ginger. This particular variety has a relatively short fermentation period of just two or three days. Like other forms of kimchi, *dongchimi* is often served as a side dish, usually in a watery brine, and is also used as an ingredient in other dishes. One is *dongchimi guksu*, a refreshing dish of thin noodles served in iced *dongchimi* broth and (usually) topped with sliced cucumber.



I'd Like to Open an Account

Have you ever been to bank in Korea? We can open and withdraw an account, and change money in the bank. Let's learn some useful Korean expressions at a bank.

01 어서 오세요.
eseo oseyo.

Welcome.

02 통장을 만들려고 하는데요.
tongjang-eul mandeullyeogo haneundeoyo.

I'd like to open an account.

03 신청서를 쓰셔야 해요.
 여기에 이름과 주소,
 비밀번호를 써 주세요.

*sincheongseoreul sseusyeoya haeyo.
 yeogie ireungwa juso,
 bimilbeonhoreul sseo juseyo.*

You must fill out an application.
 Please write your name,
 address and desired PIN.

04 네, 알겠습니다.
ne, algetseumnida.

OK.



-(으)려고 하다

'-(으)려고 하다' indicates the speaker's intention or will. '-(으)려고 하다' is attached to the verb stem ending in a consonant, and '-려고 하다' is attached to the verb stem ending in a vowel.

-아/어/여야 하다

We use this pattern to express obligation or necessity (with similar meaning to 'must, have to, should, ought to' in English.)

This means the same with '-아/어/여야 되다' but in spoken language '되다' is more often used.

When the final vowel of the verb stem is 'ㅏ' or 'ㅑ', it takes '-아야 하다'. When the final vowel of the verb stem is other than 'ㅏ' or 'ㅑ', it takes '-어야 하다'. It makes either '하야야 하다' or '해야 하다'. In spoken Korean, '해야 하다' is more often used.

Let's practice!

Try to make a conversation as shown in the example below.

통장을 만들다
tongjang-eul mandeulda
 To open an account

신청서를 쓰다
sincheongseoreul sseuda
 To fill out an application

A 통장을 만들려고 하는데요.
tongjang-eul mandeullyeogo haneundeoyo.

예금을 하다
yegeumeul hada
 To make a deposit

통장을 주다
tongjangeul juda
 To show your bank book

B 신청서를 쓰셔야 해요.
sincheongseoreul sseusyeoya haeyo.

환전을 하다
hwanjeoneul hada
 To exchange money

신분증을 주다
sinbunjeungeul juda
 To show ID





Invest with the best Busan-Jinhae Free Economic Zone where the leading global business starts



The world's best
Global Logistics Hub



World Premium business cluster for
Shipbuilding and Auto Industries



Intergraded global business,
tourism and leisure complex

