

## NEWS RELEASE

# The Korean Cultural Centre UK Launches ‘Korean Culture, Now!’ Campaign, Highlighting a Future of Korean Soft Power



The Korean Cultural Centre UK (KCCUK) presents 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 includes a selection of events in various fields of visual arts, film, music, literature, education, and more. It is an **audience-focused campaign** responding to the expansion of Korean soft power.

The special exhibition ‘**Bestselling and Beloved: Korean Literary Treasures**’ (~21 Mar) will continue in the KCCUK exhibition space. It delves into the heart of Korean literature, showcasing both its enduring classics and its dynamic contemporary scene, with a spotlight on Nobel Laureate Han Kang. From April 3, in collaboration with the National Science Museum of Korea, ‘**Soundwaves of Science: Exploring the Science of Korean Music**’ (3 Mar – 27 June) will explore the history and science behind Korea’s traditional music, along with its interpretations through new technologies and modern culture.

In summer, ‘**Endless Bonds: AI and Korean Heritage (17 July – 22 Aug)**’ will examine the beauty and significance of Korean culture and history through the lens of digital immersive content. In collaboration with the National Museum of Korea, this exhibition will feature a curated selection of digital immersive media showcasing *Endless Mountains and Rivers: A Prosperous World Unfolds in Nature*, *Climbing Mt. Geumgang*, and *Royal Procession with the People*.

From September, **'Strolling Through Korean Gardens' (11 Sep – 14 Nov)** will showcase a contemplative journey from Korea's ancestors who achieved harmony between nature, humanity, and art. Under the main theme of 'Mieumwanbo' the exhibition will transcend simple garden appreciation, encompassing an aesthetic process of communing with nature. In addition, celebrating the opening of Tate Modern's **'The Genesis Exhibition: Do Ho Suh: Walk The House' (1 May – 19 Oct)**, the KCCUK will support Tate Modern's public programme while promoting the exhibition.

In literature, the KCCUK will return with the annual **'Korean Culture Month at Foyles'**. In partnership with Foyles on the Charing Cross Road, this outreach programme will introduce a wide variety of Korean literature and cultural events. **'K-Book Festival'** will introduce Korean books, authors, and translators to UK audiences through partnerships with major literary festivals such as the Hay Festival and the Edinburgh International Book Festival. **'E-um: Book Talk'** will invite readers and publishing professionals to explore and engage with the rich and diverse world of Korean literature and culture. Held monthly the event will feature a curated selection of Korean books through author talks, panel discussions, and book launching.

For Korean content, the KCCUK will launch **'K-Content: K-Art Lab'** as a new initiative to experiment with digital and multimedia art. By restoring and reinterpreting Korea's longstanding cultural heritage through XR technology, it will create innovative artistic experiences connecting the past and future.

In addition, the KCCUK will host educational programmes throughout the year with renowned experts and scholars in their respective fields. **'K-Seminar Series'** will offer a selection of seminars featuring themes such as Korean art, science, technology, and the future of Hallyu. **'K-History Unlock'** will discuss Korean history and its cultural implications with Korean films and dramas. **'K-Open Stage'** will provide individuals and organisations an opportunity to utilize the KCCUK's facilities for hosting Korea-related events. Moreover, **'K-Creative Sessions'** will cover cultural workshops such as traditional Korean dance and Korean folk tale painting.

For young audiences, the KCCUK will present a range of events including, the **'Korea Day Festival'** with universities and local communities across the UK, and provide cultural workshops and events. **'Young Hallyu Cultural Class'**, will include K-pop dance and Taekwondo classes in primary schools across the UK and interactive family activities. **'New Talents'**, a monthly showcase program for creatives of any genre, and **'Open Call'**, a programme to support emerging Korean talents by providing exhibition opportunities, will continue. **'K-pop Academy'** and **'Hallyu Con'** will return with engaging workshops and festivals while meeting K-pop fans. **'Meet the Star Players of Korean Sports'** will spotlight Korean players in the UK and create a space for them to share their insights with fans.

**Furthermore, the KCCUK seeks to expand a variety of external collaborations with leading cultural organisations in the United Kingdom.**

In music, the **'A Festival of Korean Dance (7-24 May)'** returns for its 8<sup>th</sup> edition bringing outstanding contemporary dance works from Korea including *Jungle*, a new piece by Sungyong Kim, artistic director of the Korea National Contemporary Dance Company, *Ham:beth* by Modern Table, and *Og* by Cheolin Jung. In its 12<sup>th</sup> year, the **'K-Music Festival'** will highlight Jambinai's orchestral performance at the Barbican Centre as well as a partnership with the EFG London Jazz

Festival featuring Korean jazz bands rooted in traditional music.

In film, **‘Special Season to Mark the 80<sup>th</sup> Anniversary of Korea’s Liberation’** will present screening events focusing on the themes of liberation and independence. **In April**, BFI is presenting a selection of films by Bong Joon-ho as part of a retrospective following the release of his latest film, *Mickey 17*. In partnership with the BFI, the KCCUK will present an accompanying ‘The Creative Collaborations of Bong Joon Ho’ forum. Production designer Lee Ha-jun and translator Darcy Paquet will join to discuss working with director Bong Joon Ho on some of the most acclaimed films.

Also returning for its 20<sup>th</sup> edition, the **‘London Korean Film Festival’** will continue highlighting Korean movies from blockbusters to thought-provoking independents from its finest auteurs. **‘K-Film Academy’** will offer curated film screenings and discussion sessions about the movie characters, events, and backgrounds.

For Korean cuisine, the KCCUK will introduce a **‘Korean Temple Food (20 – 21 May, 28 – 29 Oct)’** 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. In addition, the KCCUK will showcase a **‘Korean Cuisine Month (26 Apr – 31 May)’** with a weekly Korean cuisine workshop and a Korean cuisine menu week in partnership with Westminster Kingsway College.

**Dr. Seunghye Sun, Director of the KCCUK, said,** "2025 marks the year of *Korean Culture, Now!*, showcasing a new future for K-soft power. This initiative aims to shape a fresh vision for Korean culture for the next generation while expanding a broad range of collaborations between Korean and British institutions."

**For more details about the ‘Korean Culture, Now!’ campaign, please visit [kccuk.org.uk](https://kccuk.org.uk)**

**For further PRESS information, please contact [pr@kccuk.org.uk](mailto:pr@kccuk.org.uk) | +44-020-7004-2606.**

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### **Social Media**

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Facebook: [@KoreanCulturalCentreUK](https://www.facebook.com/KoreanCulturalCentreUK)

YouTube: [@theKCCUK](https://www.youtube.com/theKCCUK)

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### **About Korean Cultural Centre UK (KCCUK)**

The Korean Cultural Centre UK (KCCUK) was opened by the Korean Ministry of Culture, Sports and Tourism in January 2008 under the aegis of the Embassy of the Republic of Korea. The role of the KCCUK is to further enhance friendship, amity, and understanding between Korea and the UK through cultural and educational activities. From the KCCUK’s central London location, near Trafalgar Square, its dedicated cultural team work to further develop cultural projects, introduce new opportunities to expand their Korean events programme in the UK, and encourage cultural exchange.