

ANNUAL REVIEW

Korean Cultural Centre **UK**

Korean Culture, Now! Campaign

2025

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Director's Foreword



Dr. Seunghye Sun, FRSA
Director | Korean Cultural Centre UK

*All that is called is love.
All that is challenge becomes
K-Digital Soft Power.*

These two principles guided the work of the Korean Cultural Centre UK throughout 2025.

The first expresses a humanistic belief that all cultural creation begins with emotional understanding and human empathy. The second reflects our determination to advance Korea's digital capacity and soft-power influence as a means of realising that humanistic ideal in today's world.

With the conviction that the Korea of today represents one of the most compelling forms of contemporary soft power, the Korean Cultural Centre UK carried forward its 2025 campaign under the banner "**Korean Culture, Now!**". Guided by this theme, we continued to explore new forms of cultural diplomacy centred on digital culture, artificial intelligence and K-Soft Power. It was a year in which we implemented strategies to present Korea, from London as a world cultural capital, as both a digital powerhouse and a nation of emotional richness.

I have described K-Soft Power as "emotional power – the capacity to connect the world through an

emotional language fused with cutting-edge technology." Today, K-Culture has become a key emotional standard within global digital culture. The aesthetics of Korean culture reach international audiences through emotional affinity and inclusiveness that link different hearts and minds. Throughout 2025, the Korean Cultural Centre UK developed a range of projects that united these emotional dimensions of Korean aesthetics with digital technologies, illuminating both the present and the future of Korean culture.

Our *K-Culture Forum: Digitally, Boldly, Korean*, held at the Royal Society of Arts (RSA), was a focal moment for examining the philosophy and practice of K-Soft Power. Together with speakers from philosophy, content industries and digital technology, we explored how Hallyu has simultaneously embodied universal values and distinctive particularity, and how it has expanded emotional inclusiveness and connectivity in the digital era. The forum served as an intellectual platform through which K-Culture was redefined not as a temporary trend but as an emerging cultural heritage for a digital civilisation in transition.

Our participation as an official partner in the international industry day session *Born Digital – Web Novels and the Global Reading Revolution* at the Edinburgh International Book Festival marked an

important moment for introducing Korea's digital narratives and the expanding K-universe.

Korean digital storytelling, centred on web novels and defined by openness, hybridity and scalability, is emerging as a creative laboratory generating new IP and genres. It is also shaping the future of K-Soft Power, signalling Korea's growing presence as a *storytelling powerhouse* in the digital age.

The 2025 Annual Review of the Korean Cultural Centre UK records these developments in detail. It is both a report of the this year's programmes and a document tracing our journey to explore Korean aesthetics and future cultural visions through digital culture, artificial intelligence and K-Soft Power. I offer my sincere thanks to our partner institutions, artists, scholars, young leaders, audiences and K-Culture fans in Korea, the United Kingdom and around the world for accompanying us on this shared path.

Through K-Soft Power, I will continue to present a future-oriented vision of Korean aesthetics—one that connects the world through a digitally empowered emotional language. At the point where artificial intelligence meets cultural heritage, and where digital art converges with the aesthetics of emotion, we will keep expanding Korea's emerging vision as a leading cultural nation.



Korean Culture, Now! Campaign

The KCCUK presented the 'Korean Culture, Now!' campaign, highlighting Korean arts and culture across the UK in 2025.



In collaboration with leading arts organisations and partners, the campaign included a selection of events in various fields of visual arts, film, music, literature, cuisine, education and more. This audience-focused campaign responds to the global expansion of Korean soft power.

KCCUK in Numbers

439,923

Website Visitors
2.85% increase

49,480

SNS Followers
16.48% increase

7,750,655

SNS Views
8.7% increase

1,329,890

SNS Reach
9.84% increase

51,109

Event Attendances
22.66% increase

42,291

Newsletter Subscribers
5.21% increase

7.8% ↗

Korean Media

11.2% ↗

British Media

Media Coverage

93.9%

Satisfaction Survey Results



2025 Korea across the UK

Bournemouth	A Festival of Korean Dance
Cambridge	Korea Day Festival
Edinburgh	Edinburgh International Festival, Edinburgh International Book Festival
Liverpool	Korea Day Festival
London	KCCUK
Manchester	A Festival of Korean Dance, Korea Day Festival
Newcastle	A Festival of Korean Dance
Oxford	Korea Day Festival
Sheffield	Korea Day Festival

FORUM

K-CULTURE FORUM

Celebrating Creativity: Digitally, Boldly Korean

The RSA (Royal Society of Arts, Manufactures and Commerce)

09.06.2025

In 2025, the KCCUK launched the inaugural 'K-Culture Forum', with two events exploring the evolving landscape of Korean culture and new pathways for Korea's growing soft power on the global stage.

The first edition examined how Korean culture is being reshaped in the digital era. In the era defined by uncertainty and transformation, the forum explored the status of Korean culture — characterized by 'Digitally, Boldly, Korean' — and proposed directions for Korea's soft power. Keynote speeches featured Dr. Seunghye Sun (Director, KCCUK), Seungkyu Lee (Co-founder, Pinkfong Company), and Dr. Dobin Choi (Leiden University), followed by an open forum with experts and emerging cultural leaders.

Dr. Seunghye Sun explained the Korean Wave's global success as stemming from an inclusive emotional affinity within Korean aesthetics, which connects past, present, and future through shared feeling. She emphasized that K-culture in the digital age expands as a "heritage of inclusiveness" that grows through emotional connection.

Seungkyu Ryan Lee highlighted how Pinkfong's strategies of variation, expansion, and exploration helped K-content captivate the world and signal the next phase beyond earlier waves of Hallyu. Dr. Dobin Choi added that Korea's cultural appeal arises from "paradoxical dynamics"—pursuing universal values while maintaining unique identity—allowing Korean pop culture to be both globally relatable and distinct.

117

Attendees

21

Korean & British Media Coverage

94.7%

Satisfaction Survey Results

Hea Su Lee



K-CULTURE FORUM

Beyond the Headlines

KCCUK
24.10.2025

The second edition highlighted how Korean culture is perceived in the UK, drawn from an analysis of 20 major British media outlets. Unveiling the “2025 Korean Trends in the UK,” Dr. Seunghye Sun highlighted K-culture’s core strength as “emotional power,” presenting five cultural domains—literature, visual arts, music, K-pop, and cultural heritage—that reflect how UK audiences are engaging with Korean creativity today. The keynote speech was followed by the release of the “Top 10 K-Culture Keywords,” which demonstrated the growing mainstream presence of Korean content, food, and aesthetics across British media.

The forum’s panel session explored the expanding influence of K-Content and K-Food in the UK. BBC journalist Yoonnyung Lee discussed a shift toward more analytical socio-cultural reporting on Korea, while YouTuber Armand de Lambilly highlighted the appeal of authenticity and emotional resonance among younger UK audiences. Industry leaders Jisu Han of CJ Foods UK and Chef Jihoon Kim of the Mandarin Oriental London Mayfair reflected on the rapid rise of Korean cuisine—from everyday food experiences to fine dining—stressing storytelling, craftsmanship, and consumer engagement as central to its continued growth.

The evening concluded with an open forum inviting audience participation, encouraging dialogue on the future of Korean culture and its expanding global footprint. Through this event, the KCCUK reaffirmed its mission to deepen cultural understanding and foster exchange between Korea and the UK, demonstrating how K-culture continues to evolve across artistic, technological, and culinary spheres.

96 Attendees

14 Korean & British Media Coverage

Hea Su Lee, Dasuk Kim





BESTSELLING AND BELOVED: KOREAN LITERARY TREASURES

KCCUK
28.11.2024 → 21.03.2025

Exploring beloved Korean literature and contemporary classics, the exhibition illuminated the broader contours of each generation—its politics, economy, society, culture, social systems, ideologies, and people’s daily life. Each one serving not only as a narrative but as a cultural artifact, offering insights into the collective psyche and societal shifts within Korea.

Structured around five thematic sections, the journey began with ‘Timeless Masterpieces’ exploring Korea’s literary roots in the late 17th century. Then it progressed from ‘The First Bestseller’ to ‘A Mirror of the Times’ exploring how literature followed societal changes during the post-liberation, economic booms, and globalisation eras. ‘The Future of Korean Books’ looked ahead at the direction literature may take with the final section celebrating ‘Nobel Laureate Han Kang’.

The exhibition celebrated the 2024 Nobel Prize in Literature awarded to Korean author Han Kang. The ‘Nobel Laureate Han Kang’ section highlighted the significant cultural exchange her works have had between Korea and the UK through her collaboration with translator Deborah Smith.

3,032 Attendees

39 Korean & British Media Coverage

96.2% Satisfaction Survey Results

축

Chuk 祝

The *Chuk* is a traditional Korean percussion instrument played at the start of *Jongmyo Jeryeak* (Royal Ritual Music). The vertical motion of playing symbolises the opening of the earth and sky, marking the start of the music. Representing the East, it is placed on the East side and painted blue. It was introduced from the Song Dynasty in the 11th year of King Yejong of Goryeo (1116 CE).

축은 종묘제례악의 시작을 알리는 타악기이다. 축을 치는 수직 동작은 땅과 하늘을 열어 음악을 시작한다는 의미를 갖는다. 축은 동쪽을 상징하여, 악기를 동쪽에 배치하고, 청색으로 칠한다. 고려 예종 11년(1116년)에 송나라에서 들어왔다.



SOUNDWAVES OF SCIENCE: EXPLORING THE SCIENCE OF KOREAN MUSIC

KCCUK

03.04.2025 —> 27.06.2025

Marking the 80th anniversary of the National Science Museum of Korea, this exhibition made its international debut at the KCCUK. With the global rise of K-pop and an increasing interest in traditional Korean culture, *Soundwaves of Science* invited UK audiences to experience Korean music in an innovative way —through the science of sound.

This exhibition bridged early and modern scientific perspectives to explore the instruments and sounds of Korea. While engaging with these ideas through interactive displays, visitors gained insights into the scientific and mathematical principles behind two key elements of King Sejong's music standardisation project: the Hwangjong pitch pipe and the Pyeongyeong (stone chimes).

Additionally, the exhibition featured AI-composed traditional Korean music, offering a glimpse into the fusion of technology and heritage. Visitors also had the opportunity to see traditional instruments such as the geomungo and ga yageum, crafted by master artisans, and engage with hands-on exhibits that explained the physics behind their sounds.

Through this immersive and interactive experience, *Soundwaves of Science* offered a fresh perspective on Korea's rich musical heritage while highlighting its scientific ingenuity.

3,261

Attendees

77

Korean & British Media Coverage

95.9%

Satisfaction Survey Results

ENDLESS BONDS: AI AND KOREAN HERITAGE

KCCUK
17.07.2025 —> 22.08.2025

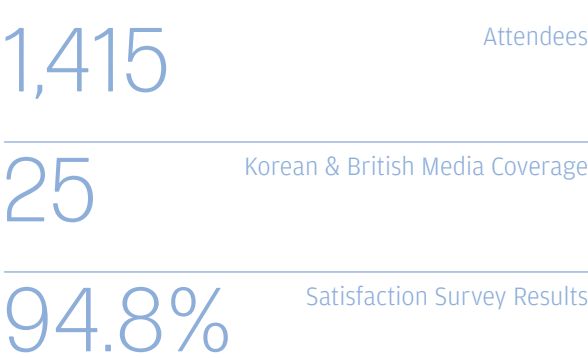
Marking the 80th anniversary of Korea’s liberation, *Endless Bonds: AI and Korean Heritage* explored the dialogue between Korea’s rich past and its technological future. Through the universal language of visuals, the showcase invited visitors of all ages to engage with Korean art and artifacts – offering new ways to connect with heritage, history, and identity.

The journey began with Royal ‘Procession with the People’, a vibrant digital recreation of King Jeongjo’s 1795 procession to his father’s tomb in Hwaseong. It continues with ‘Climbing Mt. Geumgang’, a dynamic digital collage inspired by Jeong Seon’s Album of Mt. Geumgang, reimagining Korea’s most sacred landscape through a contemporary lens.

Endless Bonds also presented digital reinterpretations of Korean artifacts from the National Museum of Korea and major UK institutions such as the British Museum and the V&A, exploring how AI can offer new perspectives on historical objects.

In a rare public unveiling, the exhibition included digitised versions of Kim Ok-gyun’s Korean letter from the Cambridge University Library and the Jade Stream Club (Okkyesa) from the British Library, revealing hidden facets of Korea’s intellectual history.

By connecting objects, sites, and people, *Endless Bonds* offered a fresh perspective on Korean heritage and its enduring cultural ingenuity. Bridging the past and the present, this media showcase invited all visitors to discover Korea’s timeless stories through future-facing creativity.



Jaemin Cha



STROLLING THROUGH KOREAN GARDENS

KCCUK
11.09.2025 —> 14.11.2025

The KCCUK, in partnership with the Korea Heritage Service, presented *Strolling Through Korean Gardens*, a new exhibition that reimagined Korea’s rich garden heritage through a contemporary lens. This autumn exhibition offered UK audiences a rare opportunity to encounter the philosophy, beauty, and poetic sensibility of traditional Korean gardens through digital technologies, sensory environments, and interdisciplinary storytelling.

With large-scale digital projections, immersive soundscapes by composer Jang Young-gyu, and multisensory environments, the exhibition brought to life celebrated gardens such as Soswaewon, Bokildo, and the Secret Garden of Changdeokgung Palace. Visitors also experienced the key aesthetic concept of Chakyung (“borrowed scenery”) in a recreated pavilion space.

Featuring contemporary works by Ellie Kyungran Heo and Jihae Hwang alongside literary reflections such as Korean Tea Classics, the exhibition presented the Korean garden not only as a historical legacy but also as a living source of artistic and philosophical inspiration.

3,512

Attendees

46

Korean & British Media Coverage

94%

Satisfaction Survey Results

Jaemin Cha





NEW GEN: THE EMERGING VOICES

KCCUK

27.11.2025 —> 27.02.2026

For 2025 *NEW GEN: The Emerging Voices* was the latest edition of the KCCUK's annual open call programme supporting Korean artists based in the UK. This year's exhibition introduced eight artists whose practices span painting, sculpture, moving image, and installation, exploring how identity, materiality, and technology shape contemporary experience.

Selected by a distinguished panel of judges comprising Daphne Chu (Curator, Ikon Gallery, Birmingham), Alvin Li (Curator, International Art, supported by Asymmetry Art Foundation, Tate Modern), and Yung Ma (Senior Curator, Hayward Gallery, London), the exhibition highlighted the diversity and depth of emerging Korean artistic practice today. The panel's international expertise ensured a dynamic dialogue between the UK and Korea's contemporary art scenes.

Collectively, the artists navigate the intersections of myth, memory, ecology, and digital culture, reflecting on how personal experience and collective history intertwine. Heeyoung Noh explored the lingering presence of trauma and tenderness within domestic life, while Woojin Joo drew on folklore and shamanistic motifs to reveal how mythic imagination continues to shape the everyday. Yumin Lee reflected upon survival and emotion within cycles of capitalism and digital mediation, and Soohyun Choi examined fragile systems of authorship, ownership, and artistic value that underpin the art market.

Sangbum Ahn investigated ecological and technological entanglements, revealing how progress and collapse coexist within the same system. Jo Jae reconsidered perception and sensibility under technological acceleration, translating digital conditions into material and spatial forms that proposed new ways of seeing and feeling. Jihoon Cho and Woojin Jeon explored materiality as a site of adaptation and care, transforming instability and tension into gestures of endurance and renewal.

Together, their works formed an ecosystem of ideas—experimental, reflective, and deeply attuned to the shifting realities of our time. *NEW GEN: The Emerging Voices* not only showcased the vitality of Korean artists working across the UK but also invited audiences to encounter new approaches to making and meaning in the contemporary moment.

A FESTIVAL OF KOREAN DANCE

Lowry | Pavilion Dance South West | The Place | Dance City
07.05.2025 —> 24.05.2025

A Festival of Korean Dance marked its 8th edition from 7–24 May 2025, returning as a key highlight of the UK dance calendar with performances across multiple cities. Five acclaimed Korean companies took part, headlined by the Korea National Contemporary Dance Company (KNCDC), with the festival’s largest production to date featuring a company of 16 dancers. KNCDC’s *Jungle* toured three European cities—including London, Madrid, and Stockholm—bringing its dynamic performance to international audiences. The Guardian praised the production for its “muscular intensity and wonder.”

Melancholy Dance Company returned after last year’s sold-out *Flight* with a new work entitled *Og (Zero Grams)*, exploring gravity and falling. The piece toured Newcastle and Bournemouth as a double bill with Choi x Kang Project’s *A Complementary Set_ Disappearing with an Impact* and was also performed in London as a double bill with the innovative video-led piece *Shinsegae* by Ji-hye Chung.

Additionally, *Ham:beth*, led by acclaimed choreographer Jae-Duk Kim of Modern Table, closed the festival at The Place in London to a standing ovation, following a sold-out performance at the Lowry in Manchester.

3,653 Attendees

74 Korean & British Media Coverage

98% Satisfaction Survey Results

85% Seat Occupancy Rate
93% Willing to attend again

Jaeyeon Park



K—MUSIC FESTIVAL

Barbican | Southbank Centre | Kings Place | Rich Mix | Royal Albert Hall
01.10.2025 —➤ 20.11.2025

This year’s K-Music Festival pushed the boundaries of contemporary sound by embracing classical music collaborations, offering audiences a rich and diverse program across the UK. The festival opened with a groundbreaking partnership between cellist Okkyung Lee and electronic musician Mark Fell, setting the tone for innovative sonic exploration.

The festival’s highlights included JAMBINA’s sweeping orchestral reimagining with the London Contemporary Orchestra, which made a stunning debut at the Barbican Centre to a standing ovation. Other standout performances included a sold-out collaboration between Korean traditional string trio Hilgeum and British vocalist Alice Zawadzki, as well as Park Jiha’s meditative reinterpretations of traditional Korean instruments, blending ancient sounds with modern sensibilities.

Experimental and immersive performances also featured prominently. Won Il’s Dionysus Robot fused new sound and visuals, breaking East-West musical boundaries as part of the EFG London Jazz Festival, while Gray by Silver delivered jazz-infused storytelling with striking intimacy in their sold-out show.

The festival culminated with a major world premiere, as pianist Seong-Jin Cho performed Dong-hoon Shin’s new Piano Concerto with the London Symphony Orchestra at the Barbican. The performance received a five-star review from The Guardian, which described Cho as “a human dynamo,” highlighting his virtuosity.

4,982

Attendees

123

Korean & British Media Coverage

95%

Satisfaction Survey Results

Jaeyeon Park





LIBERATION DAY - 80TH ANNIVERSARY SPECIAL SCREENING

KCCUK
26.02.2025 → 06.08.2025

In 2025, the KCCUK hosted a special screening to mark the 80th anniversary of Korea’s Liberation. Held on 6 August at the KCCUK, the programme invited film scholars, students, industry professionals, and the wider public with an interest in Korean cinema.

The event centred on Hur Jin-ho’s *The Last Princess*(2016), a film portraying the life of the final princess of the Korean Empire, Deokhye, whose personal history reflects the turbulence of Korea’s modern era. Through this commemorative screening, the KCCUK sought to highlight the historical significance of Liberation Day and offer audiences an opportunity to reflect on its legacy through Korean film.

240	Attendees
5	Korean & British Media Coverage
	Eunji Lee

LONDON KOREAN FILM FESTIVAL

20th Anniversary Edition

BFI Southbank | Ciné Lumière | Institute of Contemporary Arts (ICA)
05.11.2025 —> 18.11.2025

In 2025, the KCCUK presented the 20th edition of the London Korean Film Festival (LKFF), held from 5 to 18 November across BFI Southbank, Ciné Lumière, and ICA London. Organised by the KCCUK and supported by the Korean Film Council, this milestone year celebrated two decades of showcasing Korean cinema in the UK. The festival opened with the world premiere of Kim Jong-kwan’s *Frosted Window* and closed with Woo Min-ho’s *Harbin*, reflecting the breadth of contemporary Korean filmmaking and its continued resonance with global audiences.

Marking its anniversary, the festival introduced the LKFF Audience Award, inviting viewers to vote for their favourite film. The programme encompassed LKFF’s signature strands—Cinema Now, Women’s Voices, and a Special Screening —alongside a commemorative section developed with the Korean Film Archive to mark the 80th anniversary of Korea’s Liberation. This curated selection explored resistance, identity, and the historical imagination through works by Lee Man-hee, Kim Jee-woon, Youn JK, and Lee Joon-ik.

Across premieres, filmmaker Q&As, and a diverse lineup of new releases and independent voices, the 20th LKFF reaffirmed its role as one of the longest-running international festivals dedicated to Korean cinema, offering UK audiences a wide-ranging exploration of Korea’s cinematic present and historical legacy.

3,113 Attendees

81 Korean & British Media Coverage

9/19 Screenings sold out

Eunji Lee, Inhong Song



© Roberto Pita



K-FILM ACADEMY

KCCUK
18.06.2025 → 09.07.2025

In 2025, the KCCUK delivered a new edition of the *K-Film Academy* in partnership with Birkbeck University. Developed with students from the university’s Department of Curating, the programme ran from 18 June–9 July under the theme ‘여운 | Lingerinɡ Fragments’, presenting a selection of films that explore feminist histories, social realities, and contemporary narratives in Korean cinema.

The series opened with a Han Ok-hee Retrospective, followed by a session on Women’s Oral Histories featuring documentaries by Lee Young and Park Ji-sun. The programme concluded with Kim Won-woo’s *Writing Poems at the End of the World*, accompanied by poetry reading. Through these monthly screenings and audience discussions, the 2025 K-Film Academy continued to provide an accessible forum for critical engagement with Korean film culture.

240 Attendees

2 Korean & British Media Coverage

E-UM: BOOK TALK

KCCUK

26.03.2025 → 01.11.2025

E-um: Book Talk is a literary exchange platform that brings together readers, translators, writers, and publishing professionals to explore Korean literature from a global perspective. Held monthly, the programme features conversations, translation talks, and audience Q&As, delving into the many ways in which Korean literature intersects with language, identity, culture, art, and technology. True to its name, *E-um*—meaning ‘connection’ in Korean—serves as a bridge that links Korean stories to international audiences, fostering meaningful cultural dialogue.

In 2025, the series expanded its thematic scope and academic depth, highlighting a broad range of voices across different genres, generations, and media. In March, a special talk on *Counterattacks at Thirty* by Sohn Won-pyung brought together translators Sean Lin Halbert and Anton Hur to discuss the challenges of conveying Korean workplace culture and generational narratives into English. In April, bestselling author Juhea Kim and journalist Alice Robb explored creativity, identity, and the role of place in *City of Night Birds*, followed by an online conversation between Silvia Park and Ela Lee on *Luminous*, examining human–AI relationships, visions of a unified Korea, and diasporic memory.

In May, Da-Hae West’s *Balli Balli* invited audiences to discover the cultural, emotional, and everyday narratives embedded in Korean food and cooking. In June, a discussion of Heuijung Hur’s *Failed Summer Vacation* explored the imaginative possibilities of Korean short fiction and its resonance with English-language readers. In November, *Korean Temple Cooking: Lessons on Life and Buddhism, with Recipes – The Life and Work of Jeongkwan Snim* provided a reflective exploration of temple cuisine, mindfulness, and the philosophical dimensions of food, highlighting the narrative depth and cultural reach of Korean storytelling.

389

Attendees

16

Korean & British Media Coverage

Kangin Park



K-BOOK FESTIVAL

Hay-on-Wye | Edinburgh | Wimbledon | Foyles Charing Cross Road | KCCUK
24.05.2025 —> 09.11.2025

The K-Book Festival is a cultural exchange platform jointly organised with the Publication Industry Promotion Agency of Korea (KPIPA) to introduce Korean books, authors, translators and publishing culture to the UK literary landscape. Through strategic collaborations with major literary institutions—including the Hay Festival, the Edinburgh International Book Festival, Wimbledon BookFest and Foyles Bookshop—the programme creates meaningful opportunities for Korean literature to engage with local audiences, industry professionals and the wider literary community.

In 2025, the initiative expanded its presence across some of the most influential literary stages in the UK. In May, the K-Book Festival officially supported the *International Booker Prize Winner* event at the Hay Festival, where winning author Banu Mushtaq and translator Deepa Bhashti were joined by Gaby Wood and Anton Hur for a rich discussion on world literature and the art of translation. In August, a new partnership with the Edinburgh International Book Festival featured a special conversation with celebrated author Hwang Sok-yong, alongside a *Global Ink: International Industry Day* panel exploring the rise of web novels, digital storytelling and future directions in global publishing.

In October, in collaboration with Wimbledon BookFest, *Korea: New Voices in Fiction* highlighted contemporary Korean authors Juhea Kim, Ela Lee and Park Seolyeon, who explored themes such as identity, memory, diaspora and literary experimentation. During the same period, a month-long collaboration with Foyles Bookshop presented a curated selection of Korean titles—including literary fiction, cookbooks, webtoons, essays and original works—creating a meaningful point of contact between Korean publishing and readers and booksellers here in the UK. Author events featuring Judy Joo (*K-Quick*), Min Song-A (*Doona!*), and Chun Seon-ran (*The Thousand Blues*) further showcased the breadth of Korean storytelling, from K-Food and digital culture to science fiction and philosophical fiction.

In November, *Afternoon with Susan Choi* brought together the 2025 Booker Prize-shortlisted author and poet-editor Sarah Howe for a conversation on *Flashlight*, exploring memory, identity, ethics and the responsibilities of storytelling.

1,545

Attendees

78

Korean & British Media Coverage

Kangin Park





K-ART LAB

KCCUK
24.05.2025 —> 31.12.2025

K-Art Lab is a new initiative launched by the KCCUK to explore the future of Korean art through immersive, experimental and technology-driven media. Conceived as a digital and cultural innovation platform, K-Art Lab reinterprets Korea’s cultural heritage through XR, VR and multimedia installations—bridging tradition and technology to create new forms of artistic expression. Located within the Centre as a dedicated media art space, the Lab offers sensory encounters that connect the past with the present, while providing artists, technologists and cultural practitioners with a collaborative environment for experimentation, prototyping and interdisciplinary creation.

The inaugural 2025 exhibition, *Time Scape*, introduced immersive VR works developed in collaboration with the National Museum of Korea, the Technology Research Institute for Culture & Heritage, and the Korea Culture Information Service Agency. The programme featured digital reinterpretations of key cultural heritage, including *Seokguram Hyperreal: One is All, All is One*, *Pensive Bodhisattva: One Moon, A Thousand Rivers*, *Reliquaries from Gameunsa Temple*, and *World Contained in Celadon*, alongside 360° immersive journeys such as *Royal Procession with the People*, *Climbing Mount Geumgang*, and *Endless Mountains and Rivers*.

Beyond immersive heritage, K-Art Lab also partnered with LG Electronics during Frieze London to reimagine the work of renowned Korean abstract painter Seo Se-ok as digital media art. Animated reinterpretations of his seminal works—*Wayfarer*, *Joyful Rain*, *Person* and *Cycle*—brought to life his distinctive brushstroke energy, minimalist rhythm and meditative spirit through digital animation, sound and visual.

489 Attendees

17 Korean & British Media Coverage



SEOUL ARTS CENTER ON SCREEN

KCCUK

22.05.2025 → 24.07.2025

Seoul Arts Center on Screen, presented in partnership with the Seoul Arts Center (SAC), brings landmark Korean performances to audiences here in London through cinematic high-definition screenings. Established in 1988 as Korea's first major cultural arts complex, SAC has played a leading role in shaping the country's performing arts scene across music, ballet, opera and theatre. Through SAC on Screen, these performances are reimagined for the global stage—allowing local audiences to experience Korea's orchestral and ballet productions in an immersive digital format.

In 2025, the KCCUK introduced the programme with a four-part screening series featuring the Korean Symphony Orchestra and Universal Ballet Company, recorded live at Seoul Arts Center. In May, *Dvořák's From the New World* showcased the emotional depth of the composer's celebrated Ninth Symphony, brought to life by conductor Heon-jeong Im. In June, *Spirit of Beethoven* presented two of Beethoven's most iconic works—Piano Concerto No.5 "Emperor" featuring pianist Dasol Kim, and Symphony No.5 "Fate"—sharing a profound journey through passion, resilience and artistic legacy.

The July ballet screenings highlighted the beauty and expressive power of Korean ballet. *Shim Chung*, performed by the Universal Ballet Company, offered a deeply moving retelling of one of Korea's most loved folktales, combining neoclassical choreography with Korean narrative tradition. The season concluded with *La Bayadère*, a spectacular three-act ballet featuring over 120 dancers, vivid staging and a timeless tale of love, destiny and betrayal.

Through these screenings, Seoul Arts Center on Screen provided audiences here with a rare opportunity to encounter the richness of Korean performing arts—not on stage, but through the screen—demonstrating how digital media can transcend geography while preserving artistic depth, emotional resonance and cultural authenticity.

CUISINE

KOREAN TEMPLE FOOD

*In partnership with Le Cordon Bleu
and the Cultural Corps of Korean Buddhism*

Le Cordon Bleu London | CORD by Le Cordon Bleu | KCCUK

20.05.2025 → 21.05.2025 | 28.10.2025 → 03.11.2025

Since 2021, the KCCUK has introduced a Korean Temple Food course as a part of Le Cordon Bleu London's Diploma in Plant-Based Culinary Arts. In partnership with the Cultural Corps of Korean Buddhism, the Korean Temple Food course includes demonstrations and practical courses both offline and online.

For the Korean Temple Food lectures, we welcomed Venerable Yeogeo twice this year in May and October. Each visit, Ven. Yeogeo taught us how to make Korean Temple Food using seasonal vegetables as well as introducing the monastic life and the philosophy of temple food.

In October, we had the honour of welcoming the Venerable Jeong Kwan to London for a one-night-only Pop-up Restaurant event at CORD by Le Cordon Bleu London. Ven. Jeong Kwan presented a full-course temple dining experience along with introducing the philosophy of Buddhist cuisine and guiding guests through a short meditation, transforming the meal into a holistic experience of mindfulness and gratitude.

Ven. Jeong Kwan also led a temple food meditation event at the KCCUK, attracting over 80 people to listen to her stories, learn food meditation and taste her food.

448

Attendees

35

Korean & British Media Coverage

Yoonseo Jung



KOREAN CUISINE MONTH

In partnership with Capital City College Group

Capital City College | Westminster Centre

26.04.2025 —> 31.05.2025

Since 2021, in partnership with Westminster Kingsway College, the KCCUK has showcased a Korean Cuisine Month each year. In 2025, the Korean Cuisine Month returned with a weekly Korean Cuisine Workshop and Korean Cuisine Menu Week which the College’s 2nd Year Students presented to the public in The Vincent Rooms Brasserie Restaurant.

The menus for the Korean Cuisine Menu Week included authentic Korean cuisines as well as winners’ menus from the Capital City College Group’s Korean Cooking Competition.

260

Attendees

7

Korean & British Media Coverage

Yoonseo Jung



K-FOOD COOKING CLASS

Held as part of the Touring K-Arts Programme

Divertimenti
19.06.2025

On 19 June, the KCCUK and CJ Foods presented the ‘K-Food Cooking Class’ as part of the Touring K-Arts programme sponsored by the Ministry of Culture, Sports and Tourism and Korean Foundation for International Cultural Exchange (KOFICE).

The class focused on traditional Korean Cuisine, with a spotlight on Japchae and Mandu. Participants learned how to make japchae and mandu, along with various recipe variations. The class was led by Chefs Yeonju Lee, Kyle Lee and Subin Choi-next generation chefs affiliated with the Cuisine.K Project of CJ.

32	Attendees
99	Korean & British Media Coverage
	Yoonseo Jung





© Applecumbie Studio

KOREA DAY FESTIVAL

University of Manchester		23.03.2025
University of Sheffield		27.04.2025
University of Liverpool		29.04.2025
University of Oxford		24.05.2025
University of Edinburgh (AKSE)		19.06.2025 → 22.06.2025
University of Cambridge Library		12.07.2025
University of Cambridge		11.10.2025

Korea Day Festival is an outreach programme that runs across the UK to enhance people’s experience of Korean culture. This year, Korea Day was held for the first time in Manchester, Edinburgh and Cambridge, and other locations included Sheffield, Liverpool and Oxford.

The festival is organised in collaboration with Korea students’ associations, Korea societies, K-Pop communities and University faculties across the UK. This one- day festival gave both students and local residents a chance to learn about K-Pop, Hangeul calligraphy and listen to traditional Korean music, Gugak. The festival will continue to seek new ways to collaborate with various universities across the UK.

1,182 Attendees

46 Korean & British Media Coverage

NEW TALENTS

KCCUK
April —> October 2025

In 2024, the KCCUK launched a new creative arts project entitled ‘New Talents.’ This year the KCCUK presented seven emerging artists/groups namely Neul Duo (June Lee, Seungyeon Lee), Uriah Piano Trio (Michelle Choi, Helen Meng, Joseph Reynolds), Kiyoka Hyun Duo (Hyunjeong Hwang, Kiyoka Ohara), Artist Ine Song, Esther Mee-Hyun Park and Wallis Power duo, Gayageum player Seoyoung Park and pianist Hwan Hee Kim.

Following the success of this programme, the KCCUK aims to give more opportunities to emerging artists to perform in the heart of London in the future.

267 Attendees

6 Korean & British Media Coverage

Yoonseo Jung





YOUNG HALLYU CULTURAL CLASS

KCCUK | Sacred Heart Catholic Primary School

March —> December 2025

In 2025, the KCCUK expanded its Young Hallyu Cultural Class programme. Alongside weekly sessions at The Sacred Heart Catholic Primary School in New Malden, where Taekwondo and K-Pop dance were incorporated into the PE curriculum, the KCCUK also hosted complementary workshops at the KCCUK, offering pupils additional opportunities to experience Korean culture in a dedicated arts environment.

The initiative introduced students to both traditional and contemporary practices, supporting physical confidence, creativity, and emotional well-being. By delivering activities both in the classroom and at the Centre, the 2025 programme strengthened cultural engagement and deepened community connections within the New Malden area.

5,965

Attendees

200

Taekwondo and K-Pop classes

Inhong Song

52

LEARNING

K-SEMINAR SERIES

KCCUK

March → October 2025

In 2025, the KCCUK continued to advance public engagement with Korean studies through its K-Seminar Series, offering an expanded programme of talks led by distinguished scholars and practitioners. This year’s sessions examined a wide spectrum of topics, including Korean visual culture, contemporary research in science and technology, and new perspectives on the evolving landscape of Hallyu.

By presenting expert insights and fostering dialogue between speakers and audiences, the series provided UK participants with a deeper understanding of Korea’s cultural heritage and its growing global influence. The 2025 K-Seminar Series further strengthened the KCCUK’s role as a platform for meaningful cultural exchange and intellectual collaboration between Korea and the UK.

95	Attendees
11	Korean & British Media Coverage
	Inhong Song



K-HISTORY UNLOCK

KCCUK
March —> October 2025

In 2025, the KCCUK continued its K-History Unlock series, presenting a set of themed lectures that explored key moments and figures in Korean history in connection with major commemorative dates. Marking International Women’s Day, the programme spotlighted influential women in Korean history whose narratives continue to shape cultural memory. In recognition of the 80th anniversary of Korea’s Liberation, the series examined pivotal events and independence movements that defined the nation’s modern trajectory. To celebrate Hangeul Day, additional talks investigated the development of the Korean script and its enduring role in shaping Korean identity and creative expression.

By contextualising these historical themes and highlighting their relevance to contemporary culture, the 2025 K-History Unlock series offered UK audiences a meaningful lens through which to understand Korea’s past and its continuing impact on today’s storytelling. The programme reaffirmed the KCCUK’s commitment to deepening cultural understanding through accessible and engaging public lectures.

145	Attendees
14	Korean & British Media Coverage
	Inhong Song



KOREAN CULTURAL EXPERIENCE EVENTS

KCCUK
April —> June 2025

In 2025, the KCCUK continued its Korean Cultural Experience Events, offering a series of hands-on workshops that introduced participants to traditional Korean arts. This year’s programme featured sessions in gayageum, danso, and traditional crafts, providing opportunities to learn directly from practitioners and explore the techniques behind Korea’s artistic heritage.

By creating an accessible environment for both beginners and enthusiasts, the 2025 programme supported deeper cultural engagement and strengthened public appreciation of Korea’s musical and craft traditions.

235	Attendees
6	Korean & British Media Coverage
	Inhong Song



K-CREATIVE SESSIONS

Where Tradition Meets Today

KCCUK
31.01.2025 —> 26.09.2025

The K-Creative Sessions are more than a cultural workshop—they are a place where Korean heritage comes alive.

- Traditional Korean Games
The room filled with laughter as we kicked jegi (shuttlecocks), played yutnori (a traditional board game), and crafted beautiful cheongsachorong (blue-and-red paper lanterns). Strangers quickly turned into friends, happily shouting “One more round!”.
- Minhwa Folk Painting
With brushes in hand, we painted vibrant flowers. Guided by the gentle words “It doesn’t have to be perfect,” we relaxed, laughed, and discovered the bold yet warm spirit of Korea’s ancestors in every joyful stroke.
- Reading aloud *Kim Ji-young, Born 1982*
We took turns reading the original Korean text, page by page. As the quiet, ordinary, yet deeply painful life of one woman unfolded, tears fell and hearts opened. In the stillness that followed, we shared our own stories and felt a powerful connection.

From the bright energy of ancient games to the warm colours of folk art and the profound resonance of a modern literature, we felt past and present weave together into one living Korea.

364

Attendees

21

Korean & British Media Coverage

Jiae Myung



KOREAN LANGUAGE COURSE 2025

KCCUK
January → November 2025

In 2025, the KCCUK continued to develop its long-established Korean Language Course (est. 2009), offering a blended model of in-person and online learning to meet the diverse needs of students. Building on the previous year, Sejong 1 (Beginner) was delivered onsite to strengthen interaction for new learners, while Sejong 2 (Pre-Intermediate), Sejong 3 (Intermediate), and Sejong 4 (Advanced) were offered online to maintain flexibility and accessibility for a wider audience.

Following the King Sejong Institute’s curriculum and textbooks, the programme supported learners at all levels and reflected the sustained growth in interest in Korean language education driven by the Korean Wave. In 2025, the KCCUK continued to provide high-quality, learner-centred instruction, ensuring participants could deepen their connection to the Korean language and culture in a supportive and engaging environment.





K-TREND ACADEMY

KCCUK
January → November 2025

In 2025, the KCCUK expanded its K-Trend Academy, presenting a series of interactive workshops that introduced UK audiences to the creative breadth of contemporary Korean culture. This year’s programme included K-Pop dance, K-Pop vocal performance, K-Beauty, and a newly added K-Pop songwriting workshop, allowing participants to explore performance, self-expression, and behind-the-scenes creative processes.

Guided by practitioners across these disciplines, the Academy encouraged skill development and offered insight into the trends shaping the Korean Wave. The 2025 programme reaffirmed KCCUK’s commitment to offering accessible, hands-on cultural experiences for the public.

385 Attendees

17 Korean & British Media Coverage

HALLYU CON 2025

Where Korea Meets You

Samsung KX

21.11.2025

Hallyu Con, the UK’s leading Korean Wave celebration, returned to London in November, marking its 5th anniversary with a vibrant, convention-style event. Hosted by The Korean Wave Communities (MyWave Collective, Radio Kimchi UK, and The K-Way) with support from the KCCUK, this year’s edition showcased the richness of Korean traditions and contemporary influences through immersive experiences and interactive installations.

Attendees enjoyed a wide range of activities including hanbok try-ons, Korean calligraphy workshops, K-beauty and fashion and live performances. The event also featured Hallyu Lane, a curated marketplace of K-related brands, food and lifestyle products Beyond entertainment, It also fostered dialogue on cultural exchange and the evolving role of Korean culture in the UK and Europe. Visitors engaged in thought-provoking discussions, such as the “Working in Hallyu” panel and connected directly with creators, artists and community leaders shaping the global K-culture landscape.

342Attendees

6Korean & British Media Coverage

Inhong Song



MEET THE STAR PLAYERS OF KOREAN SPORTS

St. Andrew's @ Knighthead Park Birmingham City Football Club

16.11.2025

In 2025, the KCCUK continued its efforts to strengthen community engagement around Korean sport by supporting initiatives that highlight the achievements of Korean women footballers playing abroad, including Ji So-yun and Lee Geum-min.

The programme encouraged greater recognition and support within the Korean community, particularly among residents and students in the Birmingham area, while fostering solidarity and promoting meaningful cultural exchange through sport.

52

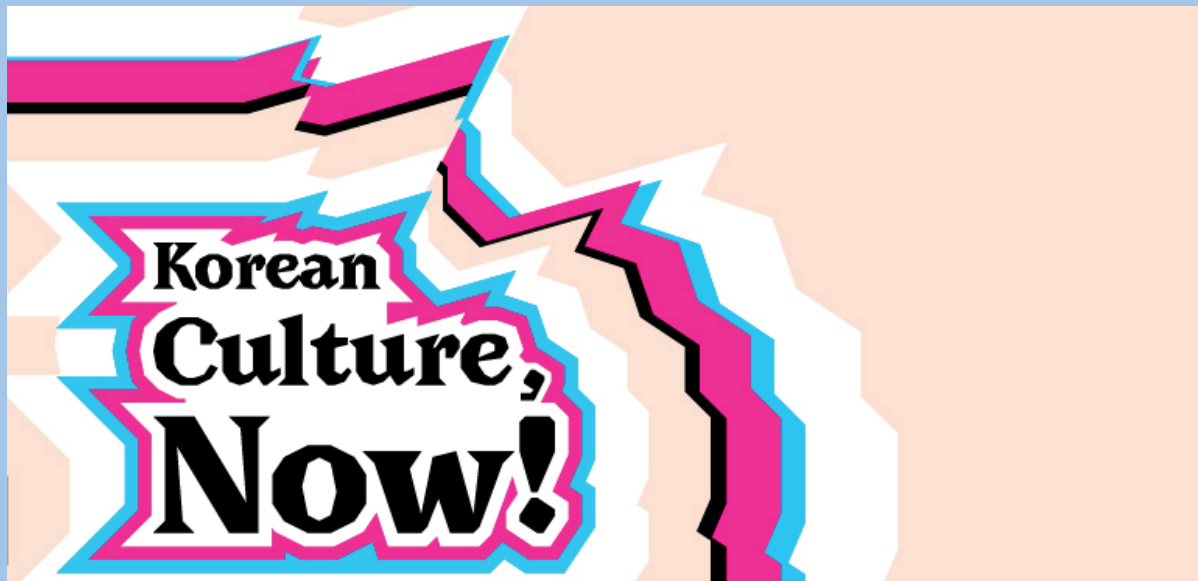
Attendees

2

Korean & British Media Coverage


Inhong Song






K-CULTURE FORUM


**Celebrating Creativity:
Digitally, Boldly, Korean**



Dr. Seunghye Sun
Director | Korean Cultural Centre UK




Seungkyu Ryan Lee
Co-founder | The Pinkfong Company,
Behind Baby Shark




Dr. Dobin Choi
Lecturer | Leiden University, Netherlands

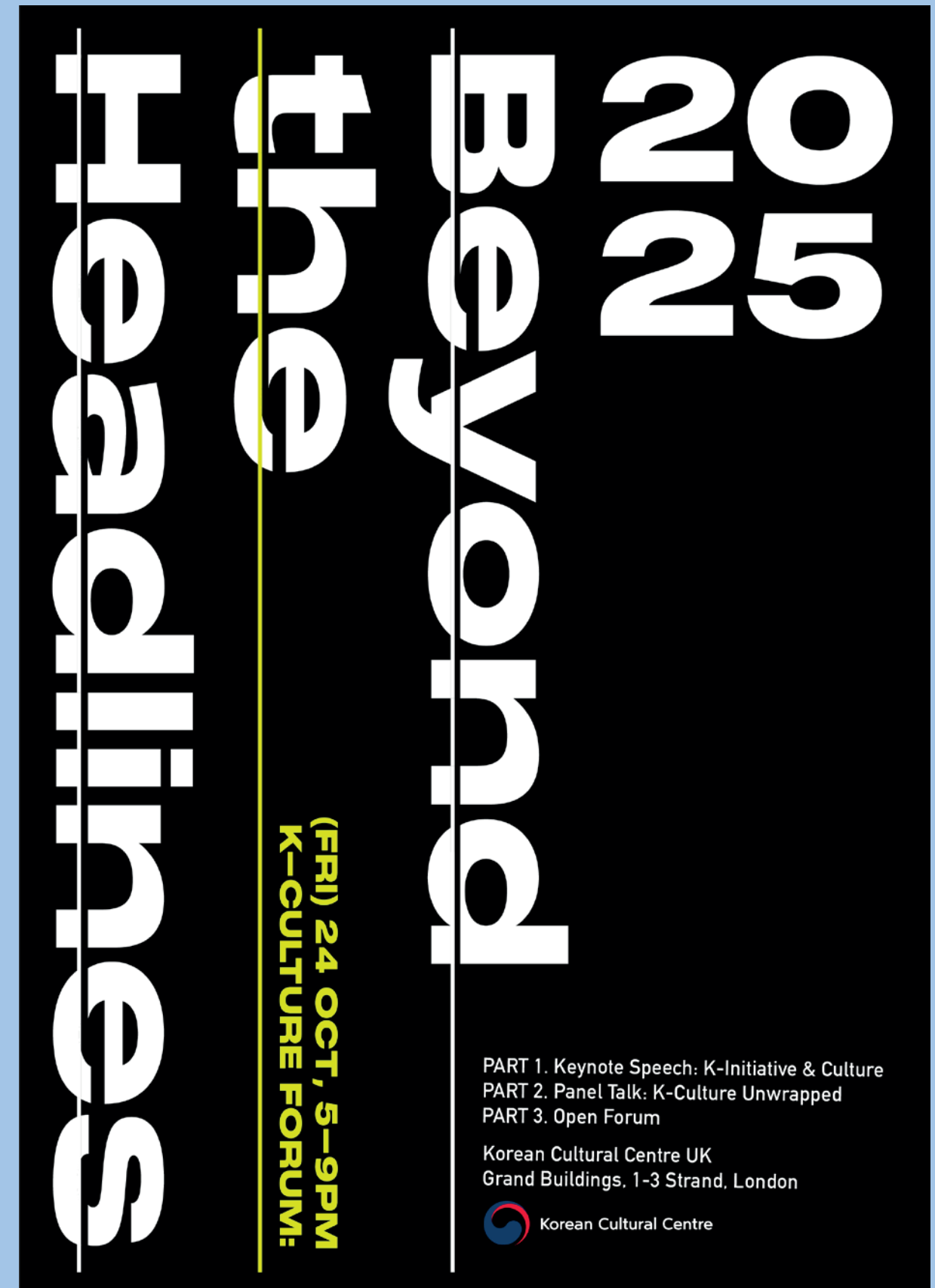
Mon 9 June 2025, 7PM
The Royal Society of Arts, London



Embassy of the Republic of Korea and
Permanent Mission to the IMO



Korean Cultural Centre




2025

Beyond the headlines

(FRI) 24 OCT, 5-9PM
K-CULTURE FORUM:

PART 1. Keynote Speech: K-Initiative & Culture
PART 2. Panel Talk: K-Culture Unwrapped
PART 3. Open Forum

Korean Cultural Centre UK
Grand Buildings, 1-3 Strand, London

 Korean Cultural Centre


28 November 2024 –
31 January 2025


Opening / 6 – 8 pm
28 November 2024

Bestselling
& Beloved:


Korean
Literary
Treasures


Korean Cultural Centre UK
Grand Buildings, 1–3 Strand, London WC2N 5BW

 Korean Cultural Center

 National Museum of
Korean Contemporary History


국립중앙과학관 80주년 기념 해외 특별전
NATIONAL SCIENCE MUSEUM OF KOREA 80TH ANNIVERSARY SPECIAL EXHIBITION

 국립중앙과학관
National Science Museum

 한국문화원
Korean Cultural Center

SOUNDWAVES
OF
SCIENCE :
Exploring the Science of Korean Music

조선의
악기,
과학을
올리다




2025.04.03. – 06.27.



WC2N 5BW, London, UK Korean Cultural Centre UK 주영한국문화원

Endless Bonds: AI and Korean Heritage

영화미소: 인공지능과 문화유산



17 July — 22 August 2025
Korean Cultural Centre UK



strolling
through

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Strolling Through
Korean Gardens

11 Sept. 2025 — 14 Nov. 2025
Korean Cultural Centre UK



Korea Heritage Service



Korean Cultural Centre

PoSTMEDIA
Pioneer of Science & Technology

NEW GEN: The Emerging Voices

차세대 작가전: 떠오르는 목소리를

노희영 Heeyoung Noh

안상범 Sangbum Ahn

이유민 Yumin Lee

전우진 Woojin Jeon

주우진 Woojin Joo

조재 Jo Jae

조지훈 Jihoon Cho

최수현 Soohyun Choi

한국문화원
Korean Cultural Centre

27 Nov 2025 – 27 Feb 2026

A FESTIVAL OF KOREAN DANCE

코리아댄스페스티벌

THE PLACE 7 – 24 MAY 2025 | theplace.org.uk

A Festival of Korean Dance 2025 is supported by the Korean Cultural Centre UK and the Korean Foundation for International Cultural Exchange, produced in partnership with The Place, Dance City, Pavilion Dance South West and Lowry.

ARTS COUNCIL ENGLAND 한국문화원 KOFICE THE PLACE LOWRY DANCECITY



Photo: Korean Cultural Centre UK

10 Oct – 20 Nov 2025

k-music festival

London's festival of Korean music

★★★★★
'There's more to Korea than K-pop.'
Songlines



Book at serious.org.uk/k-music

The K-Music Festival is presented by the Korean Cultural Centre UK in partnership with Serious

Korean Cultural Centre | SERIOUS

barbican | KINGS PLACE | Royal Albert Hall | SOUTHBANK CENTRE

한국문화원
Korean Cultural Centre

SPECIAL LECTURE FOR THE 80TH ANNIVERSARY OF KOREAN LIBERATION

07 AUG

18:00 PM



K-HISTORY
UNLOCK

PRINCESS
DEOKHYE


KOREAN CULTURAL CENTRE UK



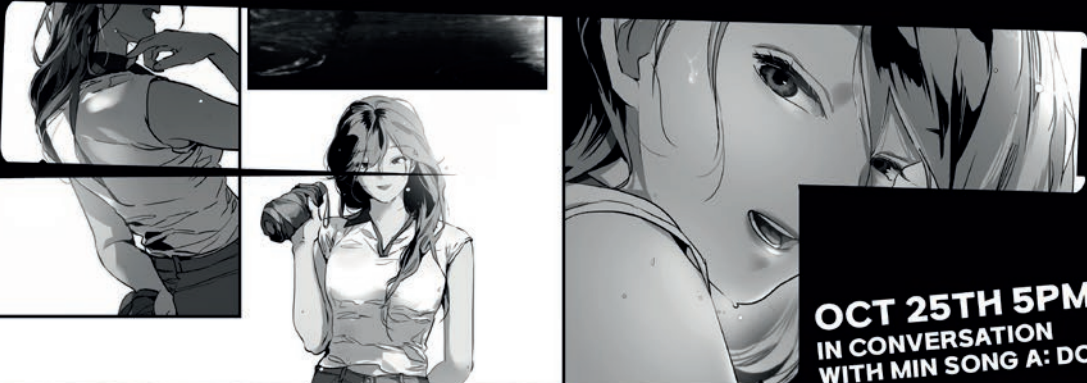


K-BOOK FESTIVAL


FOYLES CHARING CROSS




OCT 15TH 7PM
AN EVENING
WITH JUDY JOO



OCT 25TH 5PM
IN CONVERSATION
WITH MIN SONG A: DOONA!



NOV 1ST 4PM
IN CONVERSATION WITH
CHEON SEON-RAN:
A THOUSAND BLUES



K-Art Lab

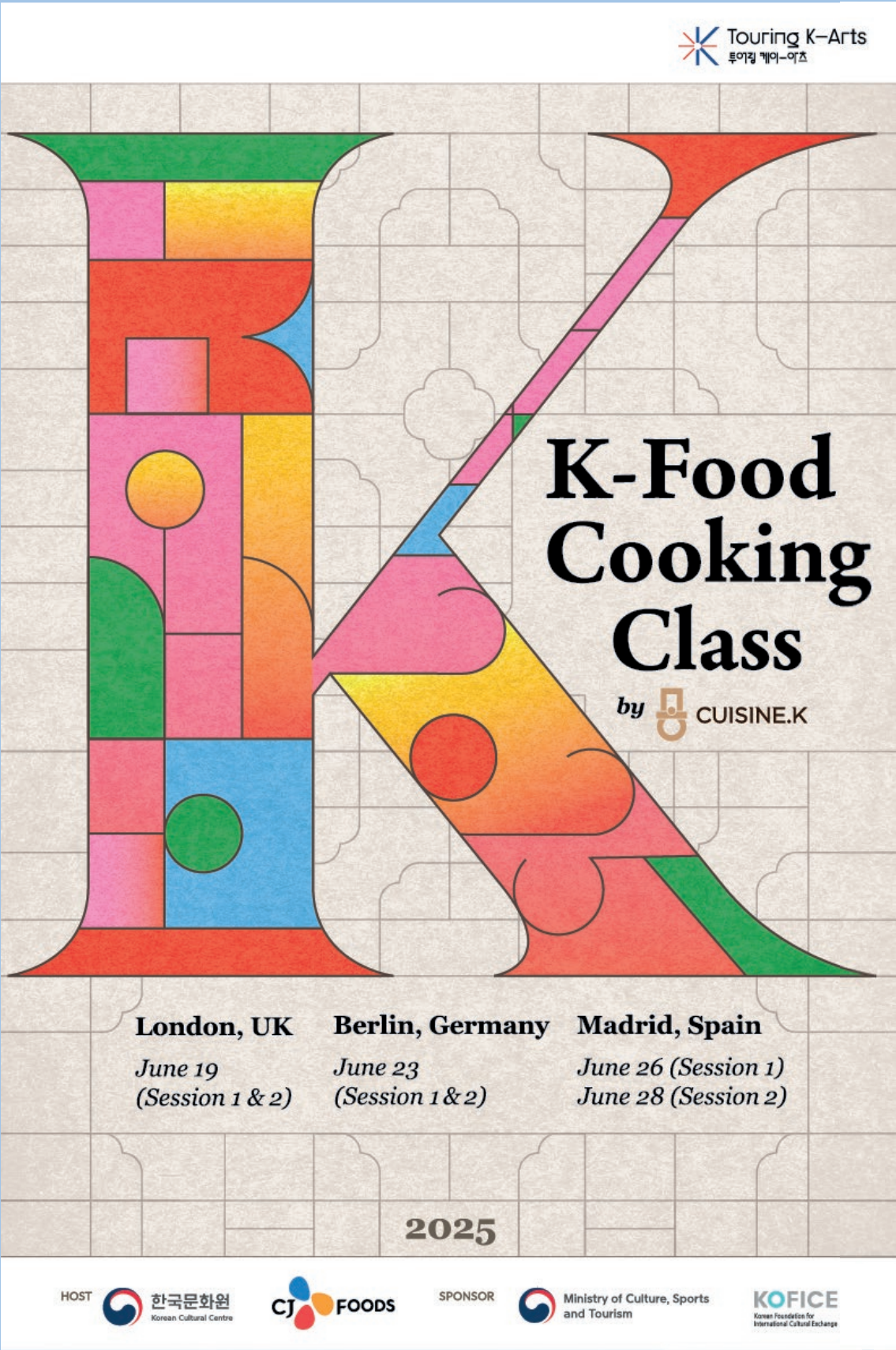
TimeScope

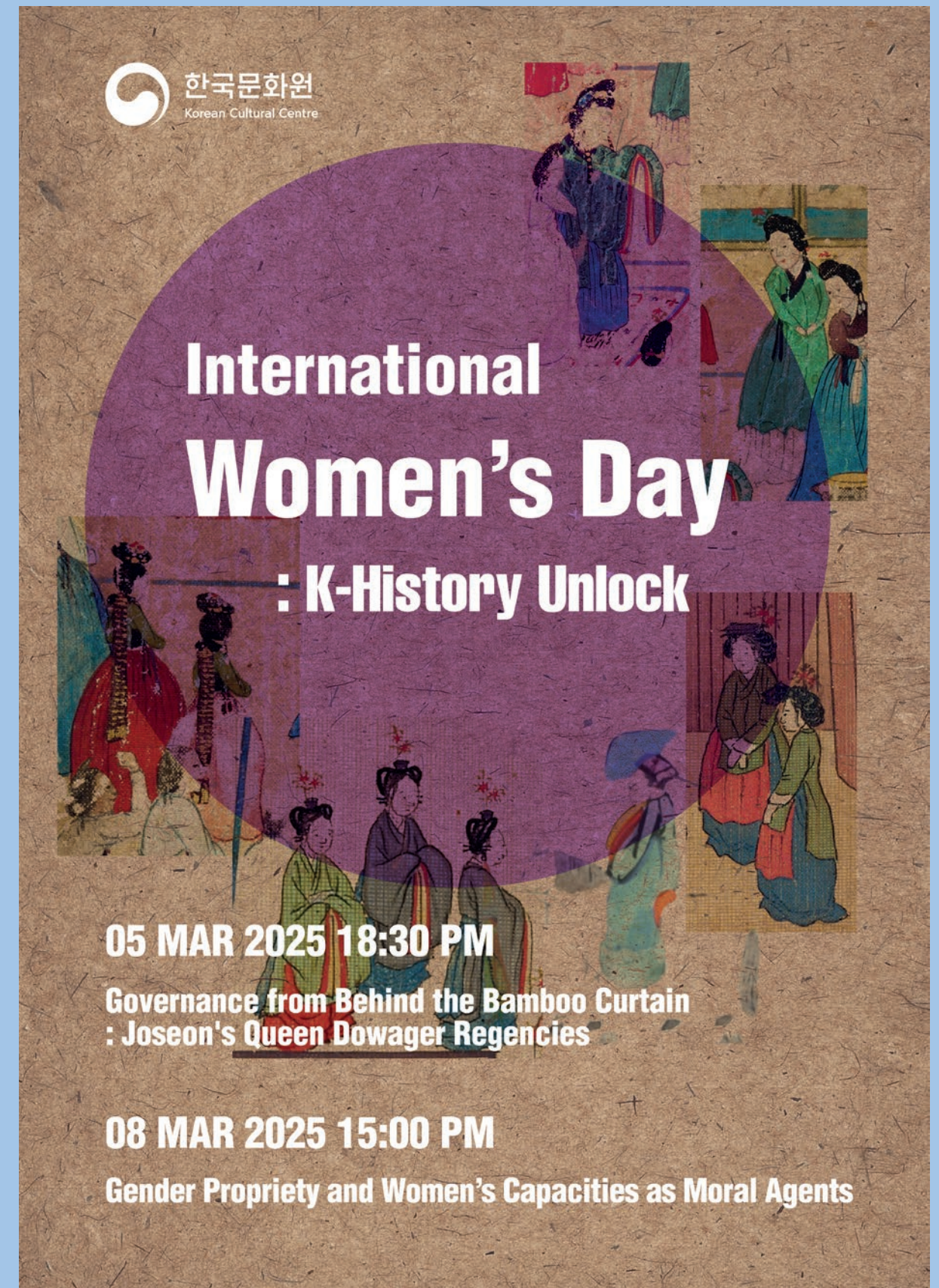
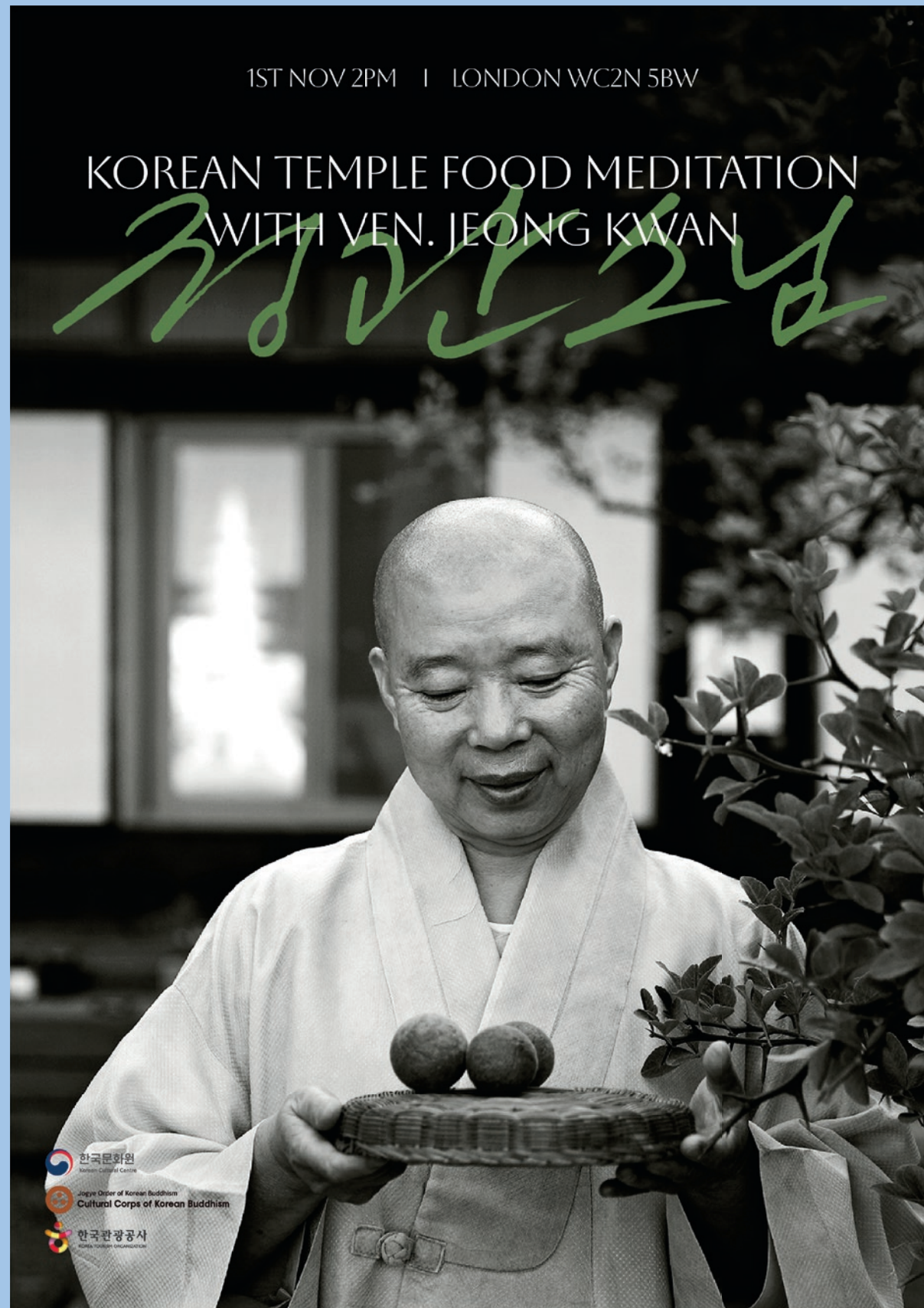
TIME TRAVEL THROUGH KOREA'S LANDSCAPES

A Multi-Sensory VR Experience of Korea's Past and Present







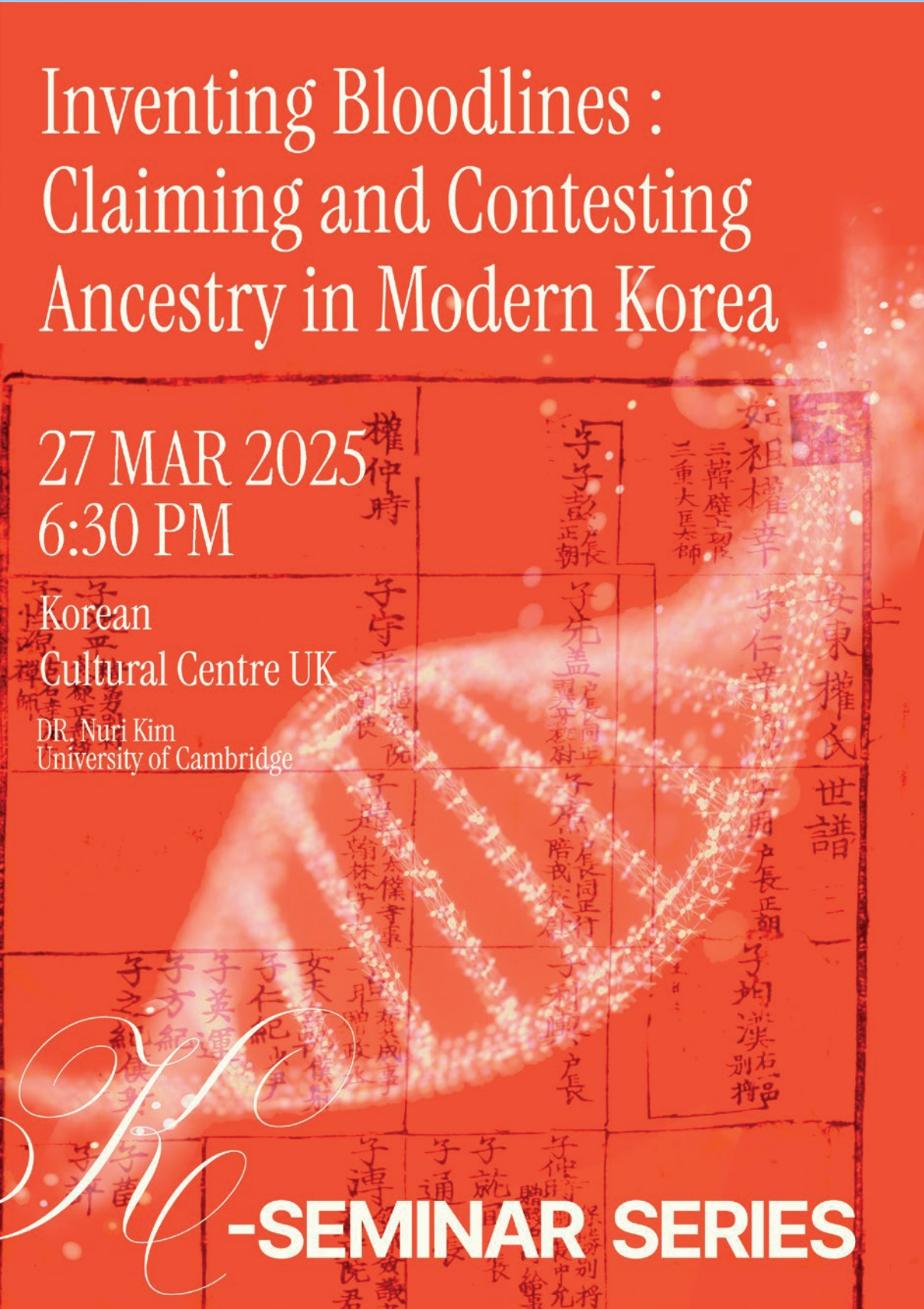


Inventing Bloodlines : Claiming and Contesting Ancestry in Modern Korea

27 MAR 2025
6:30 PM


Korean
Cultural Centre UK
DR. Nuri Kim
University of Cambridge

-SEMINAR SERIES




2025 K-SEMINAR SERIES

한국문화원
Korean Cultural Centre



**EXPLORING
THE SCIENCE OF
KOREAN MUSIC**



DR. HAEKYUNG UM
SENIOR LECTURER IN MUSIC
UNIVERSITY OF LIVERPOOL

MONDAY, 19 MAY 2025 6:30PM

Korean Cultural Centre UK

2025 KCCUK K-SEMINAR SERIES

한국문화원
Korean Cultural Centre

Seoul Mothers & the Poetry of Rice

STORIES OF KOREAN MOTHERHOOD, FOOD, AND EVERYDAY LOVE

2ND JUNE 2025
6:30 PM



 **PROFESSOR JIEUN KIAER**
| POET, NOVELIST, AND PROFESSOR OF
KOREAN LINGUISTICS AT THE UNIVERSITY OF OXFORD

Korean Cultural Centre UK


한국문화원
Korean Cultural Centre

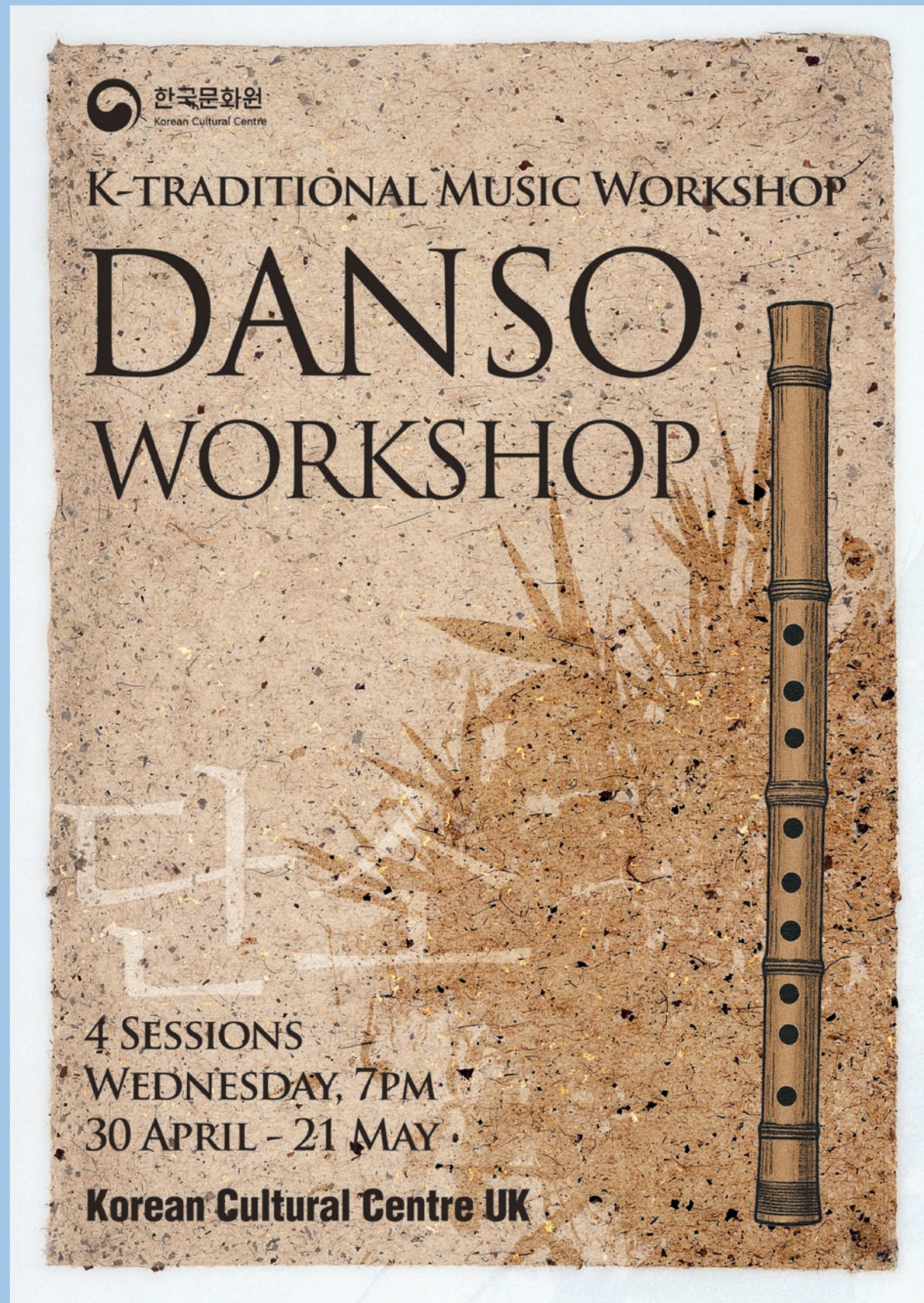
A Digital Future for Korea's Timeless Beauty

27 October
7:00 pm

Inkeon Chun,
Director of the Kansong Art Museum
Seunghye Sun,
Director of the Korean Cultural Centre UK

Korean Cultural Centre UK






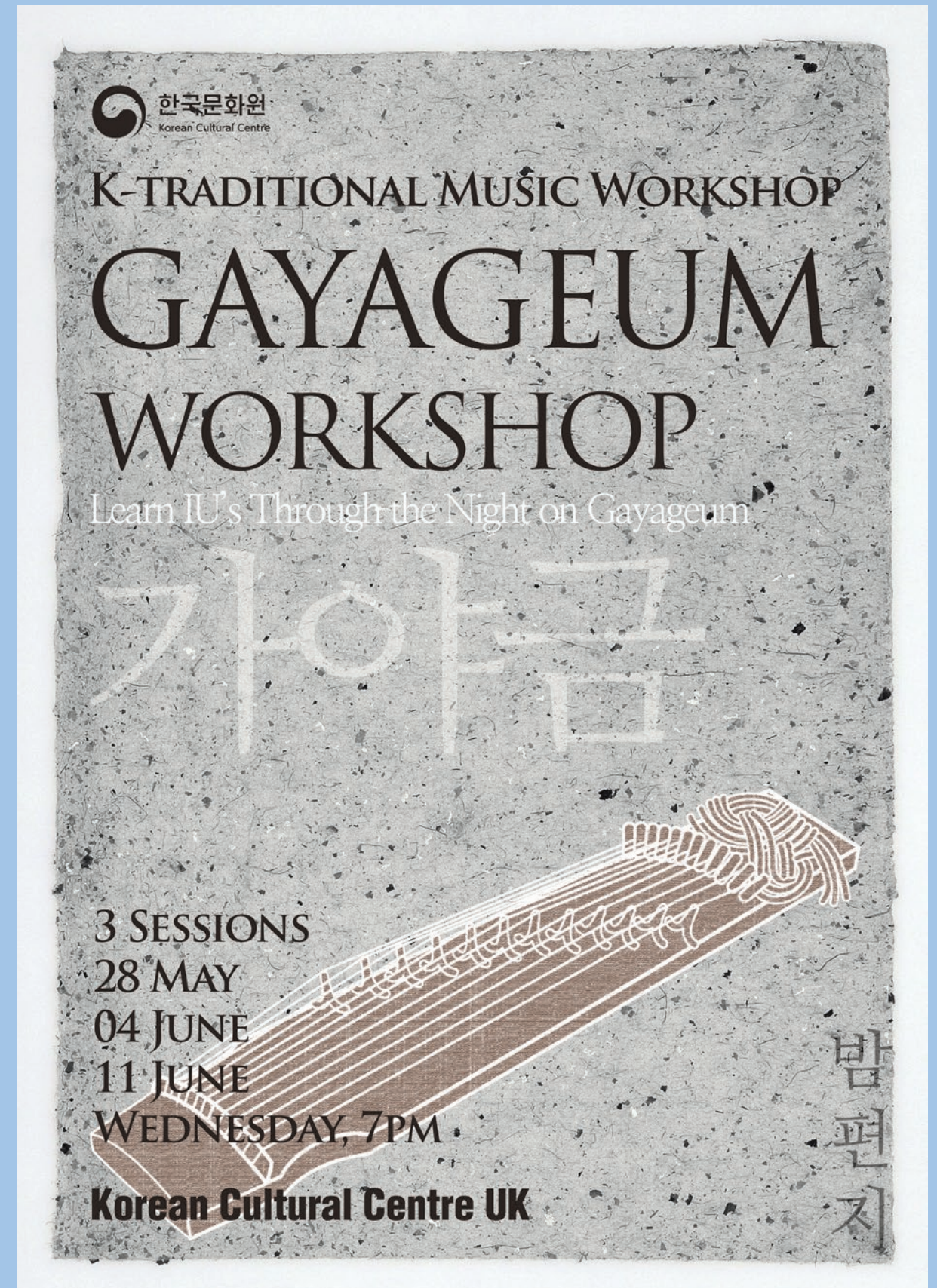
한글문화원
Korean Cultural Centre

K-TRADITIONAL MUSIC WORKSHOP

DANSO WORKSHOP



4 SESSIONS
WEDNESDAY, 7PM
30 APRIL - 21 MAY
Korean Cultural Centre UK




한글문화원
Korean Cultural Centre

K-TRADITIONAL MUSIC WORKSHOP

GAYAGEUM WORKSHOP

Learn IU's Through the Night on Gayageum

가야금



3 SESSIONS
28 MAY
04 JUNE
11 JUNE
WEDNESDAY, 7PM
Korean Cultural Centre UK

밤편지

한국문화원
Korean Cultural Centre

K-TRADITIONAL CRAFT WORKSHOP

DAY1 5 JUNE 7PM

STONE SEAL CARVING

MINI SOTDAE MAKING

DAY2 6 JUNE 7PM

KOREAN RIBBON (DAENGGI) CRAFT

JANGGU KEYRING DIY

Korean Cultural Centre UK

한국문화원
Korean Cultural Centre

K - Flower Arrangement Workshop

8 July (Tue)
10 July (Thu)
7PM - 9PM

Korean Cultural Centre UK

Credits

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Dr. Seunghye Sun

ADMINISTRATION
Byunghyun Roh

PUBLIC RELATIONS
Paul Wadey

PR,
COMMUNICATIONS,
PRESS
Hea Su Lee

MEDIA MONITORING
Dasuk Kim

PERFORMING ARTS
Jaeyeon Park

FILM
Eunji Lee

VISUAL ARTS
Jaemin Cha

SPORTS,
EDUCATION,
K-POP
Inhong Song

KOREAN CUISINE,
FESTIVALS
Yoonseo Jung

DIGITAL MEDIA,
ONLINE CONTENTS,
LITERATURE
Kangin Park

RECEPTION,
LIBRARY
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Paul Wadey

DESIGNED BY
Hansol Kim

Annual Review 2025

Korean Culture, Now! Campaign

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Korean Cultural Centre

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