
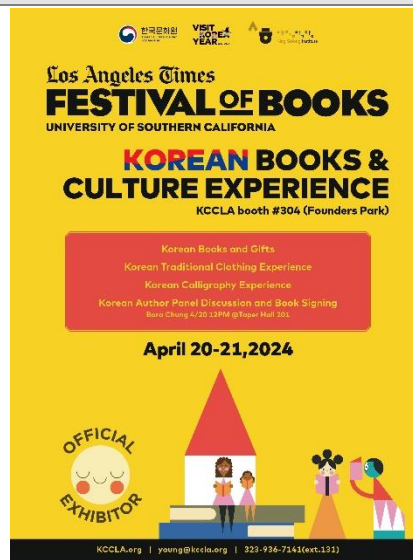


[2024-24]

 한국문화원 Korean Cultural Center Los Angeles	Press Release		다시, 대한민국! 새로운 국민의 나라
Request	For Immediate Release		Pages: 2
Release Date	April 2, 2024 (Tuesday)	Contact	Michelle Noh, (323) 936-7141(ext.131)

Korean Cultural Center Los Angeles (KCCLA)
Participates in the “2024 Los Angeles Times Festival of Books”
Introducing Korean Books & Free Cultural Events at USC Campus on April 20-21!



-
- ▶ **Event:** 2024 Los Angeles Times Festival of Books
 - ▶ **Date/ Location:** -April 20th(Saturday)-21st(Sunday)/ **KCCLA Booth #304 (USC Founder’s Park)**
*Saturday 10:00-18:00, Sunday 10:00-17:00
-April 20th(Saturday) 12:00/ **USC Taper Hall 201** Korean Author (Bora Chung) Panel Discussion and Book Signing
 - ▶ **Organizer/Host:** Korean Cultural Center Los Angeles
 - ▶ **For more info:** Michelle Noh, young@kccla.org
-

The Korean Cultural Center Los Angeles (KCCLA) will participate in the "Los Angeles Times Festival of Books," which will be held on April 20th and 21st at the USC campus. This event will be introducing Korean literature and culture to the visitors. This festival, organized annually by the LA Times, is one of the biggest events in the United States, with over 150,000 visitors and participation from over 500 publishers, libraries, and literary and cultural institutions.

At the KCCLA booth, which will be located in Founder's Park on the USC campus, various programs will be offered for visitors to explore Korean literature and culture. They will showcase books on various topics such as Korean language, culture, and history, as well as English translations of Korean literature that have been nominated for literary awards like the International Booker Prize, the National Book Award and the PEN America Literary Award. Additionally, the event will offer a variety of cultural activities such as trying on hanbok (Korean traditional clothing) with a free photo event, and experiencing Korean calligraphy. Various souvenirs and brochures about Korea will also be provided free of charge, in collaboration with the Korea Tourism Organization and the King Sejong Institute.

On April 20th at 12 p.m. in Taper Hall 201, Bora Chung will participate in a panel discussion on the topic of SF fiction titled "Science Fiction: Strange & Sublime Stories." Chung is the author of "Cursed Bunny" that was shortlisted for the International Booker Prize in 2022 and was a finalist for National Book Awards in 2023. She will also discuss her latest work, "Your Utopia," which was recently published in the United States and join the book signing event. RSVP is required for the event and it can be done through the festival's official website (latimes.com/fob).

Director Sangwon Jung of the KCCLA stated, "This event provides an opportunity to introduce Korean literature at a mainstream book festival in the United States and is a meaningful opportunity to widely promote Korean culture to the American public. The KCCLA will continue its efforts to spread the charm of excellent Korean literature and culture locally."