

TRADITIONAL KOREA FESTIVAL 2023 introduces

THAT'S KOREA

The korean wave at Milan Design Week 2023

TRADITIONAL KOREA FESTIVAL 2023 surfs the wave of the global passion for the korean culture and together with **KCDF - Korea Craft & Design Foundation**, institution affiliated to the Korean Ministry of Culture, Sports and Tourism, presents a rich program of events for the **Milan Design Week 2023**.

That's Korea! is the exhibition hosted by **Palazzina Apiani** at Parco Sempione **from 17 to 22 April** that explores the ancient Korean traditions made famous thanks to soft power and South Korea's commitment to exporting Korean creativity and connecting traditional and modern styles through research constant of beauty in the attention to detail.

That's Korea! is a multimedia journey that showcases the **Dancheong style** with its particular use of color declined in two fundamental areas of the Korean tradition: **Hanbok fashion and Hansik cuisine**.

The **Dancheong concept** explores the practice of painting decorative patterns on wooden surfaces, on palaces and temples, with bright colors taken from nature. It represents a decorative style that uses the five basic colors, reflecting the use of the yin and yang principle and the philosophy of the five elements: blue (east), white (west), red (south), black (north) and yellow (central). The visual order, based on a perfect match between the color tone and the nature of the objects, with a traditional symmetrical structure, is accompanied by the use of iconic symbols such as flowers, fruits, feathers, seeds and animals. This signature style also applies to everyday objects and items, such as utensils, clothing, paper, and even food preparation and presentation.

The mediawall **digital Dancheong graphic show** juxtaposes real examples of the typical application of color on *Hanbok* and *Hansik*: there are original ancient traditional wedding and everyday clothes from the 16th century, distinguished by the typical lines, colors and materials of the Hanbok as well as tables featuring the four seasons of Hansik cuisine with the various declinations of the culinary tradition linked to the different products of nature according to the time of year and the presentation of dishes linked to the most important holidays.

KCDF invites you to Hanbok Wave **Korean fashion show at Tuesday 18 April at 5pm**

Traditional Hanbok dresses and contemporary models that interpret the Korean style will accompany the opening evening which will be followed by a Hansik tasting with a rich variety of traditional flavors.

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During Milan Design Week also note:

KOREA CRAFT & DESIGN @ Fondazione Feltrinelli
17 - 23 April 2023

HANSIK (K-FOOD) Tram POP-UP @ Piazza Fontana
18 April at 3pm and 5pm
19-20 April at 3pm and 4pm

HANSIK(K-FOOD) Soban Day @ Eataly
21 April 2023
1°class 10:30 am - 2°class 12:30 am

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