ANNUAL REVIEW

Korean Cultural Centre UK

Connect Korea Campaign

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Director's Foreword



Dr. Seunghye Sun, FRSA

It is my great pleasure to introduce 'Connect Korea 2024,' a campaign launched this year with the goal of fostering deeper connections between Korea and the United Kingdom through the transformative power of arts and culture. The opportunity to shape a shared future through these meaningful cultural experiences is an honour that I cherish deeply.

Korea's rich and diverse cultural heritage serves as a boundless source of inspiration, sparking creativity while offering moments of profound reflection and joy. At the Korean Cultural Centre UK, we have dedicated ourselves to bringing this cultural richness to life through an exceptional range of programmes.

This year, *Digital Heritage: AI with You* has highlighted the intersection of digital innovation and traditional heritage, showcasing the breadth and beauty of Korean culture. Through this initiative, we introduced pioneering approaches that demonstrate how science and technology can transform imagination into reality, making cultural heritage more dynamic and accessible.

2024 has also been a pivotal year for Korean contemporary art in London. During Frieze London, we proudly hosted *Korean Art, Now!*,

a series of special events celebrating the works of Korean artists that were exhibiting in major London galleries. Highlights included Minsuk Cho's Serpentine Pavilion, Haegue Yang's *Leap Year* exhibition at the Hayward Gallery, and Mire Lee's Hyundai Commission at Tate Modern.

3

In literature, we marked Han Kang's historic Nobel Prize in Literature with the special exhibition *Bestselling & Beloved: Korean Literary Treasures*. This exhibition showcased the enduring charm of Korean literature, ranging from 21st-century classics to contemporary novels.

Beyond the Cultural Centre, our annual calendar was enriched by numerous festivals. The K-Music Festival, now in its 11th year, opened at the Barbican Theatre with the National Changgeuk Company of Korea's acclaimed production of *Lear*. This reimagining of Shakespeare's tragedy as a Korean changgeuk offered London audiences an unforgettable cultural experience. Meanwhile, BFI Southbank hosted a two-month season, *Echoes in Time*, spotlighting Korea's cinematic Golden Age of the 1960s and the New Cinema era from 1996–2003. Additionally, the Saatchi Gallery hosted *The Oulim: Unbounded*

Fusion, an exhibition that explored cutting-edge Korean content, including media art, VR, NFTs, and AI, underscoring Korea's innovations in the digital sphere.

Our efforts have also focused on inspiring the next generation. Through *Korea Days*, we collaborated with renowned universities including Oxford, Liverpool, Sheffield, and Leeds, engaging students who share a passion for Korean culture and a vision for the future. For younger audiences, we introduced innovative initiatives such as *Young Hallyu*, a pilot programme of K-pop classes, the *New Talents* monthly creative showcase, and the 'Korean Webtoon and Video Contest,' which celebrated the addition of 26 Korean words to the Oxford English Dictionary.

This year, cultural exchanges between Korea and the UK have deepened significantly, providing moments of inspiration, joy, and mutual understanding to many. I look forward to seeing 'Connect Korea' continue to grow and flourish with your support and engagement.

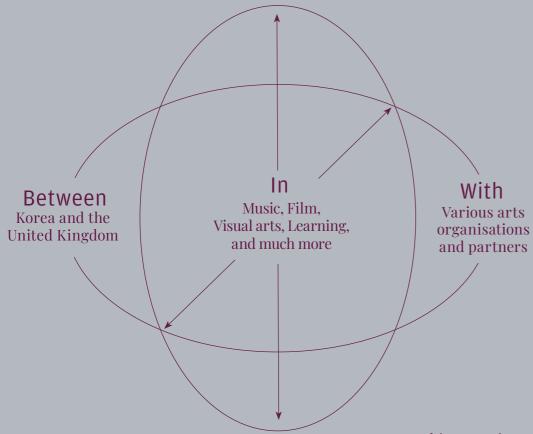
Thank you.



Connect Korea Campaign

Responding to the growing interest in Korean arts and culture in the United Kingdom, the Korean Cultural Centre UK (KCCUK) launched the 'Connect Korea Campaign' in 2024.

As an audience-focused campaign, the 'Connect Korea Campaign' aimed to strengthen connections;



This campaign offered the opportunity to expand the foundations of the Korean Wave through cultural and artistic events.

KCCUK in Numbers

427,748	Website Visitors 54% increase
42,389	SNS Followers 8.4% increase
4,559,069	YouTube Views 999% increase
1,210,699	SNS Reach 278.45% increase
41,666	Event Attendances 19.1% increase
40,198	Newsletter Subscribers 14.7% increase
35.1% 28.2% Media British Media	Media Coverage
038%	Satisfaction Survey Results



5





2024 Korea across the UK

Bournemouth | A Festival of Korean Dance

Edinburgh | Edinburgh International Festival

Glasgow | A Festival of Korean Dance

Leeds | Korea Day Festival

Liverpool | Korea Day Festival

London | KCCUK

Manchester | A Festival of Korean Dance

Newcastle | A Festival of Korean Dance

Oxford | Korea Day Festival

Sheffield | Korea Day Festival



Frieze x KCCUK, Korean Art, Now! | 10.10.2024 | KCCUK

Celebrating Korean Arts in the UK | 10.11.2024 | Korean Ambassador's Residence

Curator's Talk | 20.11.2024 | KCCUK

In October 2024, the KCCUK presented *Korean Art, Now!*, a series of special events that coincided with Frieze Week. The event invited artists, curators, and industry figures to discuss Korean arts and culture as we celebrated the unprecedented recent gathering of Korean artists in major London galleries. Most notably, the 23rd Serpentine Pavilion designed by Minsuk Cho (7 June – 27 Oct), the Hayward Gallery's *Leap Year* by Haegue Yang (9 Oct 2024 – 5 Jan 2025), and Tate Modern's Hyundai Commission by Mire Lee (9 Oct 2024 – 16 Mar 2025).

Digital Heritage, AI With You, a KCCUK exhibition that explored the intersection of Korean heritage with modern technology, was introduced as part of The Frieze In-person Tour program. Frieze attendees were treated to an exclusive guided tour and special reception at the KCCUK.

In addition, with Alvin Li, the curator of Tate Modern, the KCCUK hosted a special talk to explore 'Open Wound', the newly commissioned work by artist Mire Lee presented in Tate Modern's iconic Turbine Hall.

342

Attendee

17.620

KCCUK Social Media Engagements

28

Korean & British Media Coverage

Jaemin Cha, Hea Su Lee, Kangin Park





KOREAN NATIONAL CHANGGEUK COMPANY: LEAR

The Barbican Centre

03.10.2024 -> 06.10.2024

In partnership with the Barbican Centre, the KCCUK showcased the National Changgeuk Company of Korea (NCCK)'s production of Lear. Changgeuk Lear is an innovative reinterpretation of Shakespeare's King Lear. Restaging the narrative in the form of Changgeuk, a theatrical music genre of Korea, Changgeuk Lear successfully blends music, dance and drama to create an immersive storytelling experience rooted in Korean tradition and heritage.

Performing four nights in a row at the Barbican Theatre Changgeuk Lear perfectly presented the Shakespearean sentiments with traditional Korean sounds and dynamic movements and yet again demonstrated that performing arts transcend language and cultural barriers.

3,696

Audience

97%

Satisfaction Survey Results

458,985

KCCUK Social Media Engagements

30

Korean & British Media Coverage

Presenting groundbreaking work of the NCCK in London in partnership with the Barbican Centre, the KCCUK reached a total of 458,985 engagements on its social media accounts. Throughout the performance of Changgeuk Lear for four nights in a row, a total of 3,696 audience attended the show, leaving a record-breaking satisfaction rate of 97%. Coinciding with the audience's enthusiasm, Changgeuk Lear received 30 Korean and British media coverage, including an exclusive article from the Financial Times and an interview article in The Telegraph.

Jaeyeon Park



BFI KOREAN CINEMA SEASON

Echoes in Time: Korean Films of the Golden Age and New Cinema

BFI Southbank

28.10.2024 -> 31.12.2024

The BFI, in partnership with the KCCUK, presented 'Echoes in Time: Korean Films of the Golden Age and New Cinema' a major new season which ran from 28 October – 31 December.

The programme focused on two groundbreaking periods in the Korean cinema timeline, when huge technical, stylistic and thematic innovations took place: the golden age of the 1960s and the New Korean Cinema movement (1996 to 2003).

This landmark season featured a total of 43 films, including 14 titles from the 1960s, 17 titles from the 1990s and 2000s, 11 recent works, and 1 drama series. Presented across 85 screenings and accompanied by three forums, it is the largest–ever Korean film screening event held in the UK.

Eunji Lee



14 15 SPECIAL EVENTS

PANSORI AND FOLK SONGS

Korean Cultural Centre UK

19.11.2024

Chae Soo-jung Sori group (채수정 소리단) introduced the world of Pansori to the UK audience through a Pansori workshop and performance. Pansori is a traditional Korean style of one-person opera, usually sung by a person called soriggun (소리꾼), accompanied by a drummer called gosu (고수).

Chae Soo-jung Sori group performed the most famous parts from the 5 representative Pansori repertoires.

The Pansori Workshop and Performance was a new programme at the KCCUK for 2024 and proved hugely popular.

KCCUK Social Media Engagements

Yoonseo Jung



UK X France X Germany Open Call: ORDINARY WORLD

Emerging Artists Support Prgramme

Korean Cultural Centre UK

 $20.02.2024 \rightarrow 13.04.2024$

In June 2023, the Korean Cultural Centre (KCC) of the UK, Germany, and France launched an Open Call under the theme *Ordinary World*. This initiative aimed to bring together artistic perspectives from different countries, reflecting diverse cultural insights.

The 2024 submissions were reviewed by a panel of distinguished jurors representing each participating country: Gina Buenfeld-Murley (UK), Maria Lund (France), Shi-Ne Oh (Germany) and they selected five contemporary artists: Yang Ha, Inkyung Kwon, Jiyoon Park, Jungkyun Shin, and Miguel Rozas Balboa.

The competition was highly competitive, with over 600 submissions worldwide, resulting in an intense 120:1 selection ratio. This indicates the global appeal of the theme and the high standard of the participating artists.

1,017

Audienc

11

Korean & British Media Coverage

The KCCUK Open Call programme has a long history spanning almost 10 years. This programme contributes to the cultivation of the next generation of cultural and artistic talents by introducing domestic and foreign artists and works to international audiences.

Kangin Park



26, YOUR KOREAN WORDS

Labour - Hand - Hours

Korean Cultural Centre UK
29.04.2024 → 22.06.2024

This special exhibition highlighted the 26 Korean words that were officially added to the Oxford English Dictionary (OED) in September 2021, showcasing the increasing global influence of the Korean language and culture.

The exhibition provided a detailed look at these words, which originate from Korean but are now used internationally. Additionally, it delved into the historical and cultural significance of the Korean language through artifacts such as the 'Hunminjeongeum,' the original script detailing the creation of Hangul, and the 'Malmoe Manuscript,' an early effort to preserve the Korean language during colonial times.

To enhance engagement, the exhibition encouraged visitors to actively participate by writing their own definitions or interpretations of the featured Korean words on custom-designed manuscript paper. This interactive element aimed to deepen the audience's connection to the language and its cultural context.

1,375

Attendees

19

Korean & British Media Coverage

This exhibition showed the possibility of localisation of Korean language and culture, particularly with the Malmo Project as a participatory programme. It promoted interest in Korean language and culture by providing various and interesting pieces of information about Korean language and culture.

Kangin Park



19

ACROSS THE DECADES

Celebrating the 70th Anniversary of the National Academy of Arts

Korean Cultural Centre UK

04.07.2024 -> 23.08.2024

The exhibition *Across the Decades* was held to commemorate the 70th anniversary of the National Academy of Arts of the Republic of Korea. It celebrated the contributions of Korean academicians to the development of Korean arts and culture. The exhibition highlighted how these influential figures forged new and innovative paths in various artistic fields, paving the way for modern Korean art to flourish both domestically and internationally.

This initiative also showcased the pivotal role the academicians played in fostering the rapid growth of Korean culture, emphasising their efforts to preserve and reinterpret traditional arts while embracing contemporary influences.

2,267

Δttendees

2

Korean & British Media Coverage

The exhibition introduced the history of modern and contemporary Korean art and provided various new insights into the history of Korean art.

Kangin Park



DIGITAL HERITAGE, NOW! AI WITH YOU

Korean Cultural Centre UK

05.09.2024 -> 20.11.2024

The exhibition *Digital Heritage, Now! AI With You* offered a cutting-edge exploration of Korean cultural heritage through the lens of artificial intelligence (AI). It provided visitors with a unique opportunity to re-examine and reinterpret traditional Korean culture, leveraging AI technologies to bring heritage into a modern context.

The exhibition emphasized the evolving relationship between humans and machines, showcasing how AI can complement human creativity and emotional expression. Through interactive displays and innovative AI-driven interpretations, the event sought to create a harmonious blend of human emotions and machine intelligence, highlighting the potential of AI in preserving and reimagining cultural traditions.

1,132

Διιdience

11

Korean & British Media Coverage

The initiative provided an opportunity to spotlight not only National Treasures housed in major Korean institutions but also Korean cultural artifacts held by overseas organisations. This comprehensive approach sought to rekindle interest in Korean cultural heritage both domestically and internationally. By including treasures from global institutions, the effort highlighted the universal value of Korean heritage and promoted a deeper appreciation of its historical and cultural significance.

Kangin Park



BESTSELLING AND BELOVED: KOREAN LITERARY TREASURES

Korean Cultural Centre UK

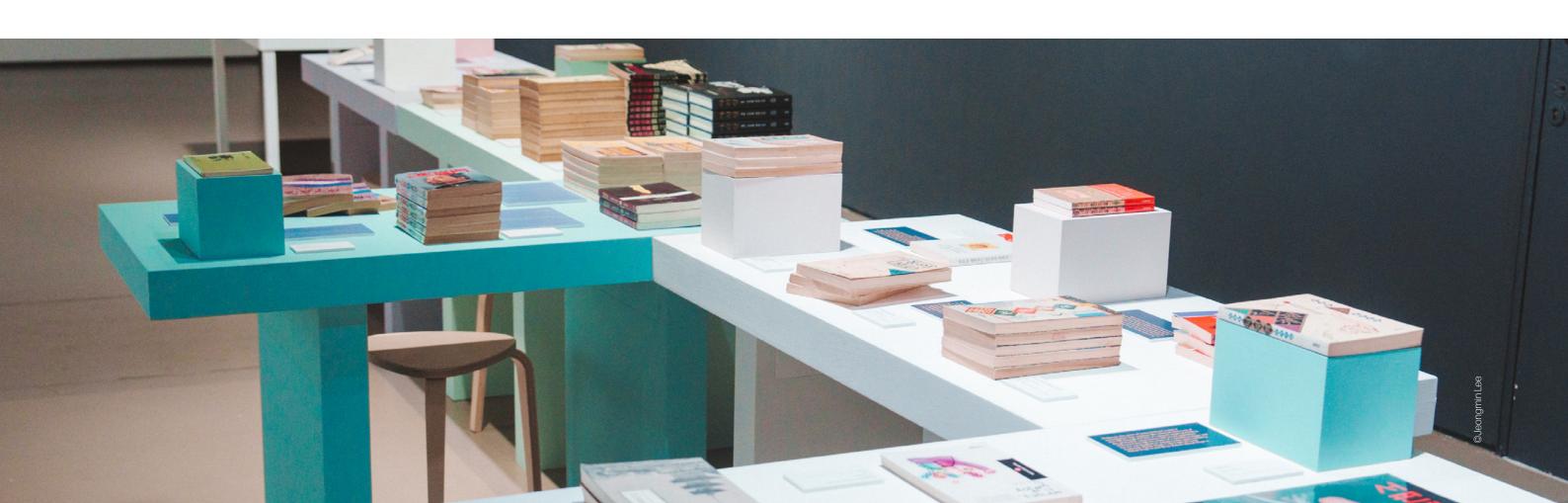
28.11.2024 -> 31.01.2025

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

In addition, 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.

Introducing beloved literary works from different historical periods naturally sparked an interest in Korea's culture and history, it provided an accessible way to engage audiences with the country's rich literary tradition. By showcasing how literature reflects and shapes the cultural and historical landscape, the initiative also encouraged a deeper appreciation of Korea's societal evolution.

Jaemin Cha



K-MUSIC FESTIVAL

Southbank Centre | Kings Place | Sinfonia Smith Square | Holy Cross Church 23.10.2024 → 23.11.2024

The 11th edition of the K-Music Festival presented 7 performances across renowned venues in London. This year's festival featured outstanding female Korean artists in Jazz and Classical music with Youn Sun Nah and Hera Hyesang Park's performances. Seayool and Black String introduced traditional Korean instruments such as Piri, Daegeum, Geomungo and Janggu to the local audience whilst presenting a fusion between Eastern and Western sounds.

A large part of the festival was produced in partnership with the EFG London Jazz Festival. Seoul Metropolitan Traditional Orchestra (SMTO) No-Noise and Heemoon Lee Project OBANGSINGWA (OBSG) performed at the Southbank Centre, filling all seats in the Purcell Room. SMTO No-Noise blended traditional Korean sounds with jazz and Heemoon Lee's Project OBSG captivated the audience with psychedelic neo Minyo – Korean folk music. The audience praised the depth and breadth of Korean music, expressing a desire to return to K-Music Festival next year.

5,853

Audience

1,064,684

CCUK Social Media Engagements

52

Korean & British Media Coverage

92%

Satisfaction Survey Results

The KCCUK consolidated its reputation as the hosting organisation of Europe's biggest K-music-related festival. KCCUK reached a total of 1,064,684 engagements on its Instagram, Facebook and Youtube accounts. The K-Music Festival attracted a total of 6,853 audience, with the audience satisfaction rate reaching an average of 92%. Additionally, the K-Music Festival drew heightened attention from both the Korean and British media, achieving a total of 52 media coverage from renowned newspapers and journals.

Jaeyeon Park





The Place | The Lowry | Tramway | Dance City | Pavilion Dance South West 16.05.2024 -> 04.06.2024

Since 2018, A Festival of Korean Dance has introduced the exciting contemporary dance scene of Korea to British audience. For its seventh anniversary, the festival presented four outstanding companies – Ahn Ae-soon Dance Company, Melancholy Dance Company, 99 Art company and Her Project – to perform across five different cities in the UK: Glasgow, Newcastle, Bournemouth, Manchester and London.

This year's festival launched with a double bill of Sung Im Her's 'Tomorrowisnowtodayisyesterday (TiNTiY)' by Her Project and 'Flight' by Melancholy Dance Company at Tramway, Glasgow. While marking the festival's first tour to Scotland, the festival continued to explore new audiences and foster local partnerships by visiting Newcastle and Bournemouth. Ae-soon Ahn successfully debuted in the UK by performing 'Cheok' at The Lowry, Manchester. The festival returned to The Place in London, showcasing 'Burnt Offering' by 99 Art Company. Coinciding with the growing Hallyu - the wave of Korean pop culture - the Korean dance festival continues to proudly present esteemed artists and dance companies from Korea.

2,885

Korean & British Media Coverage

The 7th edition of A Festival of Korean Dance produced 9 performances of 4 prestigious artists and dance companies of Korea across 5 cities in the UK. A total of 2,885 people attended the performances, leaving a high satisfaction rate of 95%. Along with the satisfaction rate, 91% of the audience responded that they would like to return to the festival in future years. This year's Korean Dance Festival received 68 media coverage from Korea and the UK, reflecting the success of the programmes.

EDINBURGH INTERNATIONAL FESTIVAL

Usher Hall | Queen's Hall 01.08.2024 → 25.08.2024

The Korean Cultural Centre UK has long supported the Edinburgh International Festival and this year was no exception with two Korean artists, Seong-Jin Cho and Hera Hyesang Park participating. Seong-jin Cho's piano recital and 'Così fan tutte' where Hera Hyesang Park played the role of Despina received rave reviews from The Scotsman and The Times.

Reaching international audiences beyond London this collaboration with the Edinburgh International Festival has helped to promote Korean culture and arts in Scotland, growing the potential for Korean artists to continue to perform on the international stage.

2,878

radiciice

24

Countries

Yoonseo Jung



NEW TALENTS

Korean Cultural Centre UK

11.2024

This year, the Korean Cultural Centre UK launched a new creative arts project entitled 'New Talents'.

The project introduced three emerging artists/groups namely Korean Jazz group Gray by Silver, the magician Yolin Lee, and soprano Binny Supin Yang.

Following the success of this programme, the KCCUK aims to give more opportunities to emerging artists to perform in the heart of London in 2025 and beyond.

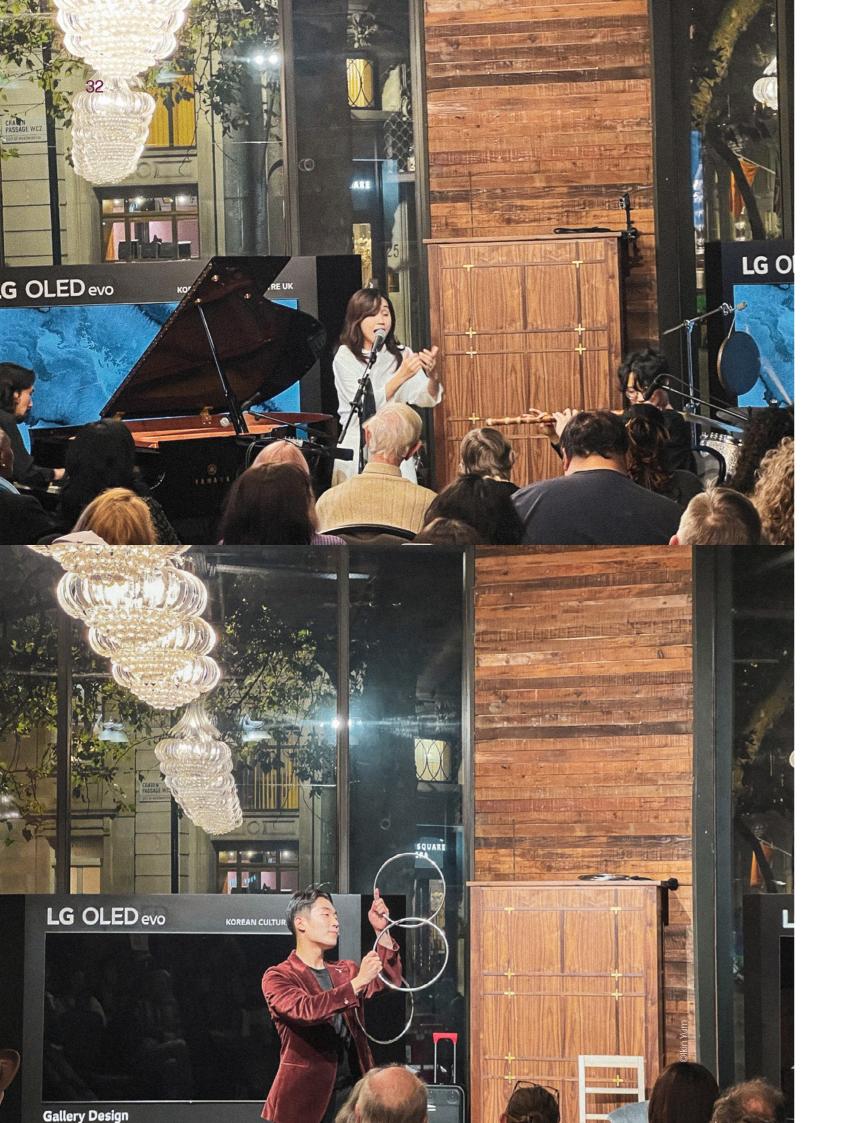
61

Audienc

422

KCCUK Social Media Engagements

Yoonseo Jung



FILM

LONDON KOREAN FILM FESTIVAL

BFI Southbank | Ciné Lumière | Institute of Contemporary Arts (ICA)

01.11.2024 -> 13.11.2024

Returning for its 19th edition, the largest Korean film festival outside of Korea showcased a variety of films, ranging from new releases to independents to special strands, including the Women's Voices strand, a showcase celebrating 15 years of Korean female directors, featuring both restored films and recent releases.

3,252

Audience

The London Korean Film Festival (LKFF) opened on 6 November with 'Victory' by Park Beom-su and concluded with 'Love in the Big City' by Eon-hie Lee.

This year's festival, spanning a wide range of genres and themes, presented 22 films and took place at prestigious venues across London. It attracted an impressive 3,252 attendees, further cementing its position as the largest Korean film festival outside of Korea.

Eunji Lee



36 FILM

K-FILM ACADEMY

Korean Cultural Centre UK

19.02.2024 -> 10.07.2024

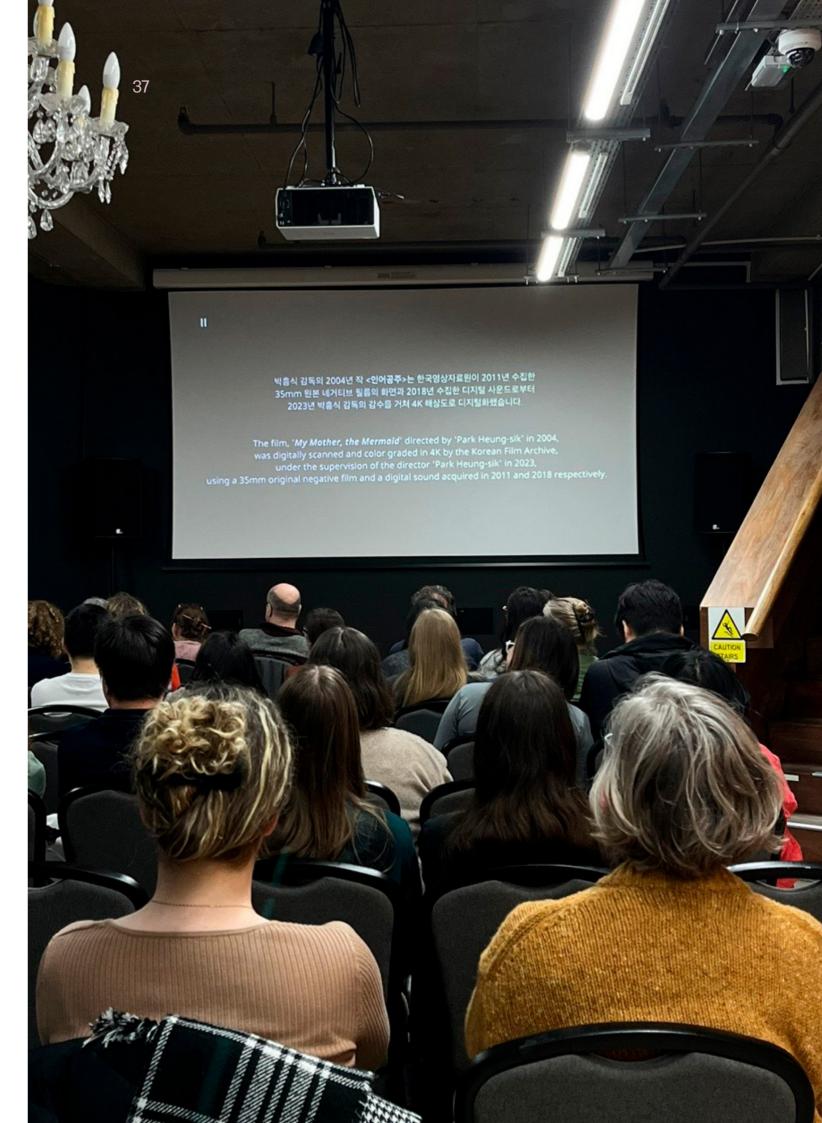
In 2024 the KCCUK's most recent film related project was launched, namely the 'K-Film Academy', an educational programme that featured Korean film screenings and film-related lectures. It included a curated selection of Korean films under the theme 'Film and Women'. In collaboration with the Korean Film Archive, the programme focused on films showcasing leading actresses who have shaped the landscape of Korean cinema.

Designed to promote in-depth discussions and research into Korean cinema, the programme offered curated film screenings each month, followed by discussions with the audience on the characters, events, and themes explored in the films.

575

Attendees

The 'K-Film Academy' hosted collaborative screenings and lecture events in partnership with Birkbeck, University of London. 'Ma-eum', curated by MA Film students, was one of the highlights of the programme. Classic film screenings and Korean film seminars were also presented in collaboration with the Korean Film Archive, attracting a total audience of 575 attendees.





KOREAN TEMPLE FOOD

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

Le Cordon Bleu London
20.02.2024 → 21.02.2024 | 13.08.2024 → 14.08.2024 | 12.11.2024

Since 2021, the Korean Cultural Centre UK 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 included Venerable Beop Song's demonstrations and practical courses. For the public lectures, live streaming options were added as well as in-person participation, which enabled more people to discover the world of Korean temple food.

Every lecture focused on the seasonal vegetables, which gave the students and the audience a taste of the lifestyles of Korean Buddhist monks and nuns.

175

Offline Audience

625

Online Audience

This partnership with leading culinary schools aims to inspire future chefs and introduce them to the joys of Korean cuisine.

Yoonseo Jung





41 CUISINE

KOREAN CUISINE MONTH

In partnership with Westminster Kingsway College

Westminster Kingsway College The Vincent Rooms
Tasting Menu Week 29.01.2024 → 02.02.2024
Korean Cuisine Month 27.04.2024 → 18.05.2024

In partnership with Westminster Kingsway College, the KCCUK has showcased a Korean Cuisine Month each year since 2021.

This year, a Tasting Menu Week began in January and saw 3rd Year students from the College participate in developing a Korean Fine Dining Menu, enabling students to experience and learn the dynamics of Korean cuisine.

In April, the month resumed with a weekly Korean Cuisine Workshop that started on 27 April and ran across four Saturdays until 18 May and was completely sold-out. A highlight of the month was the Korean Cuisine Menu Week that ran from 7-10 May and saw the College's 2nd Year Students present Korean Cuisine to the public in The Vincent Rooms Brasserie Restaurant.

470

(44.2% increase on the previous year)

98%

Satisfaction Survey Results

LITERATURE AND NON-FICTION

KOREAN LITERATURE NIGHT

Korean Cultural Centre UK

 $05.2024 \rightarrow 11.2024$

The Korean Literature Night (KLN) is a regular book talk that explores various themes and topics related to a chosen book.

In 2024, we invited authors to discuss and introduce their recent works at eight events throughout the year.

Shortlisted for the International Booker Prize the author of *Mater 2-10* HWANG Sok-Yong and the translators Sora Kim-Russell & Youngjae Josephine Bae, with the moderator Martin Colthorpe and interpreter Grace Koh joined us at the KCCUK to introduce this captivating work.

Anton Hur, renowned translator of the International Booker Prize shortlisted novel *Cursed Bunny* also joined us with his debut novel *Toward Eternity*.

254

Attendees

With Korean literature gaining in popularity and more and more books being translated and released internationally, our Korean Literature Night continues to go from strength to strength.

Soojeong Na, Yoonseo Jung



KOREAN CULTURE MONTH

Foyles, Charing Cross Road

01.10.2024 -> 31.10.2024

One of our most successful outreach programmes is the Korean Culture Month presented in partnership with Foyles on the Charing Cross Road.

Returning for a 4th year, we introduced a wide variety of Korean culture and literature throughout October. With Han Kang becoming the 2024 Nobel Laureate for Literature, a special corner of Foyles was designated specifically for Han Kang.

JOO Dong-geun, the webtoon artist of *All of Us Are Dead*, discussed how he could possibly be the first webtoon artist in Korea to depict Zombie horror genres. Miye Lee, the author of *Dallergut Dream Department Store*, and translator Sandy Joosun Lee joined us for an in-person livestream event to discuss their work including the 2nd edition of *Dallergut Dream Department Store* which is set to be published in November 2024.

2024 marked the 4th year that the KCCUK and Foyles have collaborated on the Korean Culture Month and with each passing year it has become a much-anticipated event in our year calendar.

Yoonseo Jung





K-SEMINAR SERIES

Korean Cultural Centre UK
07.2024 → 10.2024

The KCCUK has continued to foster deeper understanding and appreciation of Korean culture through its K-Seminar Series. This year, the seminars explored a range of engaging themes, including Korean art, the intersection of science, technology, and the arts, and the past, present, and future of Hallyu (Korean Wave).

By inviting leading experts and scholars to deliver insightful talks, the series provided UK audiences with an in-depth look at Korea's rich cultural heritage and its innovative contributions to the global stage. The K-Seminar Series reaffirms the KCCUK's commitment to meaningful cultural exchange and its role as a bridge between Korea and the UK.

7 Attende

Korean Media Coverage

7 KCCUK Social Media Engagements

The K-Seminar Series in 2024 successfully engaged diverse audiences in the UK, providing them with a deeper understanding of Korea's cultural heritage and its modern innovations. Attendance numbers exceeded expectations, with positive feedback highlighting the relevance and depth of the topics explored. The series further strengthened the Korean Cultural Centre UK's role as a hub for cultural exchange, fostering meaningful connections between Korea and the UK through knowledge-sharing and dialogue.

· Fandom of Hallyu, T

K-HISTORY UNLOCK

Korean Cultural Centre UK 05.10.2024 | 19.10.2024 | 16.11.2024 | 30.11.2024

In 2024, the KCCUK introduced K-History Unlock to explore the themes behind the growing number of K-films and dramas rooted in Korea's rich past. The series featured engaging lectures on topics such as 'The Tragedy of Sado Seja: Historical Background and Political Aftermath', 'The Throne: Cultural and Social Themes', 'Sejong and the Korean Script: Written Language in Early Joseon', and 'Sejong and the Hall of Worthies: Confucian Statecraft in Early Joseon'.

By delving into the historical and cultural contexts of these iconic works, the event provided UK audiences with a deeper appreciation of Korea's history and its influence on contemporary storytelling, reaffirming the KCCUK's commitment to fostering cultural understanding through innovative programming.

Audience

280

KCCUK Social Media Engagements

Korean Media Coverage

The K-History Unlock series in 2024 was met with enthusiastic participation, offering UK audiences a unique opportunity to connect with Korea's rich historical narratives through the lens of iconic K-films and dramas. The lectures received positive feedback for their engaging exploration of cultural, political, and social themes, deepening the understanding of Korea's history and its influence on modern storytelling. The success of the event highlighted the growing global interest in Korean culture and history, further solidifying the Korean Cultural Centre UK's role as a hub for meaningful cultural exchange.

Inhong Song



Factions

- · Noron
 - Supported Yeongjo
- · Soron
 - Supported Gyeongjong
- Gyeongjong had been made Crown Prince already in 1690, ruled as regent from 1718
- Before he died Sukjong allegedly told Yi Imyeong, a prominent Noron figure, that Yeongjo should be named as Gyeongjong's heir

K-OPEN STAGE

Korean Cultural Centre UK

05.2024 -> 09.2024

In 2024, the KCCUK launched K-Open Stage, a new initiative designed to support individuals and organisations hosting Korea-related events in the UK. This programme provides access to the KCCUK's facilities, enabling a wide range of cultural, artistic, and community-focused activities to take place.

By fostering a collaborative space for Korea-related events, Open Stage aims to amplify the reach of Korean culture, support creative expression, and strengthen the cultural exchange between Korea and the UK.

The K-Open Stage programme in 2024 successfully supported a wide range of Korea-related activities, empowering local individuals and organisations to bring their Hallyu-inspired projects to life. By providing access to the Korean Cultural Centre UK's facilities, the programme facilitated a broad range of cultural events, from performances to workshops, creating opportunities for local communities to engage with Korean culture. The initiative received positive feedback for its role in expanding the reach of Hallyu and fostering creativity, further establishing the KCCUK as a central hub for cultural exchange and collaboration in the UK.

Inhong Song



KOREAN LANGUAGE COURSE

Korean Cultural Centre UK | Online
12.01.2024 → 22.11.2024

The Korean Language Course, one of the KCCUK'S longest-running programmes (est. 2009), adapted to online learning during the pandemic, has continued to evolve in 2024 with online and offline classes.

This year, Sejong 1 (Beginner) was reintroduced as an in-person class to enhance engagement for new learners, while Sejong 2 (Pre-Intermediate), Sejong 3 (Intermediate), and Sejong 4 (Advanced) remained online for broader accessibility.

Using the King Sejong Institute's curriculum and textbooks, the course caters to learners across all levels, reflecting the increasing demand for Korean language education driven by the Korean Wave. The KCCUK continues to offer flexible, high-quality instruction, ensuring learners can connect with Korea's language and culture effectively.

231 Classes 2,035 Attendees 347 KCCUK Social Media Engagements 1.463 Online Attendees

Inhong Song





LEARNING

KOREAN CULTURAL EXPERIENCE EVENTS

K - Creative Sessions

Korean Cultural Centre UK 27.01.2024 → 27.09.2024

The K-Creative Sessions offer an immersive platform for participants to engage with the essence of Korean culture.

Through courses in Traditional Korean Dance, Korean Folk Painting, and Traditional Korean Fairy Tales attendees gained a deeper understanding of Korea's heritage.

146

Attendee

21

Korean Media Coverage

The K-Creative Sessions successfully provided a transformative journey into the heart of Korean culture. Participants were not only exposed to but immersed in the rich tapestry of Korea's artistic and historical heritage, coming away with a nuanced understanding of its cultural depth.

Jiae Myung



K-COMMUNITIES

NEXT-GEN LATE NIGHT

Korean Cultural Centre UK

31.05.2024

The KCCUK presented an inaugural Hallyu Talk Show and networking event for young professionals and opinion leaders with an interest in Korean culture. The evening started with 'Talk: Hallyu – What's Next' with four industry leaders discussing the influence of the Korean Wave. Marking the momentum of huge attention towards Korean culture, the first session explored the definition of Hallyu, its success cases in different industries, ripple effect, and the future.

A variety of topics were discussed: Next Public Diplomacy (presented by Sanghun Seok), Hallyu in Business (presented by Jonghwan Bae), The Power of Korean Storytelling: Shaping Society and Future Generations (presented by Julie Yoonnyung Lee), Why Korean Food is Unique (presented by Judy Joo).

A Networking event followed the Talk, providing a platform for sharing insights, exploring emerging opinions on Korean culture, and building valuable connections.

252

Attendees

2621

KCCUK Social Media Engagements

18

Korean & British Media Coverage



58 K-COMMUNITIES 59

KOREA DAY FESTIVAL

01.05.2024 The University of Sheffield	
01.06.2024 University of Liverpool	
08.06.2024 University of Oxford	
13.06.2024 —> 14.06.2024 University of Leeds	

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 Liverpool and Leeds.

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.

1,308

Attendees

93.7%

atisfaction Survey Result:

Yoonseo Jung



WHERE LONDON MEETS KOREA: THE WALKING TOUR

London

14.08.2024

Since 2021, the Korean Cultural Centre UK has brought Korea to UK audiences with exclusive Walking Tours showcasing Korean history, culture, food and more at various locations across the United Kingdom.

This year the Walking Tour took place in London with a K-Pop theme. The tour stopped by Admiralty Arch, Trafalgar Square, Leicester Square, the National Gallery and more.

By introducing London's tourist spots and relating the spots to aspects of Korean culture, the participants could relate more to Korea in places where they might not have noticed.

Previous tours have been held in Belfast, Edinburgh and in Oxford. As the Walking Tour is a fun and interesting way to explore the relationship between the UK and Korea, the KCCUK will continue to bring more tours to different parts of the UK in the future.



HALLYU CON

Samsung KX 22.09.2024

Hallyu Con 2024 was held on September 22 at Samsung KX, showcasing the vibrant appeal of Korean culture. The KCCUK has been a long-standing supporter of this event, which is the largest Hallyu community festival in the UK.

K-POP

In 2024, the KCCUK contributed to the festival by hosting interactive programmes such as Hanbok experiences, Hangeul calligraphy workshops, and traditional Korean performances, offering attendees a deeper connection to Korea's rich cultural heritage. Through its continued support, the KCCUK has played a key role in promoting Korean culture and fostering the growth of the Hallyu community in the UK.

482

udience

Hallyu Con 2024 successfully celebrated Korean culture, with the KCCUK's contributions, such as Hanbok experiences, Hangeul calligraphy workshops, and traditional performances all receiving positive feedback. The event strengthened the Hallyu community and reaffirmed the KCCUK's role in fostering cultural exchange in the UK.

Inhong Song





K-POP ACADEMY

Expanding the Hallyu Wave in the UK since 2012

Korean Cultural Centre UK
11.04.2024 → 18.09.2024

The K-Pop Academy, launched in 2012 by the KCCUK, offers a dynamic programme of workshops showcasing the diverse appeal of Korean culture. In 2024, the academy featured multi-level K-Pop dance workshops and K-Beauty events, alongside an innovative Taekwondo K-Pop workshop, blending traditional and modern Korean culture.

This programme not only allowed participants to experience the multifaceted charm of Korean culture but also served as a platform for fostering local Hallyu community activities, further strengthening cultural exchange and engagement.

205

Attendee

446

KCCUK Social Media Engagements

5

Korean Media Coverage

The K-Pop Academy in 2024 successfully engaged participants with its diverse workshops, including K-Pop dance, K-Beauty events, and the Taekwondo K-Pop workshop, which highlighted the fusion of traditional and modern Korean culture.

The programme received positive feedback for offering a vibrant cultural experience and fostering stronger connections within the local Hallyu community, further enhancing the Korean Cultural Centre UK's role in promoting Korean culture.



SPORTS

YOUNG HALLYU CULTURAL CLASS

Sacred Heart Catholic Primary School | New Malden 09.2024 → 12.2024

The Young Hallyu Cultural Class, supported by the KCCUK, incorporated Taekwondo and K-Pop dance into the regular physical education curriculum at The Sacred Heart Catholic Primary School in New Malden.

This initiative provided students with a unique opportunity to engage with both traditional and modern Korean culture while promoting physical and emotional well-being. Taekwondo focused on discipline, self-defence, and resilience, while K-Pop dance fostered creativity, collaboration, and fitness. By integrating these activities into regular PE classes, the programme not only enhanced students' health but also fostered multicultural understanding and community cohesion in the diverse New Malden area.

362

Attendees

3

Korean Media Coverage

The Young Hallyu Cultural Class successfully incorporated Taekwondo and K-Pop dance into the Sacred Heart Catholic Primary School's PE curriculum, promoting physical health, creativity, and discipline among students. The programme fostered multicultural understanding and community cohesion, leaving a positive impact on the school's diverse student body and highlighting the value of cultural elements in education.

68 SPORTS

MEET THE STARS OF KOREAN WOMEN'S FOOTBALL

Korean Cultural Centre UK

10.11.2024

The KCCUK hosted the 'Meet the Stars of Korean Women's Football' featuring Birmingham City Women and South Korea national team players Cho So-hyun, Lee Geum-min, and Choe Yu-ri.

The players shared their experiences of adapting to life in the UK, their national team journeys, and insights into English football. Youth football players and fans engaged directly with the athletes, gaining inspiration and learning about their challenges and ambitions, including the 2027 FIFA Women's World Cup. The event celebrated Korean women's football while highlighting the players' role as cultural ambassadors, fostering pride in Korean culture globally.

132

KCCUK Social Media Engagements

Korean Media Coverage

The 'Meet the Stars of Korean Women's Football' successfully brought together fans, youth football players, and South Korean national team members Cho So-hyun, Lee Geum-min, and Choe Yu-ri, fostering deeper appreciation for Korean women's football. Attendees were inspired by the players' stories of resilience, adaptation, and ambition, while gaining valuable insights into the challenges of competing internationally. The event strengthened cultural connections and highlighted the players' roles as ambassadors for Korean culture and sports, leaving a lasting impact on participants and further promoting the visibility of Korean women's football in the UK.

Inhong Song





THE OULIM IN LONDON

Saatchi Gallery | The Outernet 18.10.2024 → 27.10.2024

The Oulim in London returned this year for its second year.

Organised by the Korean Ministry of Culture, Sports and Tourism and the Korea Creative Content Agency (KOCCA), *The Oulim in London* showcased the essence of K-content, including K-pop, K-dramas, games, fashion, music and more.

The artworks in the exhibition were presented using audio-visual technology that included AI, metaverse, NFT, VR and media art, each inspired by Oulim (어울림), the Korean concept of harmony.

The exhibition was designed to showcase the charm of K-contents whilst blending Korean tradition, modernity, technology and more. Running for 9 days only, 23 companies showcased their artworks offering the audience innovative content that transcended traditional boundaries and explored cultural spaces.

73 DIGITAL CONTENT

SEOUL ARTS CENTER ON SCREEN

Korean Cultural Centre UK

28.05.2024 | 11.06.2024 | 25.06.2024 | 20.08.2024 | 17.09.2024 | 29.10.2024

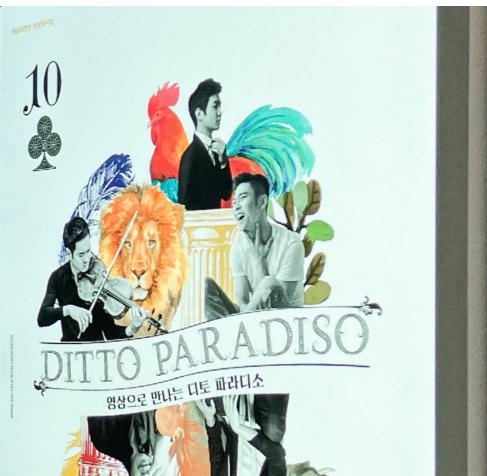
The Korean Cultural Centre UK brought Korean performances to the big screen in partnership with the Seoul Arts Center (SAC). The SAC on Screen is a performing arts screening production organised by the Seoul Arts Center, enabling audiences to enjoy outstanding cultural arts content worldwide.

This year the KCCUK screened *Kun-Woo Paik's piano recital, Ditto Paradiso, Novus String Quartet: Beethoven String Quartets, Dalle Story, Ballet Shim Chung and Pericles.*

In 2024, we introduced various genres, from classical music, ballet and plays each with a distinctive Korean take on it.

Soojeong Na, Yoonseo Jung





Credits

DIRECTOR Dr. Seunghye Sun

ADMINISTRATION Byunghyun Roh

PUBLIC RELATIONS
Paul Wadey

MEDIA MONITORING Rachel Minjeong Chang

COMMUNICATIONS Hea Su Lee PERFORMING ARTS Jaeyeon Park

FILM Eunji Lee

VISUAL ARTS Jaemin Cha Kangin Park

DIGITAL CONTENT, LITERATURE AND NON-FICTION, TOURISM Soojeong Na EDUCATION, K-POP, SPORTS Inhong Song

KOREAN CUISINE, FESTIVALS, LITERATURE AND NON-FICTION, DIGITAL CONTENT, NEW TALENTS Yoonseo Jung

LIBRARY, RECEPTION Jiae Myung

COORDINATORS

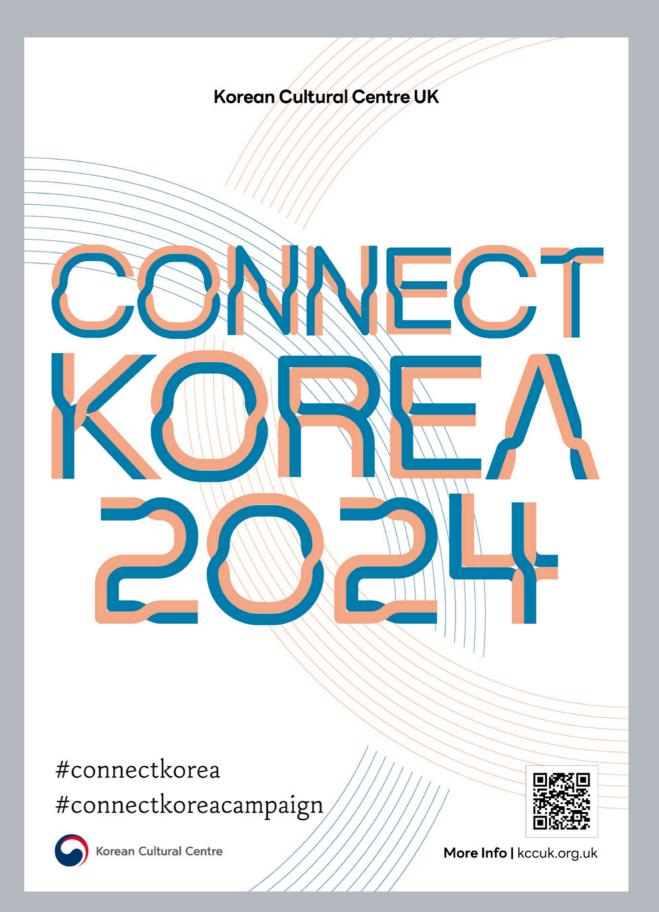
Andrew Power
Dohee Park
Dongmin Lee
Seenyoung Kang
Seungju Kim
Yeonji Kang
Yewande Victoria Kuponiyi
Yuna Lee

EDITED BY Hea Su Lee

ADDITIONAL TEXTS BY Paul Wadey

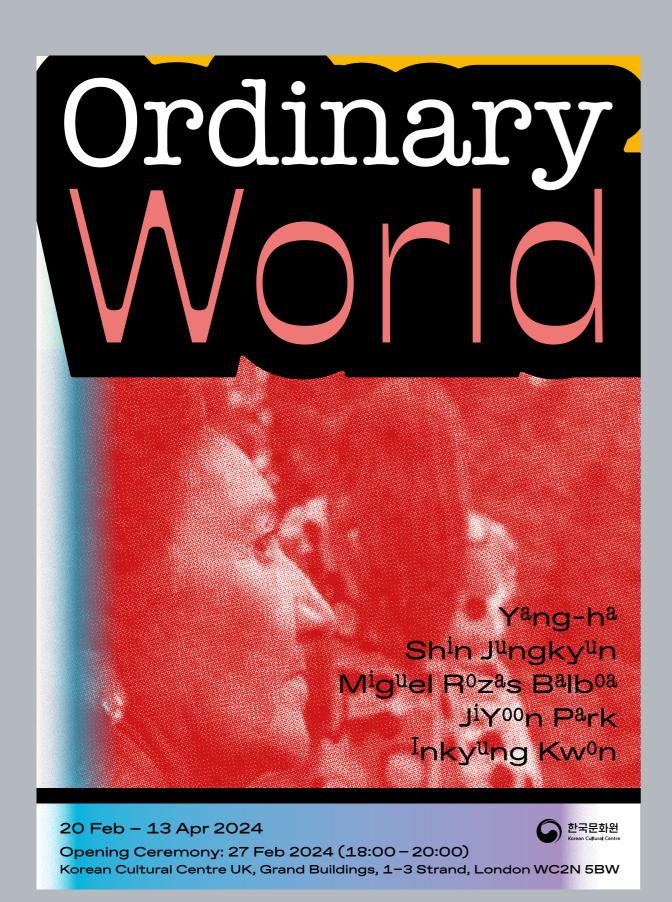
DESIGNED BY Hansol Kim **CONNECT KOREA**

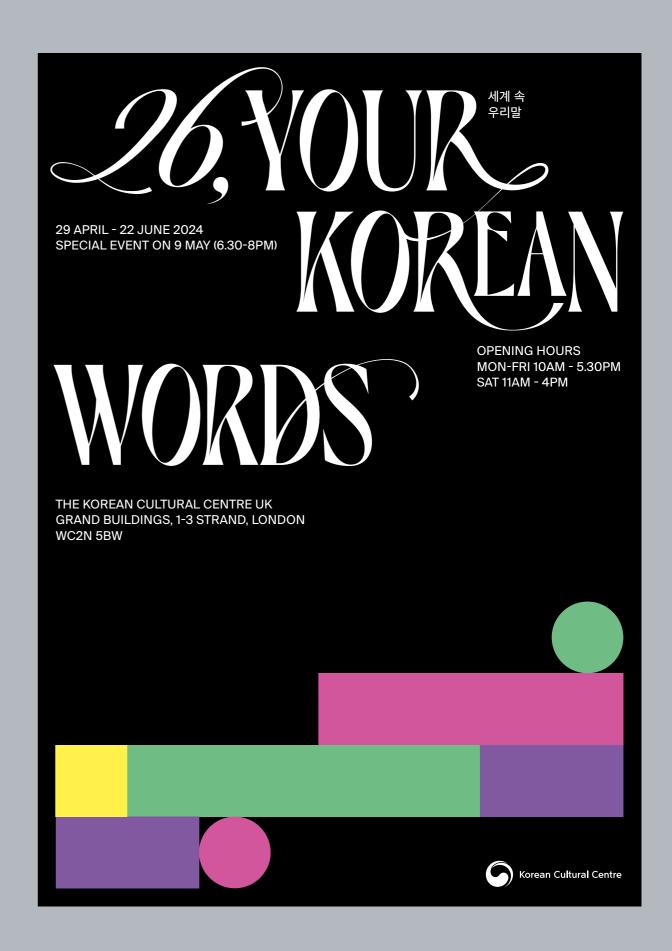












Across the Decades

대한민국예술원 개원 70주년 기념 영국 특별전

04 July — 23 August 2024 Korea Cultural Centre UK Celebrating the
70th Anniversary of the
National Academy of Arts
Republic of Korea
1954 – 2024



























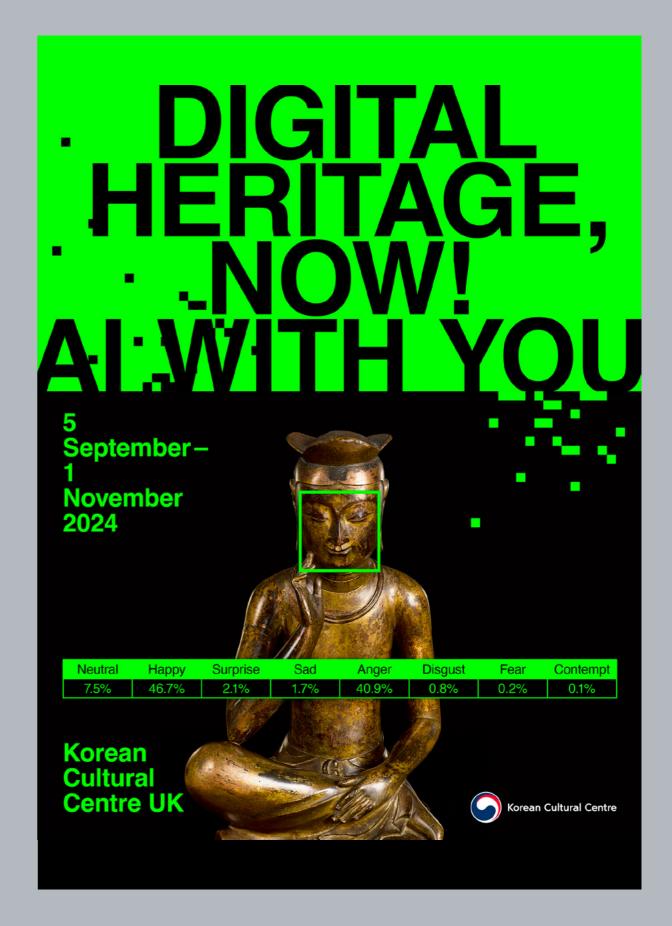












28 November 2024 -31 January 2025

Opening / 6 - 8 pm 28 November 2024

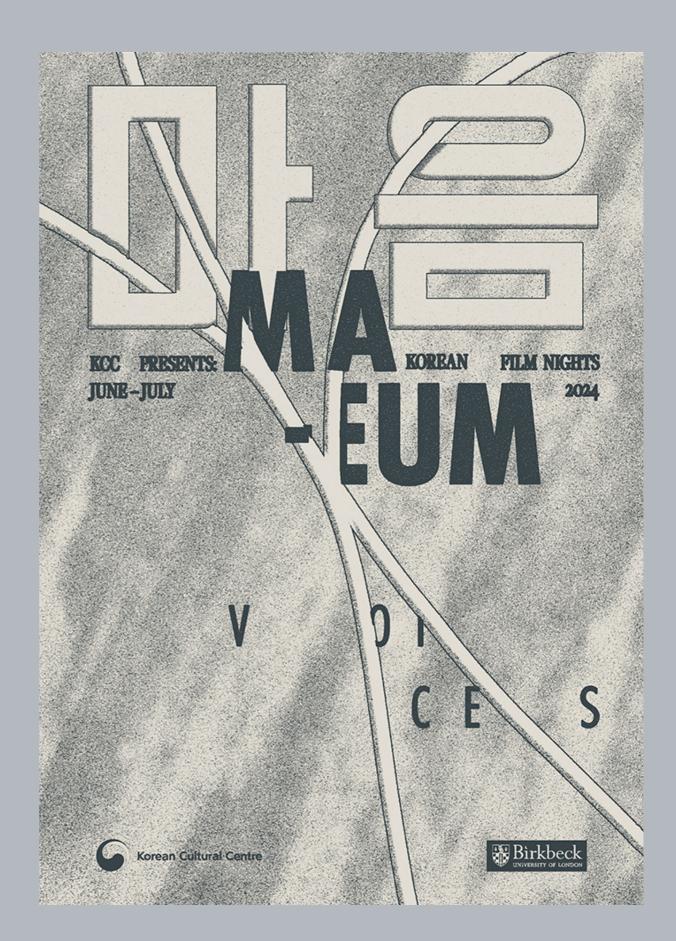
Bestselling & Beloved:

Korean Literary Treasures

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









London WC2N 5BW PART 2 | 8pm – 9:30pm 'Networking : Eat, Enjoy, and Mingle'



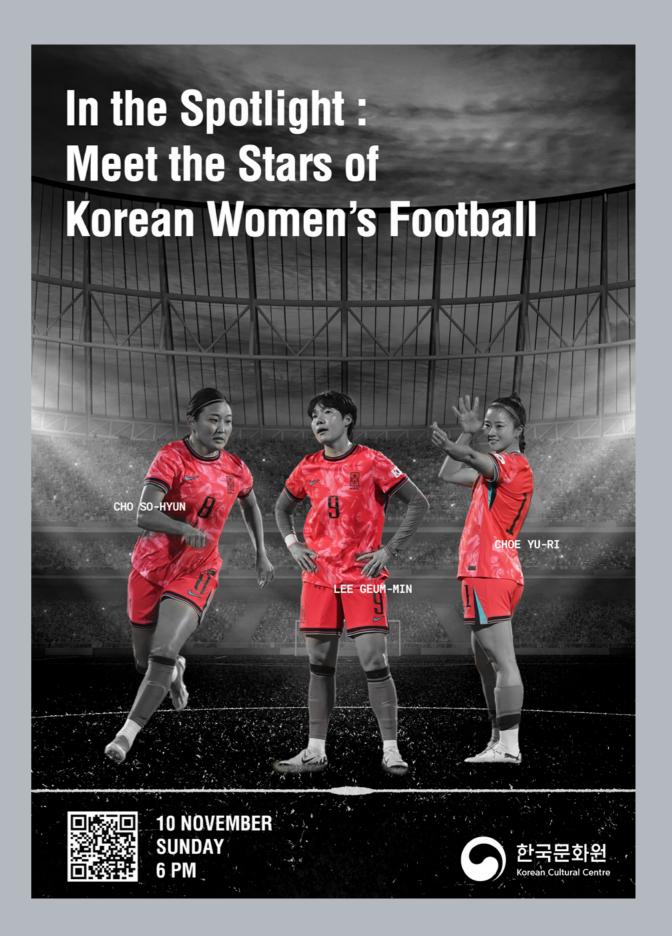


















LOCATION: LONDON

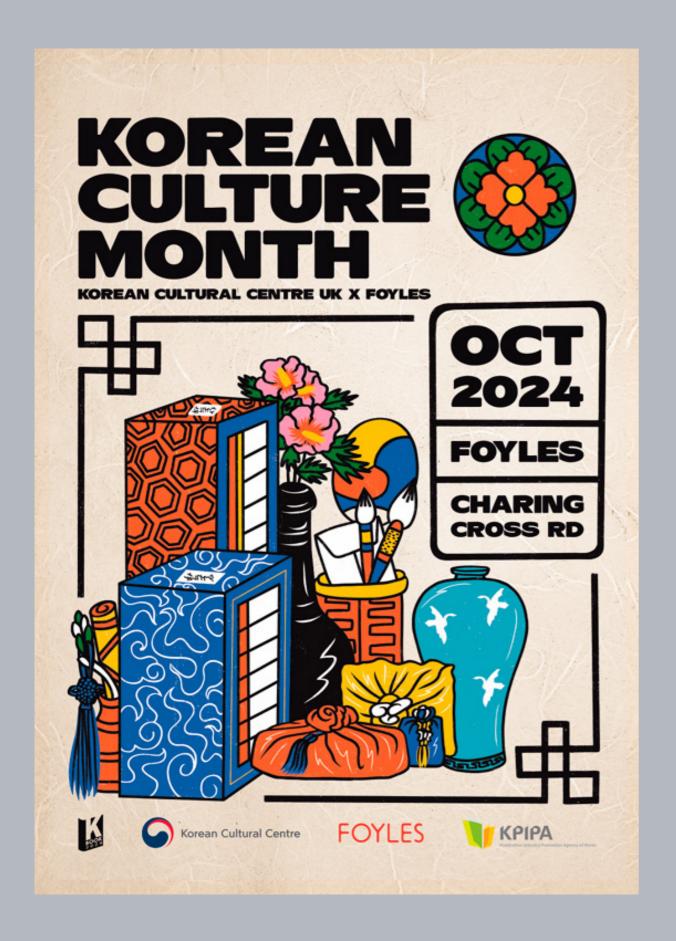


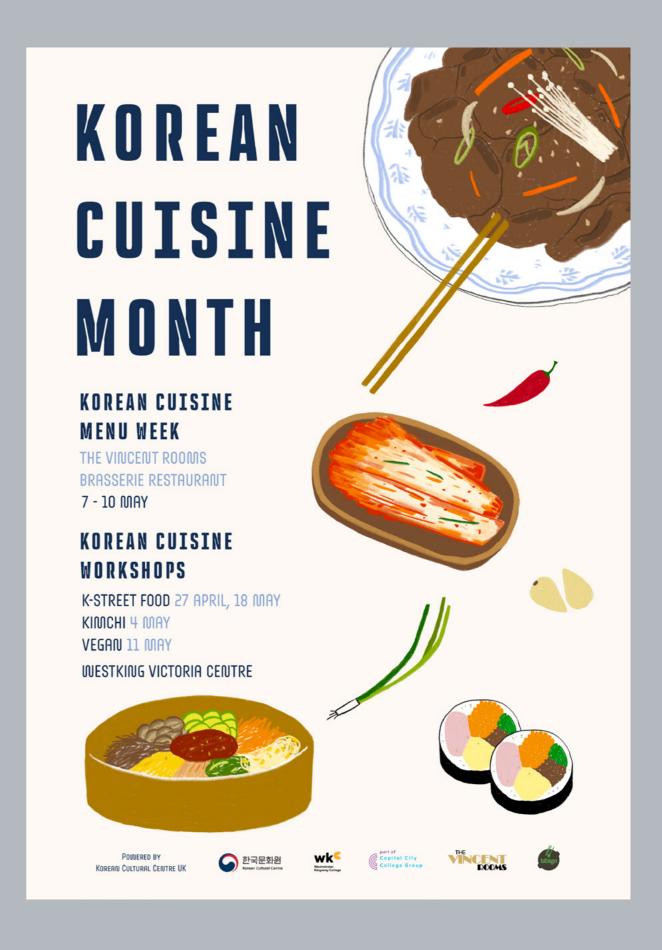






LOCATION: LONDON





Annual Review 2024 Connect Korean Campaign

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Write: Permissions, Korean Cultural Centre UK, Grand Buildings, 1-3 Strand, London WC2N 5BW OR info@kccuk.org.uk

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Korean Cultural Centre UK

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

Contact +44 (0)20 7004 2600 | info@kccuk.org.uk

Social Media IG @kccuk | FB @kccuk | YT @thekccuk | X @kccuk

Website www.kccuk.org.uk



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