



[2020-18]

 한국문화원 Korean Cultural Center Los Angeles		Press Release			
Request	For Immediate Release			Pages : 2	
Date of Release	6.22.2020 (Monday)	Contact	Tammy Cho 323-936-3014		

Korean Culture Day: Korean Art @ Home "MINHWA"

"Minhwa, Images filled with happiness"



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- ▶ Title: 2020 Korean Culture Day, Korean Art @ Home "MINHWA"
 - ▶ Uploaded Date: Monday, June 22, 2020 ("MINHWA" *Episode 1*)
<https://www.youtube.com/watch?v=FonFpaWYal8>
Friday, June 26, 2020 ("MINHWA" *Episode 2*)
 - ▶ Minhwa Artist: Ms. Yong Soon Choi
 - ▶ Presenter: Korean Cultural Center Los Angeles
 - ▶ More information: Tammy Cho, at 323-936-3014 or tammy@kccla.org
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The Korean Cultural Center Los Angeles pleased to present the online project < **Korean Art @ Home "MINHWA" Episode 1 & 2** > which will be posting on both Monday, June 22nd and Friday, June 26th, 2020 at YouTube KCCLA.

During the unexpected nature of COVID-19 in the U.S., all the 2020 Korean Culture Day events will be held virtually to ensure everyone's health and safety. This online project was organized in the new platform of Korean art that has recently been widely applied among artists by online in their respective spaces, editing and producing videos.

On June 22nd, the first video < **Korean Art @ Home "MINHWA" Episode 1**> will be uploaded on the all KCCLA social media platforms. This first episode will be covering a brief overview of Korean Minhwa, an introduction to the lecturer, Ms. Yong Soon Choi (Minhwa artist), materials and usage methods of Minwha, and basic technique of replication.

On June 26th, the second video < **Korean Art @ Home "MINHWA" Episode 2** > will be covering the story of 'Magpie and Tiger'(Kkachi Horangi), a detailed lecture on 'Making work', and various substitute materials(acrylics, color markers, etc.) that can be easily obtained around traditional materials.

These two videos will be introduced on the website of the Korean Cultural Center in Los Angeles(www.kccla.org), YouTube Channel, Facebook, Instagram, and Twitter.

****Korean Cultural Center Los Angeles is hosting < Korean Culture Day > every month.***

The events will vary from exhibitions, workshops, movies, taekwondo performances, and many other cultural events. This year, come enjoy Korean culture at the Korean Cultural Center Los Angeles every month.

***About Korean Minhwa**

By definition, Minhwa is "painting of the people" or "popular painting". This type of painting was often the work of anonymous craftsmen who faithfully adhered to the styles, canons, and genres inherited from the past. Minhwa also involved a magical dimension. They were believed to possess beneficial virtues and to protect the owner and his family from evil forces. They feature popular themes such as cranes, rocks, water, clouds, the sun, moon, pine-trees, tortoises, insects, and flowers.

Minhwa is a traditional type of art that was popular in the 18th century to the beginning of the 20th century in Joseon. Until now, Minhwa was known to merely mimic the styles of the past, without reflections of the artist's originality. Nowadays, modern Minhwa art embraces the artists' own colors and contemporary trends while maintaining traditional ways.