


[2024-05]

 한국문화원 Korean Cultural Center Los Angeles	Press Release	<i>다시, 대한민국! 새로운 국민의 나라</i>
Request	For Immediate Release	Pages: 2
Release Date	January 30, 2024 (Tuesday)	Contact Tammy Cho, (323) 936-3014

KCCLA, SDMA co-present
KOREA IN COLOR: On the Steps at SDMA

- *Exciting K-Pop performances, Korean art inspired art-making activities, and art booths*
- The exhibition is open to the public, and it will run until March 3rd, 2024



San Diego Museum of Art Facade (Courtesy of The San Diego Museum of Art)

▶ Event Title:	Korea in Color: On the Steps at SDMA
▶ Date:	February 3rd(Saturday), 2024 1:00 – 5:00 p.m.
▶ Exhibition Organizer	Korean Cultural Center Los Angeles(KCCLA), the San Diego Museum of Art(SDMA), the National Museum of Modern and Contemporary Art, Korea(MMCA), Korean Culture and Information Service(KOCIS)
▶ Location:	The San Diego Museum of Art, 1450 El Prado, Balboa Park, San Diego, CA 92101
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The Korean Cultural Center Los Angeles (KCCLA), in partnership with **the San Diego Museum of Art (SDMA)** co-organize the special family festival "***Korea in Color: On the Steps at SDMA***" featuring exciting K-Pop performances, Korean art inspired art-making activities, and art booths featuring work by local artists, all on the front steps of The San Diego Museum of Art! The festival is presented alongside Korea in Color: A Legacy of Auspicious Images on view from October 28, 2023–March 3, 2024.

On that day, the San Diego Museum of Art (SDMA) offers free admission, attracting over two thousand visitors who have the precious opportunity to experience Korean art and culture while enjoying various aspects of Korean culture such as the <Korea in Color: A Legacy of Auspicious Images> exhibition, K-pop, K-art, and more in the San Diego area.

Director Sangwon Jung said, "This special event, in collaboration with the long-running 'Korea in Color' exhibition at the San Diego Museum of Art, provides a great opportunity for many people to visit and experience Korean art and popular culture in the San Diego area, through various aspects such as K-pop and K-art. We hope that visitors seize this precious opportunity to immerse themselves in Korean culture."

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