

NEWS RELEASE

Korean Cultural Centre UK hosts K-POP Dance Academy with Jay Kim

- Creative K-Pop choreography workshops inspired by the K-POP Demon Hunters OST



The Korean Cultural Centre UK successfully held 'K-POP Dance Academy with Jay Kim' from 10 to 12 March 2026 as part of the K-Pop Academy programme.

The three-day workshop, led by internationally renowned choreographer Jay Kim (Kim Young-jae), brought together K-pop fans and dance enthusiasts. Each session centred on a track from the K-POP Demon Hunters OST, with participants learning original choreography created by Jay Kim for the programme.

The sessions featured 'Your Idol' on 10 March, 'Love, Maybe' on 11 March, and 'Free' on 12 March. Rather than repeating already introduced moves, participants explored newly created choreography that reinterpreted the mood and rhythm of each song. Through the workshop, they engaged with musicality, movement, and stage presence, gaining a deeper understanding into the creative process behind K-pop choreography.

Seunghye Sun, Director of the Korean Cultural Centre UK, said:

"K-pop brings together music, dance, fashion, and storytelling, and it has become a cultural language shared across generations and borders. We hope this workshop gave participants a chance to express themselves through dance while experiencing the creative spirit of Korean

culture.”

The programme was led by Jay Kim, a choreographer formerly affiliated with 1MILLION Dance Studio in Seoul. He has collaborated with a range of K-pop artists including Jay Park and THE BOYZ, and has led dance workshops and served as a judge in 164 cities across 61 countries.

Reflecting on the workshop, Jay Kim highlighted:

“Instead of learning choreography that already exists, I wanted participants to experience the process of interpreting music through newly created choreography. It was great to see everyone bringing their own energy and style to the movements.”

Launched in 2012, the K-Pop Academy has grown into one of KCCUK’s signature cultural education programmes. Now in its 14th year, the programme continues to provide opportunities for audiences in the UK to engage more closely with Korean popular culture while strengthening cultural exchange between Korea and the United Kingdom.

For more details about the ‘K-POP DANCE ACADEMY with JAY KIM’, please visit <https://kccuk.org.uk/en/programmes/k-pop-academy/k-pop-dance-academy-jay-kim/>

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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK, opened under the aegis of the Embassy of the Republic of Korea in the United Kingdom, aims to 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, our dedicated team works to expand cultural projects, strengthen cooperation with major arts organisations and partners, and encourage cultural exchange.