

Cultural Experience Programs Outline

Ministry of Culture, Sports and Tourism

August 8, 2023

- **Korean Modern History Program (history-themed) / 3 hours 30 minutes**
 - Theme: Visit places related to the modern and contemporary history of Korea (Cheongwadae, Gyeongbokgung Palace, etc.)

Time	Venue & Things to Explore	Note
09:00-10:00	Cheong Wa Dae - "The Story of Our Presidents, The Presidents Were Here." Special Exhibition	Accepts up to 2,000 visitors daily
10:00-10:10	Move to the next destination (on foot)	-
10:10-11:00	Gyeongbokgung Palace	Free admission
11:00-11:05	Move to the next destination (on foot)	-
11:05-11:45	National Museum of Korean Contemporary History - Permanent and special exhibition, educational cultural activities	Accepts up to 20 people per activity session
11:45-11:50	Move to the next destination (on foot)	-
11:50-12:30	Gwanghwamun Plaza - Seoul Summer Beach and Sejong Summer Festival	-

○ Introduction

Discover Korea's history at Cheong Wa Dae, the previous presidential residence closed off to the public, and Gyeongbokgung Palace, a royal residence of the Joseon Dynasty located at the heart of the city. After a history tour, experience Korea's modern lifestyle! Cool off at a fun summer festival with all things wet, from water slides to fountains!



Cheong Wa Dae



Gyeongbokgung Palace

□ **The Past and Present of K-Culture Program / 4 hours**

○ Theme: Experience K-culture with a visit to National Museum of Korea, National Hangeul Museum, and HiKR Ground

Time	Venue & Things to Explore	Note
09:00 ~ 11:00	<p>National Museum of Korea</p> <ul style="list-style-type: none"> - Museum highlight tour (English-guided tour / 30 min) - Hands-on activity: pottery-making 	Accepts up to 30 people for each guided tour session / 160 people for one activity session (60 people)
11:00 ~ 11:10	Move to the next destination (on foot)	-
11:10 ~ 12:00	<p>National Hangeul Museum</p> <ul style="list-style-type: none"> - Hunminjeongeum exhibition 	-
12:00 ~ 12:30	Move to the next destination (by car)	-
12:30 ~ 13:30	Lunch	-
13:30 ~ 14:30	HiKR Ground	-

○ Introduction

At Korea's largest museum, discover the beauty of Asia through over 1.5 million historic art pieces and artifacts before trying your hand at making your own Korean pottery.

Curious about the script from your favorite K-drama or the lyrics of a K-pop song you heard? The National Hangeul Museum has everything you need to become a Hangeul expert!

With your newly gained knowledge, it's time to star in your very own K-pop music video at HiKR Ground! Operated by the Korea Tourism Organization, this tourism experience center is sure to become the location of your newest profile picture!



HiKR Ground



National Hangeul Museum

□ **The Past (everyday & palace life) and the Present of K-Art Program / 6 hours 10 minutes**

○ Theme: Discover K-art by observing the lifestyle of Koreans, palace architecture, and contemporary art

Time	Venue & Things to Explore	Note
10:30-12:30	National Folk Museum of Korea - Permanent exhibition (English guided tour / 1 hour), special exhibition (K-food culture) - Educational activities (fan-making / 50 min)	Accepts up to 20 people per session
12:30-13:30	Lunch	-
13:30-14:30	National Museum of Modern and Contemporary Art Seoul (MMCA Seoul) - 4 types of exhibition * "Game Society," "MMCA Performing Arts; Meditation on YouTube", "Back to the Future," "Experimental Video and Film Festival"	Accepts up to 400 people per hour
14:30-14:50	Move to the next destination (by bus)	-
14:50-16:40	Changdeokgung Palace - Secret Garden (English-guided tour / 15:30 / 70 min) + Palace grounds (40 min)	Free admission

○ Introduction

If you're curious about the daily life of Koreans, from what they eat to what they wear, the National Folk Museum of Korea can answer all of your questions! While here, make your own handheld fan to blow away the summer heat. For more modern culture including cinema and games, head to the National Museum of Modern and Contemporary Art (MMCA), Seoul. The current exhibitions focus on games and film.

For the last stop, enjoy the shaded paths through the secret garden of UNESCO-recognized Changdeokgung Palace.



National Museum of Modern and Contemporary Art, Korea (Seoul)



National Folk Museum of Korea

□ **Seoul Olympics Legacy Program / 4 hours 30 minutes**

○ Theme: Explore the culture, history, and sports amenities around Olympic Park

Time	Venue & Things to Explore	Note
09:00-10:30	<p style="text-align: center;">Olympic Park</p> <p>- Peace Square, Sculpture Park, One Tree Hill, Wild Flower Garden, Mongchontoseong Fortress, etc.</p>	-
10:30-11:00	Move to the next destination (on foot)	-
11:00-12:00	<p style="text-align: center;">Seoul Baekje Museum</p> <p>- The Blue and White Special Exhibition (~August 27, free) & permanent exhibitions</p>	-
12:00-12:30	Move to the next destination (by bus)	-
12:30-13:30	<p style="text-align: center;">Seokchonhosu Lake</p>	-

○ Introduction

Originally created as the main venue for the 1986 Asian Games and 1988 Seoul Olympic Games, Olympic Park today is a hot spot for festivals and concerts and a go-to place for taking scenic photos among the younger generation. Update your social media profile to a photo of yourself by the lone tree on One Tree Hill, or travel to the past at Seoul Baekje Museum by taking a closer look at Seoul’s cultural heritages that trace back to 2,000 years ago. In spring, magnificent cherry blossom trees that surround Seokchonhosu Lake turn the walking path into a tunnel of pink hues. The majestic view blending with the iconic Lotte World Tower will have you in staring in awe.



□ Science Meets Art & Nature / 5 hours

○ Theme: Explore science, art, and nature in Gwacheon

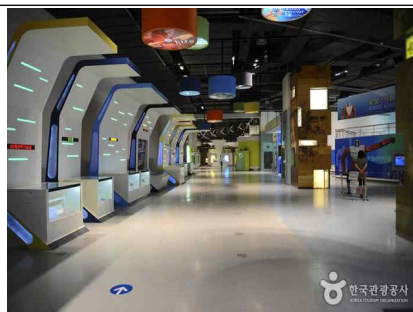
Time	Venue & Things to Explore	Note
09:00-10:30	<p>Seoul Grand Park Walking Paths</p> <ul style="list-style-type: none"> - Choose one: Lakeside Winding Path (2 km, 40 min), Zoo Winding Path (4.5 km, 90 min), Forest Bathing Park Path (7 km, 150 min) 	-
10:30-11:30	Move to the next destination (on foot)	5 min by car
11:30-12:30	<p>Gwacheon National Science Museum</p>	Group admission rate (free of charge)
12:30-13:00	Move to the next destination (by bus)	-
13:00-14:00	<p>National Museum of Modern and Contemporary Art, Gwacheon (MMCA Gwacheon)</p> <ul style="list-style-type: none"> - Special exhibitions * "Young Korean Artists 2023", "Strolling through Nature: The Dongsan Park Joonhwan Collection," "MMCA Artistic Playground" 	Accepts up to 600 people per hour

○ Introduction

Seoul Grand Park, a rest area for Seoulites, is famous for its beautiful walking trails. Grab your friends and your favorite music before setting off along the lakeside trail, the zoo path where you can see cute animals, or the forest bath trail where you can enjoy the cool shade of the green forest.

At Gwacheon National Science Museum, education and laughter go hand-in-hand. The dynamic exhibitions and experience programs make learning science fun!

Round out your tour with a calm, healing experience as you browse the artworks on display at the National Museum of Modern and Contemporary Art (MMCA), Gwacheon.



Gwacheon National Science Museum



National Museum of Modern and Contemporary Art, Korea (Gwacheon)