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Starting with Korean Alphabet Design Exhibition, “Hangeul Design Project”, to Showcase Charming K-Culture Globally

From April 2023 to March 2024, 5 exhibitions and performances, including the “Korean Polychrome Painting Exhibition,” the traditional dance performance “Scent of Ink,” the contemporary dance performance “Double Bill,” and the Gugak performance “K-Maestro,” will travel to 15 cities across 14 countries

The Ministry of Culture, Sports and Tourism (Minister PARK Bo Gyoon, MCST) and the Korean Culture and Information Service (Director KIM Jang Ho, KOCIS) will showcase the essence of K-culture through 5 captivating exhibitions and performances on tour, starting in Poland and traveling to 15 cities in 14 countries across Europe, Asia, and North America.

To effectively showcase high-quality exhibitions and performances from Korea to each overseas cultural center, KOCIS is launching the “Overseas Cultural Centers Touring Support Program” for the first time this year in collaboration with national organizations related to culture and arts. Through this program, 2 exhibitions, including the “Hangeul Design Project” and “Korean Polychrome Painting Exhibition,” as well as 3 performances, including “Scent of Ink,” “Double Bill,” and “K-Maestro,” will be shown in 15 cities across 14 countries. With the “Hangeul Design Project,” co-hosted by the National Hangeul Museum and the Korean Cultural Center in Poland, the tour will kick off in Poland and continue in various cities until March of next year.

“Hangeul Design Project” Exhibits over 30 Artworks Showcasing Korean Alphabet Design as Both Artistic and Industrial Content

The “Hangeul Design Project” is an exhibition successfully held by the National Hangeul Museum four times since 2016 to promote the value of Hangeul globally, showcasing the Korean alphabet design as both artistic and industrial content. From April 5 (Wed) to May 31 (Wed)¹ at the Korean Cultural Center in Poland, visitors can view over 30 artworks, including graphic and furniture works, replicas, and media that explore the principles and aesthetic characteristics of Hangeul. The exhibition will continue its tour at the Korean Cultural Centers in Germany and Austria until December of this year.

Exhibition to Promote K-Culture’s Charm Worldwide through Touring Support Program

The “Overseas Cultural Centers Touring Support Program,” set to be launched for the first time this year, aims to reduce costs such as freight and airfare by having high-quality cultural performances and exhibitions tour multiple neighboring countries and cities, and provide more opportunities for residents to enjoy K-culture. KOCIS plans to collaborate with local governments and public and private cultural institutions or organizations in the future through this program, which goes beyond national cultural organizations.

“We will strive to ensure that people around the world can experience the best cultural and artistic works in Korea in collaboration with overseas Korean cultural centers and national cultural organizations, reflecting the increasing demand for K-culture,” an official in charge of policy at KOCIS said.

¹ The opening ceremony will be held on Tuesday, April 4, 2023.

<Tour Exhibits and Performance Plan>

Category	Host Organization	Exhibition / Performance Name	Time	Cultural Centers
Exhibition	National Hangeul Museum	Hangeul Design Project-1 (Hunminjeongeum Manuscript, the Sounds and Forms of Hunminjeongeum)	April-December 2023	(Europe) Poland, Germany, Austria
		Hangeul Design Project-2 (Hangeul in Modern Times)	May 2023 - February 2024	(Asia-Pacific) Beijing, Tokyo, Hong Kong
	National Museum of Modern and Contemporary Art	Korean Polychrome Painting Exhibition	October 2023 - March 2024	Los Angeles
Performance	National Theater of Korea	Scent of Ink (Traditional Korean Dance)	October 2023	Washington, D.C., Los Angeles, Canada
	Korea National Contemporary Dance Company	Double Bill (Contemporary Dance)	April 2023	United Kingdom, Belgium, Spain
	National Gugak Center	K-Maestro (Gugak)	September - November 2023	United Arab Emirates, Türkiye, Kazakhstan

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