

ASIAN ART MUSEUM  
Chong-Moon Lee Center  
for Asian Art & Culture  
[www.asianart.org](http://www.asianart.org)

200 Larkin Street  
San Francisco, CA 94102  
T 415.581.3711  
[pr@asianart.org](mailto:pr@asianart.org)

**Asian**

**News**



PRESS CONTACTS:

Tim Hallman  
415.581.3711  
[pr@asianart.org](mailto:pr@asianart.org)

Annie Tsang  
415.581.3560  
[annietsang@asianart.org](mailto:annietsang@asianart.org)



Kyoungil Ong / Photo by Dongmin Yang

## KOREA DAY

### Asian Art Museum hosts 6th annual Korean culture celebration

SAN FRANCISCO, August 5, 2014—Enjoy the breadth of Korean arts and culture during the Asian Art Museum's 6th annual Korea Day on Sunday, Aug. 24 from 11 AM to 4 PM with free museum admission, courtesy of Korea Foundation. Korea Day offers a variety of performances and gallery talks, art and craft activities, and food tastings inspired by traditional Korean culture. This festival is presented in conjunction with the museum's special exhibition *Gorgeous*.

Fueled by the success of Korean dramas and K-pop music, interest in Korea continues to grow worldwide, encompassing aspects of Korean culture such as *hanbok* (traditional Korean clothing). During the festival, view a demonstration by *Chimseonjang* (master of needlework) Koo Hae Ja about traditional Korean clothing creation. Fashion designer Bora Han teaches visitors how to make fun accessories building on the techniques used to create *bojagi* (traditional Korean wrapping cloth). Costume historian Dr. Minjee Kim discusses the unique qualities of *hanbok*, and how it differs from Western dress, in an interactive talk. Moving from the traditional to the contemporary, hair designers and makeup artists teach beauty tips for achieving a K-pop star's look.

Other highlights of the festival include a performance by the Bay Area's OngDance Company. Watch as they glide across the stage in a performance of traditional and contemporary dances by tap dancers, a Filipino dance troupe and others. After the performance, enjoy *hansik* (traditional Korean food) by local chef Hyunjoo Albrecht. She'll serve up a feast for the eyes and taste buds.

Festival guests are invited to view *Gorgeous*, an exhibition of stunning artworks, drawn from the collections of the Asian Art Museum and the San Francisco Museum of Modern Art, which challenges visitors to confront the extremes and ambiguities of beauty. The museum also encourages visitors to view *Dual Natures in Ceramics: Eight Contemporary Artists from Korea*, co-organized by the SFO Museum and the Asian Art Museum. Located in San Francisco International Airport's Terminal 3, *Dual Natures in Ceramics* features 75 contemporary artworks created by some of Korea's most respected artists.

In addition to Korea Day, Korean artist Jung Ran Bae will host the Artists Drawing Club public program *Breathe* on Aug. 28. Bae will investigate how to fill an empty space with a sensory experience. This program is part of the interdisciplinary public program series that invites artists to use the museum as a platform to draw inspiration. Artworks by Bae will be on display in the museum's Korean galleries starting Aug. 25 through April 11.

A complete schedule of Korea Day follows. Programs are subject to change. For updates, please visit [www.asianart.org](http://www.asianart.org) or call 415.581.3500.

## **KOREA DAY**

Sunday, Aug. 24 from 11 AM to 4 PM, free museum admission

Korea Day has been made possible with the support of the Korea Foundation. The mission of the Korea Foundation is to promote better understanding of Korea within the international community and to increase friendship and goodwill between Korea and the rest of the world through various exchange programs.

### **Explore and Join In**

AsiaAlive Demonstration: Tailoring a *Hanbok*

1–4 PM, North Court

Enjoy a demonstration and informal talk by *Chimseonjang* (master of needlework) Koo Hae Ja about traditional *hanbok* (Korean clothing creation), an Important Intangible Cultural Property of Korea. Meet the artist, ask questions and get close to the action.

### **Hansik Tasting**

2–3 PM, South Court

Enjoy (*hansik*) traditional Korean food. Local chef Hyunjoo Albrecht serves up a feast for the eyes and taste buds. First come, first served. Also, the world traveling Bibimbap Backpackers will join us at 10:30 AM just outside the front door. Enjoy bibimbap and chat up young people from Korea promoting healthy eating. The Bibimbap Backpackers program is supported by CJ Bibigo.

### **Make and Do**

#### **Hands-On Art Making**

11 AM–4 PM, Loggia

Teachers from the Korean Cultural Center in Los Angeles bring a host of traditional art making to the museum. Take home your masterpieces.

#### ***Bojagi* Accessory Making**

Noon–4 PM, Education Classrooms

Experience the beauty of *hanguk* style by making fun accessories with traditional Korean silk. Fashion designer Bora Han leads an activity designed for the day, building on techniques used to make *bojagi* (wrapping cloth).

#### **Mini Hair and Make-up Makeover**

1–3 PM, Loggia

Have you ever wondered about K-pop stars' latest beauty secrets? Get a mini-makeover and beauty tips from hair designers and makeup artists and find out for yourself. Space limited. First come, first served.

**Learn and Discover****stART tour for Kids**

10:30 AM, Korean Galleries

Asian Art Museum storytellers share myths and folktales from Korea while looking at art objects in the Korean Galleries. For families with toddlers (ages 3–6).

**Special Lecture: Gorgeous *Hanbok***

Noon, Samsung Hall

Costume historian Dr. Minjee Kim discusses the unique qualities of *hanbok* (traditional Korean clothing), and how it differs from Western dress, in this informal and interactive talk.

**Docent Tours**

Check at the information desk for tour times and details.

The museum's Daily Docent Tours include a thematic tour "The Spirit of Korean Art" at 12:30 and 1:30 PM, with other tours throughout the day. Tours last approximately 45 minutes.

**Storytelling for Families**

1 PM, Korean Galleries

Asian Art Museum storytellers share myths and folktales from Korea while looking at art in the Korean Galleries.

**Performance for Families**

2:30 PM, Samsung Hall

Meet up with young artists making a big splash in the performing arts of the U.S. and Korea. The Bay Area's OngDance Company performs traditional and contemporary dances featuring Filipino folk dancers, tap dancers and other collaborating performers.

**And More**

11 AM–4 PM, Museum Cafe and Outside

Korean tacos and more! San Francisco's gourmet mobile food stalls join the museum for the day's festivities. The museum's Cafe Asia offers affordable Asian-fusion dishes for the whole family.

**ABOUT THE ASIAN ART MUSEUM**

The Asian Art Museum—Chong-Moon Lee Center for Asian Art and Culture is one of San Francisco's premier arts institutions and home to a world-renowned collection of more than 18,000 Asian art treasures spanning 6,000 years of history. Through rich art experiences, centered on historic and contemporary artworks, the Asian Art Museum unlocks the past for visitors, bringing it to life while serving as a catalyst for new art, new creativity and new thinking.

Information: 415.581.3500 or [www.asianart.org](http://www.asianart.org)

Location: 200 Larkin Street, San Francisco, CA 94102

Hours: The museum is open Tuesdays through Sundays from 10 AM to 5 PM. From Feb. 6 through Sept. 11, 2014, hours are extended on Thursdays until 9 PM. Closed Mondays, as well as New Year's Day, Thanksgiving Day and Christmas Day.

General Admission: FREE for museum members, \$15 for adults, \$10 for seniors (65+), college students with ID, and youths (13–17). FREE for children under 12 and SFUSD students with ID. General admission on Thursdays after 5 PM is \$5 for all visitors (except those under 12, SFUSD students, and museum members, who are always admitted FREE). General admission is FREE to all on Target First Free Sundays (the first Sunday of every month). A surcharge may apply for admission to special exhibitions.

Access: The Asian Art Museum is wheelchair accessible. For more information regarding access: 415.581.3598; TDD: 415.861.2035.

###