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KOREA

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Beauty from the East

Why is the world captivated by Korean beauty?

Travel Once Upon a Time in the West, Seochon
Special Issue Google Campus Seoul





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Beauty from the East

Why is the world captivated by Korean beauty?

WRITTEN BY LEE MIN-JEONG VENUE FOR COVER PHOTOGRAPH PROVIDED BY RENAISSANCE SEOUL HOTEL



After searching for a cosmetics brand with asound philosophy, the trend-setting clothing brand Opening Ceremony proposed to the Korean cosmetics brand Dr. Jart to collaborate on its latest collection.

On February 16, 2015, backstage at the contemporary fashion brand Opening Ceremony's collection at New York Fashion Week, the logo of the cosmetics company Dr. Jart was everywhere. In preparation for its New York show, the trend-setting clothing brand had proposed a collaboration with the Korean makeup brand, which had been selling its products in the U.S. for four years. The result was fantastic. Opening Ceremony presented a phenomenal show and Dr. Jart enjoyed great publicity.

Earlier in 2013, global cosmetics retailer Sephora proposed that Belif, another Korean cosmetics brand, supply its products to its stores. Belif accepted the



A beauty journalist looks at Belif products at a Sephora store in the U.S.

proposal and in just a month The True Cream Aqua Bomb was ranked 12th out of 387 products in the facial cream category.

The frenzy over Korean beauty products is no longer limited to popular shopping districts in Seoul. It's going global.

HISTORICAL STANDARDS OF BEAUTY

One cannot discuss the history of beauty without mentioning some historical characters. Cleopatra (69 B.C.-30 B.C.) took baths in donkey milk and fresh honey, while Marie Antoinette (1755-1793) bathed in a gold bathtub filled with champagne. The beauty secrets of Yang Guifei (719-756), one of the Four Beauties of ancient China, included massaging her face

with a mixture of apricot seed powder and musk and bathing in baby's urine for a "firmer" skin.

Korean historical records also yield many beauty secrets. According to the "History of the Three Kingdoms" (1145), a historical text about the Three Kingdoms of Korea (57 B.C.-A.D. 668), dancers in Goguryeo (37 B.C. - A.D. 668) applied red pigment to their foreheads, and tomb murals depict women with bold eyebrows. People took an increasing interest in beauty in Unified Silla (668-935) as a result of flourishing trade and exchange. Crystal-

adorned combs were particularly popular. Women loved the combs so much that King Heungdeok (r. 826-836) dictated the types of combs that women of different classes could use. In Goryeo (918-1392), women started wearing makeup that indicated their social rank. Professional women put oil on their hair, drew narrow, defined eyebrows and wore face powder. Housewives preferred the natural "barely there" look.

Makeup styles became simpler in Joseon (1392-1910). In keeping with concepts of Confucian values, people focused

on their inner beauty, so women only wore subtle makeup. Women of higher classes put on makeup when going outside or welcoming guests and used powder of a peachy hue to set themselves apart from professional entertainers, who used whiter powder.

Regardless of class or profession, everybody wanted to look more beautiful. The "Gyuhap Chongseo," an encyclopedia for women written in 1809 by the Realist Confucian scholar Lady Yi Bingheogak (1759-1824), includes recipes for cosmetics and ways to make one's hair darker. Other



These blue and white porcelain powder pots were used in Joseon (1392-1910). © Space C

Women of higher classes in Joseon times put on makeup when they were going outside or welcoming guests and used powder in peachy hue to set themselves apart from professional entertainers, who used whiter powder.



A poster of an exhibition on traditional Korean makeup held in Paris, France. © Space C



The Coreana Cosmetics Museum features a vast collection of 5,300 items to promote and preserve traditional Korean makeup culture.

Unlike in the West, where manufacturers focused on producing colorful makeup, Korean brands paid more attention to skincare products that improve complexion.

Caucasian models, women preferred wearing heavy makeup to make their facial features look “fuller.” In the 1980s and 1990s, women started focusing more on accentuating the uniqueness of their own features.

KOREAN MEDIA SPARKS CRAZE FOR ‘KOREAN BEAUTY’

People generally take cues for makeup styles from their favorite stars. It is not surprising, therefore, that the popularity of Korean pop culture and entertainment has spurred a huge rush for Korean beauty products. Famous actresses including Lee Yeong-ae, Choe Ji-u, Jeon Ji-hyeon and Song Hye-gyo, and pop girl groups including Girl’s Generation and Kara have become spokespeople for a range of cosmetics brands.

The common denominator among different brands is their emphasis on a flawless complexion. Skin care products are at the heart of the cosmetics market. Unlike in some markets where manufacturers

focus on producing colorful eye shadows or lipsticks, Korean brands focus more heavily on skin care products that improve the complexion. Light, natural makeup has now become a global preference. Across the world, BB creams (blemish balm creams), cushion compacts and sheet masks are the essential items for creating dewy, luminous skin.

An additional benefit of Korean makeup is its reasonable price. There are plenty of great sheet masks that cost only around USD 1 or 2, whereas an average sheet mask from other brands can cost USD 5 to 10. Because of the great deals, it is no longer unusual to see women buying baskets of beauty products in shopping districts across Seoul.

SATISFYING CUSTOMERS’ SOPHISTICATED TASTES

The Korean consumer has been renowned across the global beauty world for her sophistication, even before the popularity

historical records reveal that merchants sold cosmetics door-to-door during the reign of King Sukjong (r. 1674-1720), clear evidence that people put great effort into making themselves look beautiful and that a cosmetics industry was even then starting to form.

DEVELOPMENT OF THE BEAUTY INDUSTRY

The first mass-produced Korean beauty product was *Bakgabun*, a beauty powder trademarked in the 1910s. It was very popular for its excellent applicability and affordability, until people gradually stopped using it in the 1930s due to its high lead content. The next popular item was the facial cream *Dongdong Gurimu*. When World War II broke out with the Second

Sino-Japanese War (1937), beauty products in Korea became very hard to come by, as were everyday necessities. *Dongdong Gurimu* cream was a great option during this time because it didn’t come fully packaged. People could take the amount they needed in their own containers.

The beauty industry experienced a boom in the 1960s, and some 100 makeup manufacturers were established. The invention of foundation altered makeup styles as women increasingly showed natural skin color rather than putting on powder to achieve a porcelain look. In the 1970s, more and more women became interested in hair flips and colorful accessories. It was also during this time that Pomade, the first men’s beauty product, was introduced. Because many advertisements featured



Korea’s first mass-produced beauty product was *Bakgabun*. © Space C



Korean stars promote clear, radiant skin as spokespeople for cosmetics brands.



Hair stylist Hyun Tae was the first Asian stylist to lead a beauty masterclass at the L'Oréal Business Forum 2014. © Ra Beauty Core

of Korean pop culture triggered a huge rush for Korean beauty products. These women are very sensitive to the latest trends and do not hesitate to try new products as soon as they hit the market. They then share their reviews on social media or through blogs. In the reviews, not only do they rave about the products they love, but they also give constructive criticisms and comment on ways in which certain products could be improved. Cosmetics brand managers can hardly afford to ignore these reviews.

Amazingly, a new makeup style is invented nearly every month. According to a beauty editor from mainland China, “Korean beauty magazines introduce a new makeup style in every issue. A trend usually starts with the makeup routine of a celebrity. People soon start emulating the look. While doing so, they develop their own styles and share them online. This is how trends keep evolving in Korean beauty. You have no time to get bored with one style.”

Since some women take having radiant skin very seriously, they can use many different products, from cleansing products to sleeping packs, in their everyday skin care regimen. Megan McIntyre, the beauty director at the lifestyle website Refinery 29, says, “A typical Korean skin care regimen involves multiple products and multiple steps, usually somewhere between 10

and 17. It's not a chore for them, though. They view it as a ritual or a pampering experience.”

In recent years, makeup companies have been incorporating plants and vegetables into their products. For instance, rice, black beans, tomatoes, lotus seeds and plankton are used as ingredients in some moisturizers and creams. These grab the



Beauty-themed reality shows, such as “Get it Beauty,” are popular among the younger generation. © On Style

In recent years, beauty products have been incorporating plants and vegetables in their products.

attention of sophisticated customers and set certain beauty products apart from others on the global market.

EXPORTING ITS BEAUTY MODEL

According to the Korea Customs Service, beauty product exports grew six-fold over nine years, from USD 173 million in 2004 to just over USD 1 billion in 2013. In 2014, exports exceeded imports for the first time, with exports reaching USD 1.92 billion and imports amounting to USD 1.7 billion. There can be no doubt that beauty products are an important component of Korea's trade surplus.

In September 2014, The New York Times reported in an article titled “South Korea Exports Its Glow” that Korean beauty products are leading new trends across the globe. The article added that BB creams appealed the most to women in the U.S., highlighting the Korean brand Dr. Jart's success with its BB creams at Sephora in the U.S. in 2011. This, the paper continued, spawned major beauty companies, including L'Oréal, Smashbox, Clinique and Dior, to come up with their own versions and it opened the doors to the U.S. market for the Korean beauty industry.

In October 2014, a Forbes article titled “AmorePacific Sales Soar as Tourists Race to Jeju for Cosmetics” focused on Chinese women's passion for Korean beauty prod-



Male airline employees attend their company's “Mister Beauty” workshop. © Yonhap News

KOREAN BEAUTY PRODUCTS LOVED ACROSS THE WORLD

Sulwhasoo

First Care Activating Serum since it hit the market in 1997, over 20 million serums have been sold as of January 2015, with the cumulative sales amounting to KRW 1 trillion (approximately USD 900 million). A unique boosting serum containing medicinal herbs recorded in ancient documents, including White Lily and *Rehmannia*, it is popular in mainland China, Hong Kong, Singapore and the U.S.



BB Creams

Blemish balm creams were originally invented as a skin-rejuvenating product for people who underwent dermatological procedures. Later, it was further developed as a makeup product. Cosmetics firm Hanskin's BB cream was the first product to be popularized, in 2006. Today, it is a must-have beauty item for women around the world. In addition to BB creams, most women in Korea love CC creams (color correcting creams).



Air Cushion Compacts

This innovative product includes UV protection, whitening, lifting and pore control. The first of its kind, the cosmetic brand IOPE's Air Cushion, was released in March 2008. As of 2014, the company's air cushion sales reached KRW 200 billion (approximately USD 180 million).



Sheet Masks

Easy and convenient to use, sheet masks are popular because users can choose different products for different needs, including hydration, whitening and cooling. The sheets come in various types. The most common type is fabric, and more expensive products use hydro gel and bio cellulose.





Using natural ingredients native to Korea, such as red rice and brown pine needles, is a recent trend in Korean skincare products. © Hanyul

ucts. A couple of decades ago, Jeju Island was merely a honeymoon spot for Korean newlyweds. These days, it welcomes nearly 2.3 million mainland Chinese tourists a year. These tourists come to Jeju for the fresh air, volcanic peaks, scenic waterfalls, a local delicacy of black pork, and, most importantly, the duty-free shops. According to the article, each Chinese tourist spends about USD 2,000 on the island, and shopping makes up the largest chunk of this. The magazine also noted that most sales

clerks at the duty-free shops speak, read and write Mandarin, which helps cosmetic brands boost their sales.

A NEW BEAUTY STANDARD

Women in their 20s and 30s catch up with changing trends and devote a considerable amount of time to taking care of themselves. This helped the beauty industry to rapidly develop and to promote “Asian beauty” throughout the beauty and fashion industries around the world. Today, Korean

fashion models such as Hye Park, Kim Seong-hui, Choe So-ra and Park Ji-hye are often seen walking down the runway at fashion shows in Paris, Milan and New York. Makeup artists including Jung Saem-mool, Lee Kyung-min and Cho Seong-ah are popularizing beauty products with their own brands.

The popularity of the beauty industry has also affected the wedding and medical industries. In Seoul and Jeju Island, it is easy to spot young Chinese couples taking their wedding photographs at tourist attractions, and medical tourism is booming. According to the Ministry of Health and Welfare, the number of non-Korean patients has been growing at an average annual rate of 36.9% since 2009. That’s when the industry began to push medical services to non-Korean patients in earnest, highlighting the highly-trained medical practitioners and great advances in technology.



More Korean models are seen on the runway of world-renowned fashion designers than ten years ago.

INTERVIEW

The Secret to Beauty Lies in the Past

Curator Lee Ji-sun of the Coreana Cosmetics Museum shares the practices of traditional Korean beauty with the world.

INTERVIEWED BY CHUNG DA-YOUNG PHOTOGRAPHED BY LEE JAE-HEE

The current popularity of Korean makeup methods and cosmetic brands that can be seen globally is largely triggered by Hallyu celebrities. Fans of Korean pop culture became influenced by the Korean cosmetics and makeup styles used by movie stars and singers and naturally became fans of Korean makeup and styling. But the message of Korean beauty has been spreading steadily, long before the Hallyu popularity, through the works of a private institution.

“We work to preserve and promote the Korean traditional beauty methods and antiquities through museum exhibitions and collaborations with other cultural organizations within Korea and overseas in Europe and Japan,” says Curator Lee Ji-sun of the Coreana Cosmetics Museum in Seoul. The museum is the largest museum in Korea that is exclusively dedicated to cosmetics centered on the 53,000 pieces collected by Yu Sang-ok, museum director and chairman of Coreana Cosmetics company.

The museum houses makeup tools and beauty antiquities that dates back as far as to the 9th century. It is an interesting phenomenon to see that Korean beauty practice, that has a long history of hundreds of years, is today’s international look. To this, Lee says, “I think it is the desire to have the natural beauty that Korean women have. It

is the subtle and almost ‘bare look’ of the makeup style that is different from the artificial coloring method that they are used to.”

In traditional Korean society, makeup was broadly defined as care not only for external purposes but also internally. Koreans in the past believed that one’s appearance is a reflection of their inner self. “‘Natural’ or ‘nature-like’ makeup practice has always been the essence of our beauty concept. Appearing natural meant using natural elements to become beautiful but it also meant bringing out one’s innate inner beauty,” explains Lee. Women in Joseon times made lotion and ointments from fruit

essence and oil extracted from seeds. Fine rice powder was used to whiten the skin. Spending hours to make each makeup from natural ingredients was part of the process to enrich that inner beauty. These natural ingredients are still used in Korean cosmetics production today.

“It is exciting and fulfilling to see that the world recognizes and practices Korean beauty,” says Lee. “I believe that the popularity of Korean beauty will continue to grow internationally. I will continue to work through the museum to study and promote traditional Korean makeup and the practice of natural beauty and share this with the world.” ◀





Hanbok Designer Lee Young-hee

Globalizing Korea's traditional Hanbok clothing

WRITTEN BY KIM HYEON-TAE PHOTOGRAPHED BY HONG HA-YAN

Lee Young-hee remembers 1993 when she presented her collection at Prêt-à-Porter Paris for the first time. "People were talking about me. They said I would be lucky if I didn't make a fool of myself. Most people were skeptical about a designer of traditional Hanbok clothing managing to find success in Paris, the fashion capital of the world," recalls Lee.

To the surprise of many, Lee's collection received an outpouring of praise from the press after the show. Laurence Benaim, a fashion reporter for French newspaper *Le Monde* at the time, called Lee's dresses "clothes of the wind" because of the long, floaty skirts.

Lee's pieces in the collection did not include the long-sleeved top (*jeogori*). "Most people in Paris had never seen traditional Hanbok, so they didn't know that it is a two-piece garment with a floor-length skirt (*chima*) and a top. Although my pieces were not in the traditional style, people accepted them as beautiful evening gowns because they didn't have any stereotypes about traditional Korean garments," says Lee of her experiences with her first Paris collection.

NO LONGER CALLED "KOREAN KIMONO"

When she returned home after her success in Paris, Lee faced rather harsh criticism, especially from traditionalists. "They told me that I had ruined the tradition of Hanbok. They didn't understand that I participated in a Prêt-à-Porter show, not a Hanbok fashion show. My job was to present variations of this traditional clothing," says Lee.

Through the collections she presented abroad, she has actively promoted the beauty of traditional Hanbok clothing. Since the 1980s, Lee has worked hard to present her collection in Paris, with famous designers such as Issey Miyake, Kenzo and Rei Kawakubo helping her finance her projects. Thanks to her efforts and unwavering passion, Hanbok is no longer regarded as "Korean kimono" in the fash-

ion world. It has found its own unique place in global fashion.

"Putting out a collection is very expensive, but I chose to invest the money I made from making Hanbok into promoting it globally," says Lee. Her sense of responsibility for her vocation comes before commercial success. While working on her projects in Paris, Lee strived to make Hanbok more than just a traditional garment from Asia. She wanted it to be wearable and desirable

Lee Young-hee hopes to make Hanbok a brand in and of itself based on her new interpretations of the traditional garment, ready for the world to wear.



Lee Young-hee presents her collection at the Paris Haute Couture Fashion Week 2013.

by the public all over the world.

"I was grateful for the warm reception in my 1993 show. Afterward, I opened a small boutique near the Champs-Élysées. Parisians loved my dresses, and the shop became known as one of the prettiest stores in Paris. Some guests even told me that they take a detour by my shop just to see my dresses in the show window," recalls Lee.

In 2000, Lee presented a fashion show at Carnegie Hall in New York and in 2004 founded the Lee Young-hee Museum of Korean Culture on the city's 32nd Street. In 2007, she donated some dozen dresses to the Korea Gallery at the Smithsonian Institution's National Museum of Natural History. In 2010, she became the first Hanbok designer to participate in the Paris Haute Couture Fashion Week in 2010. All in all, Lee made history.

40 YEARS WITH HANBOK

Lee, now 79 years old, was a housewife until she was 40. Embarking on a completely new journey at age 40 must have been difficult, but Lee feels that it was only natural. "I grew up seeing my mother in beautiful Hanbok dresses. She was very fashionable. I think making Hanbok came to me naturally because of my mother's influence," says Lee.

Throughout her 39 years as a Hanbok designer, Lee has designed not only the dresses in her collections, but also modern Hanbok clothing, costumes for musicals and operas and even uniforms. All of Lee's works will be on display at an exhibition at the Dongdaemun Design Plaza in Seoul this September. "I'm focusing all my energy on the exhibition because it will mean a new beginning for me. Since my first Paris collection, I have concentrated on making Western-style garments based on the traditional design of Hanbok. They were statement dresses and formal gowns. Now, I'm planning to focus more on making Hanbok dresses that people can wear every day," says Lee with enthusiasm. ❧



Hur Young-man Cartoonist for Half a Century

He has been drawing cartoons for 50 years and is still one of the greatest cartoonists of our times.

WRITTEN BY CHUNG DA-YOUNG PHOTOGRAPHED BY HONG HA-YAN

The exhibit “Hur Young-man - The Secret of Creations” opens in a room lined with hundreds of first edition comic books and graphic novels organized in chronological order. Visitors are amazed that one artist could have created such an enormous oeuvre. They are again fascinated by the quantity and variety of the works on display.

Throughout the exhibit are draft sketches of characters and cartoons, props used in the film adaptations of the artist’s most popular pieces and pictures of “food tours” that were based on the graphic novels “Le Grand Chef,” a series about Korean cuisine. What began as a comic book story transformed into new industries of film, television and video games, where fans can experience the stories, characters and their favorite worlds through media beyond the printed page.

A STORY FOR EVERY READER

Hur Young-man made his official debut as a professional cartoonist in 1974, but he has been drawing cartoons for 50 years. He began his career as an apprentice for eight years under cartoonists such as Lee Hyang-won. Hur made his debut at the Youth Korea Times New Cartoonist Contest with his work “The Way Home.” It is an animal adventure story about a small boy, Timmy, who becomes separated from his parents while on vacation, but finds his way home with the help of his trusty dog, Sam.

His second piece, “Bride Mask,” released the same year, marked the beginning of his uninterrupted string of successes. His 215 different titles cover a wide range of subjects, including boxing, baseball, politics, food, gambling, science fiction, historical figures, coffee and much more. Out of these, nearly 30 works have been adapted as movies, television series, animated films and video games. He draws inspiration from such a vast pool that no



“Bride Mask” (1974) was Hur’s first hit. (left)

“The 7th Team” is a baseball comic about a gorilla becoming a baseball superstar. (right)

two pieces cover the same topic. Perhaps this is why his works attract readers of all ages.

One of his most popular graphic novels, “Tazza” (2000), is a series about gamblers set in a tumultuous period of contemporary Korean history. The popular comic was made into two movies and later aired as a television series. He was inspired to work on this piece after meeting three retired gamblers who were active in the gambling world in the 1960s. The story not only deals with gambling but touches on social issues, such as economic development after independence, chaos and desire in the age of urbanization and human psychology.

Hur’s talent to create works that are simultaneously entertaining and yet insightful to current readers is what sets him apart. He did a great deal of field and library research, interviews with experts and fact-checking. He created another one of his most-popular pieces, “Le Grand Chef” (2003), after six years of planning and visiting different towns and regions all over the country every month. This piece has been reprised as a movie and a television series.

THE EVER EVOLVING CARTOONIST

After Hur’s profound impact on contemporary society, it is no surprise that he has become the first ever cartoonist to have his own exhibit, which can now be seen at the Seoul Arts Center until July 19. It focuses on the history of the artist’s life’s work as well as the transformation it has undergone through various pop culture media. Hur’s work can be seen in its original form along with sculptures, videos and architectural displays. Six curators planned the exhibit over two years and scanned 150,000 drawings that are used throughout the exhibit.

A tireless artist, he is also a teacher to young aspiring cartoonists who study under him for several years. Over 60 apprentices have trained under him, including famous cartoonists such as Yoon Tae-ho, the creator of “Moss,” which has become a feature film, and “Mis-aeng,” which has become a popular TV series.

Hur is presently working on a new cartoon serial about coffee. He shadowed a barista, working in his coffee shop for months before releasing the first issue.

He tells us that his favorite phrase is, “Even today, I am still evolving.” This is why we still look forward to the next masterpiece from this 69-year-old cartoonist. ❏

Once Upon a Time in the West

The past and the present come together in Seochon.

WRITTEN BY KIM NAE-ON PHOTOGRAPHED BY MOON DUK-KWAN



Inwangsan Mountain can be seen over a cluster of traditional Hanok homes and modern-style houses in Seochon.



Seochon is untouched by modernization. Traditional hanok homes and Western-style houses co-exist, creating this welcoming neighborhood.

Translated as the “Village to the West,” Seochon is an old neighborhood to the west of Gyeongbokgung Palace in central Seoul. Stretching from the west gate of the palace to the foot of Inwangsan Mountain, the area covers some 15 smaller neighborhoods, including Tongui-dong, Ogin-dong and Hyoja-dong. The area does not have any readily-noticeable landmarks or tourist attractions, but there is certainly more to

Seochon than meets the eye. Old houses and mom-and-pop stores exist in harmony with the newer coffee shops, restaurants and art galleries along the alleyways that crisscross the neighborhood. Strolling along the narrow alleys, you can visit Boan Yeogwan, an 80-year-old inn that has been turned into an art gallery, Daeo Seojeom, the oldest second-hand bookstore in Seoul, and Noshi, a modern-style traditional brass

tableware store and café.

Seochon has always been a community for artists. Joseon artists Jeong Seon (1676-1759) and Kim Jeong-hui (1786-1856) lived and worked in Seochon. Later, the area was the home to painter Lee Jung-seop (1916-1956), poet Yun Dong-ju (1917-1945) and novelist Yeom Sang-seop (1897-1963). Jeong Seon’s painting of Inwangsan Mountain is a remarkable piece

that captures the grandeur of the rough, rocky mountain that looks down on Seochon. The house and studio of the landscape painter Lee Sang-beom (1897-1972), now designated as a cultural heritage site, and the house of the writer Yi Sang (1910-1937), used today as an art gallery, bear testimony to just how rich the area's artistic heritage is.

HANOK VILLAGE

The cluster of traditional Hanok homes in Seochon is one of the few places where numerous traditional houses still remain in Seoul, alongside the famous Hanok village in the neighboring Bukchon neighborhood. Most Hanok homes in Seochon were built in a modified style during a major housing project in the 1910s. If the houses in Bukchon are classic and elegant,

the ones in Seochon look more down-to-earth. Some of these old houses are now art galleries or bed-and-breakfasts. In the quirky web of old houses, you can find the site where the country's tallest lacebark pine tree once stood. With a height of 16 meters and a girth of five meters, the tree was designated as a natural monument in 1962 for its size and beauty. Sadly, it was flattened by a huge typhoon in July 1990. Only the stump of the tree remains.

PARK NO-SU'S HOUSE

Painter Park No-su (1927-2013) lived in his Seochon home from 1972 to 2011. After he passed away, the house was turned into a gallery of pieces that Park painted himself or collected throughout his life. The house was built out of wood and brick, and trees that have stood for over 50 years

still stand in the front garden. Visitors can comfortably walk around the home while enjoying the artworks on exhibit in each room. Visitors are advised to walk the narrow trail around the house and savor the view over the tiled roof. The house is located at 168-2 Ogin-dong, Jongno-gu, Seoul.

TONGIN MARKET

A famous symbol of Seochon, the Tongin Market formed spontaneously in 1941 and only became the market we see today after the Korean War (1950-1953). It is mainly known for its lunch café program, which started in 2012. Visitors can pick up a food tray at the main entrance and pick side dishes from any store that participates in the program. What is unique about this program is that you do not use money to



The locals in Seochon work hard to preserve old, small shops and Hanok houses in their neighborhood.



A short hike towards Inwangsan Mountain will lead you to the Suseong-dong Stream.



The Tongin Market is filled with stores that sell delicious food.



Bistro Chinchin's fried squid.

WHAT TO EAT There are plenty of great restaurants in Seochon. At the Bistro Chin Chin restaurant (Tel: 02-720-6143; 164-8 Hyoja-dong, Jongno-gu, Seoul), you can enjoy Italian cuisine cooked with fresh ingredients from Gangwon-do Province, from where the chef hails. Yeon Yiyagi (Tel: 02-3446-7369; 53-30 Pirun-daero, Jongno-gu, Seoul) cooks rice in lotus leaves that are grown in Hamyang, Gyeongsangnam-do Province. Namdo Bunsik (Tel: 02-723-7775; 52 Nusang-dong, Jongno-gu, Seoul) is one of the most popular restaurants in the area. Everyone's favorite is fried squid in fresh lettuce.

WHERE TO STAY If you want to have a complete Seochon experience, traditional Hanok bed-and-breakfasts are for you. Seoninjae, located near Songgwangsa Temple, makes visitors feel right at home with its classic interior. It serves breakfast for KRW 10,000 (approximately USD 9), and the menu includes dried pollack soup, rice cooked in lotus leaves with side dishes, and bibimbap. Siuru is another Hanok bed-and-breakfast, built in 1961.

GETTING THERE Get off at Gyeongbokgung Station on Subway Line 3. Exit No. 2 will lead you to Jahamun-ro, and Exit No. 1 leads to Sajik-ro. To visit the boutique shops and cafés, walk about 200 meters along Jahamun-ro and enter the back alley by the Woori Bank branch. The alleyway is lined with dozens of small shops and stretches for about 1 kilometer to the Suseong-dong Stream at the foot of Inwangsan Mountain.



pay for the food but instead brass coins, called *yeopjeon*, which represent actual currency from the olden days. Note that the lunch café is closed every Monday and every third Sunday of the month.

Another must-try specialty at Tongin Market is stir-fried rice cakes in sweet hot sauce (*gireum tteokbokki*).

SAJIK PARK

Seochon was the backdrop to several films, including "Architecture 101," (2012) "Love Fiction" (2012) and "Nobody's Daughter Haewon" (2013). In one scene from "Nobody's Daughter Haewon," the main characters walk along Sajik Park on a rainy day. The director of the film, Hong Sang-su, picked the park for the scene because, "It is well-preserved and it feels just like the 1970s and 1980s."

The name of the park comes from the Sajikdan, an altar to the deities built in 1395 that sits in the center of the park. Rites praying for a good harvest were regularly held there. The area around the Sajikdan was recognized as a park in 1922. ◀

Breaking the Waves

Yun Sang-hyun, a 17-year-old wakeboarder is making his mark on the international scene.

WRITTEN BY CHEONG KYU-YOUNG PHOTOGRAPHED BY RED BULL KOREA



Wakeboarders cut the wake at high speeds to perform challenging tricks.

Wakeboarding is one of the fastest-growing water sports today. It dates back only a few decades. It began with surfers being towed by a rope behind a boat. Surfers could enjoy a surfing-like activity even on days when there were no waves by riding on the boat's wake. The wake was, of course, no comparison to the massive ocean waves, but it was possible for riders to perform dynamic tricks using the wake as a launch ramp.

Wakeboarding was originally called skiboarding. The World Skiboard Association was founded in 1989, and the first world skiboard championships were held that year on the Wailua River on the island of Kauai in Hawaii. The term wakeboarding came into vogue a couple of years later. Today, over 200 wakeboard associations across the world organize wakeboarding events throughout the year. Professional riders are constantly inventing new tricks and honing their skills. Asia's champion of this rising sport is 17-year-old Yun Sang-hyun.



Yun Sang-hyun came in fifth at the 2015 IWWF World Cup.

RISE TO PROMINENCE

Yun had his first wakeboarding experience at the age of nine at his father's water sports resort. Growing up watching wakeboarders, he was soon captivated by the sport when he saw them perform tricks and jumps. When he was only a fifth grader, Yun

successfully landed a flip on his first try after learning the trick from just watching videos. Park Seong-jun, the coach of the national wakeboarding team, happened to see him at that very moment, and he suggested that Yun participate in competitions.

Yun won several junior championships at home and abroad. In 2013, he joined the national team and secured a sponsor. Yun then quickly rose to prominence on the wakeboard scene. After winning the title at Korea's second waterski and wakeboard championships, Yun went on to win the 2014 International Waterski and Wakeboard Federation (IWWF) Asian Waterski and Wakeboard Championships in Jakarta. In November 2014, he competed in the Asian Beach Games in Phuket, Thailand, and won one gold medal, two silver medals and one bronze medal. He was the only rider to win a medal in all wakeboard events.

Yun performed well in larger competitions, too. In December 2014, Yun finished fourth at the World Wakeboard Association (WWA) Wake Park World Series. He came in fifth at the 2015 IWWF World Cup in March. Performing better than any Korean wakeboarder ever has, Yun made his name on the international scene. Experts say that it is rare to see a rider who possesses great skills in both cable riding and boat riding. At 17 years of age, Yun is already making history in wakeboarding.

BECOMING A WORLD STAR

In Korea, internationally renowned athletes such as figure skater Kim Yuna, swimmer Park Tae-hwan and gymnast Son Yeon-jae have popularized their sports domestically. In an interview with a newspaper last year, Yun said, "I would like to make wakeboarding popular, just like Kim Yuna made figure skating popular."

In March, Yun scored 98.67 out of 100 in the men's wakeboard final at the Indonesia Open 2015. If he keeps up such great performances, he will be well on his way to becoming a celebrated athlete worthy of wide acclaim. ❧

"I'd like to become a world-renowned wakeboarder and make wakeboarding popular," says Yun.



Wakeboarding was one of the 26 sports that applied to become an official sport for the Tokyo 2020 Olympic Games, but it did not make it to the final list.



Beyond Pop Music

Indie rock and hip-hop artists expand their reach.

WRITTEN BY KIM NAE-ON

On the last Friday of every month, crowds of 20-somethings fill the Hongdae area, a popular shopping and nightlife district in Seoul, heading for the Live Club Day music festival. Some 30 indie bands covering genres from alternative rock to acoustic, electronic and jazz perform at ten different live music clubs and concert halls. One KRW 20,000 ticket (approximately USD 18) allows entry into all of the venues scattered around the neighborhood.

On May 29, 2015, Live Club Day ticket holders gathered at the KT&G Sang-

sang Madang concert hall to enjoy music by the Jeong Won-yeong band. Immediately after the performance they had to rush over to Club FF to see the next performance by The Monotones.

EXPRESSING THEIR INNER SELF

Most people associate modern Korean music with pop boy bands and girl groups that are trained by major entertainment agencies. While such pop groups may have a larger share of the spotlight, indie rock and hip-hop musicians have consistently

created music since at least the early 1990s. The lyrics in indie rock and hip-hop reflect the musicians' quest for identity and self-awareness, as well as social issues.

The 1970's-inspired band Jang Gi-ha and the Faces sing of the struggles of unemployed college graduates in their hit "Cheap Coffee." Using monotone rap and literary devices throughout the lyrics, the band's music challenges the fast-paced, success-obsessed lifestyle of Seoul's elite.

Another rocker, Hyukoh, became an icon for everyone in their 20s, with songs

about the unspoken pains of youth in his 2014 album "20."

Hip-hop act Beenzino created a sensation in 2012 when he released his album, "24:26" that included songs about his anxiety and frustrations between the ages 24 and 26.

BROADENING HORIZONS

Some indie bands and hip-hop artists are opening themselves to new possibilities by collaborating with pop singers and working on soundtracks for TV shows and films.

R&B vocalist Jeonggigo topped the charts throughout the first half of 2014 with his hit song, "Some," on which he collaborated with Soyu from the girl group Sistar. A smooth R&B song about a girl and a boy in the beginning stages of a relationship, "Some" won him the Song of the Year award and the Best Pop Song award at the Korean Music Awards in February 2015.

Another collaborative R&B song is "Just," between the two vocalists Crush and Zion.T. The song also enjoyed great popularity in the beginning of 2015. Several hip-hop artists exhibited their talents on the rap competition show, "Show Me the Money." In season three, underground rappers Dok2 and The Quiett proved their ability to shine on the big screen with poignant and witty rap. Throughout its three seasons, the talent show has discovered a



number of hidden jewels in the underground hip-hop scene and given them the opportunity to appeal to a wider audience.

Jang Gi-ha and the Faces participated in making the soundtrack for the hit 2012 film "Nameless Gangster: Rules of the Time."

Indie performer Tearliner broadened the horizons of indie rock by working as the musical director for several popular soap operas, including "The First Shop of Coffee Prince" and "Heart to Heart."

Other indie musicians are going

abroad to reach wider audiences. Hip-hop group Epik High and indie band Galaxy Express are just a few of the artists who performed at South by Southwest. In April, the French newspaper Liberation introduced Korean indie rock music in an article titled "Seoul Beyond K-pop," writing that, "Korean rock can be proud of having built a great reputation abroad in recent years." For music fans who want to venture beyond saccharine pop music, indie rock and hip-hop artists have great songs to add to their playlists. ❧

- 1 - Live Club Day, where clubbers can gain entry into multiple clubs with one ticket, takes place in Hongdae. ©duruduru amc
- 2 - The TV show "Show Me the Money" raised the general popularity of hip-hop. ©Mnet
- 3 - Visitors can check information on performances and purchase tickets at the XINDIE ticket lounge in Hongdae. ©Yonhap News





The entrance to Google Campus Seoul, a support center for startup companies. ©Yonhap News

Asia's Next Startup Hub

Google opens its first Asia campus in Seoul.

WRITTEN BY SEAN LIM

A new hive of entrepreneurial activity is teeming underground at one end of Seoul's metropolitan version of Silicon Valley in the trend-setting Gangnam district. Flanked by high towers housing some of Korea's most successful internet and technology companies, 'Tehran Valley' has earned itself a reputation for strategic location but also sky-high rents. For many new startups, especially entrepreneurs, trying to get a foothold in this neighborhood has

been a financial stretch, if not an impossibility. But earlier this May, Google Campus Seoul opened its doors to the Korean startup community. This 2,000 square meter subterranean offers free co-working space to entrepreneurs, eight dedicated offices to select startups and meeting rooms for rent on an as-needed basis.

Located on the underground level of the Autoway Tower, members of Campus Seoul don't have expansive city views of

Metropolitan Seoul. But with free wifi, a steady supply of caffeine from the café, and frequent workshops and seminars, there's plenty of stimulation to go around. Already 1,000 members from 28 countries have signed up via the Google Campus Seoul website.

WORLD'S THIRD AND ASIA'S FIRST

The seeds of the project were planted after a meeting between President Park Geun-

hye and Google CEO Larry Page in 2013. After a launch announcement in August 2014, nearly nine months later, Asia's first Google Campus was born. Google says it's investing in Korea's high-tech landscape. With Korea ranking among the top five countries that produce Android mobile apps, Google sees the nation as a fertile testing ground for future technologies. It also hopes Campus Seoul will be a platform for Korean companies to expand overseas and vice versa.

For President Park, who has led the government drive to seek out new growth engines for the Korean economy through startups and entrepreneurship, Google Campus Seoul represents hope for the nation's youth to found their own startups. At the opening ceremony, she pledged to 'develop Korea into the fastest growing global startup hub in the world and to support the privately led venture ecosystem.'

The impact of Google Campuses has already shown itself at the two other global locations that started before Seoul. In the three years of its existence, Campus London has brought in USD 110 million in investment and 1,800 jobs. Meanwhile, Campus Tel Aviv has created a funding partnership with Tel Aviv Angel Group. For the Ministry of Science, ICT and Future Planning (MSIP), it hopes Campus Seoul will help local startups attract investment by connecting them with businesses, accelerators and venture capital from around the world. The ministry has had a successful relationship already with Google. The two partnered on the global K-startup program for three years, which created 77 startups and over USD 23 million in funding.

A DAY IN THE LIFE AT GOOGLE CAMPUS SEOUL

Many members of Campus Seoul start their day at the on-site café for a cup of coffee or a snack. Then they head to the shared workspace, which is available on a first-come first-served basis or they can rent a desk that's assigned to them with the



President Park Geun-hye (right) and Karim Temsamani, head of Google Inc.'s Asia-Pacific region operations, at the opening ceremony of Google Campus Seoul. ©Yonhap News

As part of a hard day's work, developers can drop by the device room, where an array of android and iOS based devices are available to test-run apps and programs.

Christy Ana Taveras, CEO of Stay Hungry Marketing, hopes working out of Campus Seoul will help her connect with other aspiring entrepreneurs and learn the needs of the Korean startup community. As a recent Seoul transplant, she's working on branching out her California-based marketing firm to Korea with the aim of helping Korean companies reach global markets.

Taveras was impressed with the open and inviting layout of the campus with the 'Google fun and unique color' she expected. Moreover, she says the greatest contacts she's made so far were with the leaders of the campus and the helpful staff members. ◀

How to become a member of Google Campus Seoul

Membership to Campus Seoul is still open to the public. Entrepreneurs can sign up at www.campus.co/seoul

site's operator Maru180.

They may also peruse the schedule of events for that day to see if there are any speaker events, one-hour workshops or mentoring events. Often Google will bring its own employees and industry experts to engage in question and answer sessions with campus members. Classes can range from UX design to wine tasting. Mentoring and networking can happen formally or through casual interaction in the communal atmosphere.



Inside the campus are large and small meeting rooms, work space, a cafeteria, a nursing room, and a shower facility. ©Yonhap News

Shaved Ice, the Ultimate Dessert

Enjoy this sweet, icy treat any time, year round.

WRITTEN BY YOON SE-EUN PHOTOGRAPHED BY MOON DUK-KWAN

Search on Instagram for the hashtag #bingsu and you will see thousands of photos. Shaved ice has been everyone's favorite summer treat for a long time, but it has enjoyed new-found popularity over the past several years. It is traditionally served in a bowl with toppings such as sweet red beans, doughy rice cake, canned fruit and condensed milk. Various concoctions of this snowy dessert are now as essential on café menus as coffee itself, and new franchises specializing in shaved ice have sprung up everywhere. In popular shopping districts such as Hongdae and Garosu-gil, such cafés are easy to spot because of the customers lining up to get a seat inside. *Bingsu's* time has finally come.

A TRADITIONAL DESSERT WELCOMES NEW TWISTS

For a long time, the recipe for shaved ice remained the same. Shave some ice into a bowl and top it with sweet red beans, canned fruit, rice cake and condensed milk. In 2012, novelty cafés specializing in shaved ice started popping up in the Hongdae district of Seoul. These cafés use simpler, old-school recipes that offer a richer, healthier taste. Most importantly, they use frozen milk instead of plain ice and homegrown red beans freshly cooked in the shop. The owner cooks the red beans at Bingbingbing, one of the cafés. At Okrumong,



1

another one, the red beans are cooked in a traditional iron caldron. These hearty bowls of shaved ice, with not-too-sweet red beans, quickly gained popularity.

The southern city of Busan is another focal point in the shaved ice evolution. Seolbing opened its first shop in Nampodong in 2013 with shaved ice made from thinly sliced frozen milk, soybean powder and chewy rice cake. Afterward, it added more creative shaved ice options to the menu, such as mango shaved ice and blueberry shaved ice. In just a year, Seolbing opened some 490 stores nationwide with its thinly shaved frozen milk as its signature dessert. Jeong Seon-hui, the CEO of Seolbing, says that she wanted to make a truly "Korean" dessert that could appeal to everyone. The franchise opened its first store in mainland China in May and is planning to open new stores in Thailand and the U.S.

1 - A traditional version of shaved ice include sweet red beans, soybean powder and rice cakes over a bowl of shaved ice.

2 - Shaved ice is served in many cafés across Seoul. Popular shaved ice variations include green tea, milk and caramel.



2

COUNTLESS VARIATIONS

After witnessing the success of shaved ice cafés, corporate coffee franchises, such as Twosome Place and Caffé Bene, created their own renditions of shaved ice to be served all year round. More and more customers order the icy dessert instead of coffee, even in the middle of winter. In 2014, the domestic shaved ice market expanded to KRW 300 billion, approximately USD 270 million.

The rise in popularity of shaved ice can be explained primarily by the public's increasing demand for healthier dessert options. It also stirs up nostalgia with retro-style recipes, and is picture perfect for social media and blog posts.

Ever since shaved ice became the ultimate sweet for summer, competition has grown fierce. To appeal to more people, some establishments have modified shaved ice even further to suit different palates, while others have gone more high-end. Twosome Place invents creative shaved ice recipes every year, with cheesecake, milk tea and mojito-inspired juice. The JW Marriott Dongdaemun Square Seoul hotel has become famous for its luxury shaved ice that is topped with Dom Perignon sorbet. It is priced at KRW 80,000, approximately USD 72.

There seems to be no limit to what can be used as a shaved ice topping. Earl grey tea, persimmons and sweet potatoes are some of the newest additions to shaved ice recipes. While the competition among the makers may be tough, it is obvious that shaved ice fans will be able to enjoy their favorite sweet treat in ever more variations. ❏



President Park Geun-hye (right) and Uzbek President Islam Karimov held a bilateral summit at Cheong Wa Dae on May 28. They agreed to expand cooperation on transportation, logistics, ICT, diplomacy, social security and public order. © Cheong Wa Dae

President Islam Karimov and President Macky Sall's Visits to Korea

Korea to expand bilateral cooperation on developing transportation and logistics with Uzbekistan and investment in maritime and agriculture with Senegal.

EXCERPT FROM *KOREA.NET*

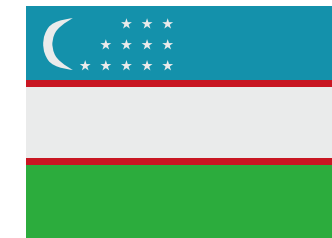
KOREA-UZBEKISTAN SUMMIT

Korea and Uzbekistan intend to expand bilateral cooperation on developing infrastructure, transportation, logistics and information and communications technology (ICT). President Park Geun-hye and Uzbek President Islam Karimov, in Korea for a state visit, held a bilateral summit meeting at Cheong Wa Dae on May 28. The two leaders welcomed the fact that the two nations' cooperation has expanded from energy and building infrastructure to include transportation, logistics and ICT. In addition, they appreciated that their strategic partnership has become more solid with the signing of memoranda of understanding (MOUs) that cover diplomacy, social security and public order.

President Park welcomed the fact that trade and investment between Korea and its biggest trading partner in the Central Asia, Uzbekistan, have been growing. The president then said that they will strive to have another successful example in the textile industry technology park to be built in Uzbekistan this year.

In response, President Karimov said there are nearly 900 projects worth USD 55 billion ongoing in his country as part of the five-year plan established earlier this year by the Uzbek government to build infrastructure and to modernize industry. The president hoped that Korean companies would be able to take part in these projects. In relation to that, the two leaders agreed to further discuss Korean companies' participation in constructing a new airport and building power plants in Turakurgan and Takhiatash, as well as a solar power plant in Samarkand.

In addition, the two leaders said that the Uzbek government has been successfully building online government services and that the two countries agreed to simplify medicine approval procedures, recognize license for medical professionals and expand cooperation on the defense industry. Acknowledging the need to expand exchanges between people, the two coun-



Uzbekistan

Capital	Tashkent
Language	Uzbek
Population	30.24 million (2013 estimate)
GDP	USD 68.2 billion; 66th (2015 estimate by the IMF)
Religion	Islam (90%), Russian Orthodox Christianity (5%) and other

The two countries concurred to increase exchanges between the next generation of leaders and public servants, and expand cooperation between universities in the two nations.

tries concurred to increase exchanges between the next generation of leaders and public servants, and expand cooperation between universities in the two nations to educate human resources in the high-tech industry.

As part of the bilateral summit, the two nations signed an MOU to implement the Methanol to Olefins project worth USD 4.5 billion. They also signed MOUs and agreements in relation to social security issues, recognizing drivers' licenses of the other nation, cooperation between foreign ministries and "root industries," which includes basic technologies for manufacturing, such as molding, welding and casting.

President Park asked for the Uzbek government's continued support for and cooperation on sending a message about the Korean government's efforts being made toward inter-Korea talks, working toward non-proliferation and restraining North Korea from making additional provocations. The president also explained the Korean government's Northeast Asia Peace and Cooperation Initiative, an effort to establish trust across the region. President Karimov expressed his firm support for the Korean government's policies and efforts.



Samarkand is noted for its central position on the Silk Road between China and the West. This historic town is home to major architectural monuments and World Heritage Sites including the Shakhzi-Zinda ensemble and Hazrat-Hizr Mosque.

KOREA-SENEGAL SUMMIT

President Park Geun-hye and Senegalese President Macky Sall held summit talks at Cheong Wa Dae on June 4. The two leaders agreed to encourage Korean companies to participate in the Senegal Emergent Plan (PSE), a comprehensive national development project worth USD 10.1 billion.

Senegal is an emerging country in Western Africa with developed logistics and transportation system as well as a strong communications infrastructure. To many Koreans, Senegal is well known as a country with a strong national soccer team. During the 2002 FIFA World Cup matches held in Korea and Japan, the Senegal national team surprised soccer fans by defeating the previous champion France 1-0 and advance to the Round of 16. Even in this round, Senegal defeated one of Europe's strongest team Sweden 2-1 and reached to the quarterfinals. The Organization for Economic Co-operation and Development (OECD) recognizes the country with high growth potential in areas of local logistics, tourism,



Senegal

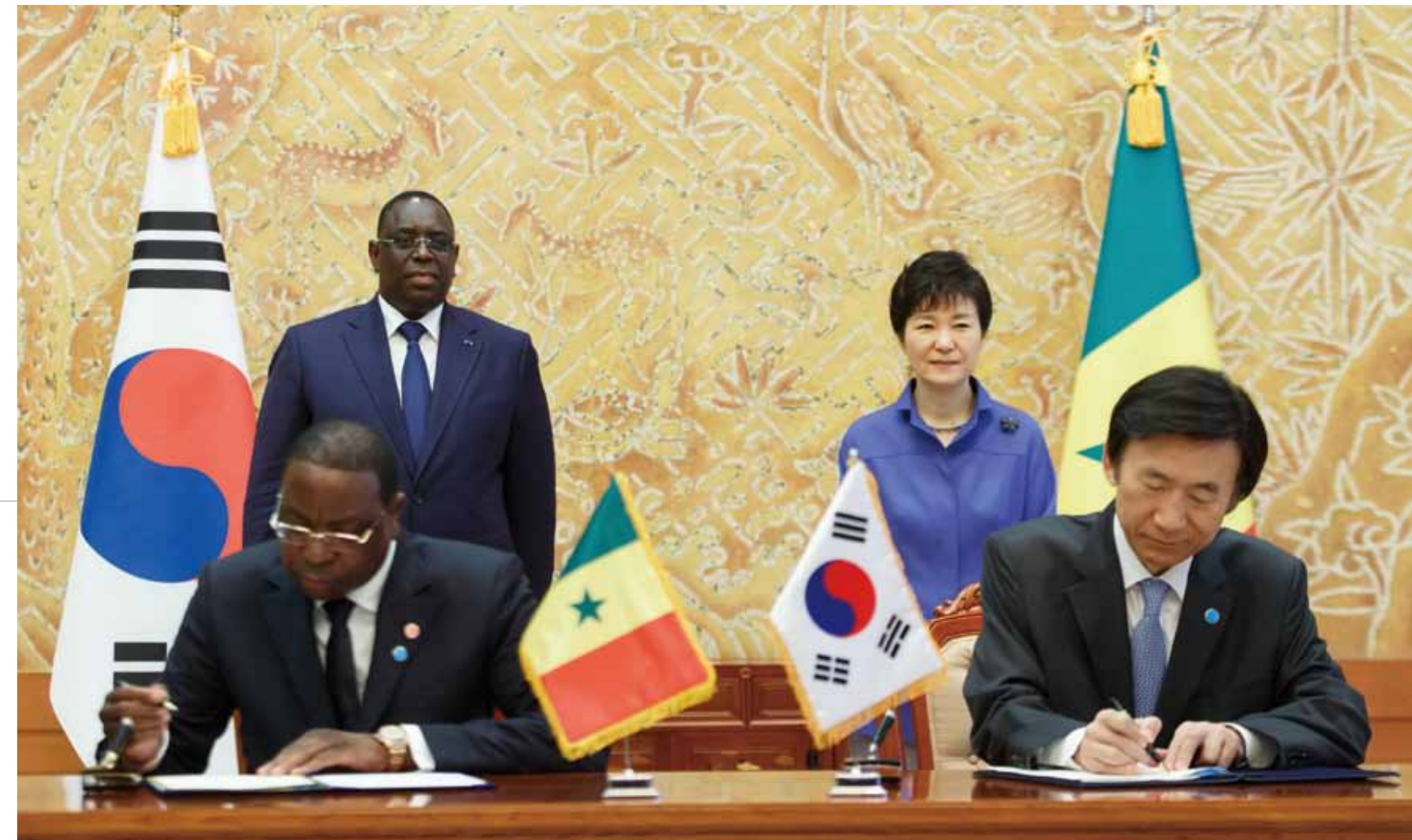
Capital	Dakar
Language	French
Population	14.13 million (2013 estimate)
GDP	USD 15.1 billion; 113th (2015 estimate by the IMF)
Religion	Islam (92%), Christianity (2%) and other

manufacture, and textiles. That is why the organization advised Senegal to expand its support on R&D, initiate systematic industrial policies, and construct industrial sites. President Sall's visit to Korea is part of his policy to meet these goals.

The PSE is a mid to long-term economic and social development plan established by President Sall in 2013. The Senegalese investment authority has selected 26 core projects in the areas of transportation infrastructure, energy, housing, education, farming and tourism, and is now pursuing them as public private partnership (PPP) projects.

Senegal asked Korean companies to take part in the second maritime infrastructure project worth USD 88 million, in addition to the first maritime project valued at USD 48.8 million. The Korean government supported the first project through its Economic Development Cooperation Fund (EDCF).

The two sides signed memoranda of understanding (MOU) agreeing to share



After the summit, ministers of the two nations signed MOUs covering cooperation on maritime and fisheries companies, trade, industry and investment. © Cheong Wa Dae



The Island of Saint-Louis, a former capital of West Africa, was added to UNESCO's World Heritage List in 2000.

The two sides signed memoranda of understanding agreeing to share information about and cooperate on maritime and fisheries businesses.

information about and cooperate on maritime and fisheries businesses. They also signed MOUs covering an expansion of Korean companies' participation in Senegal's projects to bring in investment, and on educating and training entrepreneurs in promising areas, including textiles, apparel and processing agricultural goods.

The two countries also signed MOUs to cooperate on trade, industry and investment. Under the MOUs, Korea agreed to transfer idle manufacturing facilities and technology to Senegal and to share Korea's experiences in developing free economic zones and nurturing small and medium-sized enterprises. They also agreed to cooperate on developing renewable energy and

mineral resources, as well as other energy and natural resources, and to send trade missions to each nation.

Finally, Korea agreed to help improve Senegal's agricultural productivity and to take part in the effort to develop plant species. Exporting agricultural machinery to Senegal was included in the agreement. As Senegal is aiming to become a rice producing country by 2017, the export of agricultural machinery and resource input are seen as a plus for both countries. Korea also agreed to share its experience with the New Village Movement, or Saemaul Undong, a series of rural development policies from the 1970s and 1980s. ◀



Korean Cultural Centers Worldwide

Introducing the 28 Korean Cultural Centers around the globe.

WRITTEN BY CHUNG DA-YOUNG

Teenagers in Astana, Kazakhstan meet in the Korean Cultural Center's (KCC) main hall to learn dance moves to the latest Korean pop songs. Thai performing arts producers and artists attend a forum at the KCC in Bangkok to meet with Korean producers, to network and to understand the performing arts industry in the two

countries. In Washington, D.C., 15 artists show their work at an art exhibit hosted by the KCC there. These are just some of the events that take place worldwide at Korean Cultural Centers.

The Korean Culture and Information Service (KOCIS) operates 28 Korean Cultural Centers in 24 countries. Established in

1971, it is a government agency under the Ministry of Culture, Sports and Tourism that promotes Korea overseas through cultural exchanges and by building relationships with non-Korean media and opinion leaders. To fulfill this objective, the 28 Korean Cultural Centers act as a direct bridge between Korea and their respective countries.

KOREAN LANGUAGE PROGRAM

One of the most important projects that the centers oversee is the promotion of the Korean language among non-Koreans. The centers work alongside the network of King Sejong Institutes worldwide to run Korean language schools. Classes are offered at different levels and focus on practical language skills and understanding the cultural context of certain grammar constructions. Students young and old build skills in speaking, reading, listening and writing. All the teachers are native Korean-speakers and have extensive experience in teaching both adults and youth.

Most classes are standardized, but they can be customized upon request. On May 18th, the KCC in Manila and Julio Amador from the Philippine foreign ministry signed a memorandum of understanding to conduct Korean language and history classes for ministry staff and researchers. Both parties hope the classes will help increase understanding of Korea within the Philippine government and strengthen diplomatic ties with Korea. The new students will attend the classes twice per week for two months.

The centers also host Korea-themed competitions. On May 30th, the KCC in Buenos Aires hosted the first of two rounds of the "2015 Quiz on Korea." The Argentine winners will have the chance to travel to Seoul with contestants from 21 other countries, including Denmark, Egypt and the Netherlands, to compete in the final rounds, co-hosted by the Korean Ministry of Foreign Affairs and KBS, a broadcaster. Over 100 Argentine participants enthusiastically competed on May 30th. They prepared for the event weeks beforehand, forming study groups and gathering information from the center's social media profiles. A total of 14 participants passed the first round after answering tricky questions on various topics, such as Korean history, economics, the arts and current affairs.

CULTURAL EXCHANGE PROGRAM

KOCIS headquarters and the 28 KCCs put great energy and resources into organizing overseas events about Korea and into promoting Korean arts, history and traditional values and morals. Various events take place year-round, including gallery exhibitions, performing arts concerts and film festivals. One of the exciting events hosted by the centers is a big get-together for artists and scholars from both Korea and the host country. They share their work and collaborate, ultimately to better understand each other's place in the world.

For example, a special photography exhibition was recently held at the Saad Zaghloul Cultural Center in downtown Cairo. The exhibition, "Tale of Two Cities," featured works by two young photographers, Nam Ji-woo from Korea and Eman Helal from Egypt. They visited each other's capitals and captured their impressions of the cities through the eyes of a visitor. The photographs, displayed together in one space, contrast the views of the cities as taken by photographers of different origins, languages, religions and societies. The exhibition was co-hosted by the KCC in Cairo and the Art Department at the Egyptian Cultural Ministry. It was the first cultural exchange program organized between the two countries.

CHILDREN'S EDUCATIONAL PROGRAM

Korean Cultural Centers are places to experience and enjoy Korean media and art, regardless of age. Events and classes for young children are especially popular as children can take part in after-school classes that use the Korean language and Korean arts and media to learn how to play various

- 1 - Students from a public school in Washington D.C. perform at the taekwondo graduation ceremony.
- 2 - Over 100 participants competed in the "2015 Quiz on Korea" held at the Center in Buenos Aires.



sports and games.

In April, the KCC in Abuja, Nigeria, organized an educational “play workshop” for children, “Let’s Play With Yoo!” The center invited Yoo Hong-young, stage director of performing arts at the National Theater of Korea and a long-time director of children’s plays, to lead the workshop. Yoo engaged the kids in exercises and games to stimulate their creativity and to release positive energy. The five-day workshop was attended by 20 students. It was a great success. It was well-received by the participants and parents alike, and the KCC has since received requests for more such events. The center plans to distribute video clips of the play workshop and other



The Korea-Egypt joint photography exhibit was the first cultural exchange program organized by the two countries.

resources to the Nigerian Ministry of Education and associated organizations to be used as references for children’s educational programs.

Since September 2014, the KCC in Washington, D.C., and the Taekwondo Promotion Foundation has offered after-school taekwondo classes at four public schools around the D.C. area. The classes aim to teach students the spirit of taekwondo and about Korean etiquette, language and society. In April, a taekwondo graduation ceremony was held at the Black Rock Center in Maryland where students performed their martial art routines and snapped wooden planks with their hands and feet. ❏



Nigerian children learned to play educational games and exercises at the “Let’s Play with Yoo!” event.

KOREAN CULTURAL CENTERS

[ASIA PACIFIC]

Astana, Kazakhstan

Add Imanova st., 13, Astana, Kazakhstan
Tel 7-7172-901-113~5
Web kaz.korean-culture.org

Bangkok, Thailand

Add 219/2 Sukhumvit Road, Klongteoy-Nue, Wattana, Bangkok 10110 Thailand
Tel 66-2-651-0165~8
Web thailand.korean-culture.org

Beijing, China

Add No.1 Guanghai Xili, Guanghai Road, Chaoyang District, Beijing, China
Tel 86-10-6501-6566
Web c.kocenter.cn

Hanoi, Vietnam

Add 49 Nguyen Du Street, Hai Ba Trung District, Hanoi, Vietnam
Tel 84-4-3944-5980~1
Web vietnam.korean-culture.org

Jakarta, Indonesia

Add Equity Tower 17th Fl. Jl.Jend.Sudirman, SCBD, Lot9, Jakarta, 12190
Tel 62-21-2903-5650
Web id.korean-culture.org/

Manila, Philippines

Add 2F Mancor Corporate Building, 32nd St. Bonifacio Global City, Taguig city 1634
Tel 63-2-555-1711
Web phil.korean-culture.org

Osaka, Japan

Add 4th FL. Mindan Bldg. 2-4-2 Nakazaki, Kita-ku, Osaka, Japan
Tel 81-6-6292-8760
Web www.k-culture.jp

Shanghai, China

Add Room 501, Huizhi Building, No.396 North Caoxi Rd. Shanghai, China
Tel 86-21-5108-3533
Web s.kocenter.cn

Sydney, Australia

Add 8th Floor, 32-36 Martin Place, Sydney
Tel 61-2-8267-3400
Web koreanculture.org.au

Tokyo, Japan

Add 4-4-10, Yotsuya, Shinzuku, Tokyo, Japan
Tel 81-3-3357-5970
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[AMERICAS]

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Add 5505 Wilshire Boulevard, Los Angeles, California 90036, U.S.A
Tel 1-323-936-7141
Web www.kccla.org

New York, U.S.A.

Add 460 Park Avenue 6th Fl New York, N.Y. 10022, U.S.A
Tel 1-212-759-9550/2
Web www.koreanculture.org

Washington D.C., U.S.A.

Add 2370 Massachusetts Avenue N.W. Washington, D.C. 20008, U.S.A
Tel 1-202-939-5683
Web www.koreaculturedc.org

Buenos Aires, Argentina

Add Coronel Diaz 2884, Cap.Fed. 1425, Buenos Aires, Argentina
Tel 54-11-4803-3167/1572
Web argentina.korean-culture.org

Mexico City, Mexico

Add Temistocles 122 esq. Horacio Col. Polanco Reforma C.P. 11550 Mexico, D.F. (Cerca de metro Polanco)
Tel 52-55-6284-3247
Web mexico.korean-culture.org

Sao Paulo, Brazil

Add Alameda Barros, 196 - Higienópolis, São Paulo, Brasil
Tel 55-11-2893-1098
Web brazil.korean-culture.org

[EUROPE/MIDDLE EAST/AFRICA]

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Wireless Charging

You will soon be able to charge your smartphone without a cable.

WRITTEN BY CHEONG KYU-YOUNG

Wireless technology is the essence of smartphones. It allows users to download files and to stream songs and videos onto their desktop or laptop computers without plugging in any cables. When it comes to charging, however, smartphones still require cables to connect to a power source. This leads to the inconvenience of having to take your charger cable with you everywhere you go and to repeatedly plug in and unplug your phone. How convenient would it be if you could charge your smart-

phone without a cable?

Wireless charging is already commonly used for smaller batteries, such as those in electric toothbrushes. Wirelessly charging larger batteries, such as those found in smartphones, is technically more challenging, but Samsung Electronics recently introduced wireless charging for one of its latest products, the Galaxy S6.

NO MORE PLUGGING IN

Wireless charging is done by either mag-

netic induction or magnetic resonance. Magnetic induction uses coils to transfer electricity within a certain distance from a charger to a phone. Magnetic resonance transfers power between two inductors that are tuned to the same natural resonant frequency over greater distances. Resonance charging better suits the definition of wireless charging because it does not require the charger and the phone to be in contact with each other, but it must be developed further for sufficient power to be trans-

ferred. Also, a controversy exists over the potential harmful effects associated with electromagnetic fields. Most wireless chargers on the market use inductive charging. Users simply need to place their phones on the charger, which is much more convenient than connecting the phone to a power source by cable.

In 2012, LG Electronics used wireless charging technology in its Optimus LTE2. It continued using the technology for later models, such as the Optimus G Pro, the G2 and the G Pro 2. Charging was still slightly inconvenient in that a particular flip cover was needed to actually use the wireless charging feature, but it was a great new technology that consumers had long anticipated.

Samsung Electronics produced its first wirelessly chargeable smartphone, the Galaxy S4, in 2013. However, the Galaxy S6 was the company's first product with the wireless charging coils built directly into the device. The phone charges much more quickly than earlier models. Samsung Electronics is currently promoting the wireless charging feature on its smartphones by making it more available. It has offered wireless chargers to some 200 stores across the country, including coffee shops, restaurants, hair salons and department stores. Samsung is even working together with Ikea to produce a wide range of furniture with built-in wireless chargers.



- 1 - SnailFix's Fix Station is both a smartphone charger and a holder.
- 2 - The Galaxy S6 can be charged up to 50% in 30 minutes using a wireless charger pad.
- 3 - Freedy's Wireless Charger 2 can charge two smartphones simultaneously: one wireless and the other with a cable.

In June, Kia Motors will release its newest sedan, the K5, with a wireless charger installed.

A SMARTER WORLD

Small businesses are also introducing wireless chargers onto the market. RFTech's Wireless Charging Pad and Freedy's Wireless Charger 2 are great alternatives for portable smartphone chargers. SnailFix's Fix Station comes with adhesives, which makes it an excellent option for the car. Partron's Croise is only compatible with the iPhone. Users can place the Croise patch on the back of their phone and place it on the charger.

The application of wireless charging technology goes beyond smartphones. The Apple Watch was designed specifically for wireless charging, and other wearable devices will soon employ wireless charging technology as they become more widely used. With innovative technologies making great strides, we might even some day be able to use wireless charging for electric cars. ■





This is Jeon Hyeong-pil in his forties.

Art Collector Jeon Hyeong-pil

He was a true guardian of cultural properties.

WRITTEN BY KIM HYEON-TAE PHOTOGRAPHED BY KANSONG ART AND CULTURE FOUNDATION

The world has seen great art collectors throughout history. The House of Medici inspired the Italian Renaissance. The Rockefeller family played a critical role in promoting modern art in the U.S. Charles Saatchi fostered the revival of British contemporary art.

Jeon Hyeong-pil (1906–1962), also known by his pen name “Kansong,” was more than just an art collector. He prevented Korea’s cultural heritage items from being looted during colonial times (1910–

1945). Jeon did not let his own artistic tastes dictate his decisions. He collected pieces that his own research had indicated were significant. Over the years, he assembled an extensive collection. The artworks included some of the finest works ever created in Korea, from the time of Korea’s Three Kingdoms period (57 B.C.–A.D. 668), through Joseon (1392–1910) and into modern times. The Kansong Art Museum, founded in 1938, houses enough pieces to thoroughly reveal the history of Korean art.

BECOMING A LEGENDARY COLLECTOR

Jeon Hyeong-pil was born on July 29, 1906, in a 99-room mansion in the Jongno-gu of Seoul. His family owned a giant rice farm and processing plant. His grandfather, his parents and his older brother had all passed away by the time he was 23, so he inherited his family’s entire fortune.

Jeon had great teachers and friends who became a sort of surrogate family to him. They helped him realize the impor-

tance of preserving cultural treasures. His circle included historian Park Jong-hwa, who was Jeon’s cousin, Ko Hui-dong, the first Korean painter of Western-style art, and O Se-chang, one of the best epigraphists and art connoisseurs of the time. They worked together with Jeon to prevent artworks from being taken out of the country during colonial times.

Jeon had a strong sense of determination and responsibility for his work. In 1935, Jeon purchased the *Cheongja Sanggam Unhangmun-maebyeong*, a piece of celadon porcelain and that is now National Treasure No. 68. He bought it from a collector named Maeda. When Jeon approached him

to purchase the porcelain, Maeda asked KRW 20,000 for it, which, in 1935, was enough to buy 20 houses in Seoul. Without hesitation, Jeon agreed and paid the full price. The porcelain was not simply a beautiful artifact, but also an important piece of cultural heritage.

Jeon showed his strong love for historical artifacts again in 1943. That year, he purchased the *Hunmin Jeongeum Haeryebon*, a book containing the explanations and examples of the native Korean Hangeul alphabet. Acknowledging the value of the document, he paid ten times more than what the seller was asking. It was a price worth paying. After acquiring the book,

Jeon always carried it with him and even slept with it under his pillow. He actually kept it on his person when he fled his home during the Korean War (1950–1953).

Jeon did not selfishly hoard the artifacts in his collection. In 1957, when people from Tongmungwan, an antique bookstore, came to Jeon to suggest creating a replica of the book for academic purposes, he agreed to share the book so that it could be photographed page by page. The *Hunmin Jeongeum Haeryebon* was designated as National Treasure No. 70 in December 1962 and was included on UNESCO’s Memory of the World Register in October 1997.

ESTABLISHING A PRIVATE MUSEUM

Jeon Hyeong-pil is commemorated for his efforts to protect cultural heritage at the Kansong Art Museum, the first private museum in Korea, established by Jeon himself. When the museum opens for exhibitions in May and October, it fills up with art lovers who want to enjoy their cultural heritage. The museum is one of the few in the world that is open free of charge. The collection at the Kansong Art Museum includes twelve national treasures and four cultural properties designated by the city of Seoul.

Although Jeon is well-known as an art collector, he also devoted his time and efforts to educating and serving those in need. He was a benefactor of a nursing home in his hometown. In 1945, after Korea was granted independence, he acquired the financially troubled Posung High School and served as its principal for a year. He understood that the true power of a nation is in well-educated people, not in weapons or wealth.

Jeon spent most of his life organizing the artifacts he had retrieved. Sadly, he could not save all of them during the Korean War. When the war ended, Jeon devoted himself to recollecting the lost pieces of his collection. He died on January 26, 1962, at the age of 56. ❧

Jeon Hyeong-pil was not an ordinary art collector. He had good knowledge of Asian and Western art, a critical eye for high-quality pieces and a strong sense of responsibility for preserving the nation’s cultural heritage.



The National Treasure No. 681, *Cheongja Sanggam Unhangmun-maebyeong* (left)
“Portrait of a Beauty” by late Joseon artist, Shin Yun-bok (right)



Kip Thorne, a renowned physicist and executive producer of the film "Interstellar," speaks about wormholes at the Seoul Digital Forum. ©SBS Seoul Digital Forum

Share Your Knowledge

International forums are great platforms for sharing knowledge and pursuing diplomacy.

WRITTEN BY KIM NAE-ON

On May 21, Scott Lamb, vice president of international programs at BuzzFeed, spoke at the Seoul Digital Forum, an international conference on media issues, hosted by the television station SBS. He spoke about the way in which BuzzFeed went beyond the conventional paradigm of media and became one of the major information providers in the world. Lamb said, "Buzzfeed is not a typical media company. It rather resembles a science lab. We hire smart, creative individuals and work

together freely." According to Lamb, the employees often gather in one place not to have a meeting but to have a collective brainstorming session. He attributed BuzzFeed's success to "the mullet strategy," in which the serious content is highlighted in the article to establish the company's reputation, while keeping a reserve of interesting content that people actually want to consume. Lamb offered many insights for those who are working toward greater efficiency in digital media.

Kip Thorne, a renowned physicist and executive producer of the film "Interstellar," spoke about space-time relativity. J.B. Straubel, co-founder and chief technology officer at Tesla Motors, shared an inspiring story about Tesla's energy innovations.

INVITING GLOBAL VISIONARIES

In May, scores of global visionaries visited Korea to participate in different international conferences. Horst Kohler, former president of Germany, Chuck Hagel,

former U.S. Secretary of Defense, and Tang Jiaxuan, former state councilor of the People's Republic of China gathered at the sixth Asian Leadership Conference, held in Seoul on May 19 and 20. They discussed ways to secure peace and prosperity across Asia.

From May 19 to 22, Korea's Ministry of Education hosted the 2015 World Education Forum in Incheon, in collaboration with UNESCO. Qian Tang, assistant director-general for education at UNESCO, and Jeffrey Sachs, special advisor to the United Nations secretary-general on the Millennium Development Goals, spoke in plenary sessions and shared their experiences and insights on improving educational systems.

The Jeju Forum for Peace and Prosperity, held from May 20 to 22, welcomed some 3,700 figures from 59 countries, including Gerhard Schröder, former chancellor of Germany, Susilo Bambang Yudhoyono, former president of Indonesia, John Howard, former prime minister of



Jack Ma speaks at the Asian Leadership Conference. ©The Chosun Ilbo, Presidential Committee of Unification Preparation

Global leaders and experts gather at international forums to work together and to find solutions to issues of common interest.

Australia, and Joe Clark, former prime minister of Canada. Politicians, business leaders and pundits alike delivered the clear message that Asia's future should be based on strong trust between countries and cooperation in order that the region advance forward as one.

WORKING TOWARD BALANCED DEVELOPMENT

As is well-illustrated by the TED motto, "Ideas Worth Spreading," sharing knowledge is essential in today's knowledge-based society. Linus Pauling once said, "The best way to have a good idea is to have a lot of ideas." International forums provide an excellent platform for global leaders and experts to come together, share their visions and exchange ideas to create a more harmonious, peaceful world. Panelists have a chance to ask questions about each other's ideas and come up with new solutions. For instance, at the conference, attendees discussed creating a new cruise ship route connecting Jeju and North Korea that would ease inter-Korean tensions and help achieve peace in Northeast Asia.

Knowledge-sharing forums deal with the economy, finance, the environment and innovation, with renowned figures all in one place. This makes for a perfect opportunity to pursue diplomacy. In evaluating the success of the World Knowledge Forum 2015, hosted by the Maekyung Media Group and held in Chengdu, China, the newspaper China Daily wrote that the forum strengthened the relationship between Seoul and Beijing.

Critics argue that too many forums are concentrated in a single month and that the ideas shared at the forums are not readily shared with the public. With political, economic and environmental challenges that require our immediate attention, creative, applicable ideas must be shared and utilized to promote balanced growth and to foster cooperative relationships. This will allow the world to move toward a new paradigm of the "collaborative commons." ❧



The New York Times video journalist Adam Ellick talks about innovation. ©SBS Seoul Digital Forum

Spiciest Challenge

A search for the spiciest dish in Korea.

WRITTEN BY ALEX SIGRIST ILLUSTRATED KIM DONG-JIN

Is this pork cutlet really the spiciest food in Korea? No way. I knew I could finish it. I'd eaten everything spicy that anyone had put in front of me, and if I finished just three spicy breaded pork cutlets, called *tonkatsu*, I would be awarded unlimited cutlets for six months. Fast-forward eight minutes and I'm sweating, my face is tingling and thus begins the worst 24 hours of pain I've ever experienced in my entire life. If you are wondering, I didn't finish them.

I've always enjoyed a good spicy dish. I started my quest for the spiciest food in Korea because I was tired of seeing reaction videos all over the Internet of people eating "fire chicken" instant noodles. I thought people must be exaggerating, so I decided

to make my own videos on my YouTube channel, "Korean Alex," where I tried spicy instant noodles and added as many different spicy foods to it as I could find at the local convenience store. It was hot. I was addicted and had to find more.

THE KOREAN SPICE FACTOR

If you are a non-Korean who has ever ordered spicy food in Korea, you know exactly what the waiter will say next. "Are you sure you want this? Can you even eat spicy food?" After assuring them you can handle it, one of two things happens: either you discover that it's a manageable level of spice and you happily finish your meal; or, it's murderous and you fake a smile, sneak in some napkin wipes to hide your sweat and never again order it. So what makes food so spicy?

I believe that Korean spices and spices from other countries are different. I know people who can eat Mexican spices, but can't stomach a Korean chili pepper. I know people who can throw down rice cake in sweet hot sauce (*tteokbokki*) like they're eating pudding, but somehow can't deal with spicy chicken wings. What makes the spice here different? It's the red chili pepper, called *gochu*. Yes, you pronounce it "go chew," as if it's daring you to take a bite. Try it. People even dip them in red chili pepper sauce, which is like dipping a jalapeño in jalapeño sauce.

Large chili peppers are not spicy at all, but the smaller they get, the more they

destroy your taste buds and make you wish your glass of water was yogurt. The next time you step into a Korean restaurant or food market, I dare you to ask for the tiny but spicy *cheongyang gochu*. If you're even more daring, go for the *hong gochu*, which is the red evil stepchild of the cheongyang devil.

THE ULTIMATE LIST

You may be thinking, "Alex, I'm great at eating spicy foods. I've had kimchi. Give me the spiciest foods you've had in Korea." Whether you love it or hate it, here's my unofficial list of Korea's spiciest foods.

5. Spicy curry

I'm actually fine with spicy curry, but this still deserves to be here. It is the tastiest dish on the list, but that's only because the spiciness in the following foods takes away from the joy of eating.

4. Rice cake in sweet hot sauce (*tteokbokki*)

Spicy rice cakes can either be a snack or a meal. Mild varieties can be found on the streets, but venture into the chain Yeobkki tteokbokki to experience the heat. Yeobkki means "bizarre," which could describe the way you awkwardly breathe to try to get air to your tongue. The egg is the worst.

3. "Fire chicken" chicken feet (*bul-dak or dak-bal*)

This was the first Korean spicy food I couldn't finish, though I've since conquered it. If you've never tried chicken feet,

I say, "Live a little."

2. Seafood soup in a spicy broth (*jjampong*)

I struggle with hot and spicy food, and the spicy seafood soup restaurant in the Singil-dong neighborhood of Seoul has concocted something that could make a puppet cry real tears. It's rough, but once you've conquered it, you are ready for number one.

1. Killer breaded pork cutlet (*tonkatsu*)

There is nothing that can prepare you for the killer pork cutlet served at Onjeong Tonkatsu near the Sindaebang intersection. I suffered from twenty four hours of writhing pain in every part of my digestive tract, from the tummy down to my, anyway, you get the picture.

BACK TO MY JOURNEY

My journey through these spicy dishes has not only led me to some amazing Korean dishes, but has also given me other great opportunities. It kick-started my YouTube channel where a lot of my videos are spicy challenges dedicated to worrying my mother. I was able to appear on a few TV programs, including "Star King" on SBS. Honestly, the greatest part was going on this adventure with my friends. If you're still wondering about that spicy breaded pork cutlet, search for the "Korean Alex" YouTube channel and find my most popular video. It's the most popular for a reason: people love watching people suffer. Still interested? I dare you. ❧





1

education program also includes hands-on activities. “I teach how to make a traditional Indonesian fan and a Muslim cap. I also put on shadow puppet shows, known as *wayang* in Indonesian,” says Liong Santy. The schools are pleased with these classes as students can learn about different countries from teachers who actually came from those countries.

The teachers spend a considerable amount of time preparing for their classes. Because they have been away from their birth countries for many years now, they have to do some research online to make sure that they provide accurate informa-

tion. Today’s students are deeply interested in learning about other parts of the world, so the teachers spend extra time studying other countries besides their own. “If I hadn’t become a teacher here at the multicultural education program, I wouldn’t have studied much about my own country’s history. I had to study in order to teach, and now I know much more about my prior home. I am happy that I can tell students about my country,” says Bin Sok Len with a big smile. There were difficulties in the beginning. She adds, “At first, I was worried when students seemed to have little interest in what I wanted to share with them. Now, they are very enthusiastic about the classes and ask many questions. I feel a great sense of reward, and it motivates me to do better.”

what they know about Indonesia, most of them answer ‘curry.’ They think that Indonesia is India. They have heard of Bali, but not Indonesia. I want to tell my students about my native land so they can truly understand how people in other parts of the world live,” says Liong Santy.

Thanks to the efforts of all the teachers, students enjoy their classes more and more each time. Lee Suk-ja, a social worker at the Hwaseong Migrant Service Center, is delighted to see the students having a great time with their non-Korean teachers. “The teachers have become more fluent in Korean, and their teaching has improved significantly. These days, we are trying to diversify the class content. We started collaborating with libraries to read to our students children’s stories from different societies. We will continue to develop our classes to keep our students engaged and focused throughout the program,” says Lee. Teaching Korean students about non-Korean societies and traditions, the women are great representatives of their homelands. ❧

- 1 - Bin Sok Len (right) and Liong Santy wear their countries’ traditional clothing during their classes.
- 2 - Students learn about culture, history, and traditions of the different countries.
- 3 - Teachers hope to continue teaching students about their countries of birth.

‘I REPRESENT MY COUNTRY’

The teachers voluntarily get together to give feedback on each other’s classes and to improve content. Their primary goal is to help Koreans become more familiar with other countries. “When I ask my students

Let Me Tell You about My Country

Cambodian-born Bin Sok Len and Indonesian-born Liong Santy teach Korean students about their motherlands.

WRITTEN BY YOON SE-EUN PHOTOGRAPHED BY MOON DUK-KWAN

The Hwaseong Migrant Service Center in Gyeonggi-do Province has, since 2012, offered classes to Korean students to help them better understand multicultural families and to counter stereotypes about them. In collaboration with immigrant women, the center invites students from kindergarteners to high schoolers to learn about the different countries from which the people come. Bin Sok Len, who also

goes by her Korean name Lee Da-gyeong, and Liong Santy are two of the seven women, each from a different country, who teach at the migrant service center.

TEACHING STUDENTS TAKES GREAT EFFORT

The women wear their countries’ traditional clothing during their classes. They find different ways to present information

about their home countries to students of different levels. “Korea has spring, summer, fall and winter, but in Cambodia, it is always summer. To explain this, I tell younger students that we can go to the swimming pool all year round, but we can only see snow on television,” says Bin Sok Len. High school students learn about the history and traditions of the countries.

The Hwaseong center’s multicultural



2



3

Baengnyeongdo Island

Combining nature, history and a love story.

WRITTEN BY ISAAC COLSON

Out of the roughly three thousand three hundred islands in Korea, what makes a tiny 12 square kilometer island located 12 kilometers from North Korea so special? In 2012, CNN placed Baengnyeongdo Island in the top one percent of the prettiest islands in Korea, but beauty is only skin deep. There is also a love story, rich history and a breath-taking landscape teaming with seals—hundreds of harbor seals—that really sets the island apart.

Sports fans were introduced to harbor seals during the 2014 Asian Games. The official mascots were three adorable seals. A protected species since 1982, an estimated 300 seals freely ply the waters between

Baengnyeongdo Island and North Korea. The seals can be spotted from Sagot Beach, where the sand is so dense and tightly packed that it was used as an airstrip in the Korean War (1950–1953). The island also boasts titanic rock formations, that have been shaped by tides and wind for thousands of years. There are huge piles of shells that were discarded by ancient islanders and an extensive network of hiking trails. However, hikers are warned to stay on the marked paths. You will not find dangerous animals on the island but there are land mines.

The island remains protected by minefields since it is still a strategic, fortified

military position. During the Korean War, the island was used as a staging base for several military operations. Originally belonging to North Korea, the island has been controlled by South Korea and the U.N. since the signing of the 1953 Korean Armistice Agreement. It now marks the border between the two countries in the Yellow Sea.

On March 26, 2010, a South Korean navy corvette exploded and sank for reasons still unknown, killing half the crew. One investigation reported that a North Korean torpedo sank the ship, but a separate investigation denies that claim. In May 2014 a North Korean reconnaissance

unmanned aerial vehicle (UAV) crashed on the island. The drone looked more like a 2-meter blue model airplane than a UAV. Baengnyeongdo Island is now a place of military tension, but it was once an island that was born from an ancient love story.

A long time ago, in what is now North Korea, there was a district magistrate and his beautiful daughter. Her overbearing father controlled every aspect of her life and she became very lonely. One day, by chance, she met a handsome yet unaccomplished young scholar. They fell deeply in love and the scholar asked the magistrate for his daughter's hand. The magistrate deemed him unworthy, however, and when

his daughter continued to meet the scholar, the father exiled her to a faraway island in a desperate attempt to control her. The



Locals still fish for clams and small sea life on the island.

scholar was heartbroken and spent many sleepless nights pondering her whereabouts. One night while in a restless sleep, a white crane descended from the sky and appeared to him in a dream, whispering the location of his true love. The lovers were reunited and the island was named *Baekhakdo*, “As Told by the White Crane Island.” In fact, the island is shaped like a white crane with its wings outspread.

All together, the tale of the white crane, the storied history of the place and the natural beauty of the landscape all truly make Baengnyeongdo Island an extremely attractive tourist destination for the upcoming summer travel season. ❧

The island boasts a breathtaking landscape lined with titanic rock formations.

Fighting the Summer Heat: Ginseng Chicken Soup

WRITTEN BY YOON SE-EUN



Ginseng chicken soup (*samgyetang*) has long been the nation's most popular healthy food. Historical records show that people enjoyed ginseng chicken soup ever since Goryeo times (918-1392). Oriental medicine emphasizes the importance of restoring “energy” by eating hot dishes, especially when you are exhausted from the scorching summer heat. As the saying goes, “Fight heat with heat.” Every summer, people partake of ginseng chicken soup to overcome the heat and to prevent fatigue and illness.

Ginseng chicken soup is made with a young chicken stuffed with glutinous rice, ginseng, jujubes and garlic, slow-cooked in a pot. Younger chickens are used because they have particularly tender, tasty meat.

Another chicken dish that is popular in the summer is a chilled chicken soup served with buckwheat noodles and vegetables (*chogyetang*). ❧



You can see all of Seoul. 서울 시내를 모두 볼 수 있어요. *Seoul sinaereul modu bol su isseoyo.*

Mingming asks Minsu for travel recommendations as she makes her plans to visit Seoul.



Let's practice!

Where have you visited in Seoul?
Let's make recommendations for tourist attractions around the city.

Example

A: 다음 달에 서울에 가려고 해요. 좋은 곳 좀 추천해주세요.
daeum dare Seoul-e garyeogo haeyo. joeun got jom chucheonhaejuseyo.
I'm visiting Seoul next month. What are some great places to go?

B: 명동에 한번 가 보세요. *Myeongdong-e hanbeon ga boseyo.*
Myeong-dong is a good place.
명동에는 쇼핑센터가 많아요. 유행하는 물건을 싸게 살 수 있어요.
Myeongdong-eneun shopping center-ga manayo. yuhaenghaneun mulgeoneul ssage sal su isseoyo.
Myeong-dong is a popular shopping district. You can find a range of products at reasonable prices.

Minsu, I'm planning to visit Seoul next month.
Do you have any travel recommendations?

민수 씨, 다음 달에 서울에 가려고 해요.
좋은 곳 좀 추천해주세요.

Minsu ssi, daeum dare Seoul-e garyeogo haeyo.
joeun got jom chucheonhaejuseyo

밍밍

You are? Namsan Mountain is a great place to visit.
You can see all of Seoul from the N Seoul Tower.

그래요? 서울에 가면 남산에 한번 가 보세요.
N 서울 타워에서 서울 시내를 모두 볼 수 있어요.
geuraeyo? Seoul-e gamyeon Namsan-e hanbeon ga boseyo.
N Seoul Tower-eseo Seoul sinaereul modu bol su isseoyo.

민수

장소 Place	무엇이 있어요? What do they have there?	무엇을 할 수 있어요? What can I do there?
1 명동 Myeong-dong	쇼핑센터가 많다 <i>to have many shopping malls</i> <i>shopping center-ga manta</i>	유행하는 물건을 싸게 사다 <i>to buy trendy items at reasonable prices</i> <i>yuhaenghaneun mulgeoneul ssage sada</i>
2 북촌 Bukchon	한옥 게스트하우스가 있다 <i>to have traditional Hanok bed-and-breakfasts</i> <i>hanok guesthouse-ga itta</i>	한옥에서 자다 <i>to stay at Hanok home</i> <i>hanogeseo jada</i>
3 광장시장 Gwangjang sijang	음식점이 많다 <i>to have many restaurants</i> <i>eumsikjeomi manta</i>	맛있는 음식을 먹다 <i>to eat delicious food</i> <i>masinneun eumsigeul meokda</i>
4 이화벽화마을 Ihwabyeokwa maeul	예쁜 벽화가 많다 <i>to have many beautiful murals</i> <i>yeppeun byeokwaga manta</i>	사진을 예쁘게 찍다 <i>to take beautiful pictures</i> <i>sajineul yeppeuge jjikda</i>

-(으)세요

'-(으)세요' means "please do..." when speaking to the second person(s). '-으세요' is attached to the verb stem ending in a consonant, and '-세요' is attached to the verb stem ending on a vowel.

-(으)ㄹ 수 있다/없다

The combination of a verb stem and the ending '-(으)ㄹ 수 있다/없다' represents the possibility / impossibility of carrying out the verb's action. When the preceding verb ends in a consonant (except for 'ㄹ'), the ending '-(으)ㄹ 수 있다/없다' is used; when the verb ends in a vowel or in 'ㄹ', the ending 'ㄹ 수 있다/없다' is used.

Pronunciation /h/-deletion

좋은 곳 [조은곳] [joeungot]

2 0 1 5

2 0 1 5

청 주 국 제

공 예 비 언 날 레

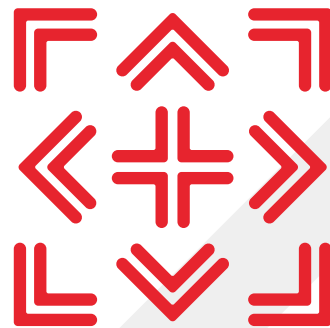
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