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KOREA

Game Developer
Jake Song

Travel
Cheorwon



KOREAN EDUCATION

Academic success based on a heritage of learning



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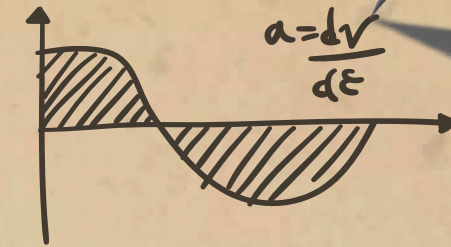
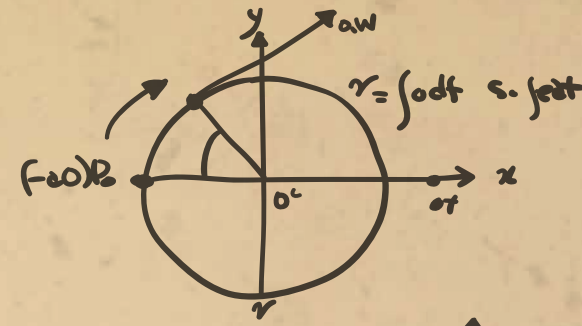
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Korean Education

The Korean classroom is based on an age-old tradition of learning

Written by Robert J. Fouser and Robert Koehler

Foreign observers of Korea often comment on the country's passion for education and its role in Korea's remarkable development over the past 50 years. Experts visit Korea to study its education system, looking for ideas that might be applicable back home. The current success of Korean education, however, has deep roots in a long tradition of respect for learning and respect for teachers.



A Culture of Learning: The Way of the *Seonbi*

To understand the roots of Korea's educational success, it is first necessary to understand the "seonbi spirit." A combination of honest spirit, dignity and nobility of character, the way of the *seonbi* was the central ethos that drove Korean culture for centuries. Kyung Hee University professor Emanuel Pastreich, an expert on comparative Asian studies, goes as far as to argue that the Korean *seonbi* is, "an ideal for the integration of learning and action, proper behavior and moral commitment," and could serve as a trans-cultural archetype, like Japan's samurai or the European knight.

The word *seonbi* literally means, "a man of good will and learning." Idolized as the ideal man during the Joseon Dynasty (1392–1910), the *seonbi* were scholars who, despite their prodigious learning, often forsook lives in the civil service—the surest way to fame and fortune in those days—to pursue lives of fidelity, principle and self-cultivation. The goal of the *seonbi*'s life was to put his learning and education into practice.



According to Confucian teachings, a *seonbi* does not abandon his virtue to live; instead, he is willing to give up his life for it. Indeed, throughout the Joseon Dynasty, countless scholars endured banishment or even death because they chose to remain true to their principles, rather than compromise for personal gain. Though many *seonbi* did, in fact, take positions in the government, to them, government service was not a goal in and of itself. Rather, it was an opportunity to realize their virtue and conviction. When they did take such positions, they often took roles directly related to scholarship and learning. They served both the king and people with loyalty and diligence, making *seonbi* easy targets during purges.

Outside of government, *seonbi* often

sought teaching positions in order to share their education with the next generation. To the *seonbi*, spreading knowledge and virtue was just as important as cultivating virtue in oneself. In “The Traditional Education of Korea” (2006), Choi Wan-gee writes, “Naturally, the cultivation of a true *seonbi* accounted for the larger part of education in Joseon, a society ruled by the Neo-Confucian ideology and the *sadaebu* (aristocratic) class. Thus, the *seonbi* was both the provider and receiver of education.”

The way of the *seonbi* was closely intertwined with the development of a particularly Korean style of educational institution, the *seowon*. First appearing in the middle of the 16th century, the *seowon* were private Confucian academies

that functioned as both Confucian shrines and places of learning where students prepared for the Joseon Dynasty’s all-important civil service exam. Many were established by either leading scholars or their students; Andong’s famous Dosan Seowon, for instance, was founded in 1574 by the disciples of Yi Hwang, one of Korea’s two greatest Confucian scholars. Attended by the children of the *sadaebu* class, these academies nurtured the intellectual talent pool from which the *seonbi* emerged.

The *seowon* were also great architectural accomplishments, and are so important to Korea’s cultural and social history that they were added to UNESCO’s tentative World Heritage list in 2011 with the following explanation: “As the center of local culture and society, *seowon* produced a wealth of collections of literary works and publications. They served as a gathering place for intellectuals, where public opinion and sentiment were concentrated; as a place for social education, where rituals and lectures were provided; and, finally, as libraries and publishers for local society.”

This cultural emphasis on learning and the high value placed on education, based on the Joseon Dynasty’s *seonbi* spirit, continues to this day and is the foundation upon which rests modern Korea’s academic success.

Education: Engine of Growth

It would be an understatement of epic proportions to say that the first half of the 20th century was unkind to Korea. Imperial rule, national division and fratricidal war left the nation shattered. Korea possessed little in the way of industry, public infrastructure or national resources, and was acutely dependent on international aid for its survival.

In just half a century, Korea rose from the ashes of war and crushing poverty to join the ranks of the world’s developed nations. In 2009, it became the first former aid beneficiary to join the OECD Development Assistance Committee, a gathering of wealthy donor states. At the heart of this meteoric rise was education. The only way Korea could improve the quality of its human resources, virtually the only resource available



2



1. Andong’s Dosan Seowon, one of the greatest private Confucian academies of the Joseon Dynasty. © Yonhap News
2. Yi Hwang, a renowned Confucian scholar. © Yonhap News
3. A ceremony in honor of Yi Hwang at Dosan Seowon. © Yonhap News

to the country in its hardscrabble post-war years, was to educate them. Beginning in the 1960s, the government worked hard to ensure that all children received a basic education. As the economy advanced, the government invested more in science and technology, creating KAIST (the Korea Advanced Institute of Science and Technology) in 1971 and building a number of government-sponsored research institutes.

Fortunately for Korea, the nation had a Confucian tradition of education on which to fall back. This tradition, when combined with society's much documented zeal for education, allowed Korea to substantively improve its labor force, enabling both industrialization and, ultimately, a leap to a knowledge-based economy.

One phenomenon upon which observers have frequently commented is the Korean passion for education. By the 2000s, the average Korean family was spending a much larger proportion of its income on education than in any other country in the world. On the political

spectrum, reforms in education policy often cause extended ripples throughout Korean society, with the public generally taking a strong interest in anything that influences education, at any level. This is particularly visible in print media, which run articles on education much more frequently than media in other countries. Another significant difference is the extent to which educational expenses are deductible from national income taxes. In addition to this rebate, the Korean government has demonstrated—across political parties—a willingness to invest in educational reform projects, the latest of which is a plan to switch from paper textbooks to electronic textbooks starting in 2015.

Top of the World

Koreans' passion for learning, when combined with other forms of public investment in education, yields impressive results. Korean students routinely score at the top of world tests for educational achievement. The scores from

1. Students take in a special lecture at Korea University.
© Yonhap News
2. A Korean middle-school teacher and her students
© Yonhap News
3. Youngsters learn English at an English-language kindergarten.
© Yonhap News



The Korean School System

The Korean school system largely follows the American model. Elementary school is six years, followed by three years of middle school and three years of high school. Students typically begin elementary school at age 7 and graduate at age 18.

Elementary and middle school education is mandatory. High school education is not. Nevertheless, almost all young adults complete high school. Like in other countries, Korea has a mixture of public and private schools. There are specialized high schools, too, for science, foreign languages and the arts, and vocational schools for students who wish to learn a specific trade or skill.

the 2012 Programme for International Student Assessment (PISA), an international standardized test designed to evaluate education systems by testing the abilities of 15-year-old students worldwide, show that, among the 64 nations in the survey, Korean students ranked fifth in math and reading and seventh in science. That same year, the United Nations Human Development Index, which analyses quality of life in developed nations using a variety of indicators, ranked Korea as number 12 out of the 185 member nations in the assessment. According to the results, the reason for Korea's high rank is its educational achievement.

Despite dramatic social changes across society since the country's economic development began in earnest in the 1960s, the Confucian tradition of respecting teachers lives on. University professors, in particular, have high social status. Foreign professors at Korean universities, a population that has greatly increased in size in recent years, often remark on how pleasant Korean students are to teach because of their good classroom manners and deferential attitude.

Another remarkable aspect of Korean education is the prevalence of continuing education programs in companies and government institutions. Some programs consist of several days of lectures, whereas others are



much longer, lasting up to several weeks. Many of these offerings are designed to upgrade employees' knowledge and skills, a reflection of Korea's desire to stay at the forefront of new development. This interest in lifelong learning also reflects the Joseon-period ideal of education as a tool for moral cultivation and for becoming a better person. Aside from formal, continuing



education programs, it is not uncommon for Korean adults to attend classes relating to hobbies and pastimes, as well as a variety of public lectures and cultural events.

The World Takes Notice

Korean society's enthusiasm for education, and the results it has produced, has grabbed the world's attention. One need not look any further than U.S. President Barack Obama, who has repeatedly cited Korea as an example of academic excellence from which Americans should learn.

President Obama is not alone. In a speech in January 2014, United States Secretary of

Education Arne Duncan made explicit reference to Korea's status as the nation with the highest university graduation rates: "That Number 1 spot is now occupied by—guess who?—South Korea. So, you may be asking: What are countries like South Korea doing for their kids that we aren't? The answer is, a lot." Addressing the third Korea-Africa Forum in Seoul in October 2012, Columbia University economist Jeffrey Sachs pointed to Korea's zeal for education as the secret to Korea's economic success over the last five decades.

Outside of standardized testing, Korean students are also routinely winning other types

1. Choi Gyeong-rok, a high school student, wins third place at the 2011 International Brain Bee in Florence, Italy. © Yonhap News
2. High school student Park Ji-hyeon responds in fluent English to a question posed at the International Young Physicists' Tournament. © Yonhap News
3. Students of Pohang Jecheol Jigok Elementary School display their awards earned at the 2010 International Mathematics Competition. © Yonhap News

Korean Education According to UNESCO

In its 2013/4 Education for All Global Monitoring Report, UNESCO lavished praise on the Korean education system for its equitable learning outcomes, high regard for teachers and the role education has played in economic development. The report noted the following strengths:

- Geographically disadvantaged groups have better access to good teachers. According to the report, 75% of teachers in rural villages have a bachelor's degree or more, compared to only 32% in large cities. Moreover, 45% of rural teachers have 20 years of experience or more, compared to only 30% in large cities. Says the report, "Teachers working in disadvantaged schools benefit from incentives such as an additional stipend, smaller class sizes, less teaching time, the chance to choose their next school after teaching in a difficult area and greater promotion opportunities."
- Teachers are afforded high status and good career opportunities. For instance, in lower secondary schools, teachers make 20% more than other professionals with higher education.
- Korea's low level of educational inequality has played a role in Korea's high economic growth rate. The report compares the Korean example with that of the Philippines. Over the last 40 years, Korea reduced its educational inequality 50% faster than in the Philippines. In the same period, Korea's average annual growth in GDP per capita was 5.9%, while the Philippines' was only 1.5%.

of international academic competitions. In 2012, Korean high school students won six gold medals at the 53rd International Mathematical Olympiad in Mar del Plata, Argentina. In 2014, Korea added to its already impressive PISA performance by taking, along with Singapore, the top spot in the OECD's first PISA problem-solving test. Some 85,000 students from 44 countries took the computer-based test, which uses real-life scenarios to measure the skills young people will employ when confronted with problems in their everyday life. According to the OECD, Korean students are, "quick learners, highly inquisitive and able to solve unstructured problems in unfamiliar contexts."

An Enduring Tradition

In looking at Korean education over the course of history, several major themes come to the fore. The first, and most obvious, is the endurance of the Confucian tradition. A formal education based on the classic Confucian texts and values became dominant early in the Goryeo Dynasty (918–1392) and lasted for another 1,000 years until the end of the Joseon period in 1910. This system of education was based on mastering the ability to read classical texts and to write original texts in classical Chinese. This was not an easy task, and a system of schools was created to support the development of these skills. The emphasis on

4. Elementary school students learn how to bow at the Busan Dongnae Hyanggyo. © Yonhap News
5. A student from Sookmyung Women's University shows her appreciation for a professor with a carnation. © Yonhap News



literacy stimulated the writing of a large number of texts, including the Annals of the Joseon Dynasty, an extensive set of books containing detailed records of the king's official activities from 1392 to 1863 that was added to UNESCO's Memory of the World Register in 1997. The long tradition of detailed reading of texts and reverence for learning itself has served Korea well in its effort to acquire information needed to support the drive for economic development since the 1960s.

Another enduring trend is the tension between public and private education. During the Joseon period, private academies and schools began to dominate. During the dark years of Japanese

colonial rule, private education, particularly Christian schools, stood as implicit resistance to Tokyo's ruling ideology. In the 2000s, private education became dominant for its assumed competitive advantage.

Together, the enduring Confucian tradition and the availability of both public and private options contributed to a unique intellectual climate that has helped propel Korea into the super elite group of democratic nations with more than 50 million people and a per capita GDP of more than USD 20,000. Perhaps more than any other nation, education remains central to the story of achievement in Korea, and will most certainly play an equally important role in the future.

Praise for Korean Education

"Let's also remember that, after parents, the biggest impact on a child's success comes from the man or woman at the front of the classroom. In South Korea, teachers are known as 'nation builders.'"

— U.S. President Barack Obama, Jan. 25, 2011

"On the policy side, as one example, Korea is serious about developing and rewarding great teachers. That means recruiting top college graduates into teaching, training them effectively for the job, and making sure vulnerable students have strong teachers. Both South Korean and U.S. citizens believe that the caliber of teacher matters tremendously, and that great teachers make a huge difference in children's lives. The difference is they act on their belief. We don't. We talk the talk, and they walk the walk."

— U.S. Secretary of Education Arne Duncan, Jan. 13, 2014

"The education systems in Hong Kong, Finland and South Korea are often lauded as among the best in the world, scoring highly in international league tables. ... Places come to a standstill on days of public examinations such as the university entrance examination. Traffic is stopped and planes will be diverted to minimize noise."

— "What is the key to a successful education system?" BBC, Feb. 7, 2013

"Finland and South Korea, not surprisingly, top the list of 40 developed countries with the best education systems. ... While Finland and South Korea differ greatly in methods of teaching and learning, they hold the top spots because of a shared social belief in the importance of education and its 'underlying moral purpose.'"

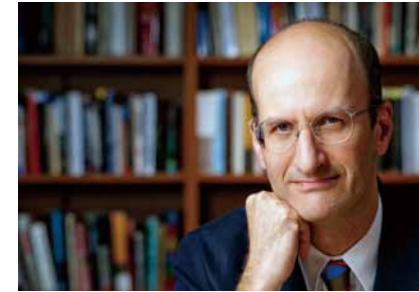
— "Best Education In The World: Finland, South Korea Top Country Rankings, U.S. Rated Average," Huffington Post, Nov. 27, 2012



Promoting the Seonbi Spirit

Professor Emanuel Pastreich explains why the *seonbi* spirit could be a big hit internationally

Interview by Robert Koehler



"There is a tremendous tradition in Korea of the intellectual as an organic and responsible part of society, a tradition that produced many great scholars who were willing to sacrifice themselves in the interest of country and to make their learning into something for everyone," explains Emanuel Pastreich.

This is the *seonbi* spirit, he says. Pastreich is well versed in the subject, given that he is an expert on comparative Asian studies, is a professor at Kyung Hee University's College of International Studies and serves as a director at the pan-Asian think tank, the Asia Institute. As he explains, "Whether Yi Sun-sin and the armies of righteousness that rose up when the king had fled after the Hideyoshi invasions, or Dasan Jeong Yak-yong and his attempts at agrarian reform under King Jeongjo, Korea has a remarkable tradition of intellectuals dedicated to political causes." It is for this reason, he says, that Korea is so democratic.

According to Pastreich, the spirit of the *seonbi* is multifaceted. It is primarily embodied by a commitment to learning, but specifically to learning as an ethical pursuit. It is also a commitment to society, acting with a strong sense of the important role the intellectual needs to play in society. This comes in addition to the sense of moral commitment to family, region and nation, as well as a devotion to trying to inspire and transform people through literature, through painting, through teaching and, above all, through behavior.

Transformation through Education

The *seonbi* spirit has played both a general and a more specific role in the development of Korean education, says Pastreich. Broadly, the emphasis on education as a pillar of society came out of the *seonbi* educational tradition. More specifically, Korea's post-war governments made a conscious decision to, "educate everyone and assume that education would be the best way to raise Korea." This, he says, can be traced back to the time of King Jeongjo. "I think part of the idea came from the reforms attempted by Jeong Yak-yong under King Jeongjo," he explains. "There was already a concept that education could be generally applied and could transform society."

Seonbi as a National Symbol

According to Pastreich, the *seonbi* has the potential to also serve as a symbol of Korea beyond its borders. In the 19th century, Japan did something similar. It set out to create a samurai image for Japan, which proceeded to spread internationally into the realm of cultural mythology. "Japan was ruled by these loyal, brave samurai who upheld the samurai code and would commit *seppuku* in a moment if they lost face," he says. "The Samurai were mysterious and awe inspiring. I think it was 70 percent myth, but it worked." While Korea lacks a similar international image, the *seonbi* could do quite nicely. "If we could create a *seonbi* image," he says, "the awesome image of the intellectual with a deep sense of moral responsibility who is fighting for justice, that could be big all around the world, especially in an age in which such intellectuals are hard to find."

So far, there's been little agreement about turning the *seonbi* into Korea's international symbol, but there are still things that can be done to generate a wider consensus. "The first step is to make what is great about the *seonbi* spirit accessible to youth, to women, to foreigners," he says. "Or you can translate the works of the great scholars like Yi Hwang or Jeong Yak-yong in such a manner that high school students can understand what they say and relate it to their daily lives."

Taking My Time

Singer Jang Sa-ik proves that being the first doesn't mean being the best

Written by Felix Im
Photographed by Cha Ga-yeon



Tired with settling for a mediocre existence, 40-something Jang Sa-ik found himself staring deep into his soul, searching for answers about what he really wanted to do with his life. Here he was, a middle-aged man, engaging in the self-reflection usually reserved for teenagers.

“Did I really come to live on this earth to work as a clerk behind the information desk at a car-service center? That’s the question I asked myself,” Jang recalls. “I’d already had around 15 or 16 or 17 jobs—I don’t even remember, to be honest.”

As is the case with many difficult questions we ask ourselves, it is rarely easy to embrace the truth once we’re faced with it. Once he abandoned his fear of outside judgment, the answer Jang had searched for was waiting under his nose. It was a presence he’d noticed throughout his life, a passion that had secretly gripped him during the truly challenging moments when nothing seemed meaningful, when his soul craved beauty. “I decided to give music, being a singer, a try for just three years. That’s it. Three years of my very best, and if that wasn’t enough, then at least I was brave enough to be true to myself.”

Late Bloomer

Jang was born in 1949, meaning he was 46 when his first album was released in 1995. Very few would consider such a dramatic career change past the age of 30, but Jang’s first album in the mid-’90s was the start of something much bigger.

More than a passing interest, music wasn’t something that just entered Jang’s life suddenly. He’d been training intermittently since growing up in a small village in Chungcheongnam-do, watching as his father play traditional folk music on an hourglass-shaped drum called a *janggu*. Influences also came from outside his family, as one of his father’s close friends played the *taepyeongso*, a traditional wind instrument that Jang would later teach himself. “I grew up listening to them play all the time. I loved it, even though all the other kids my age didn’t like that kind of music,” Jang says.

When Jang got a little older, he started going up into the mountains to practice singing, though not in any formal way—it was more like yelling, he says. He would just stand there amidst the deep valleys, rocky cliffs and towering trees and practice making his voice resonate, deepening its sound and trying to develop a richness as he listened to his own echo as it traveled around the valleys.

“In the end, I think my childhood spent in the countryside



Jang Sa-ik performs at a concert in 2013.
© Yonhap News

influenced my music a lot—I kept revisiting those moments when things got tough, when I wasn’t sure what I was doing with my life.”

Self-Taught, Self-Made

While working at an insurance company, a job he landed straight out of high school, Jang started studying music in his free time at a small studio near his office. It was here that he learned composition and formal notation for the first time. It was also the first time Jang started dreaming of becoming a singer.

“For those three years, I actually got the idea that I could become a singer,” he recalls. “Of course, I gave up that idea for the next twenty years or so, but that period formed my base.”

Jang’s first album, “Passage to Heaven” (1995) was a complete U-turn from the music that was popular then, which was predominantly boy-bands and pop groups that would later evolve into K-pop. Jang’s voice was beautiful, but still rough and unpolished. His rhythms were irregular, and his music reverberated with a deep sadness that was out of alignment with mainstream pop—yet people listened. In an era of sweeping modernization and Westernization, Jang found a way to touch people’s hearts through deep-rooted sounds of tradition and soul, sadness and pain.

“These days, musicians are adopted by entertainment companies and trained from a young age. They experience the whole of their lives as musicians,” Jang reflects. “For me, I experienced the whole of my life, then became a musician. Who do you think has more to say?”

Building a Gaming Legacy

Computer game developer Jake Song takes Korea's gaming industry global

Written by Curtis File
Photographed by Shin Guk-beom



Jake Song doesn't look like your typical CEO. In his pink button-up and worn jeans, you'd hardly know that he was single handedly responsible for launching Korea's USD 9 billion video game industry. It's been 16 years since the now 47-year-old launched the first commercially successful massively multiplayer online role playing game (MMORPG), "Lineage: The Bloodpledge," published by NCSoft.

The game was the first of its kind to garner more than 2 million users and changed the gaming industry in Korea and the rest of the world seemingly overnight.

"There was no mainstream game culture in Korea in the 1990s when I started," he said. "Lineage' laid the foundation for Korea's gaming culture. Since it was an online game, Korea was already ahead of the curve concerning where other game companies were heading."

The success of "Lineage" gave Song the leverage he needed to start his own company. In 2003, he left NCSoft to start his own company, XL Games. In that time, he's witnessed rapid growth and sudden shifts in the multi-billion dollar industry that he helped create—and they haven't always been favorable.

The Korean government is well known for taking an active stance against online gaming and addiction. In 2011, the government passed the "Cinderella law" forbidding children under the age of 16 from playing games between midnight and 6:00 a.m. As recently as 2013, politicians have submitted proposals to classify online gaming as an anti-social addiction in the same category as drugs, gambling and alcohol, requiring them to pay a tax to fund gaming addiction centers.

Universal Fun Factor

Partly fueled by tighter restrictions in the domestic market, and partly by his own desire to make internationally successful games, Song has used his time as CEO of XL Games to fine-tune his design approach to appeal to a worldwide audience.

"I think games have a universal fun factor regardless of culture," said Song. "There is maybe 20 to 30 percent variability in the game mechanics that different cultures enjoy, and it's finding a balance that makes a game successful worldwide."

To that end, Song evolved his game design strategy when creating XL Games' flagship title, "Archeage," a sandbox-style MMORPG. In an attempt to bridge the cultural divide, Song says he tweaked certain game mechanics based on lessons he learned from "Lineage," such as player versus player (PVP) combat.

"Lineage' featured non-consensual PVP combat where players could attack each other without agreeing to a fight," said Song. "Korean gamers took it as a challenge, but North American audiences felt it was unfair. So I only included non-consensual PVP combat in certain designated zones for 'Archeage.'"

Although the domestic launch of the game was plagued by server issues, causing it to fall in the rankings after its first month, it has seen promising results in overseas markets. The Russian launch has been breaking records and expectations are high for the North American and European releases, which are currently still in the testing phase.

Adapting a Classic for a New Generation

In the meantime, Song is busy with the development of his next game, "Civilization Online," based on the hit turn-based strategy series of the same name. It represents another milestone for the Korean gaming industry, as the first Western series to be adapted into an MMORPG. Song says developing from an existing series, and for a new generation of gamers, has meant adopting a new style.

"Civilization Online' was created with the younger generation in mind," said Song. "They prefer shorter play cycles and don't want to dedicate as much time to one game, as the generation that started with games like 'World of Warcraft' did. I've designed our new game with that in mind."

Song says "Civilization Online" will include a lot of group-based play and require that players adapt new strategies, more than they had to in traditional turn-based games. A small group of players will get to experience it for themselves when the first round of closed beta testing begins sometime around the end of May 2014.

"We are experimenting with something very new here," said Song. "I am excited to see what this next direction will be."



Cheorwon

Splendid wilds along the DMZ are also home to reminders of a tragic past

Written by Robert Koehler

Once a large, prosperous railroad and road junction controlling the Gimhwa Valley, a vital north-south passageway to Seoul, the town of Cheorwon on the central sector of the DMZ was virtually wiped off the map in the bitter fighting of the Korean War (1950–1953). All that remains where the old town stood are shattered ruins in the rice fields, reminders of the tragedy of the fratricidal war. Surrounded by such great natural splendor, these lonely symbols are all the more poignant.



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Symbols of Division

The ruins of the old Cheorwon office of the Workers' Party of Korea, the ruling party of North Korea, is perhaps Korea's most haunting symbol of division and war. One of only a few buildings in Cheorwon whose walls remained standing after the guns fell silent, the bombed-out skeleton of the old Soviet-style office, with its bullet- and shell-scarred facade, recalls images of postwar Germany.

Near the old ruins is a military checkpoint that marks the Civilian Control Line, which delineates a strip of territory just south of the DMZ which civilians need special permission to enter. In this zone, just in front of the southern side of the DMZ, is a small train station. Old Woljeong-ni Station, as this stop is called, is the closest train station to the DMZ in South Korea, although

trains stopped running this far north long ago. Behind the station is the old train platform, a rusting sign and the twisted, skeletal remains of a train that was bombed by the Americans during the war.

Nearby is the Cheorwon Peace Observatory, a hilltop observation point accessible using a state-of-the-art monorail. When the weather allows, it offers brilliant views over the entire DMZ and beyond—a rare, relatively unsupervised glimpse into North Korea. In winter, the hot springs around Woljeong-ni Station and the Peace Observatory play host to 110 species of migratory birds, most notably cranes.

Also near the DMZ, but requiring no special permission to visit, is the Buddhist temple Dopiinsa, which houses an iron Buddha from the ninth century.



1. The Seungilgyo Bridge (right), said to have been begun by the North Koreans and finished by the South Koreans. © KTO
2. Dopiinsa Temple © KTO
3. Rafting along the Hantangang River © Yonhap News
4. Goseokjeong, one of Korea's most scenic gorges © KTO

Beauty of the Hantangang River

Several kilometers from the old Workers Party of Korea building is a handsome concrete arch bridge that spans one of the gorges of the Hantangang River. According to popular belief, the Seungilgyo Bridge was started by the North Koreans in 1948 and completed by the South Koreans after the war. In you look closely, you will see that the northern and southern halves of the bridge are clearly of different designs. The architecture of the bridge reflects Korea's tragic history of division and war. In summer, the waters underneath the bridge become a popular rafting area.

Located not far from the bridge, the Goseokjeong Pavilion overlooks one of Korea's most beautiful river gorges. The rugged valley, lined by cliffs and fantastic stone formations made of volcanic rock, is sometimes compared to the Grand Canyon of the United States. The area was designated a national scenic spot in 1977.

Many of Cheorwon's scenic and historical spots are connected by the Cheorwon Soedullegil, a 19 km trekking course that circles the town. The course consists of two sections: The first takes you along the scenic Hantangang River, while the second connects the historical sites, including the Workers' Party of Korea Building. Far removed from the noise of the city, these trails make a relaxing and educational weekend escape from Seoul.



What to Eat



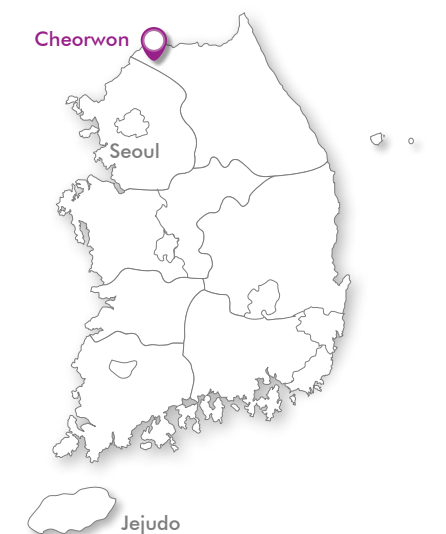
A local specialty is cool pork *wang galbi*. This flavorful meat dish takes specially selected pork and marinates it in medicinal herbs and fruit. Gogung Galbi (T. 033 455-1535) in Dongsong-eup is a good place to savor this. Otherwise, there are plenty of eateries all over Cheorwon, including the area around Goseokjeong Pavilion. Cheorwon's Korean beef is particularly well regarded.

Where to Stay

There is no real need to stay in Cheorwon, as it can be visited as a day trip from Seoul. If you do want or need to stay, though, you can't go wrong with the Hantan River Spa Hotel (T. 033-455-1234), a smartly designed hotel/spa near Goseokjeong Pavilion with inspired views over the Hantangang gorge.

Getting There

To get to the ruins of the Workers' Party of Korea building, just take Line 1 to Dongducheon, transfer to the Gyeongwon Line commuter train and get off at the last stop of Sintan-ri. From Sintan-ri, there are buses that pass the ruins. To get to some of the sites across the Civilian Line of Control, you need a car. Access to the area is open four times a day on weekdays (9:30, 10:30 AM, 1 PM, 2:30 PM, closed Tuesdays), and you need to inform the Iron Triangle Tourism Office (T. 033-450-5558) near Goseokjeong beforehand. If you don't have a car, you can hire a taxi. To get to the Seungilgyo Bridge, just take a taxi from Goseokjeong.



Jeju



Son Heung-min fends off defenders during a match against Switzerland on Nov. 15, 2013. © Yonhap News

Reproducing World Cup Glory

National football squad has high hopes for Brazil

Written by Kim Tong-hyung



Fans go wild after Park Ji-sung scores a goal to tie with France during the 2006 games. © Yonhap News

Bringing fame to the peninsula after taking the World Cup by storm in 2002, Korea's golden generation of footballers has sadly come and gone. Son Heung-min now leads a new crop of players determined to prove that they are worthy successors to the post-millennial dynasty.

Son, known to many as the highly-skilled Bayer Leverkusen winger in Germany's Bundesliga, is the highlight of the large number of Europe-based players on Korea's 23-man World Cup roster announced on May 8.

Coach Hong Myung-bo, whose contribution as a ball-playing center-back was critical in Korea's semifinal run in the 2002 FIFA World Cup held in Korea and Japan, has a wealth of skill and talent at his disposal. What remains to be seen, however, is whether the lack of experience at key positions, such as central midfield and fullback, will prove to be costly in Brazil.

In its eighth consecutive World Cup appearance, Korea has been placed with Algeria, Belgium and Russia in Group H. When Hong's men open their tournament on June 17 against the Russians, they'll be doing it at Arena Pantanal in Cuiaba.

"I am confident in my team. This is a talented squad that is young but experienced," Hong told reporters after announcing his roster.

Proving Themselves All Over Again

Korea has not missed a World Cup since 1982 and holds the distinction of being the most successful Asian team in the world's biggest sporting event. The country's appearance in the quarter-finals 12 years ago remains one of the tournament's most memorable surprises, and another round-of-16 appearance at the 2010 FIFA World Cup in South Africa showed that the Taeguk Warriors were no one-hit wonders.

Entering the Brazil World Cup, however, the Koreans feel they have to prove themselves all over again. The generation of gifted footballers who once brought the country unprecedented success, a group that included Park Ji-sung, Lee Young-pyo and Kim Nam-il, may have formally moved on from the country's World Cup squad, but the memory of their success still lingers in the minds of fans, players and management alike.

So far, there has been justified concern that their successors do not quite measure up. Such fear was amplified by Korea's listless showing in the Asian qualifiers where, after a pair of losses to regional rivals Iran, the Taeguk Warriors stumbled into a spot in Brazil by the skin of their teeth.

Hong, who replaced the likable but limited Choi Kang-hee as manager after the qualifying rounds in June last

year, claims the team is ready to step off the treadmill of mediocrity.

He was an easy choice as the new manager after having already worked with some of the core members of the World Cup squad—Ki Sung-yueng, Koo Ja-cheol and Kim Bo-kyung, among others—as the coach of Korea's bronze-winning Olympic team at the 2012 London Games.

With such a new team, however, a strategy still needs to be developed to help them learn how to play together. While Park Chu-young, the little-used Watford forward, or Kim Shin-wook, the towering Ulsan Hyundai striker, will start as the target men in Hong's favored 4-2-3-1 formation, much of the scoring burden will fall on Son, the skilled striker starting on the left.

Given Son's duty to get aggressive in his attacks on the opposing team's goal box, Lee Chung-yong, the Bolton Wanderers winger, will be asked to provide width on the right flank. As an additional complement to this strategy, Koo, of German club Mainz, will start in the hole behind the striker.

Hong appears to have settled on Ki (Sunderland) and Han Kook-young (Kashiwa Reysol) as his central midfield axis, but Ki's condition after battling tendinitis in his right knee is a cause for concern. While the central defensive partnership of Hong Jeong-ho (Augsburg) and Kim

Young-gwon (Guangzhou Evergrande) seems close to untouchable, there has been a lack of consistent options for potential fullback players.

Jung Sung-ryong (Suwon Bluewings) remains Hong's first choice as goalkeeper over Kim Seung-gyu (Ulsan Hyundai). At the opposite end of the field, Ji Dong-won (Augsburg), Kim Bo-kyung (Cardiff City) and Lee Keun-ho (Sangju Sangmu) are key offensive options off the bench.

The Red Devils

Korea has become famous for its fans' feverish cheering since its highly publicized World Cup experience in 2002. Extensive footage was captured of the Korean fans as they poured onto the streets and shouted deliriously after their countrymen made their improbable run to the semifinals.

The World Cup matches in Brazil will be broadcast in the wee hours of the morning here, but that's unlikely to prevent thousands of red-shirted fans from crowding into public squares, baseball stadiums and movie theaters to cheer their team in front of giant screens.

The Red Devils, the Korean national football team's official cheering club, said about 150 of its members have already booked plane tickets to Brazil to cheer for Hong's squad in person at the stadium.

Mass Attraction

Music festivals draw crowds in the thousands

Written by Paola Belle Eborá



Some 15 years ago, music festivals were practically unheard of in Korea. Now, the country hosts around two dozen festivals every year, featuring both local and international artists, making the country a musical destination for more than just pop and hip-hop.

From March through October, music festivals all over the peninsula book impressive rosters of internationally renowned artists to perform for thousands of eager music fans. More than simply a concert, a festival is an experience, drawing fans who embrace the outdoor ambiance, the sense of community and, of course, good live music, be it indie, rock or electronic dance.

A Growing Music Festival Scene

The music festival scene in Korea is still relatively young, with the first recorded event of its kind, the Ssamzie Sound Festival, taking place as recently as 1999. Back then, the festivals were held on the grounds of large universities, attracting a growing number of music fans who would hear about the event by word of mouth.

With demand for such large-scale shows increasing every year, bigger productions were organized, stimulating the market for music festivals. Producers staged ambitious events, renting out huge venues and inviting big-name international artists. However, given that the music festival scene was still in its infancy, the shows had a bit of growing up to do.

“The first few music festivals I went to were pretty dismal,” says Kaytee Garcia, a rock music fan. “It was very muddy and quite small and dirty. The next few rock festivals, however, were better organized. The Jisan Valley Rock Festival in 2010 lived up to my expectations. It was a lot of fun, the atmosphere was laid-back and the weather was really good.”

Organizers experimented with a few different tactics during those teenage years, from staging festivals in small venues to holding two- to three-day events at huge outdoor venues. Eventually, they learned that the crowd must not only enjoy the musical lineup, but also needs to be satisfied with the venue and other amenities. In other words, a good festival must include on-site activities for the festival goers to enjoy between acts.



Thus, a new crop of multi-day events were set up at faraway locations, such as at the Jisan Forest Resort's Jisan Rock Festival and Rainbow and the island of Namiseom's Island Music and Camping Festival. In addition to being open spaces that could accommodate large crowds, these locations also gave festival goers the option of pitching tents at the site, allowing the event to double as a camping trip.

To Each Fan His Own Music Festival

Over the past few years, Korea's music festival circuit has impressed audiences with its diversity and the type of musical experiences it has made available.

For club goers and those who enjoy electronic dance music, there's a smattering of options to look forward to every year: the annual Electronic Music Festival (EMF), Ultra Music Fest (UMF) and the World DJ Festival, to name three. At the EMF and the UMF, attendees can party and dance until the break of dawn as the world's top electronic masters—Skrillex, Tiësto, Steve Aoki and AVICII—spin music, while the annual World DJ Festival, the biggest DJ festival in Korea, brings together a mix of pro and amateur DJs from around the globe.

Indie music receives top billing at the Ssamzie Sound Festival, the Seoul Live Music Festa, Rainbow Island, Green Plugged and Beautiful Mint Life, which are all annual music festivals featuring underground and unsigned acts. Popular indie rock bands Nell and Jaurim once performed at the Ssamzie Sound Festival as up-and-coming talent, long before they were attached to a formal record contract.

Rock fans have their pick among a number of festivals across the country, all of which have been trying to outdo each other in terms of star-studded lineups and over-the-top production. Big name international acts including Metallica, Muse, Nine Inch Nails, Radiohead and Fall Out Boy have all headlined events, such as Super Sonic, City Break, the Ansan Valley Rock Festival (formerly the Jisan Rock Festival), the Jisan World Rock Festival and the Incheon Pentaport Rock Festival.

“The music festivals in Korea are well-organized. They attract pretty good foreign artists, and also showcase some of the best Korean artists,” adds Garcia.

Korea has already made its mark on the music world, as K-pop has become a mainstay in some foreign markets. Just as the nation's pop music offerings have drawn throngs of fans to visit and experience the peninsula's music, Korea is now inviting fans of rock, indie, hip-hop and other genres to enjoy global acts across the country.



1. A performance at the 2013 World DJ Festival
© World DJ Festival
2. The band Muse performs in Seoul in 2010.
© Yonhap News
3. Spectators enjoy the show at Green Plugged 2013.
© Green Plugged



A Mesmerizing Monument to Design

Newly opened Dongdaemun Design Plaza puts Seoul on the global architecture map

Written by Robert Koehler

Seoul has long searched for a defining architectural landmark. In Dongdaemun Design Plaza, it may have finally found one.

Opened to the public at the end of March, the breathtaking, USD 450 million cultural complex-cum-urban park is not only one of the most expensive structures erected in the Korean capital, but also one of the boldest. Likened by some to a, “spaceship that has crashed in the heart of the city,” its flowing lines and asymmetrical design stand in sharp contrast

to the gritty neighborhood that surrounds it. Regardless of their opinion about the design, all who have seen it agree—it’s certainly different.

A Metonymic Landscape

Built upon the site of the old Dongdaemun Stadium, Dongdaemun Design Plaza and the attached Dongdaemun History & Culture Park are the work of Iraq-born British “starchitect” Zaha Hadid, the first woman to receive the

1. A bird’s-eye view of Dongdaemun Design Plaza © Yonhap News
2. The DDP at night
3. A work from “Kansong MUNHWA: Protecting the Country with Culture” © Yonhap News
4. Playful artwork at the DDP © Yonhap News



FYI T. 02-2153-0000, www.ddp.or.kr
GO Exit 1 of Dongdaemun History & Culture Park Station (Line 2, 4 or 5).

Pritzker Architecture Prize, also known as the “Nobel Prize of architecture.” The undulating mass of concrete and steel is based on Hadid’s concept of a “metonymic landscape,” a fluid landscape that integrates both the cultural and historical elements of Seoul’s Dongdaemun district, an older neighborhood best known for its sprawling textile and fashion market. Work began on the space in 2009 and was completed in 2014.

Architecturally speaking, the futuristic cultural center is a study in curves. You’d be hard-pressed to find a straight line or 90 degree angle in its 85,320 square meters of space. For that matter, you’ll likely notice that architectural pillars are also scarce. This technique is used to its best effect in the building’s landmark staircase, a flight of steps composed of irregular patterns and fluid angles, as well as on the so-called “Design Dullegil,” a 522 m walking path that’s not unlike strolling through the heart of a starship. The multimillion-dollar mega-project was the first construction in Korea to use 3-D digital-construction administration services, and also the first to use an adjustable 3-D molding process.

Multiple Spaces for Multiple Uses

Dongdaemun Design Plaza will first catch your eye with its form, but its function is just as important. The plaza complex alone is divided into an Art Hall, a Museum and a Design Lab. The massive Art Hall is designed to host conventions, fashion shows and concerts. The Museum, meanwhile, focuses more on design-related exhibitions. In addition to shows, there are also hands-on activities that have been tailored to children and families. The Design Lab is part workshop and part shopping center with, among other things, design and art shops and a bookstore. Outdoors, you’ll find Oullim Square, a public meeting space that is open 24 hours a day. Visitors can also make use of the complex’s restaurants, cafés and pubs.

To mark the opening of the Dongdaemun Design Plaza, the space is hosting several fascinating exhibits and shows. Most notable is “Kansong MUNHWA: Protecting the Country with Culture.” Running through September 28, the exhibit features some 91 works of Korean traditional painting, ceramics and literature from the collection of the Kansong Art Museum, Korea’s oldest private art museum. The exhibit includes several national treasures, including a copy of the *Hunmin Jeongeum*, the 15th century text explaining Korea’s indigenous script, Hangeul.

Also running through June 21 is the exhibit “Enzo Mari Design,” featuring 360 design works, workshop results and videos by legendary Italian modernist designer Enzo Mari.



Upcycling for a Better World

Don't just reuse, remake

Written by Kim Tae-gyu

For many, the concept of environmental conservation, while important and topical, is not something they would consider to be particularly hip. We recycle and reuse things not because either act is particularly compelling, but because they help improve the sustainability of our modern lifestyle.

Recycling has become a necessary evil of sorts, one that many people understand to be a mundane, thankless chore.

Eco-Trendy

An emerging trend, however, is managing to capture the attention of waste-conscious and trend-conscious consumers alike. Appealing to the wallets of economically minded citizens, the phenomenon is called “upcycling,” a combination of “upgrade” and “recycling.” The term first emerged in the 1990s, coined by environment-conscious scholars in Europe. In practice, this growing pastime involves converting waste materials and throwaway items into new products that are more useful and practical, and many Koreans are getting on board.

People who upcycle take on projects like repurposing worn clothing into new garments or, by familiarizing themselves with a few hands-on building skills, taking outdated pieces of furniture and restoring them by reupholstering and refinishing them. The possibilities are endless, with materials such as discarded parachutes, placards or subway advertisement boards being given new life with each undertaking.

“There is a time-honored belief that recycling leads to a decrease in value, as shown by recycled plastics or steels. Their quality tends to become inferior due to foreign elements,” said a designer, who wishes to remain anonymous, at a Seoul-based upcycling company. In other words, every time a plastic bottle or tin can is put through the recycling process, its material becomes weaker and is less workable for the next manufacturer that tries to use it.

“Yet, such a prejudice is being negated with the advent of new technology and fresh design skills,” he continued. “Upcycling breathes new life into wasted textiles or old furniture. It will continue



to gain significance down the road.”

Of course, upcycling is also beneficial for the environment, as it reduces end-of-life waste, a serious problem for modern communities, cities especially.

For example, European Union countries throw away almost 6 million tons of textiles every year. In New York City alone, residents send 200,000 tons of textiles and apparel to landfills per annum.

Observers point out that the volume of waste in landfills will be reduced substantially if upcycling is adopted proactively and on a global scale. In addition to reducing the landfill space occupied by potentially useful materials, upcycling existing resources helps

diminish energy use, air and water pollution and greenhouse gas emissions associated with creating new items.

Creative Recycling

Turning used tires and fire hoses into footwear and backpacks also falls under the category of upcycling. Over the past two decades, the concept has been gaining traction, especially with young people.

There is, however, a downside to this surge. Given the role that the production of plastics and textiles has played in the global economy, there is concern that an upcycling boom may negatively affect Korea's gross domestic product, as well as hurt job security in the local manufacturing sector.

Far from unfounded, these worries are worth considering. If the movement has staying power, the positive environmental effects must be weighed in relation to the reduced consumption of new materials, which could undermine economic growth. It is a hypothetical situation that the manufacturing industry takes very seriously.

Overall, the future of upcycling remains promising, but the economic impacts must be carefully monitored to help safeguard job security in some communities. The most important consideration is how to find a balance that enables environmental sustainability while still contributing to healthy economic growth.

1. Models show off upcycling products at an exhibit held to mark the founding of the Korea Upcycle Design Association.
© Yonhap News
2. Employees of Eco Party Mearry, a design company specializing in upcycled products, are hard at work.
© Eco Party Mearry
3. A pouch, pencil cases and tote bag, all products of Eco Party Mearry.
© Eco Party Mearry





President Park shakes hands with Crown Prince Sheikh Mohammed bin Zayed Al Nahyan © Yonhap News

Building Brotherhood

Korea, UAE strengthen ties during President Park's visit to mark construction of nuclear plant

Written by Robert Koehler

President Park Geun-hye attended the installation ceremony of a nuclear reactor in the United Arab Emirates (UAE) on the morning of May 20, followed by a meeting and working luncheon with H.H. Sheikh Mohammed bin Zayed Al Nahyan, the crown prince of Abu Dhabi. The two leaders agreed to use the installation of the reactor as an opportunity to expand the horizons of bilateral cooperation to all sectors, including nuclear power, energy, defense, healthcare, economic innovation and the creative industries.

President Park also used the opportunity to meet the soldiers of Korea's Akh Unit, which has been contributing to building trust between Korea and the UAE—a milestone in bilateral cooperation in the national defense sector.

Female Firsts

President Park was met at the airport by Sheikha Lubna Bint Khalid Al Qasimi, Minister of International Cooperation and Development for the UAE. Sheikha Lubna became the first female minister in the UAE



President Park is welcomed to Abu Dhabi by Sheikha Lubna Bint Khalid Al Qasimi, Minister of International Cooperation and Development © Yonhap News

in 2004 when she was named Minister of Economy. At the reception and subsequent meeting, she said it was an honor, as a female minister, to welcome a female president, and as a member of the Emirates Nuclear Energy Corporation, she was honored that President Park could attend the installation of the reactor vessel. Sheikha Lubna pointed out that the nuclear power plant project was a demonstration of the extraordinary relationship between Korea and the UAE, and that because officials from the Korean government and organizations like Korea Electric Power Corporation (KEPCO), were making sincere efforts, she was certain the project would be a success.

The minister also expressed her deepest sympathies for the victims of the Sewol ferry disaster and shared her hope that the Korean people would quickly overcome their difficulties under President Park's leadership.

Installation of Nuclear Reactor Pressure Vessel

At 10 a.m. on May 20, President Park attended the installation ceremony of the pressure vessel

for Barakah-1, the first Korea-built nuclear reactor in the UAE. She was joined by Sheikh Mansour Bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidency Affairs. They listened to reports on the progress of the nuclear plant construction project, a symbol of long-term cooperation between Korea and the UAE, and encouraged project officials and workers at the site.

The two were accompanied by high-ranking officials from both countries, including Korea's Foreign Minister, Yun Byung-se and Minister of Trade, Industry and Energy Yoon Sang-jick. The UAE's party included the energy minister Suhail Mohamed Al Mazrouei and chairman of the Abu Dhabi Executive Affairs Authority Khaldoon Khalifa Al Mubarak.

The Barakah-1 reactor vessel departed the Korean port of Masan on March 17. It arrived on-site in the UAE on April 30, after which it was subject to two thorough screenings for safety by the UAE's Federal Authority for Nuclear Regulation, which is composed of experts from around the world. The reactor, known to technicians as the heart of any nuclear



nations.” In so doing, she also expressed to everyone that constant striving for economic recovery and innovation was important.

A coalition led by KEPCO was awarded the USD 20 billion bid to build the UAE's first nuclear power station at Barakah in 2009. The groundbreaking for the plant, which will feature four advanced APR-1400 pressurized water reactors, took place in 2011. Overall, the project is of great significance to both nations. For Korea, it represents the nation's first export of a nuclear power plant. The UAE, correspondingly, has become the first Arab nation to begin work on a domestic nuclear program.

At the installation ceremony, both countries also signed a three-point MOU that will allow highly skilled Korean workers into the UAE's nuclear energy sector, as well as cultivate the country's service industry.

Meeting with the Crown Prince

At her meeting and working lunch with Sheikh Mohammed, President Park asked for his understanding as she had to cancel much of her original schedule due to the Sewol ferry tragedy. Her visit is a reciprocal visit for Sheikh Mohammed bin Zayed Al Nahyan's visit to Korea in February. She also expressed gratitude for the prince's expression of condolences at the time of the Sewol's sinking. Sheikh Mohammed expressed once again his sincere condolences over the tragedy, saying he had come to have great trust in President Park, who made the difficult decision to follow through with her pledged visit to the UAE despite the sadness at home.

President Park said the cooperative project on nuclear power, a symbol of what will be a century-long partnership, has taken a leap forward with the reactor vessel installation ceremony. She pledged to work to expand and develop the strategic partnership between the two countries based on nuclear cooperation.

Sheikh Mohammed said the construction of the nuclear power plant was not only the most important symbol of bilateral cooperation

power plant, is designed to survive earthquakes of up to seven on the Richter scale and can withstand high temperatures, high pressure and high levels of radiation for at least 60 years.

To add a more personal touch to the event, President Park penned a handwritten message on the side of the reactor vessel, expressing Korea's intention to complete the nuclear plant project successfully, saying, "I wish for the flame of cooperation that has begun at Barakah to become the hope of the future for our two

1. President Park looks at a model of the Barakah nuclear plant. © Yonhap News
 2. President Park leaves a hand-written message on the reactor vessel. © Yonhap News
 3. President Park meets troops of the Akh Unit. © Yonhap News



between Korea and the UAE, but that, through the MOU on youth internships, youth employment and the deployment of specialized labor that was signed during the visit, the horizon of a new relationship had been opened. He confirmed the bilateral relationship between Korea and the UAE was moving from a “strategic partnership” to one of “brotherly nations.” This sentiment was first expressed in 2011, when Korea's Akh Unit was first deployed to the UAE. Akh means "brother" in Arabic.

The two leaders agreed to turn the reactor construction project into a stepping stone, one that would expand the horizons of bilateral cooperation to all sectors, including energy, defense, the creative industries, healthcare, education, the arts and international cooperation. The pair also agreed to continuously discuss and develop concrete plans for cooperation.

Saluting the Akh Unit

After her meeting with Sheikh Mohammed,

President Park met with the Akh Unit to cheer on the troops.

The Akh Unit, an elite Korean force, has been deployed in the UAE since January 2011. The unit is training the UAE's special operations forces and carrying out joint drills with the UAE military. It is also tasked with protecting Korean nationals in the event of an emergency.

President Park's visit was her first to Korean troops deployed overseas. The visit was even more significant because this year marks 50 years since Korea's first overseas deployment. On Sept. 11, 1964, Korea sent a mobile field hospital and army taekwondo instructors to what was then South Vietnam.

Park praised the determination of the troops, who were carrying out their mission far from home. She called on the troops to move forward with their mission safely, and told them to take pride that they are representing both Korea and its military.



Citizen-Centered

How civil petitions are dealt with in Korea

Written by Kim Tae-gyu

A middle-aged American tourist in Seoul struggles as he searches for a historical site in the capital. Overwhelmed by the complicated public bus system, he becomes increasingly discouraged as he tries to gain his bearings.

Suddenly, it occurs to him that there is an easy way to acquire reliable information in Korea: the Dasan Call Center. He first came across their contact information through an Internet search

before leaving on his trip.

After pressing 02-120 on his mobile phone, he is instantly connected to an English-speaking operator who can give him the information he needs, which has been the center's purpose since it was first launched by the government in 2007.

Situations like this are the reason the call center exists.

"More than 400 operators work at the Dasan Call Center to offer services around the clock. The

services are also available in five foreign languages: English, Japanese, Mandarin, Mongolian and Vietnamese," a Seoul city official said.

"You can ask questions on any topic including the bus lines, the last departure time of a subway train or the probability of it raining or snowing tomorrow morning. They will be immediately answered."

He added that many other cities in Korea and abroad have strived to match Seoul's comprehensive service for visitors, an effort that has been met with great satisfaction from both expats and tourists.

When visitors are faced with complex questions that can't be solved through an Internet search, the operators will connect them to a representative from the Seoul Global Center who can give information about such things.

"We have improved our services over the past few years to improve the reviews we get from our users, and will continue to do so down the road. Our professional operators are ready to offer the best service available," he said.

Those interested can also contact the 02-120 hotline via text message, at which point the Dasan operators will respond to the text with the relevant information as soon as possible.

Getting Help Online

The Internet is another great resource for those who would like English-language information about Seoul. Whether it's something as simple as getting a certification of your national registration card or something more complex, like issuing a civil petition, the municipal government's website minwon.go.kr is an excellent way to take advantage of the city's services.

"Korea is one of the most connected countries in the world," the city official said, "and we take advantage of the infrastructure to offer convenient services to not only citizens but visitors, too."

The site helps people get access to nearly all public certificates without having to visit government offices in person. They can also inform the government of any address changes, a task that used to involve an arduous trek to an immigration center or a district office.

More recently, the police have used the website to give drivers greater access to such data as the amount of their unpaid fines, the deadlines for those needing to submit basic medical checkups to maintain their driver's license and the total number of penalty points accrued on one's record.

In addition, people can confirm whether there are windfalls or tax refunds that they have yet to collect.

"In the past, citizens had to visit public offices to get certificates or make a moving-in notification no matter how simple the procedures were. Those are now just one click away," a government official confirmed. "We will continue to include information and services on our site so that our residents will be able to enjoy more convenient lives."

1. An official at the Anti-Corruption & Civil Rights Commission's Integrated Government Call Center interprets a video call using sign language. © Yonhap News
2. A resident gets help via an e-service station. © Yonhap News





Building a Future-Oriented Sports Market

By wedding IT to sports, the government can create new markets for a healthier populace

Written by Lee Kyehyun

SPORT is not only a means of exercise or a form of entertainment. It's also an industry. With this in mind, the Ministry of Culture, Sports and Tourism (MCST) has put together an ambitious five-year plan to wed Korea's world-class information technology (IT) to sports as we currently know them, expanding sporting opportunities and, in the process, creating 40,000 more jobs. The economic benefits aside, citizens will also be able to more easily partake in sports and exercise opportunities, creating a happier, healthier populace as a whole, the ministry hopes.

Building a Future-Oriented Market

The primary objective of the government's plan to combine Korea's existing sports industry with cutting-edge IT is to provide a variety of ways residents can enjoy sporting activities more easily.

The goal is to grow the entire sports industry by expanding demand in the market. The plan aims to boost the size of Korea's sports market from its current KRW 37 trillion to KRW 53 trillion by 2018, while at the same time increasing the percentage of people who participate in daily sports activity from 43 to 60 percent. Accordingly, employment in the sports industry is expected to rise from 230,000 people to 270,000.

In order to achieve these mid- to long-term goals, the ministry has adopted a four-point strategy of building a future-oriented sports industry market by converging IT and sports, expanding potential demand in the sports market by promoting sports participation and spectatorship, incubating promising sports industry start-ups and creating an ecosystem that fosters a virtuous circle within the sports industry.

Participants ride spin cycles at SPOEX 2010. SPOEX is Korea's largest sports and leisure show.
© Yonhap News

Vision: Creating a future growth engine through convergence

Five-Year Plan to Develop the Sports Industry (2014-2018)

Budget Requirements

Creating an ecosystem to support the sports industry

KRW 18 billion

Expanding sports' potential demand

KRW 39 billion

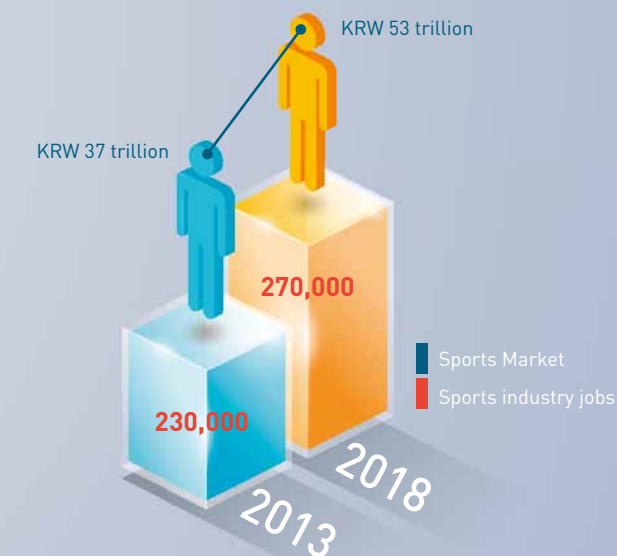
Creating new sports markets by convergence

KRW 63 billion

Cultivating leading sports start-ups

KRW 154 billion

Growth Goals



The sports industry is currently experiencing sustainable growth of 11 percent per year, but with major global sports companies controlling around 70 percent of the local market, Korea's sports market structure simply mimics those of other developed nations. Through the ministry's plan, Korea will apply its corporate expertise, particularly involving the country's top-class IT infrastructure, and introduce science and technology to existing sports sectors to create a new industrial structure focused on new markets.

Expanding Sporting Opportunities

The government is especially keen to take advantage of the "mobile revolution" to make sports more accessible to the masses. One way it will do this is by creating an open sports information platform, a network service that, using IT, allows users to manage their sports activity information, such as what exercises they've done and how many calories they've burned, as well as share sports-related information with others. Even now, some global companies offer mobile health management services that allow users to manage their exercise and calorie information anywhere and at any time through

mobile devices and cloud computing. Most of these services, however, are "closed," meaning they require specific applications or devices produced by the company itself. The ministry's plan calls for an "open" network, open to all.

The government will also develop a Sports Activity Index (SAI) that will let people measure, evaluate and manage their sports activity and fitness information. To allow residents more opportunities to enjoy sports and create new markets, the government will also create "virtual sports simulators" for popular sports, like baseball, football and cycling using 3D and 4D technology. To boost regional economies, new sports and leisure products will be linked to activities like skiing, golf and local festivals. It will also publish a consumers' report on the sports industry and provide mobile maps with the location of nearby sports facilities.

Finally, the ministry will take measures to promote the sports industry's start-up ecosystem. This includes adopting an assessment system for new sports-related companies, developing a sports agent system and building an association of sports investment firms. It will also foster 20 promising firms in the sports sector each year with the goal of incubating some 100 firms in the industry by 2018.



Korean Cars Go Green

Hyundai, Kia gear up for push into hybrid automobile market

Written by Sohn Tae-soo

With soaring fuel prices and a heightening demand for cars with better performance and fuel efficiency, the competition to create the next generation of hybrid cars continues to heat up both at home and abroad. Amid the current economic climate, local

hybrid car-makers are preparing to advance into the already competitive global market by taking steps to introduce state-of-the-art models with better fuel efficiency.

Equipped with a rechargeable energy storage system that supplements the internal combustion

engine, hybrid engines are smaller in size but more efficient than conventional fuel engines. Though a relative latecomer in the industry, Hyundai Motors Group is among a handful of leading automakers eyeing the global hybrid car market.

Given that competition in global car markets is expected to become fierce in the years to come, Hyundai is preparing to claim its share of the rapidly growing market for eco-friendly vehicles, which is estimated to grow 360 percent by 2020. The demand for low-emission vehicles is expected to grow to 8 million units globally in 2020, according to industrial sources.

In April of this year, the company announced its plans to produce fuel cell electric vehicles (FCEV) by establishing a new factory for eco-friendly vehicles. As Asia's No. 2 carmaker, Hyundai hopes to introduce a full range of vehicles over the next few years that are driven by either hybrid or electric power.

Starting Locally

As the Korean market develops, Hyundai has first set its sights on a series of local government agencies, planning to sell 40 Tucson FCEVs to municipal offices in Seoul, Gwangju, Ulsan and to the province of Chungcheongnam-do. Its goal is to eventually move more than 10,000 fuel cell electric cars in the home market by 2025, and it has already started selling FCEV, in Europe.

In the meantime, Hyundai is set to showcase its latest model of the Sonata Hybrid in 2015, which will feature a plug-in hybrid electric vehicle (PHEV) system. It plans on releasing another next-generation electric vehicle that will succeed its BlueOn model the following year.

“Diesel and gasoline engines are used in 95 percent of all cars sold globally, so Hyundai must concentrate on these areas. However, the company has been gearing up behind the scenes to tackle challenges related to low emission vehicles,” said Lee Ki-sang, senior vice president and head of Hyundai's Eco-Friendly Vehicle R&D Center. “Over the years, we have invested not only in hybrid and plug-in hybrid technologies, but in electric vehicles and fuel cell electric vehicles as well.”

Total sales of hybrid cars produced by Hyundai nearly doubled to 2,982 units in February, compared with 1,507 vehicles during the same month last year, a rise likely bolstered by the growing demand for the Grandeur and Kia K7 hybrids.

Domestic production of hybrid cars began when Hyundai presented the LPI Hybrid (liquefied petroleum injected) at the 2009 Seoul Motor Show. In spite of constant growth in the local hybrid market over the past few years, sales volume of these hybrid sedans has not met company expectations when compared with that of cars equipped with gasoline or diesel engines. Korea's largest car-maker, however, is mapping out aggressive marketing strategies with its hybrid vehicles that emphasize each model's high fuel efficiency, hoping to capture the attention of cash-strapped consumers.

1. Hyundai Motors displays its Sonata Hybrid during the 2013 Seoul Motor Show in Goyang on March 28, 2013. © Yonhap News
2. Visitors check out the new Sonata Hybrid. © Yonhap News



Korean Literature Takes a Step Closer to the UK

London Book Fair puts Korea in the limelight in 2014

Written by Ben Jackson

In early April, Korean literature found itself in the global spotlight, as the “subject country” for the London Book Fair (LBF) Market Focus 2014. A host of Korean authors, publishers, translators and other organizations traveled to the British capital to showcase the country’s rich literary culture and enormous publishing market. More than 35 panelists took part in over 20 events in conjunction with the Korea Market Focus, in London and several other cities.

Authors at the festival included some of the biggest names in Korean literature. Heavyweight Yi Mun-yol, author of highly acclaimed works such as “The Son of Man,” “Hail to the Emperor,” “Our Twisted Hero” and “The Golden Phoenix” was among them. Also present were novelist Hwang Sok-yong, popular author of “Jang Gilsan,” “On the Road to Sampo,” “The Old Garden,” “The Guest” and many other key contemporary works. Kyung-sook Shin, whose novel “Please Look after Mom” won the Man Asian Literary

Prize and was hugely popular in its English translation, as well as in Korean, as was multiple award-winning graphic novelist Yoon Tae-ho, author of works such as “Emergency Landing,” “Yahoo,” “Moss” and “Misaeng.” Best-selling children’s author Hwang Sun-mi, author of “The Hen Who Dreamed She Could Fly,” was designated the Market Focus’s “Author of the Day” on Wednesday, April 9, when she took part in seminars, talks, photo opportunities and book signings across the fair.

Small Country, Huge Publishing Industry

Citing their reason for selecting Korea, the LBF’s organizers wrote, “Korea was chosen as Market Focus for 2014 to reflect the country’s status as one of the top ten publishing markets in the world, and its expanding reputation within the international literary community, as exemplified by Kyung-sook Shin winning the Man Asian Literary Prize in

2011.” Indeed, the country’s publishing industry boasts some impressive statistics. Korea is home to some 38,170 publishers and 1,752 bookstores. Its market volume is put at 2.9 trillion won, while more than 109 million first editions have been printed in total.

Prepared in partnership with the British Council, the cultural program that accompanied the Korea Market Focus featured a series of events that began in September 2013 with a trip by UK writers to Korea and continued with several other academic and professional exchanges before reaching a peak at the LBF itself. The fair, held at Earls Court in south-west London, was not open to the general public, but provided participants with a host of panel discussions and conversations with writers over three days. Everyone else, meanwhile, was treated to more events at venues throughout London and the wider U.K., including a seminar on “Korean Literature: Past and Present” at the British Library, a talk on

webtoons by Yoon Tae-ho at the Korean Cultural Centre, a conversation with Kim Young-ha at the London Review Bookshop and a reading and discussion with leading Korean poet Kim Hyesoon at the Saison Poetry Library.

Growing Profile

Seoul resident Brother Anthony of Taizé, a veteran translator of Korean literature into English, was in London for the LBF as a panelist. “People there were very interested to discover Korean writers and their books,” he says. “It made people aware. Korea is much more familiar [in the U.K.] than it was a few years ago. There are lots of Korean restaurants in London now, and then there’s K-pop. Korea is now a concept, even if people don’t know the details of its history.” He adds: “There’s still a lot more to be done.”

Camilla Parker-Bowles, Duchess of Cornwall, also dropped in, highlighting the importance of the event.



Korean writers at LBF 2014

- Yi Mun-yol
- Hwang Sok-yong
- Lee Seung-U
- Kyung-sook Shin
- Kim Hyesoon
- Kim Insuk
- Kim Young-ha
- Han Kang
- Hwang Sun-mi
- Yoon Tae-ho



1. Hwang Sun-mi’s “The Hen Who Dreamed She Could Fly” is displayed in Waterstone Bookstore near Trafalgar Square. © Yonhap News
 2. A bookseller looks at the booth of a Korean publisher during the London Book Fair in London on April 10. © Yonhap News
 3. Novelists Kim Young-ha and Kim Insuk discuss migrant literature at a literary seminar. © Yonhap News



Ji Seok-yeong

Doctor and scholar developed nation's first vaccines

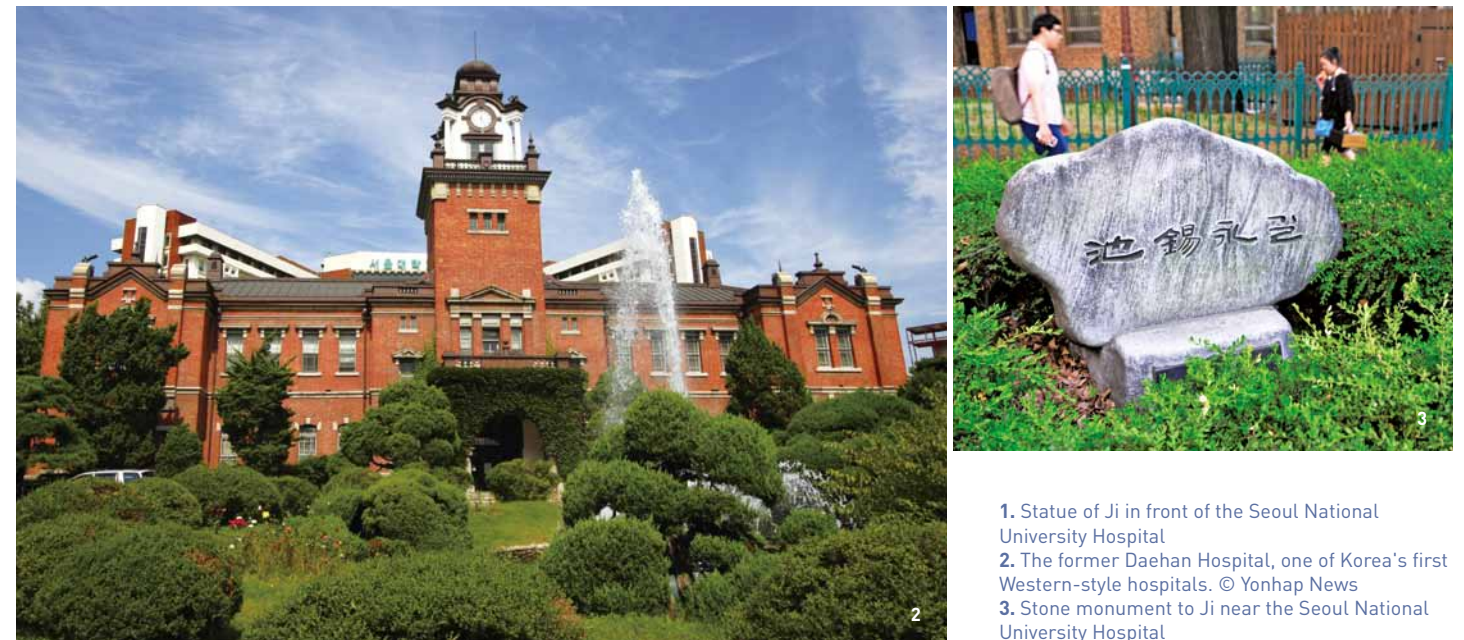
Written by Felix Im

In 1879, the Joseon Dynasty was hit by a massive wave of smallpox. Watching helplessly as children across the peninsula were dying from the outbreak, Ji Seok-yeong, a practitioner of traditional medicine, was highly distraught. Like many doctors throughout history, he felt crippled by the methods of his predecessors, despairing at their undeniable limitations.

Ji first heard about vaccines three years earlier when a teacher showed him a Japanese book on Western vaccination methods. Though it takes much more than books to start a medical revolution, Ji's vision for the future of medicine in Korea was set into motion. That same year, lacking the resources to pay for transportation, he walked from Seoul to Busan—20 days straight—to learn more about vaccines from a Japanese naval hospital. The hospital director, moved by Ji's passion, agreed to teach him. In return, he asked that Ji assist him in the editing and publication of a Korean dictionary for Japanese learners. It was a pivotal agreement for Korean medicine. Ji not only acquired the knowledge he needed, but also developed an interest in Hangeul that would later lead to his promulgation of his country's native alphabet. Two months of intensive study later, Ji returned to Seoul armed with vaccines, various medical supplies and a few books on Western medicine.

Self-Reliance

During his two months in Busan, it became increasingly clear to Ji that the people of Joseon needed more than modern medicine to make it through smallpox. They needed a revolution in consciousness. It was a chaotic period in Korean history, one that forced many Koreans to start paying heed to the outside world, and many people were afraid of what they saw. Ji, however, decided this was no time for stubborn conservatism. The country needed change. On his way back to Seoul, he stopped by his father-in-law's house and persuaded him to let Ji try the new vaccine on the man's youngest son—an ailing two-year-old. It was Korea's first instance of vaccination, and it worked. Ji immediately



1. Statue of Ji in front of the Seoul National University Hospital
2. The former Daehan Hospital, one of Korea's first Western-style hospitals. © Yonhap News
3. Stone monument to Ji near the Seoul National University Hospital

applied the vaccine to 40 other children in the village. There was hope.

At this point in time, Ji's knowledge of vaccines was still limited. He knew how they worked and how to apply them, but the supplies he brought from Busan were limited. He needed to know how to make his own. In 1880, he managed to travel to Japan as an assistant on a diplomatic tour. After learning how to manufacture vaccines, he returned to Seoul and set up his own plant for production. Though it wasn't hard to convince his fellow Koreans of the effectiveness of vaccination, his efforts were eventually halted by political turmoil. The country, torn apart by colliding ideologies and factions, erupted with conflict. Ji was part of a liberal political movement that advocated political and economic change, often borrowing from Western political and social theory. The country's leaders, however, were highly opposed to this approach and issued a warrant for Ji's arrest. Although the doctor managed to flee, his plant was burned down by military police. Eventually, once Korea's political climate began to stabilize, Ji was able to rebuild his facility, and in 1885 he published Korea's first text on modern medicine. The combination of political upheaval and Ji's relentless criticism of the government's

practices, however, led him into five years of government-imposed exile on an island off the coast of Jeollanam-do.

The People's Alphabet

After being released, Ji turned his efforts to the promotion of Hangeul among the Korean people. Despite having been officially introduced by King Sejong the Great in 1446, the characters were never formally recognized as the Korean language's official alphabet. Shunned by the ruling class, it had been adopted and used by commoners, who at the time were writing it without a formalized system. Ji took his concerns to Emperor Gojong, successfully convincing him that if the country wanted to strengthen its spirit of independence, Hangeul was the key. From then on, Ji published numerous texts on Hangeul and worked with other prominent scholars to develop the conventions by which Hangeul could be used in Chinese characters' stead, giving birth to essential rules of grammar and composition for what is now the public script. In 1907, he helped establish a national research center for Hangeul and Korean linguistics. Political troubles halted his efforts yet again—this time permanently. In 1910, the country was made into a Japanese colony, and Ji was forced into hiding for the remainder of his life, which ended in 1935. He was nearly 80 years old.

Biking in Seoul

The Hangang River is a good place to get around on two wheels

Written by Brett Dahlberg
Illustrated by Kim Yoon-myong



One of the best ways to spot spring's arrival in Seoul—after the cherry blossoms—is the increased traffic on the city's bike paths.

Bicycling on Korean roads can be frightening, but despite some street-level shortcomings, Seoul and its surroundings offer a vast array of bike-friendly resources. Nearly any part of the city is accessible on two wheels.

The Hangang River is the center of cycling in Seoul, bisecting the city on an east-west axis and flanked by parks and bicycle paths. Navigating the sheer number of people exercising on the paths on a sunny day can be a daunting proposition, but traffic tends to move leisurely, with plenty

of room for faster riders to get by.

Acquiring a bike is the first step to riding it, and Seoul's bike facilities make that an easy task. At least six racks on both the north and south sides of the Hangang River, accessible with a quick walk from a nearby subway station, offer free bike rentals for two to three hours, with instructions in English and only a government-issued identification card needed as collateral. Several other rental facilities along the river charge fees of around KRW 3,000 per hour. For more permanent ownership, Seoul's Craigslist maintains an active market for buying and selling bikes in English.

Hangang River cyclists need not worry about lugging

supplies with them as they ride. The same facilities that rent bicycles also carry basic bike repair tools. Convenience stores, seemingly omnipresent across Seoul's urban landscape, are also common along the Hangang River bike paths. Best of all, local restaurants deliver food right to the parks—though the ability to speak and understand Korean is probably a prerequisite.

Watch Where You're Going

The area around Yeouido, near the geographical heart of Seoul on the south side of the Hangang River, is easily the most heavily used section of bike path in the city. It can be a dangerous area for riders, as tiny children charge blindly onto the path, couples meander obliviously in front of cyclists, and first-time riders try out their rented tandems, but it's a friendly space, with even the fastest riders slowing down and using their bells liberally. An abundance of bike rental stands, convenience stores and open green space, as well as springtime cherry blossoms, explain the area's popularity.

The paths along the Hangang River are generally flat and

offer incomparable views of some of Seoul's most iconic buildings and bridges. Riders who want to go further and maybe climb some hills, however, need only turn onto one of the river's tributaries and head out of the city. Four smaller rivers enter the Hangang River in Seoul, and just like the river they empty into, they are flanked by bike and walking paths, usually separated from the street. Every Hangang River tributary that runs through Seoul connects the capital to some of its satellite cities in Gyeonggi-do. Follow those streams far enough, and the cities will peter out into low-rise buildings and eventually farmland.

Riders looking for a real heart-rate boost can look no further than Seoul's streets. Find a straight road—it'll turn or end unexpectedly. Find a flat stretch—it'll suddenly climb straight up at a grade that seems to demand switchbacks. Find a low-traffic area—a delivery scooter will zoom by within inches. For riders who want to avoid such excitement, the paths along the Hangang River and its tributaries are well maintained and convenient areas to exercise, relax and see another side of Seoul.

Muju Mum

Philippine-born Christine Joy Eullaran helps fellow immigrant wives adjust to their new lives

Written by Eunjung Shin
Photographed by Ryu Seung-hoo



“My mum is very kind so I do not miss my family in the Philippines too much.” Christine Joy Eullaran, who just goes by “Joy,” calls her mother-in-law mum. It is unusual for Koreans to see their daughter-in-law referring to her mother-in-law as her mum. “My mum always says I am better than her own daughters.” After Joy came to Korea in 2008 from the Philippines and married her husband, she had to stay with her mother-in-law all day in a small farming village in Muju.

“I could only hear birds singing and dogs barking. There was no traffic noise.” She went to old women's gatherings or the traditional market with her mother-in-law and learned the local dialect.

The language barrier was one of the biggest problems during her first few years. She recalls, “When my daughter went on a nursery school outing, she had to go without lunch because I didn't make any for her. I wasn't able to read Korean well so I could not understand the memo from her nursery, which asked mothers to prepare their children's lunch boxes.” Food was a recurring theme in Joy's early language difficulties. “One day, when I was pregnant with my first child, I was really craving a chicken dish but I did not know how to say ‘chicken’ in Korean. So I had to act with two arms while making chicken sounds to my mother-in-law,” she reminisces. “Mum went to a traditional market to buy a chicken and cooked *samgyetang* [Korean chicken soup] for me.” However, Joy did not enjoy the *samgyetang* because it tasted so different from the Filipino chicken dishes she was thinking of when asking for chicken. Yet despite all the trials, her mother-in-law's love helped her to not feel lonely.

Helping Immigrant Wives Feel at Home

Among the items in her shop, ASIA Mart, there are mangoes in the fridge. She recalls when her husband, years before, had to go all the way to Daejeon to buy two boxes of mangoes for his pregnant wife. “When I had just moved to Muju, there was no place to get any foreign groceries here. Once my husband bought them for me, I was so happy I ate almost nothing but mangoes and rice for one month.” Her shop not only sells food but also provides a gathering place for foreign wives in the area. “There are around 130 foreign wives in Muju. We have birthday parties together,” Joy says. “I didn't have anywhere to go when I felt lonely back in 2008, but now, foreign wives



Joy enjoying time with her family.

come to my shop and we chat with each other.”

Anyone who has been away from their parents and their home country understands that food plays an important role in making one feel at home, a concern that becomes even more important when pregnancy is involved. Joy's grocery brings a piece of home to Muju for the immigrant wives' community.

After six years in Muju, Joy finally feels like a local. “If a foreign wife has communication problems with her Korean family, I go and help. I understand their issues because I had the same problems.” A persistent trouble, though, is that she sometimes feels that people think her children are different from other Korean children. “I believe my children are true Koreans. Being different doesn't mean they are not Korean. I hope other people can see that and just accept that they are part of Korean society.”

Joy is expecting her third baby in August. This time, she's craving raw fish. “I am Korean now. I do not need Filipino food to calm my morning sickness anymore.” She also emphasizes, “I like Korea. Korean people respect the elderly and disabled. The Korean government supports immigrant wives by helping them learn the language and find a job.” Her private Korean teacher visits her two times a week and teaches her for two hours each lesson. She is also taking a course to become a teacher of multi-culturalism. She wants to help Koreans and other immigrants. “I am introducing Filipino culture to my children. I would also like to share my experiences with other Korean people.”

Which Axe is Yours?

A tale of three axes teaches that honesty prevails

Written by Felix Im
Illustrated by Shim Soo-keun



Once upon a time in a distant land, there lived an honest logger. His axe was not particularly valuable, for it was old, made of impure metal and was partly rusted, but it served its purpose well. On a regular day just like any other, the logger went up to the mountains and, after finding a nice spot next to a lake, began splitting logs.

A Serendipitous Day

The work must have been strenuous, for the diligent logger quickly tired. “Just a little while longer and I’ll take a break,” he thought, as his technique began to falter. Fatigue got the better of him, and the logger’s hand slipped, sending his tool spiraling into the nearby pond. “Oh no!” the logger cried. “That was my only axe.” As the logger deliberated over whether or not to dive in, the pond suddenly grumbled and the water parted violently, revealing a majestic old man with a white beard. The logger stared, dumbfounded.

“What’s the matter, and why are you fretting about my lake?” the majestic old man demanded.

“I ... I dropped my axe into the water,” the logger replied, utterly speechless.

The old man disappeared back into the water without a word, only to reappear moments later with an axe in each hand. One was made of gold, the other of silver.

“Is this your axe?” the old man asked, holding out the gold axe.

“No, I’m afraid it’s not,” the logger said.

“Then is this your axe?” the old man asked again, this time holding out the silver axe.

“No, sir, that’s not mine either,” the logger responded. “My axe is old and made of rusted iron.”

The old man was moved by the logger’s honesty. He decided to reward the logger by giving him all three axes. The unexpected present made the logger rich, and he lived

comfortably for the rest of his days.

In a nearby village, another logger, one who was not so honest, heard what had happened. The greedy logger hurried over to the honest logger and asked him for details.

Honesty is the Best Policy

The greedy logger then decided that he would do the same: go to the mountain, find the same pond, pretend to lose his axe and ask the bearded old man for the gold and silver axes. He did just that. When he dropped his axe into the lake, the water grumbled and parted violently, revealing the old man with a white beard.

“Who are you and why are you fretting about my lake?” the old man demanded, his voice booming as majestically as ever.

“I lost my axe in the water,” the greedy logger replied.

The old man disappeared into the water and resurfaced with the gold and silver axes.

“Is this your axe?” the old man asked, holding out the gold axe.

“Yes! That’s mine,” the greedy logger replied.

“Is this your axe too, then?” the old man asked, holding out the silver axe.

“Yes, that one’s mine too,” the greedy logger replied.

Infuriated with the greedy logger’s lies, the old man disappeared into the water, leaving the greedy logger nothing, not even the old, rusty axe with which he arrived.

A Message without Borders

This story is descended from a tale in Aesop’s Fables, “The Honest Woodman,” though scholars are unsure of the specific time when it arrived in Korea. Some versions present the two loggers as brothers, one greedy and one honest, but the moral of the story is always the same: Don’t seek more than what is rightfully yours, or you might lose what you already have.

Ramyeon

Written by Shin Yesol

Photographed by Park Sang-guk

Koreans love instant noodles, or *ramyeon*. You can find it everywhere—in supermarkets, at streetside stalls, at hole-in-the-wall shops, at specialty restaurants and even at the tops of mountains. While often served as a stand-alone dish, instant noodles are frequently used as an ingredient in other dishes, such as stews like *budaejjigae* and *kimchijjigae*.

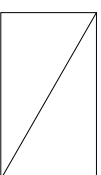
There are dozens of instant noodle brands, although the favorite is far and away Nong Shim's Shin Ramyeon, loved for its spicy seasoning. It's an international hit, too, exported to more than 80 nations worldwide. Instant noodles also comes in many forms. There's the classic noodle soup, noodles in Chinese black bean sauce, "spaghetti noodles," noodles served in a cup and many more.



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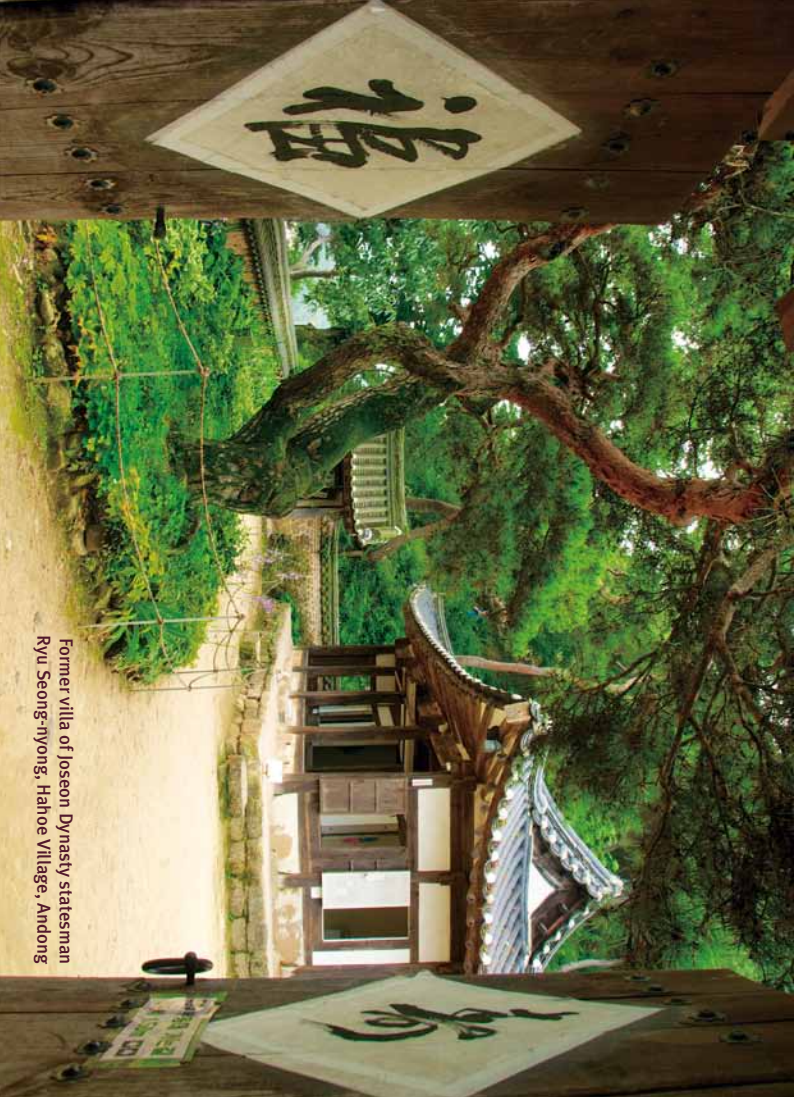
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It's on the kitchen table.



01 치엔 씨, 뭘 찾고 있어요?
Chien ssi, mwol chatgoisseoyo?

What are you looking for, Chien?

02 수진 씨, 제 휴대전화 못 봤어요?
휴대전화를 잃어버렸어요.

*Sujin ssi, je hyudaejeonhwa mot bwasseoyo?
hyudaejeonhwareul ireobeoryeosseoyo.*

Sujin, have you seen my mobile phone? I lost it.

03 아, 그 검은색 휴대전화요?
식탁 위에 놓여 있었어요.

*a, geu geomeunsaek hyudaejeonhwayo?
siktak wie noyeo isseosseoyo.*

Ah, you mean the black mobile phone? It's on the kitchen table.

04 그래요? 정말 고마워요, 수진 씨.
geuraeyo? jeongmal gomawoyo, Sujin ssi.

Really? Thanks so much, Sujin.

Let's practice!

Look at the following picture and describe it in Korean.
You can refer to the vocabulary provided in "보기."

보기

놓이다 <i>noida</i>	앉다 <i>anda</i>	서다 <i>seoda</i>
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① 식당에 식탁이 (놓여 있어요.)
sikdang-e siktagi (noyeo isseoyo)
The table is (placed) in the restaurant.

③ 의자에 손님들이 ()
uija-e sonnimdeuri ()
The customers () on the chair.

② 의자도 ()
ujjado ()
There's a chair (), too.

④ 종업원들은 ()
jong-eobwondeureun ()
The employees ()

answer

② 놓여 있어요
noyeo isseoyo
placed there

③ 앉아 있어요.
anja isseoyo
are sitting

④ 서 있어요
seo isseoyo
are standing

-아/어 있다

The pattern '-아/어 있다' is added to intransitive verb stems to indicate that the action is currently taking place, '-아 있다' is used if the final vowel of the verb stem ends in 'ㅏ' or 'ㅓ' and '-어 있다' is used for all other vowel endings. The ending '-아/어 있다' is used to indicate an action that took place at a certain time in the past and continued for some time.

basic form	-아/어 있다 form
앉다 <i>anda</i> to sit	앉아 있다 <i>anja itda</i> to be sitting
서다 <i>seoda</i> to stand	서 있다 <i>seo itda</i> to be standing
놓이다 <i>noida</i> to place (upon/on)	놓여 있다 <i>noyeo itda</i> to lie (upon/on)/ to be placed (upon/on)
입다 <i>ipda</i> to wear	입어 있다 (X) <i>ibeo itda</i> '입다' is transitive verb