
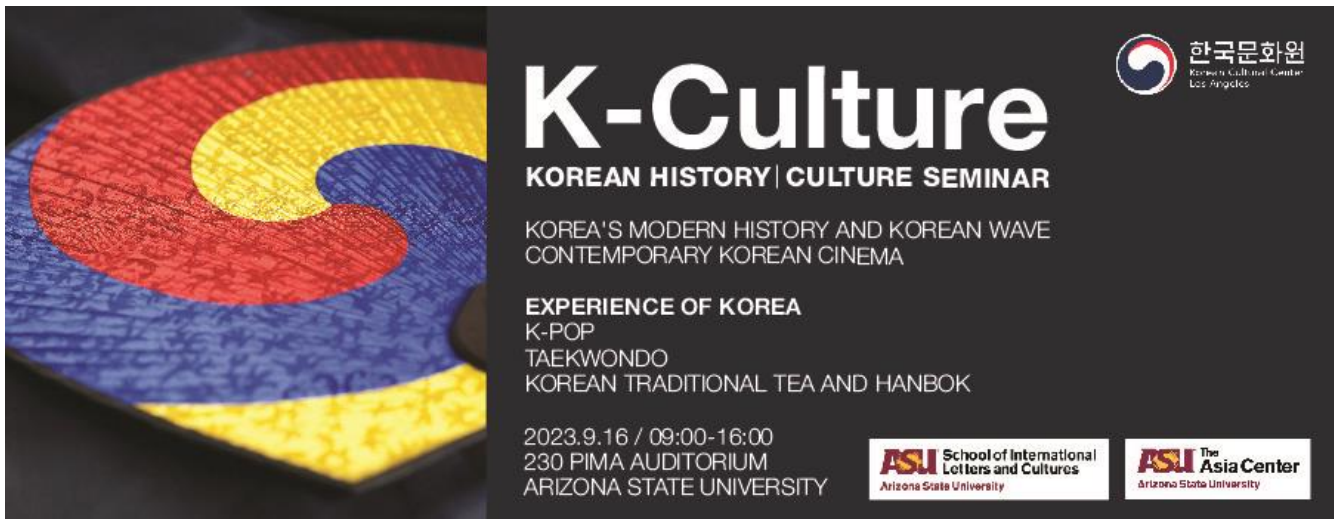


[2023- 066 ]

 <b>한국문화원</b> Korean Cultural Center Los Angeles	<b>Press Release</b>		<b>다시, 대한민국! 새로운 국민의 나라</b>
Date of Release	Immediately Release		Pages: 3
Date	2023. 9. 7 (Thur)	Department	Education, Seminar & Sports
Contact	Daniel Kim / 323-936-3019 / danylvjs@kccla.org		
<b>Korean Cultural Center, Los Angeles visits Arizona State University (ASU) to Promote Korean History and Culture</b> - 『K-Culture, 2023 Korean History and Culture Outreach Event』 at ASU on September 16 -			




**K-Culture**  
KOREAN HISTORY | CULTURE SEMINAR

KOREA'S MODERN HISTORY AND KOREAN WAVE  
CONTEMPORARY KOREAN CINEMA

EXPERIENCE OF KOREA  
K-POP  
TAEKWONDO  
KOREAN TRADITIONAL TEA AND HANBOK

2023.9.16 / 09:00-16:00  
230 PIMA AUDITORIUM  
ARIZONA STATE UNIVERSITY

- **Event: K-Culture, 2023 Korean History and Culture Seminar**
- **Date & Time: 2023. 9. 16. (Sat), 9:00 –16:00**
- **Location: Arizona State University, Pima Auditorium**
- **Host: Korean Cultural Center, LA | School of International Letters and Culture, ASU | Aisa Center, ASU**
- **Attachment: Seminar Schedule**
- **Contact: KCCLA 323-936-3019, Education Department Daniel Kim**

The Korean Cultural Center in Los Angeles (Director Jung Sangwon) announced that they will be hosting the "K-Culture, 2023 Korean History and Culture Experience" event in collaboration with the School of International Letters and Culture and the Asia Center at Arizona State University (ASU), inviting ASU students and local residents.

On September 16th at the ASU Pima Auditorium, this day-long event will promote a proper understanding of Korean history and culture through lectures by the respective hosting organizations on modern Korean history, the Hallyu Wave, and Korean cinema in the morning. In the afternoon, attendees will have the opportunity to experience diverse Korean cultural activities such as trying Korean food (Bibimbap), K-POP, Taekwondo, traditional Korean ceremonies and rituals, as well as trying on Hanbok, the traditional Korean clothing.

Notably, ASU's K-Pop dance club, KoDE (K-Pop Dance Evolution), will showcase the latest K-Pop dances from Korea and engage participants in experiencing the Hallyu (Korean Wave) phenomenon.

During the traditional ceremony and tea event, Ms. Youngmi Lee, the director of the Myeongwon Cultural Heritage Foundation, will introduce traditional rituals using persimmon leaf tea, lotus leaf, and hydrangea tea and allow participants to make snacks using dried figs and pecans. This event provides a great opportunity to promote Korean tea culture and etiquette to local participants who may have had little exposure to traditional Korean culture.

During the Hanbok experience session, participants will have the chance to try on various traditional Korean garments, including royal attire (Gonryongpo), queen's attire (Hongwonsam), groom's attire (Gwanbok), bride's attire (Wonsam), and everyday attire worn by commoners. Additionally, props commonly seen in Korean dramas, such as hair ornaments, wedding crowns, hats, hairpins (Yongcham), and jade hairpins (Okdae), will also be introduced.

Director Sangwon Jung stated, "This year's ongoing K-Culture Experience outreach events play a crucial role in helping people overseas gain a correct understanding of Korean history and culture and allowing them to experience our culture's unique charm and beauty directly. Through continuous communication and cultural exchange events with local residents, we hope to deepen the friendship and trust between our two countries."

<Attachment: K-Culture 2023 Korean History and Culture Seminar Schedule>



**K-CULTURE [2023 KOREAN HISTORY & CULTURE SEMINAR]**

Saturday, September 16, 2023

TIME	DESCRIPTION	INSTRUCTOR
09:00 – 09:30	Registration & Continental Breakfast	Moderator: <del>Sungja</del> Cho
09:30 – 10:00	Greetings & Introduction	<del>Sangwon</del> Jung Consul & Director of KCCLA <del>Michael</del> Tueller Director and Professor of the Classics, SILC, ASU
10:00 – 10:50	Korea's Modern History and the Korean Wave	<del>Sungik</del> Yang
10:50 – 11:00	Coffee Break	
11:00 – 11:50	Contemporary Korean Cinema	Areum Jeong
11:50 – 12:30	Lunch: Korean Food (Bibimbap)	Moderator: Bomi Oh
12:30 – 13:20	K-POP	<del>KoDE</del> Arizona State University
13:20 – 14:10	Taekwondo Demonstration	<del>Seong Il</del> Ma Korea Taekwondo Academy
14:10 – 14:20	Coffee Break	
14:20 – 15:50	Korean Traditional Tea Ceremony & Hanbok	Young Mi Yi
15:50 – 16:00	Group Photo & Evaluation	
16:00	Closing Remarks	

**Instructors**

- ~~Sungik~~ Yang, PhD, Assistant Professor of History, School of Historical, Philosophical and Religious Studies, Arizona State University
- Areum Jeong, PhD, Assistant Professor of Korean Studies, School of International Letters and Cultures, Arizona State University
- ~~KoDE~~(K-Pop Dance Evolution), ~~KoDE~~ at ASU is a dance-based club at Tempe that teaches Korean Pop choreography.
- Seong Il Ma, Korea Taekwondo Academy Grand Master
- Young Mi Yi, Director of Myung Won Cultural Foundation Arizona & California Chapter

Please complete an online evaluation using your smartphone at the end of the seminar.

