**Press Release**

**For Immediate Release**

**Festive Korea 2016**

 **Diversified programmes to showcase ‘Creative Korea’ in Hong Kong**

[30 August 2016, Hong Kong] The Consulate of the Republic of Korea in Hong Kong officially unveiled the programmes of Festive Korea 2016, kicking off two months of new ‘Creative Korea’ cultural feast in Hong Kong.

“There are many abundant cultural events taking place throughout the year in Hong Kong. Hong Kong people are blessed to enjoy the different colors of culture and arts through diverse cultural festivals. This year, the Korean Government announced a new national brand ‘Creative Korea’ which can be cultivated and enriched by encountering different cultures. I look forward to this Festive Korea as a platform for the exchanging of two different cultures, enhancing the creativity of both Hong Kong and Korea and enriching the lives of both people.” said Ambassador Kim Kwang-Dong, Consul General of the Republic of Korea in Hong Kong.

Stepping towards its 6th Anniversary, Festive Korea will host over 30 programmes including Kung Fu muscial performace, fashion show, classical music, exhibitions, movies and Korean Food Promotion etc.

**Festive Korea Celebrity Ambassador - Kim So Hyun**

Festive Korea is delighted to announce that Ms. Kim So Hyun has been appointed the Celebrity Ambassador this year to promote this cultural festival.

**Highlighted programmes of Festive Korea 2016 include:**

* **Comic Martial Arts Performance – JUMP** (Festive Korea 2016 Opening Performance)

 **5-6 Oct, Jockey Club Auditorium, The Hong Kong Polytechnic University**

JUMP is a gravity-defying, internationally acclaimed comedy sensation combines comedy, Taekkyeon, acrobatics and butt-kicking, live-action shenanigans. And JUMP will make the audience rolling on the floor laughing and cheering for more! JUMP performed during ASEAN for 10 country ambassadors and in other countries as well. Seen by over 6 million of people worldwide in 152 cities of 87 countries through international, total 12,000 scenes.

* **Lee Young Hee Hanbok Fashion Show**

 **7 Oct, Conrad Hotel**

World acclaimed hanbok designer Lee Young-hee brought her modern hanbok collection to the international fashion scene since early 1990s. She will showcase her latest 30+ works to Hong Kong for a fashion show at the Korean National Day Cocktail Reception. The theme of this show is “Four seasons”: Spring emphasized that everything revives in the warm atmosphere, cool and comfortable clothes which are made of natural dyed ramie fabrics are introduced for summer, clear sky in the fall to be imaged by watching an outing of women and warm silk is used for a fabric that makes models who wear the Hanbok shine more than a beautiful snow scene in the winter. Recognizing harmony with tradition and modernism, also the East and the West, the audience can feel the beauty of Korea.

* **Mega K Music Festival 2016** – INFINITE and B1A4 in town

 **4-5 Nov, 8-10pm, HK Coliseum**

K-Pop has become so popular among Hong Kong teenagers and adults in recent years, Festive Korea 2016 especially introduced its first Mega K Music Festival in Hong Kong, which is going to be an annual carnival. Numerous famous singers and idol groups, including INFINITE and B1A4, are invited to the show. This Festival is held to foster the cultural communication between Hong Kong aduience and Korea singers in the music perspective.

* **“Bul-Ssang” by Korea National Contemporary Dance Company**

 **19 Nov, Ko Shan Theatre**

This work, inspired by the pastiche of buddha copies and the cultural clash, gives the paradoxical insight that the buddha figure ‘bulsang’ is not the face of God but our own faces in this world. Here the title <Bul-Ssang> simultaneously implies the life of secular people as the buddha figure ‘bulsang’ literally and as the poor ‘bulssang’. While the choreography creates new movement vocabulary through disheveling the boundaries of dance and cul¬ture, and integrating disparate elements, the pop-art sensibility of installation artist Choi Jeong Hwa and DJ’s live music create a playful stage by experimenting improvisation. <Bul-Ssang> crosses over the boundaries of the traditional and the modern, the East and the West, the refined and the vulgar. It casts a question how the world view of the divine and the vulgar being one, which finds the sacred in the trifling, unstably changing and vibrant life itself, resonates with today’s hybrid cultural phenomena and approaches with validity in today’s life.

* **Make your Movements: Korean Contemporary Objects, A New Approach -** Korean articraft

 exhibition

 **19-25 Oct, K11**

The Korea Craft and Design Foundation (KCDF) and K11 HK present MAKE YOUR MOVEMENTS: KOREAN CONTEMPORARY OBJECTS, A NEW APPROACH.Hong Kong will be next stop of this Korean articraft exhibition after its London tour. The exhibition brings together 20 designers, makers and craftsmen from Korea whose collections range from 3D printed accessories and furniture to jewellery and ceramics. The exhibition explores the theory of movement in craft, taking as a starting point the way craftsmen move during their creative work, and how a completed object leaves the hands of its maker imbued with their manual knowledge.

* **"Flat-form Subject-object" Exhibiton** Typographical design showcase

 **10-24 Oct, Comic Home Base**

Seoul-based Professor Hyun Cho and his design studio S/O Project specializes in typography design. In this “Flat-Form” exhibition, S/O Project will turn the subjects (thought, word, writing and letter) into experiential design through everyday objects (thing) as a medium. In the design process, S/O Project creates a new design methodology – playful and experiential communications. Exhibition “Flat-Form” will reflect this concept on posters and our daily-used products such as food packaging and handbag designs.

* **Korean Animation Screening**

**Weekends in Oct & Nov (2 screenings), Comic Home Base**

There are two animations for family to bring the kids to enjoy the Korean culture and have some fun, free of charge. For Pororo, Cyberspace Adventure is a story about saving princess with some advertures. And for Leafie, A Hen into the Wild, Leafie is a hen who pursues freedom and starts her new journey of her life.

* **Hall of Korean Film**

 **Oct-Nov, STAR Cinema MCL**

This year, 16 Korean films are selected, with DongJu as the premiere opening featured movie. Collaboratively presented by director, Lee Joon-ik, and a young but powerful actor, Kang Ha-neul, DongJu demonstrates the struggling dark Korea during the Japanese colonial era vividly. The extraordinary lineups also include Hwang Jung-min, the “box office guarantee”, in A Violent Procecutor; youthful movie award winner, Yoo Ah In, starring in The Throne; exquisite actors, Song Joong-ki, in his classic movies ranging from A WEREWOLF BOY, Heaty Paw 2 to Penny Pinchers, and last but not least the Handmaiden, director by Park Chan-wook.

* **Taste of Korea Challenge**

**Oct, special offers at over 20 partnering restaurants**

Over 20 popular Korean restaurants in town with special offer like Kaya Korean Restaurant, BBQ 7080, Myung Ga, Kim's Spoon, HAN SUNG Korean Cuisine etc.

There will also be a social media sharing game for Korean food lovers to save HK$200 on their dining bills. To participate, please register during Sep 20th -30th. Please check out more details at [www.facebook.com/hansikhk](http://www.facebook.com/hansikhk).

* **“Catch” the tram and win air ticket prizes**

There will be a Festival Korea Tram running from 12 Sep to 9 Oct. Take a photo of it with your mobile phone and “catch” the best angle, then upload it to instragram and or Facebook page “KoreainHKMacao” with a hashtag #festivekorea2016. Those with the most creative photos will win air tickets to Seoul. Participation deadline : 10 Oct.

**A summary of the programmes:**

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| **Category** | **Programme Title** | **Date** | **Venue** |
| Performing Art | Festive Korea Opening Performance: Comic Martial Arts Performance – JUMP | 5-6 OCT  | Jockey Club Auditorium, The Hong Kong Polytechnic University |
| Uhee Nori | 11 OCT12 OCT  | Y Theatre, Youth SquareFoyer, Hong Kong Cultural Centre |
| Mega K Music Festival 2016 | 4-5 NOV  | HK Coliseum |
| “Bul-Ssang” by Korea National Contemporary Dance Company  | 19 NOV  | New wing auditorium, Ko Shan Theatre |
| Exhibition | "Flat-form Subject-object" Exhibition | 12 -23 OCT  | 3/F, Comix Home Base |
| 12 : ☆ - The Hour of Magic @ Harbour City | 17-30 OCT  | Atrium, G/F, Ocean Terminal, Harbour City |
| "The Unbearable Lightness of Flowers" Exhibition | 2-15 Nov  | Anita Chan Lai-ling Gallery, Fringe Club |
| "Byung Jae Oh: Unfolding Spaces" Exhibition | 4-13 Nov  | S201, PMQ  |
| 20th Seoul Auction Hong Kong Sale | 27 NOV  | Tiffin, Mezzanine Floor, Grand Hyatt HK |
| Make your Movements: Korean Contemporary Objects, A New Approach | 19 -25 OCT  | K11 |
| Music | Hyejin Chung’s Violin Recital | 7 OCT  | Maritime Museum HK |
| HKGNA Masterclasses Workshop | TBC | HK Academy for Performing Arts |
| HKGNA/ Festive Korea 2016 Gala Concert  | 30 OCT  | HK Cultural Centre Concert Hall |
| La Mer et L’Île plays A. Dvorak and Korea’s Chamber Music | 27 NOV  | Concert Hall, The HK Academy for Performing Arts |
| Movie | Hall of Korean Film | OCT-NOV  | STAR Cinema |
| Conference on Asian Film and New Media | 14-15 OCT  | Miller Theater, Asia Society HK Centre |
| University Movie Screening | 2 OCT - 10 NOV | Various Universities and Learning Centres |
| Korean Animation Screening | Weekends in Oct and Nov (2 Screenings) | Public Open Space, G/F, Comix Home Base |
| Food | Taste of Korea Challenge | 5-31 OCT  | SNS |
| Sympathy of Trio, A Korean Gastronomic Journey | 28 SEP – 9 OCT  | Conrad HK  |
| Korean Food Promotion | 3 OCT - 20 NOV  | Marco Polo HK Hotel, Prince Hotel |
| Special Programme | Lee Young Hee Hanbok Fashion Show | 7 OCT  | Grand Ballroom Conrad HK |
| Sandy Bay Charity Fair at DKCH | 5 NOV | The Duchess of Kent Children's Hospital at Sandy Bay |
| Korean Literature Night: My Brilliant Life by Ae-Ran Kim | 21 OCT  | TU101, The Hong Kong Polytechnic University |
| Korea Hong Kong Friendship Day | 22 OCT | Korean International School |
| Korean Pavilion in Hong Kong Electronics Fair Autumn Edition | 13-16 OCT  | HK Convention and Exhibition Centre |
| Korean Pavilion in Cosmoprof Asia | 16-18 NOV  | HK Convention and Exhibition Centre |
| 2016 Korea MICE Road Show | 26 OCT  | The InterContinental Ballroom, InterContinental HK |
| K-Wave Promising Goods Merchandising Bazaar | 21-23 OCT  | Expo Area & Sky Dome Atrium, Discovery Park |
| Seoul Foundation for Arts and Culture – Art Space Sindang Pop-up Store | 21-30 OCT  | S207, PMQ |

And more programmes are available on the official website: [**www.festivekorea.com**](http://www.festivekorea.com)after 20 Sept 2016.

<Press Information>

High resolution photos and programme fact sheets are available for download at the following link:

<link>

**Media enquiry**

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**About Festive Korea**

Festive Korea is organized by the Consulate General of the Republic of Korea in Hong Kong, in collaboration with the Ministry of Foreign Affairs, Ministry of Culture, Sports and Tourism of the Republic of Korea and Home Affairs Bureau of the Government of Hong Kong SAR. Aiming to heightens the appreciation and enjoyment of Korean art and culture in diverse disciplines including opera, contemporary dance, fashion show, classic & pop musical, cinema, exhibition, gourmet and more,provide a fantastic Festival Korea to HK people. And the cultural festival has attracted millions of audience since it was first launched in 2011.