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2023 Hanbok Culture Week: A Good Day to Wear Hanbok

- Hanbok culture events to be held across the country, including Jongno-gu, Seoul, from October 16 to 22**
- Hanbok promotion ambassador SONG Ga In to introduce “Hanbok Culture Week” on live online broadcast on October 16**

The Ministry of Culture, Sports and Tourism (Minister YU In Chon, MCST) together with the Korea Craft & Design Foundation (President JANG Dong Kwang, KCDF) showcased a Hanbok exhibition in Jongno-gu, Seoul, and other areas of the country from October 16 (Mon) to 22 (Sun). The 2023 Hanbok Culture Week will be held under the theme “A Good Day to Wear Hanbok!” “Hanbok Culture Week” is held every third week of October to promote the spread of traditional Korean costume culture for everyday life through various programs, such as exhibitions, experiences, and fashion shows related to Hanbok.

Experience Hanbok culture in the Jongno-gu, including the SeMoCA and the NFMK

This year, several Hanbok cultural experiences centered in Jongno-gu, Seoul, will be provided. The Seoul Museum of Craft Art (SeMoCA) is set to operate a “Hanbok Shop,” selling Hanbok and conducting activities such as the “Free Experience of Life4cuts in Hanbok.” On October 20 (Fri), a commemorative event for the “2023 Hanbok Culture Week” will also be held. The National Folk Museum of Korea (NFMK) will be holding Hanbok exhibits from the period of Enlightenment and offering different cultural events, such as Hanbok wearing, Hanbok quizzes, traditional Korean games, *hwahye* (traditional flower shoes) making, and Taekwondo experiences. At the three focal points of Jongno-gu, namely, “Cheongjin Park,” “Naminsa Madang,” and “Jongmyo Square Park,” guerrilla dance performances, mini-concerts, Hanbok media art cubes, Hanbok postcard making, traditional mask key chain crafting, and more will be offered. Visitors can also enjoy traditional Hanbok exhibitions and Hanbok-wearing experiences at Yeomin Hall 1, in front of the Blue House’s Nokjiwon. On October 16 (Mon), Hanbok promotion ambassador and singer SONG Ga In is scheduled to introduce various “Hanbok Culture Week” programs through a live broadcast on the Hanbok Center’s YouTube channel and deliver a congratulatory message.

Commendations to be awarded to 6 people who contributed to Hanbok, followed by a fashion show and congratulatory performance under the theme “The Butterfly Dream” on October 20

At the “2023 Hanbok Culture Week” commemorative event to be held at the courtyard of the SeMoCA on October 20, awards will be presented to Hanbok contributors, followed by a Hanbok fashion show and celebratory performances. Six individuals¹, including contributors and officials who aided in the spread of Hanbok culture and the industry’s development, will receive commendations from the MCST Minister. The event will continue with a Hanbok fashion show under the theme “The Butterfly Dream” and a congratulatory performance by traditional Korean artist SONG So Hee.

Different Hanbok culture events will held across the country, online and offline perks up for grabs

This year, collaborative Hanbok culture events were arranged in conjunction with local governments, including North Gyeongsang Province and Busan Metropolitan City. The events include Hanbok shops, traditional Korean music performances, traditional coming-of-age ceremonies, Hanbok fashion shows, Hanbok exhibitions. In addition, collaborative programs with 12 domestic affiliated institutions, associations, and organizations will also be conducted.

In collaboration with 54 businesses in the commercial districts of Jongno-gu, Seoul, various perks are also up for grabs. To commemorate the “Hanbok Culture Week,” Hanbok culture events, such as discount promos, Hanbok experiences, exhibitions, and traditional craft experiences, are being held at 173 participating locations nationwide. Detailed information can be found on the official website (www.kcdf.or.kr → Click on the “Hanbok Culture Week” banner).

Deputy MCST Minister YU Byung Chae expressed that the “Hanbok Culture Week” would become a festival enjoyed not only by the industry but by all Koreans, adding that “I hope that through this event, our traditional clothing, Hanbok, will receive even more appreciation, leading to its popularization and integration into daily life.”

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¹ “Hanbok Culture Achievement Award,” PARK Sung Sil (former professor at Dankook University); “Hanbok Person of the Year Award,” KIM Ji Won (CEO of Morinori); “New Hanbok Person Award” CHANG Ha Eun (CEO of OUWR); “Contribution to Hanbok Culture Revitalization Policy,” CHOI Eun Ji (officer at Jeonju City Hall Cultural Heritage Division); “Outstanding Instructor Award for Hanbok Culture Education,” JEONG So Jin (fashion design instructor); “Award for Institution with Most Introduction of Working in Hanbok,” Saamdang Oriental Medicine Clinic



Category	Program	Date	Location
Planning	(Commemorative Event) Award for meritorious persons of Hanbok culture, Hanbok fashion show, congratulatory performance	October 20 (Fri)	Seoul Museum of Craft Art Courtyard (Seoul)
	(Hanbok Store) Six Hanbok stores	October 16 (Mon) - 22 (Sun)	
	(Hanbok Street) Hanbok exhibition, Hanbok rental, Life4cuts in Hanbok, hanbok experience, etc.	October 16 (Mon) - 22 (Sun)	National Folk Museum of Korea Main Building 70's and 80's Streets of Memories (Seoul)
	(Base) Media art cube exhibition, Busking performance, guerrilla performance, experience program, etc.	October 16 (Mon) - 22 (Sun)	Cheongjin Park, Naminsa Madang, Jongmyo Square Park (Seoul)
	(Experience) Blue House Hanbok Experience Exhibition	October 16 (Mon) - 22 (Sun)	The idle space on the 1st floor of the Presidential Secretariat Yeomin Hall 1g, in front of the Nokjiwon, Blue House (Seoul)
Regional hub coordination	(Experience) Flea market, street performance, children's royal clothing experience, etc.	October 16 (Mon) - 22 (Sun)	Samyeongdaesa Park (Gimcheon, North Gyeongsang Province)
	(Performance) Pungnyu Hanbok: Fusion Korean Traditional Music Performance, etc.		Jeonju Hanok Village, Korea Traditional Culture Center (Jeonju, North Jeolla Province)
	(Experience) Hanbok flea market, traditional coming-of-age ceremony (<i>Guanrye</i> , <i>Gyerye</i>) event, etc.		Gangneung-daedohobu Government Office (Gangneung, Gangwon State)
	(Experience) Korean Clothes, Enjoyed by People Around the World (fashion show, exhibition, experience, education)		Busan University of Foreign Studies, Busan Fashion Biz Center, Haeundae Gunamno Street (Busan)
Cooperation	(Experience) Stylish Encounter: Beauty and Connection through Hanbok and Accessories	October 16 (Mon) - 22 (Sun)	Dahjong Korean Language Academy (Seoul)
	(Fashion Show/Experience) Love of Hanbok with Traditional Korean Style	October 14 (Sat) - 22 (Sun)	Gyeongsan Civic Stadium (Gyeongsan, North Gyeongsang province)
	(Exhibition) Hanbok Meets Daejeon	October 16 (Mon) - 22 (Sun)	Hannam University (Daejeon)
	(Experience) Enjoying Hanbok Culture: Experiencing Royal Hanbok and Making Brooches	October 16 (Mon) - 22 (Sun)	Mancheonmyeongwol Artists' House Yehyangdang (Seoul)
	(Exhibition) Hanbok Fashion Week in Busan, harmony of tradition and modernity	October 21 (Sat) - 22 (Sun)	Design Council Busan, Busan Cinema Center (Busan)
	(Experience) Everyday Blessings: Captured at the Hanbok Hyanggyo	October 10 (Tue) - 30 (Sun)	Gangwongamyeong Provincial Office, Wonju Hyanggyo, Wonju Traditional Culture Education Center (Wonju, Gangwon State)
	(Exhibition) The Rise of Goguryeo	October 16 (Mon) - 20 (Fri)	Samil Technical High School (Suwon, Gyeonggi Province)
	(Exhibition) Interactive Media Hanbok Exhibition	October 16 (Mon) - 22 (Sun)	Seogung Gallery Cafe (Seoul)
	(Exhibition) Musin Jinchan Yeoryeong Clothes, Made by Hand and Dressed in	October 13 (Fri) - 22	Dankook University

	3D	(Sun)	Seokjuseon Memorial Museum (Yongin)
	(Experience) Inheriting a sustainable hanbok wedding culture	October 18 (Wed) - 21 (Sat)	Dangchomoon Hanbok (Seoul)
	(Academic Forum) Historical Investigation and Reproduction of 1848 Musin Jinchan Jeongjae Costume	October 21 (Sat)	Seoul Square (Seoul)
	(Jongno-gu Office/Jongno Foundation for Arts & Culture) Jongno Hanbok Festival	October 21 (Sat) - 22 (Sun)	Jongno-gu (Seoul)
Common	(Commercial District Connection) 54 stores including hanbok rental and sales stores, restaurants, and cafes in Jongno-gu	October 16 (Mon) - 22 (Sun)	Jongno-gu (Seoul)
	(Online) Online classes, promotional videos, etc. / 31 channels		Online
	(Offline) Workshops, museums, complex spaces, etc. / 142 locations		Nationwide