

 한국문화원 Korean Cultural Center Los Angeles		<h1>Press Release</h1>		다시, 대한민국! 새로운 국민의 나라	
Request	For Immediate Release			Pages: 2	
Release Date	10.28.2024 (Monday)	Contact	Tammy Cho 323-936-3014		

KCCLA, KAM co-present

Hanbok, Soaring to New Heights

- A special exhibition highlighting *Hanbok* (Korean traditional costume) and celebrating Hanbok Day in California



- ▶ **Exhibition Title:** Hanbok Exhibition: Hanbok, Soaring to New Heights
- ▶ **Date:** November 7(Thursday) – November 29(Friday), 2024
- ▶ **Opening Reception:** Thursday, November 7, 2024 / 7:00 pm-9:00 pm
- ▶ **Location:** Korean Cultural Center Los Angeles Museum Art Gallery (2nd FL)
5505 Wilshire Blvd., Los Angeles, CA 90036
- ▶ **Exhibition Presenters** Korean Cultural Center Los Angeles (KCCLA) & Korean American Muse (KAM)
- ▶ **Guest Curator:** Eunjoo Kim (Habok Designer)
- ▶ **Inquiries:** Tammy Cho, (323) 936-3014 or tammy@kccla.org

Korean Cultural Center Los Angeles (KCCLA / Director Sangwon Jung), in collaboration with the Korean American Muse (KAM / President Min Cho), proudly presents the special exhibition ***Hanbok, Soaring to New Heights***. The exhibition will open with the reception at the Art Gallery of the Korean Cultural Center (located at 5505 Wilshire Blvd. Los Angeles, CA 90036) on **Thursday, November 7, 2024, from 7:00p.m. to 9:00 p.m.**

The event celebrates California's first "Hanbok Day" anniversary. As part of the Korean Traditional Art Series, this fifth installment honors the beauty and craftsmanship of Hanbok.

Exploring the evolution of Hanbok within Korean-American history, the exhibition showcases both transformed and contemporary Hanbok pieces, *Minhwa*-inspired designs, traditional accessories (*binyeo, norigae, jokduri, jobawi*), and *Bojagi* (wrapping cloth) art.

Hanbok designer and exhibit curator Eunjoo Kim shared, "Hanbok embodies a timeless beauty and values that transcend eras. This exhibition reveals both the traditional and modern essence of Hanbok, establishing it as a unique cultural genre."

Director Sangwon Jung noted, "We organized this exhibition to commemorate California's 'Hanbok Day' and share Hanbok's cultural significance with American society, revisiting the philosophy embedded in our ancestors' attire."

The opening ceremony will take place on Thursday, November 7, 7:00 pm at the KCCLA's 2nd Floor Art Gallery. Highlights will include a Hanbok fashion show, blending tradition with modernity.

For details, please contact Tammy Cho, Exhibition Coordinator, at 323-936-3014.