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 한국문화원 Korean Cultural Center Los Angeles		Press Release			
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Special Exhibition:
URI Life (Our Life)



February 4 - March 18, 2022

- ▶ Exhibition Title: URI Life (Our Life) Exhibition
- ▶ Date: February 4th (Fri) – March 18th (Fri), 2022
- ▶ Location: Korean Cultural Center Los Angeles Art Gallery (2nd Floor)
5505 Wilshire Blvd. Los Angeles, CA 90036
- ▶ Presenters: Korean Cultural Center Los Angeles,
Korea Craft & Design Foundation
- ▶ More information: Tammy Cho, at 323-936-3014 or tammy@kccla.org

Korean Cultural Center Los Angeles (KCCLA [Director Wijin Park]), in collaboration with the Korea Craft & Design Foundation, will be presenting a special exhibition **URI Life (Our Life)**. The event will take place from February 4th to March 18, 2022 at the Korean Cultural Center Art Gallery, located at 5505 Wilshire Blvd. Los Angeles, CA 90036.

Hanbok Fashion Media Exhibition

The *hanbok* is a traditional costume that provides a glimpse into Korea's unique culture and national heritage. It is one of the heritages that most effectively reveals traditional customs. We hope that it will be a chance to look at the restrained aesthetics of our ancestors once again through the hanbok that we once wore every day, and share the traditional culture that informs the wisdom of our lives.

Dopo (Robe) Exhibition

An exhibit showcasing types of *dopo* robes—consisting of the prototypical *oksa* robe worn during summer and the *saengcho* robe worn during winter. The *dopo* is an outer garment that was worn by noblemen during the Joseon period. It has a back slit and a back hem that covers the slit. You can feel the elegance of such traditional clothes by seeing the hanbok you have seen previously in various media.

Video Exhibition

The media exhibition looks at the costumes in dramas, installation videos, and still images from various angles. Through multimedia exhibitions, you can vividly appreciate traditional Korean clothes worn by the main characters in K-dramas that led the Korean Wave, such as 'Moonlight Drawn by Clouds', 'Sungkyunkwan Scandal', and 'The Treacherous.' Also, you can learn about the tradition and beauty of the *hanbok* through an interview with costume director Lee Jin-hee.

Director Wijin Park of the Korean Cultural Center, Los Angeles (KCCLA) says, "'URI Life' was initiated with the intent of reexamining the values contained in our daily lives through traditional culture and to understand the worth of our roots in depth. We hope it will be a chance to reflect on the living philosophy and sense of beauty embedded in life in the costume culture of our ancestors and to think about the direction of life of modern people."

To provide a safe environment for visitors and staff, KCCLA has implemented new health and safety protocols and procedures under the guidelines provided by the L.A. County Department of Public Health. For everyone's safety, KCCLA has adhered to social distancing by limiting the number of people entering each viewing hour through an online reservation system and pre-safety procedures such as required to show proof of COVID-19 vaccination, taking temperature, and kindly asking guests to put on face masks during their visit.

The exhibition is open to the public and the show will run until March 18th, 2022.

