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Tourism Promotion Organization
for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

We'd like to invite you to TPO, the Tourism Promotion Organization for Asia Pacific Cities.

TPO is a network among cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information between member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism industry education as well as human resources development. 72 city governments and 37 Industry members currently participate in as members of the TPO. Industry members consist of travel industry related associations, research institutes, and destination marketing organizations (DMO). TPO strives for the development of sustainable tourism and city tourism within the Asia Pacific region.

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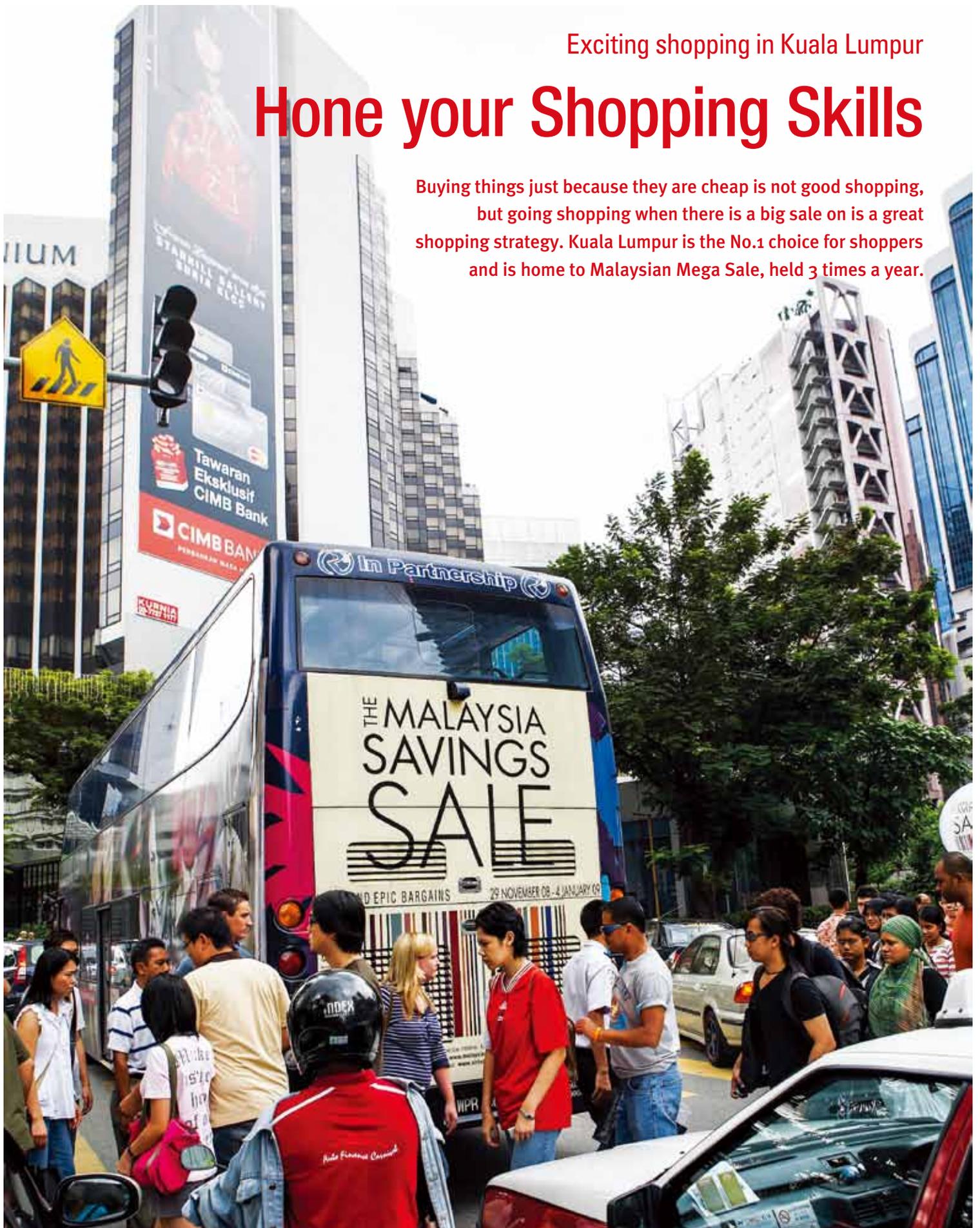
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Exciting shopping in Kuala Lumpur

Hone your Shopping Skills

Buying things just because they are cheap is not good shopping, but going shopping when there is a big sale on is a great shopping strategy. Kuala Lumpur is the No.1 choice for shoppers and is home to Malaysian Mega Sale, held 3 times a year.



Your first shopping destination!

Kuala Lumpur City Center

SURIA KUALA LUMPUR CITY CENTER

The SURIA Kuala Lumpur City Center is a shopping mall in the Petronas Twin Towers. This 6-story building may seem a bit on the small side, but appearances are deceiving. Here, you will find Parkson, Isetan Department Store and Kinokuniya bookstore. Some brand stores that aren't familiar to Koreans include Top Shop while other more familiar brands include Zara and Banana Republic.

Directions Take the Putra LRT and get off at KLCC **TEL** 603-2382-2828 **Hours** 10:00-22:00 **Website** www.suriaklcc.com.my

MORE INFORMATION

Malaysia has big sales throughout the year starting with Malaysian Mega Sale (Jul. – Aug.), Malaysia Year-End Sale (Nov. – Jan) and Malaysia GP Sale (Mar.), luring shoppers from around the world.



Mid Valley Megamall



Mid Valley Megamall



The Gardens

Your second shopping destination!

Bangsar



MORE INFORMATION

THE GARDENS HOTEL & RESIDENCES

This brand-new hotel features 448 refined guest rooms, a residence building with 179 comfortable rooms, and a huge convention center that can accommodate up to 540 people. With large and refreshing guest rooms, a modern restaurant offering an international buffet, and a romantic wine bar, it guarantees both great comfort and relaxation. A shopping mall is conveniently located nearby as well.

TEL 603-2268-1188 **Website** www.gardenshtres.com

MID VALLEY MEGAMALL

This mall is on the outskirts of Kuala Lumpur, but offers a shuttle bus from the subway station. A wide variety of facilities (nearly 430 different stores and facilities) including Carrefour, Metrojaya, JUSCO Department Store, movie theater, bowling alley, Pets Wonderland, Mega Kids and California Fitness attract tourists.

Directions Take the Putra LRT and get off at Bangsar (a shuttle bus is operated at the LRT station) **TEL** 603-2938-3333 **Hours** 10:00-22:00 **Website** www.midvalley.com.my

THE GARDENS

This shopping mall is connected with the Mid Valley Megamall and the Gardens Hotel & Residences. The market hall on the 1st basement offers nutritious organic food, just-baked bread, elegant and refined wines and a wide variety of Asian food. In addition, the mall features fascinating stores by theme such as a fashion gallery, home & living, sports & leisure and wellness and wellness & art. Along with Isetan, Robinson's and Borders Bookstore, the Gardens is one of Bangsar's rising shopping malls.

Directions Take the Putra LRT and get off at Bangsar **TEL** 603-2297-0288 **Hours** 10:00-22:00 **Website** www.thegardens.com.my

Your third Shopping Destination!

Bukit Bintang



PAVILION KUALA LUMPUR

The Pavilion Kuala Lumpur is the best shopping mall in Bukit Bintang, which literally means 'star hill.' The 7-story building accommodates nearly 450 shops. It is connected to Parkson and TANGS and features a movie theater, fitness center and Red Box Plus. You'll find relatively low-price products in TANGS Department Store and compared to other shopping malls, this mall offers many restaurants and cafes, so that you can shop and enjoy a good meal all in the same place.

Directions Take the KL Monorail and get off at Bukit Bintang **TEL** 603-2118-8835 **Hours** 10:00-22:00 **Website** www.pavilion-kl.com



STARHILL GALLERY

Starhill Gallery is a luxury shopping mall located across from Pavilion. It features many of the world's renowned premium stores. Entering the shopping mall, employees in neat, tidy uniforms greet customers just like in a hotel lobby. And you won't need to take a break for a visit to a café because you'll be able to enjoy a drink on a comfortable sofa, easily found throughout the mall. The mall features a gallery and museum on the 6th floor and luxurious restaurants and bars on the 5th floor and 1st basement.

Directions Take the KL Monorail and get off at Bukit Bintang **TEL** 603-2782-3855 **Hours** 11:00-22:00 **Website** www.starhillgallery.com

BERJAYA TIMES SQUARE

Berjaya Times Square is Kuala Lumpur's largest shopping complex, attracting nearly 1.5 million people every month. And what's all the commotion? You might be surprised to hear squeals of terror and delight coming from a roller coaster on site. Featuring the Cosmo's World Theme Park, which operates 14 rides, the World Restaurant and Malaysia's first IMAX Theater, the multiplex is a perfect place to enjoy shopping, leisure and entertainment all together.

Directions Take the KL Monorail and get off at Imbi **TEL** 603-2144-9821 **Hours** [Berjaya Times Square](http://www.berjaya.com) 11:00-22:00 / [Cosmos Theme Park](http://www.cosmos.com) 12:00-22:00 (weekend & national holiday: 11:00 -) **Website** www.timessquarekl.com



Your fourth Shopping Destination!

Chinatown



CENTRAL MARKET

The Central Market is a 20-year-old traditional market which is about a 15-minute drive from Phuket Bintang Street. The 1st floor is divided into Chinese Street, Malaysian Street and Indian Street and sells a wide variety of unique items. The 2nd floor offers Malaysian batik, antiques and souvenirs. At present, the food court is under construction. Enjoy high-quality paintings and photos in the gallery located at the back entrance, as well.

Directions Take the Putra LRT and get off at Pasar Seni **TEL** 603-2031-0339 **Hours** 10:00-21:00 **Website:** www.centralmarket.com.my

MORE INFORMATION

JOHOR PREMIUM OUTLET

If you are looking for both recreation and shopping at the same time, Johor Bahru, at the end of the Malay Peninsula, is highly recommended. It takes about 3 hours to get to Johor Bahru from Kuala Lumpur and once you are there, don't miss a visit to the 'Johor Bahru Premium Outlet.' This shopping outlet is about 10 minutes away from Senai International Airport and just 40 minutes from Singapore. It caters to Southeast Asian tourists including Singaporeans. Although size-wise and in reputation of brand stores, it can't be compared to the mega malls of Kuala Lumpur, it features almost every kind of brands from local brands to global premium brands. Most products are on sale at a 30-50% discount. If you are lucky, you may even be able to pick up further bargains at 70-90% discounts.

Address Johor Premium Outlets Jalan Premium Outlets Indahpura 81000 Kulajaya Johor Darul Takzim **TEL** 607-661-8888 **Hours** 10:00-22:00 **Website** www.premiumoutlets.com.my



IKEA

IKEA is a Swedish company that designs and sells ready-to-assemble furniture and home accessories. This brand is very popular with many Malaysians thanks to the modern and colorful design and low prices, but it is not yet available in Korea. By subway from Kuala Lumpur, IKEA will be about a 30 minute ride. It features a market hall, restaurant and even a post office. A free shuttle bus operates from the subway station to IKEA

and runs every 1-2 hour(s). If you miss the bus it may be a good idea to take a taxi to avoid a long wait.

Directions Take the Putra LRT and get off at Kelana Jaya (Take the free shuttle bus or a taxi) **TEL** 603-7726-7777 **Hours** Mon. – Thu.: 09:30-22:00 / Fri., Sun. and national holiday: 09:30-23:00 **Website** www.ikea.com.my

Incheon Station

Dongincheon Station

Dowon Station



Jemulpo Station

Dohwa Station

Juan Station

A full-day tour of Incheon City by subway

I got off at Incheon Station, the last stop on Line 1, and toured Dongincheon Station and Juan Station. Here, you will encounter a variety of fascinating places such as the Modern Culture & History Town of the Open Port, traditional markets, a fairytale-themed village, unique cafes and performance stages.





1 Incheon Station

DELICACIES OF CHINATOWN



WOLBYEONG (CHINESE MOON CAKE)

As songpyeon(half-moon shaped rice cake) is cooked on Thanksgiving Day in Korea, *wolbyeong*(Chinese moon cake) is made in China. It is stuffed with different fillings depending on the region. This Chinese cake is particularly popular as a gift among travelers.

Price KRW 2,500 – 3,000



ONGGIBYEONG (BAKED DUMPLING)

Interestingly, the dumplings, stuffed with sweet potato, sweet pumpkin filling, minced meat or red bean paste, are baked inside clay jars. One bite of these just-baked sweet and savory dumplings will leave you speechless.

Price KRW 1,500 – 2,000



GONGGALBBANG (PUFFY BREAD)

This puffy bread is known as Chinese-style *hotteok*(Korean pancake). The outside is crispy, while the filling, made of cinnamon or coconut powder, is sweet and lightly salty. **Price** KRW 1,000 – 2,000

ALL ABOUT JAJANGMYEON JAJANGMYEON MUSEUM

This museum displays all the information you were ever curious about regarding *jajangmyeon*(noodles with black soybean sauce). In 2012, the old building of Gonghwachun was remodeled into a 2-story exhibition space. A nostalgic reception hall from the 1930s and an old-fashioned kitchen from the 1960s are exhibited. A variety of *jajangmyeon*-related videos and artifacts are on display as well.

Address Chinatown-ro 56-14 (#38-1, Bukseong-dong 1-ga), Jung-gu, Incheon **TEL** 032-773-9812 **Hours** 09:00-18:00, open all year round **Admission fee** KRW 1,000 (adults), KRW 700 (students), KRW 500 (under 12) **Website** www.icjgss.or.kr/jajangmyeon



🕒 AM 09:00 LITTLE CHINA IN INCHEON CHINATOWN

Incheon Station, the last stop on Line 1, is the start of this tour. After exiting the station, the magnificent Incheon Chinatown gate is found on the other side of the street. This Chinese street, as red as a rose bay azalea, is the symbol of Chinatown. A walk up along the exotic street will yield the sight of many signboards in Chinese characters and red lanterns. Merchants stay busy in their stores from early in the morning. China Town was formed by Chinese incomers when Incheon Port opened in 1883. Since that time, it has maintained a unique Chinese culture. There are many attractive and impressive places including Incheon Freedom Park (so-called 'Jayu Park'), Korea's first western-style park, which opened in 1888, the Boundary Stairs of the Qing Dynasty & Japanese Settlement and the Chinese-style garden "Hanjungwon."

Address #12 (Seollin-dong), China Town-ro 59, Jung-gu, Incheon **TEL** 032-810-2851 **Website** www.ichinatown.or.kr

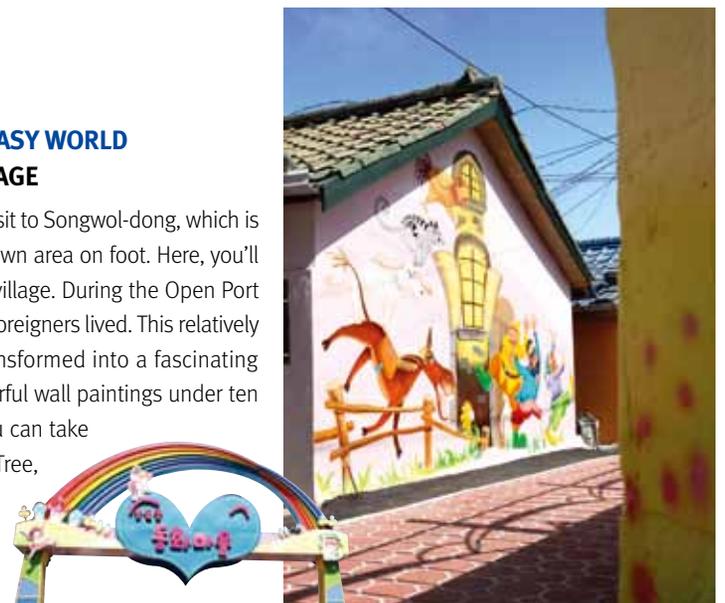
🕒 AM 10:00 A DREAMY FANTASY WORLD SONGWOL-DONG FAIRYTALE VILLAGE



If you come to Chinatown, don't miss a visit to Songwol-dong, which is about 10 minutes away from the Chinatown area on foot. Here, you'll encounter a gorgeous fairytale-themed village. During the Open Port period, this place was an uptown where foreigners lived. This relatively underdeveloped town was recently transformed into a fascinating village. The street is decorated with colorful wall paintings under ten

different themes (ex: Dorothy Street, Castle World Street, Mysterious Street, etc.). You can take pictures in the beautiful photo zones, including the Deer BAMBİ and the Preserved Tree, and relax in the cozy shelters scattered across the village. Because of the beautiful flowers, now is a great time to visit Songwol-dong. Exciting daily hands-on programs such as Fancy Wood Art and Clay Art are in operation at the entrance to the village.

Address TORY Story, #52 (Songwol-dong 3-ga), Jayu Park Seo-ro 45, Jung-gu, Incheon **TEL** 032-762-7007





AM 11:00 A TOUR OF FASCINATING THEMED MUSEUMS IN THE MODERN CULTURE & HISTORY TOWN OF THE OPEN PORT

A tour to the Open Port, with its 130-year history, was the highlight of this trip. This site was a politically controversial spot between Japan and China as well as a hub of international trade, through which western civilization was introduced to Korea. Here, you'll encounter exotic western-style modern architecture, Chinese and Japanese-style buildings and a themed museum where you can glimpse the history and culture of the Open Port.

INTEGRATED TOUR PASS

With this tour pass, you can visit the Jajangmyeon Museum, Incheon Open Port Modern Architecture Museum and Incheon Open Port Museum at low cost.

Distributed by Each museum **Rates** KRW 1,700(adults), KRW 1,100(students), KRW 800(under 12)



THE SPIRIT OF ART BLOSSOMED IN INCHEON OPEN PORT INCHEON ART PLATFORM

Old factories and warehouses have been transformed into fascinating art studios just like in Brooklyn, New York. The office building of Nippon Yusen, which was built in 1886, and the warehouses and printing offices of shipping companies at the Open Port during the 19th Century have been remodeled into a modern art & culture space. On an area of 1,692 pyeong (gross floor area: 5593.43m²), a total of 13 buildings have been constructed including an art studio, archive center, education hall, exhibition hall and performance hall. It is fun to imagine the dignity of Incheon Port during the Open Port period while strolling around the buildings and to experience the variety of residency programs that are operated throughout the year. In the café on the 1st floor of Building 'H,' read a book or exhibition data while enjoying a sweet coffee or tea.

Address #3 (Haean-dong 1-ga), Jemulpyang-ro 218, Jung-gu, Incheon **TEL** 032-760-1000 **Hours** Incheon Art Platform Mar. – Nov.: 10:00 – 18:00 (Sun. – Thu.) / 10:00 – 20:00 (Fri., Sat.) Dec. – Feb.: 10:00-17:00 / closed on Monday **Website** www.inartplatform.kr

GLIMPSE AT KOREA'S EARLY MODERN HISTORY INCHEON OPEN PORT MUSEUM

Former 1st Bank of Japan's Incheon Branch (Incheon Municipal Tangible Cultural Property No. 7)

This impressive renaissance-style museum opened in 2010. The 1st Bank of Japan's Incheon Branch was sited here in the past. This place was also used as the Bank of Korea in 1909 and the Incheon branch of Chosun Bank in 1911. At present, a total of 669 artifacts of 321 different types from the opening of the port in 1883 to 1910 are showcased. Glimpse Korea's first stamps, which were never used in Korea because of Gapsinjeongbyeon (the Gapsin Coup) in 1884. In a special exhibition hall next to the museum, the 'Yesterday and Today of Jemulpo in Lens' is being held until July 1.

Address #89 (#9-2, Jungang-dong 1-ga), Sinpo-ro 23, Jung-gu, Incheon **TEL** 032-760-7508 **Hours** 09:00-18:00, open all year round **Admission Fee** KRW 500 (adults), KRW 300 (students), KRW 200 (under 12) **Website** www.icjgss.or.kr/open_port



FESTIVAL OF MODERN LITERATURE THE MUSEUM OF MODERN KOREAN LITERATURE

This museum, which opened in September last year, displays all modern Korean literature. The architect and photographer Hwang Soon-woo participated in the remodeling of the four old warehouses into this modern museum. The bricks and rafters on the walls and ceiling were left as they had been. About 30,000 works written by famous writers such as Choi Nam-seon, Han Yong-woon, Kim So-wol, Nah Do-hyang, Hyeon Jin-geon and Baekseok are on display. Poems and novels from the late 19th century to 1948 are exhibited on the 1st floor. The 2nd floor houses modern literature written by writers from Incheon and modern Korean literature. The balcony on the 2nd floor was transformed into a warm, cozy reading nook. The special exhibition hall is housing a special exhibition and in June, there will be a 'Namsaengi'(novel written by Hyeon Deok)-themed exhibition.

Address #76, Sinpo-ro 15, Jung-gu, Incheon **TEL** 032-455-7165 **Hours** 10:00-18:00 / closed on the day following a legal holiday, January 1 and national holiday **No Admission Fee Website** http://lit.ifac.or.kr/



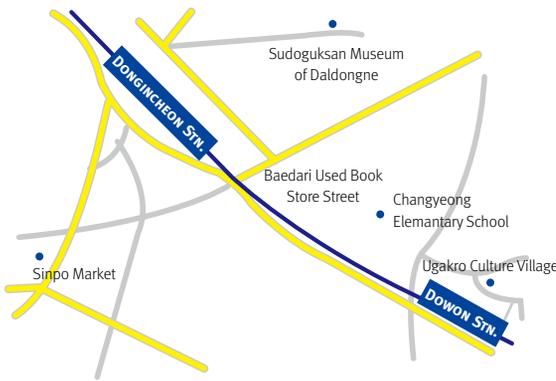
ELEGANT, REFINED MODERN ARCHITECTURE INCHEON OPEN PORT MODERN ARCHITECTURE EXHIBITION CENTER

Former Incheon Branch of Japan's 18th Bank (Incheon Municipal Tangible Cultural Property No.50)

This museum opened in 2006. View the old Incheon that existed during the Open Port period and encounter unusual extant modern buildings such as the Former 1st Bank of Japan's Incheon Branch, Former Incheon Branch of Japan's 18th Bank, French-style Former Incheon Branch of Japan's 58th Bank and the Jemulpo Club house as well as some fascinating models such as the Johnston Villa and United Kingdom Consulate. The current exhibition hall was the site at which the Former Incheon Branch of Japan's 18th Bank opened in 1890 to take over the Korean financial systems. Later, the Chosun Shiksan Bank(Industrial Bank of Chosun, 1936) and the Incheon Branch of Korean Heungeop Bank(1954) were housed here. Following that, until 1992, this was the site of a café here after which Incheon City acquired the land and opened this modern architecture exhibition center.

Address #77 (#24-1, Jungang-dong 2-ga) Sinpo-ro 23, Jung-gu, Incheon **TEL** 032-760-7549 **Hours** 09:00-18:00, open all year round **Admission Fee** KRW 500 (adults), KRW 300 (students), KRW 200 (under 12) / free on the last Wednesday of the month **Website** www.icjgss.or.kr/architecture





1

Dongincheon Station



DELICACIES OF SINPO MARKET

DAKGANGJEONG (DEEP-FRIED CHICKEN WITH SWEET SAUCE)

Trimmed chicken is deep-fried and mixed with a special sauce made of starch syrup and Korean chili pepper. The addictive, spicy taste stimulates your appetite, and the skin stays crispy for a long time. **Price** KRW 11,000 – 16,000



OSAEK JIINPPANG (FIVE-COLORED STEAMED BUN) & MANDU (DUMPLINGS)

The steamed buns, colored with cheery Cape jasmine and mugwort powder, look as delicious as they taste. The yellow, green and pink buns are stuffed with minced meat or red bean paste and this tasty, nutritious bread makes a good meal. **Price** KRW 1,000



THE NOSTALGIC LANDSCAPE OF A POOR HILLSIDE VILLAGE SUDOGUKSAN MUSEUM OF DALDONGNE

The peaceful and nostalgic Sudoguksan Mountain. Because of the 'Songhyeon Area Residential Environment Improvement Project,' no longer can the densely packed houses be found but the lifestyle of poor hillside villager dwellers can still be glimpsed at the Sudoguksan Museum of Daldongne. The narrow alleyway, little mom-and-pop stores and briquette stores have been restored. The museum also features antique anti-Communist posters as well as displays the typical very small rooms and communal kitchens and bathrooms. **Address** #163, Songhyeon-dong, Dong-gu, Incheon **TEL** 032-770-6130 **Admission Fee** KRW 5,000 (adults), KRW 300 (students), KRW 200 (under 12) **Hours** 09:00-18:00 / closed on Monday, January 1 and national holidays **Website** www.icdonggu.go.kr/museum



PM 01:00 INCHEON'S FIRST DAILY MARKET SINPO MARKET

Feeling hungry after your tour of the Open Port area? Then head to Sinpo Market. It takes less than 10 minutes on foot from the Incheon Art Platform. This market is a popular destination for some Sinpo Dakgangjeong (deep-fried chicken with sweet sauce). The market opened in the late 19th century, and now has over 100 years of history. In the beginning, Chinese farmers would sell their agricultural products here and after the opening of the port and the restoration of national independence from Japanese colonization, it evolved into the current daily market. See a variety of fascinating places, as well, such as Lighthouse Park and performance & cultural spaces.

Address #11-5, Uhyeon-ro 49, Jung-gu, Incheon **TEL** 032-772-5812 **Website** www.sinpomarket.com



PM 02:00 TIME TRAVEL TO THE PAST! BAEDARI HISTORY & CULTURE VILLAGE

This village makes you feel that you are a time traveler. It was formed by the local villagers who were forced to leave their hometown by the Japanese at the opening of the port. In the past, the village was also home to a match factory, soy sauce factory and rubber shoe factory. Now, such amenities as used book stores can be found throughout the village. In 2007, the government attempted to build an industrial highway that would pass through the village but the project was cancelled due to the strong opposition of locals and artists alike. As a result, this history & culture village still remains and if you visit, be sure to take the route that begins at Baedari Used Book Store Street and ends at Ugakro Culture Village via the Changyeong-dong Mural Alleyway. In March this year, the Baedari Information Center, operated by the villagers, opened at the entrance to the village.

Baedari Information Center Address #11-9, Geumgok-dong, Dong-gu, Incheon **Website** cafe.naver.com/fullmoonh



1 Juan Station

DELICACIES OF SINGI MARKET

TWIGIMPPANG (DEEP-FRIED BUN)

This store is run by a mother and son. The twisted sticks and sweet red bean paste buns are particularly popular.

Price KRW 1,000 per two buns



SONGALGUKSU (NOODLE SOUP)

This noodle soup is made solely with handmade noodles. These noodles are very stringy, and the soup base, made of anchovy, is savory and refreshing. Geotjeori (fresh Kimchi) is served as a side dish as well.

Price KRW 3,000



PM 03:00 TRADITIONAL MARKET TO HAVE A FUN EXPERIENCE! SINGI MARKET

Along with Sinpo Market, Singi Market is one of the flagship markets of Incheon. This place is more than just a market. It is a cultural tour-oriented market that attracts a lot of foreign tourists, as well. Use the Singitongbo, an imitation of the Sangpyeongtongbo (coin used during the Joseon period), as currency. In the Traditional Korean Culture Center, you can try your hand at hanji(Korean paper) handicraft, mother-of-pearl handicraft and folk painting for a low fee(four Singitongbo coins + small materials cost). Thanks to the innovative ideas and active participation of merchants, a conventional market has been transformed into a dynamic and vigorous tourist destination.

Address #1366-29, Juan-dong, Nam-gu, Incheon TEL 032-865-5424 Hours Traditional Culture Experience Hall (10:00-18:00) Singitongbo Coin KRW 500 Website www.shingimarket.com



PM 04:00 THE ONLY ART FILM THEATER IN INCHEON CINE SPACE JUAN

The independent movie theater 'CINE SPACE JUAN', which opened in 2007, is home to cinemagoers in Incheon. Low-budget independent films and high-level art films alike are played here and the site features three (3) commercial halls (100-140 seats) and one (1) multipurpose hall called the 'Culture Factory.' Every Thursday, new films are updated, allowing citizens to enjoy the latest films. The films are selected by the president of the theater Kim Jeong-wook, who directed the documentary film 'Silk

Flower' and the art & education documentary 'KaTalk Project.' In addition, 'Psycho Cinema Incheon', in which the president Mr. Kim and a psychologist perform psychoanalysis and discuss film aesthetics every month, and the 'Incheon Cinema Tech', which plays 3-4 films at the same place under particular themes such as short film, art film and experimental film, are very popular.

Address 7F, Main Plaza, Meetyouhalldae-ro 716 (Juan-dong), Nam-gu, Incheon TEL 032-427-6777 Hours 13:00-22:00 / closed on Monday Admission Fee KRW 6,000 Website www.cinespacejuan.com



PM 06:00 THREE UNIQUE AND EXOTIC CAFES IN JUAN STATION

The Juan Station area is home to a variety of cafes as charming and unique as those in the Hongdae Area. Sample healthy and nutritious homemade desserts, premium desserts brought in from well-known stores and high-quality, just-roasted coffee. These cozy, comfortable spots, with their pleasant and relaxing atmospheres, are lovely places to spend some time with old friends.



DELICIOUS HOMEMADE KOREAN DESSERTS SIRU

The Siru is a large earthenware vessel used in steaming tteok (rice cake). As may be guessed from the name, the Siru is a Korean dessert café that serves a unique menu that combines traditional Korean tea, tteok and seasonal fruit. Near this café, located on the corner of Juan Station Square, sweet, savory smells can be enjoyed all the time. Popular menu items are: Strawberry Ice Mochi, Injeolmi Toast (injeolmi is added between breads topped with cinnamon, soybean flour and nuts) and fresh fruit sherbet.

Address 1F, #130-10, Juan 1-dong, Nam-gu, Incheon **TEL** 010-5597-1920 **Hours** 11:00-23:00 / closed on the 2nd and 4th Sunday
Menu Pomegranate Punch (KRW 6,500), Injeolmi Toast (KRW 7,000) **Website** blog.naver.com/cafesiru



EUROPEAN DESSERT CAFE KAI

KAI is a dessert café where you can enjoy a variety of delicious cupcakes (10 different types) and macarons (12 different types). Fresh cupcakes are brought daily from the CSK Cup Cake Story, the best know cupcake bakery in Daegu. CSK Cup Cake Story originated from the famous cake shop 'Cupcakes on Pitt' in Sydney, Australia. The secret of the items lies in the European-style cake batter. The batter, made of unsalted butter and cream with natural extracts, is used to reduce calorie intake.

Address 1F, Daedong Bldg., #133-3, Juan-dong, Nam-gu, Incheon **TEL** 032-422-9262 **Hours** 11:00-24:00 **Menu** Americano (KRW 2,500), Macaroon (KRW 2,000), Cupcake (KRW 3,500)



ROASTERY COFFEE SHOPS CAFE UNDERSTAND

Coffee beans are roasted here four times a week while the thick creamer proves their excellence. With the goal of responding to customers in a modest and humble manner, the owner named his café 'Understand (Under + Stand).' In general, 10 different coffee beans are used. Takeout coffees are discounted KRW 1,000.

The glass-bottled smoothies and -ades are large and tasty while the sliced cakes are directly brought in from Gateaux Mizak, the renowned homemade cheesecake brand.

Address Juan-ro 89, Nam-gu, Incheon **TEL** 032-872-8679 **Hours** 10:00-23:00 **Menu** Americano (KRW 3,500), Blueberry Smoothie (KRW 5,000) **Website** blog.naver.com/cfunderstand



PM 08:00 DELICIOUS PERFORMANCE BIBAB

The last stop of the Incheon Tour is to watch the thrilling, dynamic nonverbal performance 'BIBAB', similar to the mega-hit nonverbal performance 'Nanta.' Under the theme of 'Mix & Harmony,' noodle-making processes are properly shown (Chick Noodles in China, Sushi in Japan, and Italian Pizza). The non-verbal refined elements are an advantage for foreigners. The non-verbal elements (ex: Beat Box, B-boying and Acapella) have been properly blended for foreign tourists and, because of its unique and refreshing configuration, BIBAB offers a unique concept and thrilling configuration. In 2010, it was invited to the Edinburgh Festival Fringe, at which all tickets sold out.

Date Until December 31, 2014 **Venue** Incheon Jung-cu Cultural Center **Website** www.bibab.co.kr



Explore Taichong & Taiwan

HIDDEN TAIWAN

When I started talking about a trip to Taiwan, most people I knew told me to go to Taipei. Instead, I decided to visit relatively less popular cities Taichung and Tainan. Just as you sometime discover a great restaurant at the end of a remote street, I would be able to explore true fun and excitement of a trip in these two cities.



TAIZHONG



MAKE A WISH!

TACHIA CHENLAN TEMPLE

The Tachia Chenlan Temple enshrines Mazu, the Chinese goddess of the sea. In Taiwan, there are about 3,000 Mazu temples. Among them, Tachia Chenlan Temple is the best. Mazu was widely worshiped in the coastal regions of China to give thanks for safe arrivals. Now, on Mazu's birthday (lunar March 23), a throng of followers travel some 330 kilometers from Taichung to Changhua, Yunlin and Chiayi for a pilgrimage that lasts for 9 days at this 280 year-old temple with its gaudy colors and elaborate patterns. After offering a Buddhist mass, believers make a wish and throw two red wood pieces. If the two pieces aren't matched, it means 'positive.' If they are matched, it implies 'negative.' Those with an unmatched hand pick up a numbered bamboo stick and open up a note marked with the number. Many Taiwanese people tend to have their fortunes told when there is a big occasion upcoming such as a marriage or a business startup.

TEL 04-2676-3522 Hours 03:30-23:00 Website www.dajiamazu.org.tw



CHEAP BUT DELICIOUS STREET FOOD FENGCHIA NIGHT MARKET

FengChia Night Market is the largest night market in Taiwan. Located across from Feng Chia University, the market mixes with college culture and offers both a variety of delicious food at low prices and shopping enjoyment. The night market opens at 5 p.m. and is always crowded with people, including foreign tourists. Small street stalls (nearly 1 pyeong-large) line the street with a wide variety of local delicacies (ex: steak, kebobs, fried octopus, dim sum, fish cakes, chicken, grilled shrimp, etc.) available. Among them, one of the most popular menu items is dim sum. One serving (five pieces) is TWD 60 (about KRW 2,100). Almost all the street food is available for under KRW 3,000.

Address Xitun District, Taichung City TEL 04-2220-3585 Hours 17:00-24:00



37-STORY MAGNIFICENT MODERN TEMPLE
CHUNG TAI CHAN MONASTERY

The Chung Tai Chan Monastery, one of the top three religious buildings in the world, has both Chinese and western architectural patterns. This 37-story modern building reaches 108 meters in parts. Tour the 1st and 2nd floor freely but to tour all the floors, be sure to make advanced reservation. A Shakyamuni Buddha is enshrined on the 2nd, 5th and 9th floor, and each Buddha has a different image. On the 2nd floor, for example, Dharma and Guan Yu are enshrined along with Shakyamuni Buddha. On the 5th floor are Amitabha Buddha and Bhaisajyaguru Buddha. Be sure to not miss a visit to the 31st floor. By praying to Amitabha with your palms together, you may soon find perfect peace and tranquility in your mind.

TEL 04-9293-0215 Hours 08:00-17:30 (until 17:00 in winter season) Website www.ctworld.org



AS SPECTACULAR AS
SUNSET AT DANSHUI
GAOMEI WETLANDS

Taichung's Gaomei area is home to a wetlands area. The huge turbines installed along the coast create an exotic atmosphere while the wooden deck over the wetlands promises a pleasant walk. At sunset, in particular, the wetlands offer a fantastic view and the deck is sure to be crowded with photographers. A harmony of wind turbines, tidal flats and the sunset glow creates a picturesque landscape.

Direction Take the bus for Qing Shui at Taichung Airport. At Qing Shui, take Bus No. 178 or 179 or grab the taxi (bus fare: about KRW 770, tax fare: about KRW 8,000).



**A PEACEFUL, PLEASANT PATH
ART MUSEUM PARKWAY**

To escape the hectic daily routine for a moment and enjoy peace and relaxation in a green natural setting, Art Museum Parkway is a perfect place. This narrow pathway is found across from the National Taiwan Museum of Fine Arts. There is a beautiful garden in the middle of the parkway, and clothing stores, accessories shops, art studios, restaurants and cafes line the street. Enjoy a pleasant moment viewing the art pieces in the museum and walking along the path over a sweet bubble milk tea.



THE ORIGINAL BUBBLE MILK TEA CHUN SHUI TANG

Chun Shui Tang, in the 1st basement of the National Taiwan Museum of Fine Arts, is a 31-year-old bubble milk tea café. The sweet milk tea is filled with glutinous tapioca bits that look like pearls, giving the tea its alternate name of 'Pearl Milk Tea.' The milk tea is made of Indian black tea with the addition of tapioca and pure sugarcane. The Taiwanese have long been captivated by the perfect blending of the soft tapioca and the strong black tea taste. One glass of this bubble milk tea(660cc) can even make a good meal.

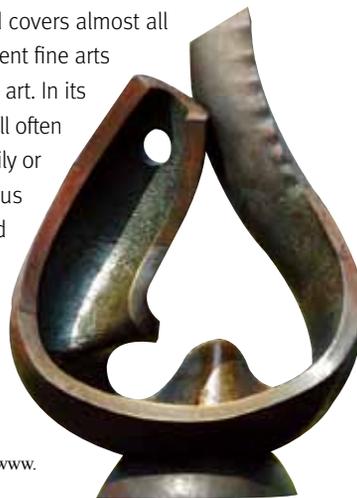
TEL 04-2376-3342 **Hours** 11:00-22:00 **Website** chunshuitang.com.tw



**PRESTIGIOUS MUSEUM OPEN TO PUBLIC
THE NATIONAL TAIWAN MUSEUM OF FINE ARTS**

This museum was founded in 1988 and closed in 1999 due to earthquake. It reopened in August 2004 and covers almost all contemporary and modern arts from the ancient fine arts of the Ming Dynasty and Qing Dynasty to pop art. In its 102,000 -wide outdoor sculpture park, you will often see people enjoying some time with their family or friends. Many sculptures designed by famous Taiwanese sculptors such as Liu Bai Cun and Wang Qing Tai are on display throughout the park. The sculpture of a girl with two pigtails squatting in the air titled 'Yun Yong' was designed by Wang Qing Tai and draws particular attention at the entrance.

TEL 04-2372-3552 **Hours** 09:00-17:00 (until 18:00 on holidays, closed on Monday) **No Admission Fee Website** www.ntmfa.gov.tw



DELICACY OF TAIWAN - FUNG LI SU DAWN CAKE

Dawn Cake is a Fung Li Su (Taiwanese pineapple cake) bakery. Dawn Cake has a unique appearance thanks to its vintage, antique exterior. The fragrant wild flowers in the courtyard may also be reminiscent a flower shop as well. Dawn Cake's Fung Li Su differs from the typical pineapple cakes flavored with fruit syrup or other flavorings on the market because you can taste the fresh pineapple flesh and enjoy a deep, rich natural flavor. With a refined and luxurious packaging, it is a popular gift item as well. **TEL** 04-2376-1135 **Hours** 10:00-21:00 **Website** www.dawncake.com.tw



TAINAN

台南



THE TEACHINGS OF CONFUCIUS IN TAINAN

TAICHUNG CONFUCIUS TEMPLE

The Taichung Confucius Temple is very small, compared to the magnificent Confucius temple in Qufu, China. In this space, however, you can truly feel the sayings of Confucius, who wanted to give all people an opportunity to learn. The unique spire roof originated from the architectural pattern of Fujian Sheng in China. The decoration, which expresses the transformation of a fish into a dragon, is fascinating. In the Shrine of Confucius, people offer prayers to the sage; the temple also is home to 24 stone monuments.

Address No.2, Nanmen Rd. Midwest District Tainan City **Hours** 08:30-17:30



FIGHTING BACK AGAINST THE JAPANESE ARMY

YIZAI JINCHENG, THE ETERNAL GOLDEN FORTRESS

Yizai Jincheng, which literally means 'an impregnable fortress that can endure for over 100 million years', was built in 1876 to fight against the Japanese army, which attempted to land at Anpyung Sea during the late Qing period. At that time, approximately 1,500 soldiers with 13 cannons defended Tainan with undaunted courage. Now, belying the struggles of history, a charming dock boat drifts about in the moat and the training site is a beautiful garden. The arsenal is now only partially remaining.

Address No.3, Guangzhou Rd., Anping District, Tainan City **TEL** 06-295-1504 **Hours** 08:30-17:30



TRACES OF DUTCH COLONIAL RULE CHIHKAN TOWER

This beautiful garden-like building was built by the Dutch to serve as their administrative center during their period of colonization in Taiwan. Originally, it was a Dutch-style building, but was transformed into Ming-style architecture by Koxinga in 1653. The part of the building covered only by tree leaves retains the traces of the past. On the 2nd floor, there is a shrine to the 'Deity of Studying' so if you have a big exam ahead, it's a great place to offer prayer and burn incense.

Address No. 212, Sec2, Minzu Rd. Midwest District Tainan City **Hours** 08:30-17:30

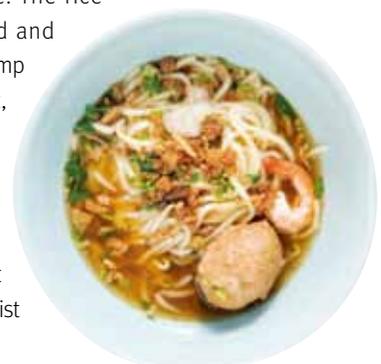


DISCOVERING THE BEST DAN ZAI NOODLES IN TAINAN

TU HSIAO YUEH

Dan zai noodles, one of the most popular foods in Taiwan, originate in Tainan. Because of its quick, easy cooking and low price, this noodle soup is very popular among Taiwanese. The rice noodles are boiled with minced and braised pork and topped with shrimp and a braised egg, with a sweet, spicy and slightly sour flavor. In the past, fishermen were unable to go fishing during the rainy season and took to selling Dan zai noodles in their off-season. This restaurant now is one of the most popular tourist attractions in Tainan.

TEL 06-2200-858 **Hours** 11:05-23:00 **Website** www.iddi.com.tw



Dalmaji Gallery Tour

Gallery Stroll

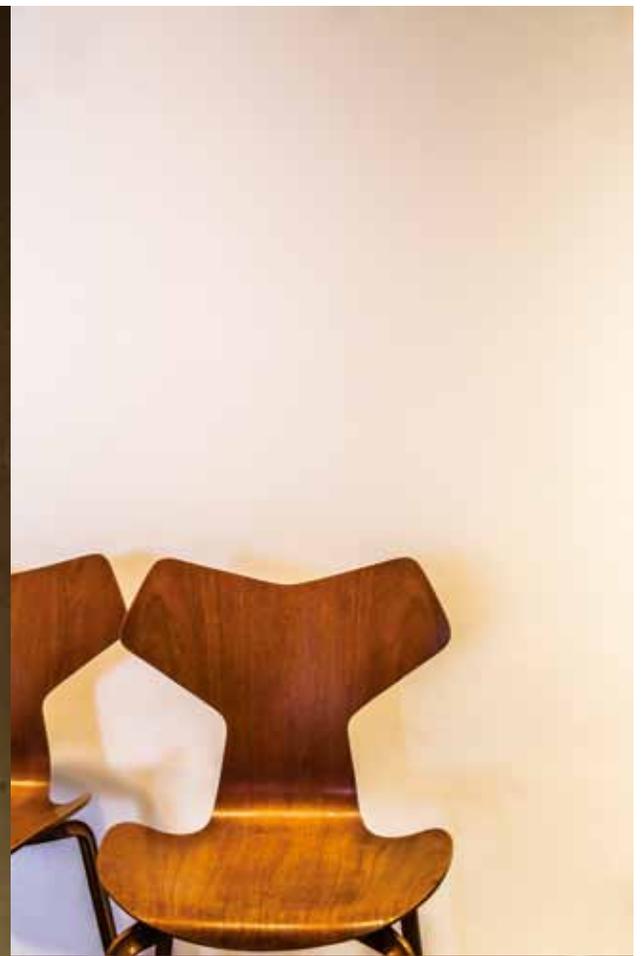
Solo Exhibition by Moon, Hyeon-gi

3.19 ~ 4.13 Gallery Mac

A Door



The soothing spring breeze, so gentle and warm, makes you feel like heading out for a fun springtime excursion. Personally, I visited Dalmaji Hill in Busan. As soon as I passed Haeundae Beach, fascinating galleries appeared along the railway on the hill covered in cherry blossoms. I felt the same thrill that I felt on Montmartre Hill here on beautiful Dalmaji Hill.



NEAR DALMAJI HILL



Dalmaji Hill is elegant and charming enough to be called 'Korea's Montmartre.' A variety of lovely, unique cafes and galleries are located along the steep hill. Climbing up the hill to view the beautiful art pieces, you will be amazed at the breathtaking view of the sea. While no trains run along the railway anymore, the evocative nostalgia of the rails brings back childhood memories.



THE RAILWAY GALLERY BANANA LONG GALLERY

A unique, all-yellow building located at the corner of Dalmaji-gil Street may be reminiscent of a fairy tale. Or, it may remind you of a sweet banana. Because of the unusual exterior design, it is a popular destination among travel bloggers. About five years ago, the owner of the gallery transformed an old, outdated house into this 14 pyeong cozy gallery. Even with just three visitors, the gallery seems crowded. The resident canine companion 'Cola' welcomes visitors at the entrance. The gallery displays a variety of beautiful art pieces such

as Lee Hong-seok's hyper-collage photos, objects of Yeo Won, who describes human civilization through books, professor Seok Nak-hui's sculpture made of machine parts and Lee Jin-cheol's comb-pattern pottery. If you like paintings, you will absolutely enjoy a visit to the Banana Long Gallery, sure to bring healing and comfort to your weary soul.

Address Dalmaji-gil 42, Haeundae-gu, Busan **TEL** 051-741-5106 **Hours** 12:00-19:00 (closed on Monday) **Admission Fee** KRW 5,000 **Website** www.bananalonggallery.com



BANANA LONG GALLERY

SALON DE BANAN

GALLERY MONTMARTRE



GALLERY-LIKE APARTMENT SALON DE BANANA

An apartment unit has been transformed into a lovely art gallery. The owner of Banana Long Gallery actually lives in this apartment. Kick off your shoes and enjoy the beautiful paintings housed in the living area, bedroom and kitchen in a relaxed and comfortable manner. The Salon de Banana, located on the 28th floor, is the 2nd gallery of the Banana Long Gallery. It offers a beautiful and differentiated cultural program called 'Salon.' The gallery offers a wide variety of fascinating programs including the 'Self Group,' a counseling program led by Kang Moon-joo, a psychologist and the owner of the gallery, Korean painting artist Lee Jin-cheol's drawing & folk painting class, bibliotherapist Kang Soo-hyeon's reading & book making, and fashion designer Shim Soo-jin's fashion drawing and guidance.

Address Room 2802, Hyundai Aqua Palace, Dalmaji-gil 35, Haeundae-gu, Busan **TEL** 051-741-5106 **Hours** 11:00-20:00 (closed on Monday) **Admission Fee** KRW 15,000 (refreshment included)

ENJOY ART WHILE TAKING A REFRESHING TEA BREAK GALLERY MONTMARTRE

Gallery Montmartre is situated at the foot of Dalmaji Hill, from which beautiful Dongbaekseom Island and the white sands of Haeundae Beach can be viewed. This gallery opened in July 2002 to provide a space for those who had no place to exhibit their art works even though they are artistically talented, just like the starving artists of Paris. Beginning this year, it is operated by the Korean painting artist 'Shin Tae-eun.' The owner of the gallery serves traditional tea and drip coffee to visitors in person. It is a great experience to enjoy a cup of sweet tea, looking out over picturesque landscape through the window. The gallery also offers a hands-on arts program every month. The 3 to 4 hour-long program is run by the owner of the gallery.

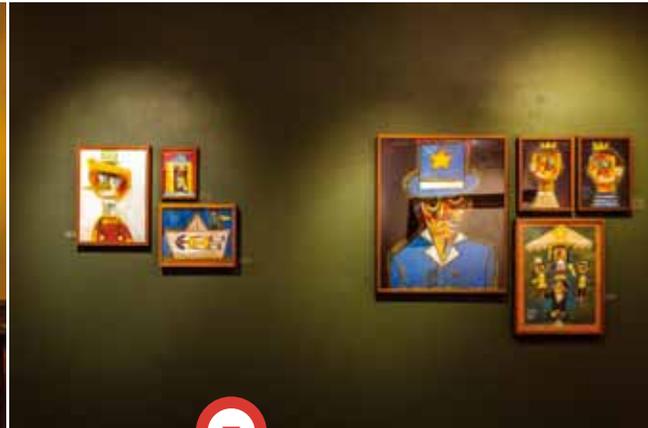
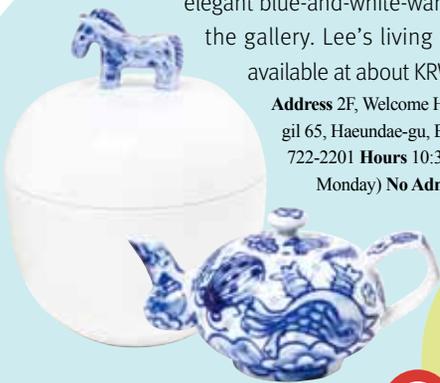
Address Dalmaji-gil 93, Haeundae-gu, Busan **TEL** 051-746-4202 **Hours** 11:00-19:00 (closed on Monday) **No Admission Fee Website** montmartre.alltheway.kr

A CARING AND HONEST GALLERY CULTIVATING ARTISTS MAEKHWARANG

Maekhwarang opened in March 2007. This small, modern art gallery supports young artists. To help discover and support rising artists, it has held the 'Maekhwarang Art Awards' and exhibited young artists' works since 2009. In addition, the gallery has held the 'Six-figure-Korean-Won Happy Exhibition.' Because high prices might cause some to hesitate in buying a painting, the Maekhwarang offers relatively low prices for works, ranging from KRW 100,000 to KRW 990,000 to popularize 'possession of art pieces.' Approximately 100 painters including Moon Hyeong-tae, who painted his daily routine and experiences just like a fairy tale, western painting artist Jeon Yeong-geun, who painted travel-themed paintings, and Kwon Hyeok, who is famous for the painting 'Moon Jar', have participated in this program. Don't miss Lee Se-yong's

elegant blue-and-white-ware at the corner of the gallery. Lee's living ceramic ware is available at about KRW 100,000.

Address 2F, Welcome House, #70, Dalmaji-gil 65, Haeundae-gu, Busan **TEL** 051-722-2201 **Hours** 10:30-19:00 (closed on Monday) **No Admission Fee Website** www.gallerymac.kr



MAEKHWARANG



MERCIEL BIS GALLERY



FASCINATING POP ARTS MERCIEL BIS GALLERY

Merciel Bis Gallery, which opened in March 2013, is situated in the second basement floor of the Merciel Building. This restaurant is popular among epicures who want to try the exquisite cuisine of Yoon Hwa-yeong, who completed the French cuisine, patisserie and wine programs at Le Cordon Bleu and learned haute cuisine from top chefs including Pierre Gagnaire and Alain Senderens. 'Bis' literally means 'a side door' in French. Take a walk up Dalmaji Hill and discover the small door to this gallery. An art shop nestled in the corner of the gallery is an added charm. A variety of fascinating art products by world-famous pop artists including Damien Hirst's painted skeleton-printed espresso cup, kitchenware designed by Yayoi Kusama, who is famous for using polka dots, and Yoshitomo Nara Ashtray attract visitors.

literally means 'a side door' in French. Take a walk up Dalmaji Hill and discover the small door to this gallery. An art shop nestled in the corner of the gallery is an added charm. A variety of fascinating art products by world-famous pop artists including Damien Hirst's painted skeleton-printed espresso cup, kitchenware designed by Yayoi Kusama, who is famous for using polka dots, and Yoshitomo Nara Ashtray attract visitors.

Address #154, Dalmaji-gil 65, Haeundae-gu, Busan **TEL** 051-747-9305-6 **Hours** 11:00-19:00 (May - Oct.) / 11:00-18:00 (Nov. - Apr.) **No Admission Fee Website** www.merciel.kr/bis





VETERAN GALLERY WITH A HUGE SUPPORT FROM ARTISTS

JOHYUN GALLERY

Johyun Gallery opened in Gwangalli in 1990. It moved to Haeundae in 1999 and finally settled on Dalmaji Hill in June 2007. In December 2007, its branch gallery opened in Cheongdam-dong, Seoul. Johyun Gallery Cheongdam made the headlines because it was very unusual for a local gallery to open a branch in Seoul. Johyun Gallery strengthened its ground in Busan by organizing Peter Zimmermann's Exhibition and a large-scale video show by Baek Nam-jun. It holds 6-7 exhibitions annually. Lee So-yeon's solo exhibition will last until May 12. After that, there will be a solo exhibition by Kim Ji-won, famous for his 'Cockscorn Painting,' a solo exhibition by Ahn Doo-jin, who paints unstable and uncomfortable landscapes, and Han Soon-ja's mobile exhibition. The collection exhibition 'PRESENT' is special as well and is a great opportunity to view the masterpieces of Korea's 1st-generation contemporary artists including Kim Jong-hak, Park Seo-bo, Lee Kang-so and Han Soon-ja as well as works by world-famous artists such as Julian Opie, Peter Zimmermann and Thierry Feuz. The owner has operated the gallery for 25 years, building good relationships with many artists throughout that time. As a result, exhibitions are already fully booked for the next two years.

Address #171, Dalmaji-gil 65, Haeundae-gu, Busan **TEL** 051-747-8853 **Hours** 10:00-19:00 (Gallery) / 10:00-24:00 (Café) **No Admission Fee Website** www.johyungallery.com



JOHYUN GALLERY



S+ GALLERY



SHOPPING, MEAL AND EXHIBITION AT ONE PLACE! S+ GALLERY

The S+ Gallery has a unique look thanks to its toy block-like exterior design. Located on Dalmaji Hill, it is a cultural complex operated by SUHYANG, International, which is well-known for its children's clothing lines such as BLUEDOG, R.ROBOT and MINK MUI. This 2nd studio of SUHYANG International opened in August 2012. With a children's clothing store, bakery café, Italian restaurant and gallery are situated all in one building, it is a great place to spend some time with the children in your life. The S+ Gallery is a miniature of the vintage furniture gallery 'S+Gallery' in Sinsa-dong, Seoul. Despite its small size, furniture designed by famous artists and luxury brands imported from Northern Europe including Hans Wegner, Finn Juhl, Arne Jacobsen and Arne Vodder are on display. It has also held a variety of special exhibitions covering contemporary arts, design and furniture such as an exhibition by Dieter Rams, a living legend in industrial design, pop-art exhibitions and exhibitions by sculptor Son Hyeon-wook. **Address** 6F, #120-38, Dalmaji-gil 117, Haeundae-gu, Busan **TEL** 051-742-3353 **Hours** 10:00-18:30 (closed on Monday)



**NEAR
HAEUNDAE
BEACH**



An international art fair is held on Miami Beach every December. Visitors are captivated by both the fascinating artworks and fantastic beach area. Korea's version held on Haeundae Beach takes place in April and is a contemporary and modern art festival titled 'Art Show Busan'. During the festival, galleries attract visitors with a variety of fun and interesting exhibitions.



HAEUNDAE LEADS THE FINE ARTS! GANA ART BUSAN

GANA ART, located in Pyeongchang-dong, Seoul, opened its Haeundae branch in July 2007. It is located on the 4th floor of the NOVOTEL Ambassador Busan, which has a spectacular view of Haeundae Beach. It holds various cultural events such as music concerts and lectures as well as major exhibitions, including the Park Soo-Keun's Centennial Exhibition, throughout the year. Don't miss a chance to stop by the art shop in the corner of the gallery. The 'Young Artists Project(YAP),' collaboration between pop artists and Korean pottery is sure to draw your attention, as well. The pop-art works designed by four artists from the GANA Art Center(Mari Kim, Charles Jang, Kim Tae-jung and Kim Ji-pyeong) have been transformed into unique art pieces. Charles Jang's pottery, with its cute heart-shaped character, is very appealing to some women while Park Soo-keun's print frames and Choi Doo-soo's glass objects are fascinating as well.



Address Haeundae Heabyeon-ro 292, Haeundae-gu, Busan **TEL:** 051-744-2020 **Hours** 10:00-19:00 (closed on Monday) **Price** Ceramic Mug (2 pieces, KRW 24,000) / Pot Support (KRW 16,000) **Website** www.ganaart.com



GANA ART BUSAN



GALLERY FINE

A NICE HOME FOR BUSAN ARTISTS

GALLERY FINE

Gallery Fine opened in December 1990. It moved to Dalmaji Hill in 2006 and finally settled near Haeundae Beach in September 2012. It is situated on the 1st floor of the Sea Cloud Hotel. Chung In-hwa, the owner of the gallery, majored Korean painting and is involved in almost every step of the exhibitions, from the selection of artists to exhibition planning and display of the art work. The gallery has held various exhibitions for local artists such as Yoon Mi-ok(Korean painting artist), Baek Yoo-mi(print artist) and Song Ho-joon(western painting artist). Gallery Fine has planned and organized exhibitions for artists in Busan and supported them for over two decades. As the secretariat of the Busan Biennale, the gallery has played a pivotal role in developing the art and culture of Busan.

Address Rooms 111 and 112 of the Sea Cloud Hotel, Haeundae Heabyeon-ro 287, Haeundae-gu, Busan **TEL**

051-741-5867 **Hours** 10:00-19:00 (closed on Monday) **No Admission Fee**

Website www.galleryfine.net



AESTHETICS OF PHOTOGRAPHY

GOEUN CONTEMPORARY PHOTO MUSEUM

For the past 2-3 years, photo exhibitions have become very popular, including shows by Juergen Teller in 2011, David LaChapelle in 2012 and Peter Lindbergh, Mario Testino and Ryan McGinkey in 2013. Korea's first local photo gallery, the 'Goeun Contemporary Photo Museum', opened in 2007 and has been spreading the photographic arts since then. Starting with the 'Kuh Bon-chang's Photo Exhibition' (prior to the opening of the museum), the museum has held various unique photo exhibitions such as the 'Little Music Concert with Photos' and 'Kang Woon-koo's Photo Exhibition – Old Landscape' and discovered and supported rising creative artists. Take a particular look at the five annual special exhibitions: the 'Busan Memoir,' 'Interim Report,' 'Rediscovery of Busan Photos,' 'Future Color of Photos' and 'Overseas Exchange Exhibition.' The Overseas Exchange Exhibition, promoted in close cooperation with leading art museums in Europe and the U.S., will begin on May 1 and last until July 30. The Bernard Faucon Exhibition, Zen Sehen and Ralph Gibson Photo Exhibition are also under planning. To help spread the art photography culture, a variety of activities (ex: publications, education, academic seminars, etc.) have also been promoted.

Address #10, Jungdong 1-ro 37, Haeundae-gu, Busan **TEL** 051-744-3924 **Hours** 10:00-19:00 (Mar. – Oct.) / 10:00-18:00 (Nov. – Feb.) (closed on Monday) **No Admission Fee Website** www.goeunmuseum.kr



GOEUN CONTEMPORARY PHOTO MUSEUM



BANANA LONG GALLERY



THE BREATH OF ART INSIDE A CAR DEALERSHIP TOYOTA PHOTO SPACE

Even though it may sound odd, an art exhibition poster can be found in the window of a car dealership. Many of the customers who come to look at cars go on to the gallery. The Toyota Photo Space is operated by Toyota Busan and sponsored by the Goeun Contemporary Photo Museum. This gallery is located in a corner of the dealership on the 2nd floor. Through art marketing, Toyota provides locals an opportunity to enjoy a noble and elegant culture as an addition to car sales. The Toyota Photo Space is not just a small art gallery. It has systematically developed the photography infrastructure through diverse special exhibitions and exchange exhibitions and discovered and supported rising artists. Since last year, it has held four special exhibitions including the 'Exchange Exhibition with Foreign Rising Artists' and 'Domestic Photo Gallery Exchange Exhibition' and supported local artists, nurturing rising artists.

Address Haeundae Haebyeon-ro 299, Haeundae-gu, Busan **TEL** 051-731-6200 **Hours** 09:00-21:00 (Mon. – Sat.) / 10:00-20:00 (Sun.) **No Admission Fee Website** www.toyotaphotospace.org

DIRECTION TO DALMAJI HILL

After stopping by a gallery near Haeundae Beach, you can walk up to Dalmaji Hill. Or, you can walk down from Haeoreum Gallery at the peak of Dalmaji Hill.

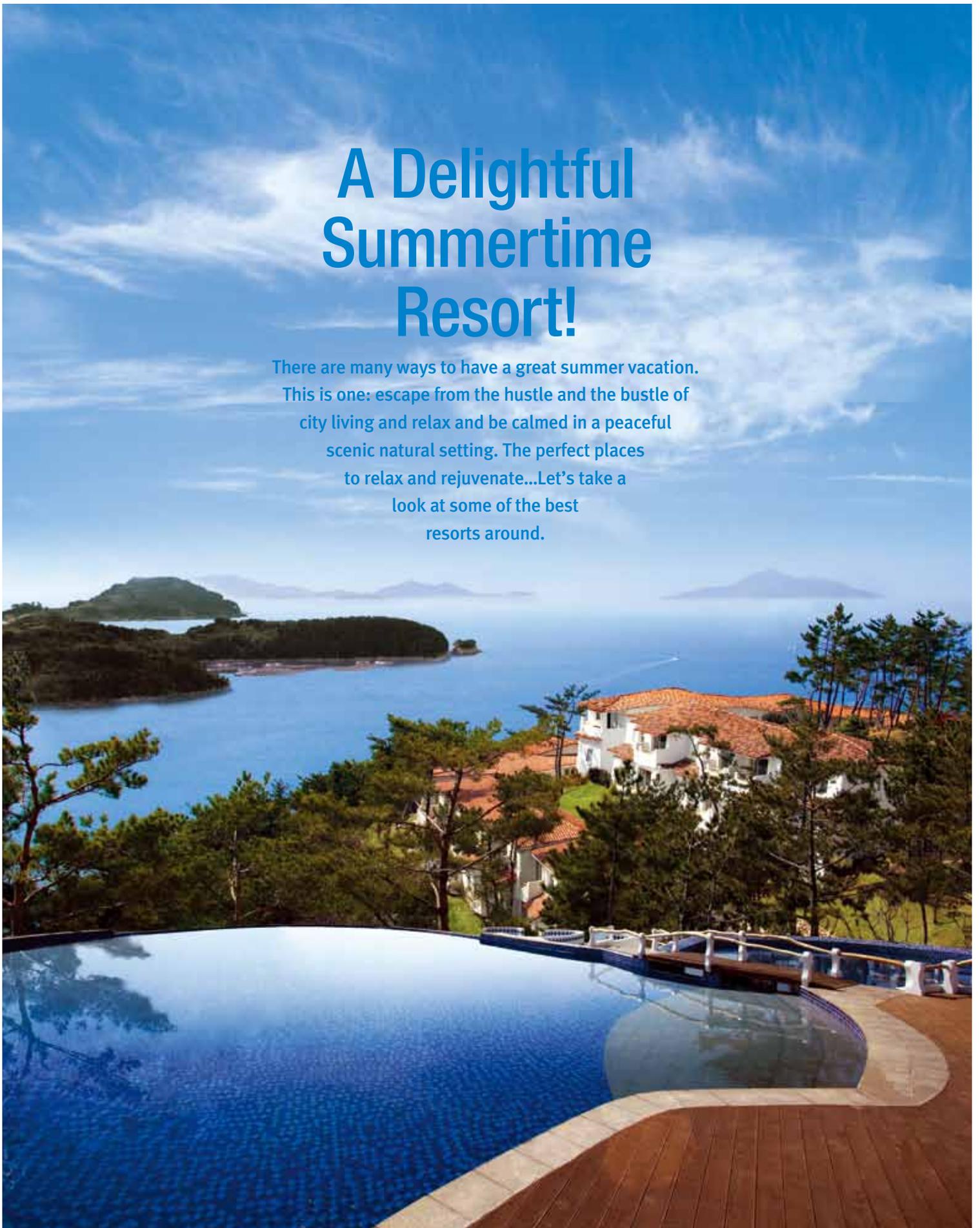
By Subway Take Line 1 at Busan Station and transfer to Line 2 at Seomyeon Station. Then, get off at Haeundae Station.

By Bus Get on the Bus No.1003 at Busan Station and get off at Haeundae Oncheon Intersection (45-minute ride). Walk straight to Haeundae Beach for about six minutes. Then, GANA ART Gallery appears. / Get on the bus No. 1001 at Busan Station and get off at Haeundae Station.



A Delightful Summertime Resort!

There are many ways to have a great summer vacation. This is one: escape from the hustle and the bustle of city living and relax and be calmed in a peaceful scenic natural setting. The perfect places to relax and rejuvenate...Let's take a look at some of the best resorts around.





EXQUISITE SERVICES OF THE HILTON JUST FOR YOU!

HILTON NAMHAE GOLF AND SPA RESORT



Drive down from Seoul for about 4 hours and the picturesque Hilton Namhae Golf and Spa Resort will appear. The inspiration for the design of this resort was the beautiful seas that surround of Namhae, which change their appearance greatly depending on

the weather. The exquisite services at this resort are the equivalent of a five-star hotel.

The spa & resort consists of 150 suites, 20 vacation cottages, 2-story luxury vacation homes with four bedrooms & bathroom, reception halls, personal swimming pools and a cozy garden. The facilities here are equally comparable to refined and elegant resorts abroad and the 'Kids Paradise' center is also operated within the resort setting for the comfort of family visitors.

Address San 35-5, Deokwol-ri, Nam-myeon, Namhae-gun, Gyeongsangnam-do **TEL** 055-860-0100
Website www.hiltonnamhae.com

YALONG BAY'S FLAGSHIP RESORT GRAND METRO PARK RESORT

Many elegant and luxury resorts are situated along the coast of Yalong Bay. In fact, it even seems that this scenic and peaceful coast was created specifically for relaxation and vacationing. More than 25 refined and luxurious resorts such as the Ritz-Carlton, Hilton and Sheraton are clustered here. The Grand Metro Park Resort, located between Yalong Bay Central Square and Yalong Bay International PGA Golf Course, is one of them.

The resort is divided into vacation homes and the hotel-like resort. The main resort building features an individual swimming pool on the 1st floor. The 108 different vacation homes are the highlight of the Grand Metro Park Resort.

This resort is so large that it may require a vehicle to get around. While it is located out of the way from downtown Sanya (25km), you may not be able to find a better place for the perfect recreation and relaxation. Honeymooners can make their own romantic memories in a vacation home.

Living spaces and bedrooms are independently divided. They feature a swimming pool, spa pavilion, massage pool and little garden. Opposite the vacation homes, a small river flows freely.

Family travelers are recommended to use the Family Cottage, which offers two bedrooms and two bathrooms on the 2nd floor. The Executive Villa features three independent bedrooms and barbecue area as well, making it a great choice for a small party. Easily move around the resort using a cart that is available anytime. With eight(8) different restaurants and pubs in the resort allow guests to relax and be comfortable.

Address 55/F, HK CTS Hotels Building, No.338 Guang An Men Nei Street, Xuanwu District, Beijing, 100053, China **TEL** 0898-8859-8888 **Website** www.metroparkhotels.com





SPECIAL ACCOMMODATIONS FOR SUMMER HONEYMOONERS SEAGAIA RESORT

This is the flagship resort of Miyazaki, a popular honeymoon spot. Thoughtful design notes for honeymooners can be found throughout. Guests can enjoy a wonderful view of the Pacific both inside and outside of the resort to create an open and romantic atmosphere.

With the sea to one side and thick pine forests to the other side, this huge (10km in length and 700ha in total areas) resort shows great attention to detail in every little part. Why not enjoy a truly pleasant walk around the resort on a lazy afternoon?

The Sheraton Grande Ocean Resort is so popular that rooms are almost fully booked throughout every season but summer. The portion of Korean tourists to total guests is about 5%, with this figure gradually on the rise.

Seagaia Resort accommodates a variety of fun, exhilarating entertainment facilities such as the Phoenix Country Club (the site of the Dunlop Phoenix Tournament), a World Convention Center, which can host a variety of international meetings, tennis club, vacation cottage-style condominium cottage houses, the Phoenix Zoo, home to nearly 1,500 different animals, and the Florante Miyazaki, where beautiful flowers and trees are in full bloom.

Address Hamayama, Yamasaki-Cho, Miyazaki City, Miyazaki **TEL** 0985-21-1111 **Website** www.seagaia.co.jp



THE LAW OF THE JUNGLE RESORT BUNGA RAYA ISLAND RESORT & SPA

The Bunga Raya Island Resort & Spa is so well-situated in its deep, thick jungle setting that it seems to be a very part of it. Pass the white sand beaches and beautiful ocean and enter the jungle and beautiful vacation cottages will appear dotted here and there. Travel in this setting requires driving a Buggy (press '0' and call reception for your Buggy ride to be ready for you anytime!). While the steep trails can leave you breathless, the thick forests provide refreshment and healing. It is also fun to discover the beautiful wild flowers (nearly 40 different species) growing throughout the resort. The national flower of Malaysia, the 'Hibiscus', can be easily found here. This flower is a part of the Rose of Sharon family and is the symbol of Bunga Raya Island Resort & Spa. Vacation villages can be observed near extremely tall trees, which can be encountered between guest rooms as well. Thanks to the gorgeous setting, you might even feel like you are staying in a gorgeous forest instead of a resort. Because of its unique, eco-friendly design, the resort was honored as an awardee in the Resort Division of the Malaysia Architecture Awards 2010.

Address Polish Bay, Gaya Island, Tunku Abdul Rahman Park, Kota Kinabalu, Sabah, Malaysia **TEL** 6-088-271000 **Website** www.bungarayaresort.com



A BEACH AS SHINY AND GLITTERING AS JEWELRY FURAMA RESORT

The 50km-long Danang Beach in Vietnam, rated one of the top 6 most beautiful beaches in the world in

2005 by Forbes Magazine, proudly presents a scenic and peaceful landscape. The Son Tra Peninsula in particular offers a spectacular view of a long, train-like coastline painted in white. Furama Resort, Vietnam's first 5-star resort located on Danang Beach, offers a picturesque landscape. See the ocean meeting the sky from the hotel lobby.

The resort features its own beach, two swimming pools, elegant guest rooms with a spacious balcony, an aesthetic center and international buffet restaurants & bars. The Steak House "The Fan" is the only spot in town at that offers Kobe beef and. Guests are both impressed with and amused by the variety of fun and exciting programs such as scuba diving and day-tour programs.

Address Vo Nguyen Giap Street., Khue My Ward, Ngu Hanh Son District, Danang City. **TEL** 0511-384-7333 **Website** www.furamavietnam.com



MODERN AND STYLISH ART MUSEUM HOTEL HASLLA ART WORLD MUSEUM HOTEL

A drive along National Road #7 will soon bring you to Jeongdongjin. A colorful reinforced concrete structure, which looks like a pile of kids' blocks, will appear on the side of the mountain. This hotel was built by the pair Park Shin-jeong and sculptor Choi Yeong-ok. A restaurant and gallery are located in the basement and guest rooms are found from the 1st to the 3rd floors.

Except for standard suite rooms, all rooms are duplexes. A total of 26 guest rooms have their own interior designs, and feature a bed, wash basin and bathtub. The design couple paid particular attention to the bathrooms. The breathtaking sunrises and sunsets of Jeongdongjin can be viewed from all rooms and the terrace bedroom was the couple's idea as well.

The bed design, based on the inspiration of a mother's womb, is so comfortable and cozy that you may feel like staying in bed as long as you can. Art and nature aficionados must be sure to not miss the Haslla Museum Hotel.

Address San 33-1, Jeongdongjin-ri, Gangdong-myeon, Gangneung, Gangwon-do **TEL** 033-644-9144 **Website** www.haslla.kr





Nguyen Thi Hong, Vice Chairwomen of
the HCMC People's Committee

Ho Chi Minh City, Tourism Hub of Southeast Asia

Despite being the largest city in Vietnam, with rich culture and history, Ho Chi Minh City is still relative unknown for travelers around the world. But that is about to change. With the city's infrastructure rapidly improving in recent years as well as an international campaign to promote the city to the world, Ho Chi Minh City aims to become the tourist capital of Vietnam. Madam Nguyen Thi Hong of the HCMC People's Committee let us in on the future of Ho Chi Minh City's tourism industry.

How would you describe Ho Chi Minh City (HCMC) in a word?

Ho Chi Minh City is the center of the economy, culture and tourism of Vietnam with diversity and potential resources. As the leading city

of the country, Ho Chi Minh City is the center of economics, culture and politics.

Vibrant Ho Chi Minh City - The word 'Vibrant' will inspire everyone. Ho Chi Minh City is full of diverse styles, trends, and amazing culture. The city keeps changing and moving forward.



What is the best attraction of HCMC as a tourist destination? And what are your most favorite tourist spots personally in HCMC?

Right at first glance, Ho Chi Minh City will make a deep impression as a big, busy city. Founded only 300 years ago, you can, at any time, see how much the city has changed.

Ho Chi Minh City attracts more than 4 million international tourists every year, accounting for 60%-70% of the total international visitors of Vietnam. With an advanced infrastructure and tourism services, Ho Chi Minh City is the largest tourist hub in the whole country and the gateway of the region. There are many attractive tourist spots in Ho Chi Minh City, but you cannot skip the antique architectural attractions such as Reunification Hall, City Theatre, Notre Dame Cathedral, City Hall Cu Chi Tunnels and the museums with thousands of records of the city's heroes. From Bach Dang Quay, you can hop on a Saigon river cruise, which leads to traditional villages, bushy orchards, floating markets and the Can Gio Mangroves Forest, a Biosphere Reserve designated by UNESCO.



What is the main purpose of travellers to visit your city? And which country/region ranks first in the list of the international visitors arrivals in HCMC?

Travellers visit Ho Chi Minh City to explore the oriental heritage as well as traditional and modern performances. Tourists also want to learn about the remnants of war at the historical museums regarding the history against the western invasion. They are also interested in tasting the diverse culinary cultures from the north and south provinces of Ho Chi Minh. Every month we organize cultural events to attract international tourists to enjoy the festivities and cultural atmosphere here.

In the year 2013, the countries from which most international visitors came were Japan, USA, South Korea, China and Australia. The People's Committee of Ho Chi Minh City approves overseas marketing campaigns to promote Ho Chi Minh City as a safe, friendly and exciting destination in order to attract more international tourists in 2014 and beyond.

What are your views on tourism in HCMC and what has changed since the city has opened up to increasing numbers of tourists?



Ho Chi Minh has certain advantages including its youthful strength, strong economic performance and high integration capability. Compared to other cities in Vietnam, the city has unique features that will leave a deep impression on visitors. What makes foreigners want to visit Vietnam is not only the infrastructure of Ho Chi Minh City but also the spiritual values of the city. Thus, the marketing campaign for the city's tourism industry will produce the desired effect focused on new products.

Ho Chi Minh City has been building its campaign to attract tourists in recent years. The most successful campaign has been the 'Ho Chi Minh City - 100 Excitements' program, which introduces all the top tourists spots and activities in Ho Chi Minh City that tourists must experience. In coming years, we are going to implement a waterway cruise. Tourists can enjoy a tour of many places in Ho Chi Minh City such as traditional villages in Dist9, Can Gio, and the Mangroves Forest. The cruise also connects to the nearby provinces along the Lower Mekong River region, which links Thailand, Lao, Cambodia and Myanmar.

As a destination for visitors from overseas, what would you think are HCMC's best assets?

The waterway cruise is one of the strategic tourism products for the 2011-2015 year period. Ho Chi Minh City's tourism sector is concentrating on constructing a stable development plan aimed at gradually tapping waterway tourism to the city's GDP. As I mentioned before, Ho Chi Minh City has an abundant number of historical, cultural and traditional heritages, and these would be considered the city's most valuable treasures.

Nowadays, many cities rely on tourism as the mainstay of their economies. To what extent have you been able to market out tourism abroad?

Promotions and marketing campaigns need to be specifically targeted towards the mindset of the target audience. To do so professionally and efficiently, we sought out advice from those with long experience in managing these markets.



We target Ho Chi Minh City as a safe and suitable destination for MICE and incentive tours based on our 1980 hotels from 1 star to 5 star hotels with a capacity of 45950 rooms available. Corporate incentives, conferences and meetings also play important roles in our industry. But, as most people tend to consider this as business travel, they neglect the leisure activities due to focus on the business element. We created the 'Ho Chi Minh City - 100 Excitements' to introduce the entertainment side of tourism in the city for business travelers. This program will allow business travelers to experience the 'Ho Chi Minh City - 100 Excitements' program.

Please let us know if you have any suggestions or projects in mind for tourism promotion in Asia Pacific Cities and TPO.

I suggest the cities in the Asia Pacific area organize a tourism summit for mayors every 2 years. At the conference, I think every mayor will be able to exchange information on the developing of the tourism industry between Asia Pacific cities. The cities will sign a general action plan and aim to develop tourism products that could link other cities.

I certainly hope that all cities will join the ITE HCMC this year. Together we can make the promotional campaign bigger and bring mutual benefits to Asia Pacific cities.

I wish all the readers full of health and happiness. Thank you!



BUSAN, KOREA

TPO Regional Meeting for Korean Member Cities 2014

The TPO Regional Meeting for Korean Member Cities for the 1st Half of 2014 was held at the Haeundae Centum Hotel on February 6. A total of 16 TPO member cities (ex:Geoje, Gwangju, Gunsan, Gimhae, Daegu, Busan, Jung-gu(Busan), Haeundae-gu(Busan), Andong, Ulsan, Iksan, Incheon, Jeonju, Changwon, Tongyeong, etc.), BEXCO and the SORA Travel Agency participated in the meeting. At the meeting, TPO activities for the second half of last year were explained, and Secretary General Joo Hwan-cheol made a presentation on the 2014 business plan followed by a Q&A session. Based on the member cities' and other members' suggestions, it was decided to promote exchange and marketing among TPO member cities and come up with a plan to provide useful information in a convenient manner. Meanwhile, the 6th TPO Forum is scheduled to be held in Kota Bharu, Malaysia in June.



BUSAN · GIMHAE, KOREA

'Development of Queen Huh's Buddhist Devotion Trail-themed Tourist Product' by Busan City and Gimhae City, organized by TPO

The City of Busan and Gimhae City decided to develop a tourist product under the theme of 'Queen Huh's Buddhist Devotion Trail.' Queen Huh was King Kim Su-ro's wife during the Gaya Kingdom. On February 13, there was a council's meeting in Gimhae City Hall at which the Promotion Committee of the Queen Huh's Buddhist Devotion Trail Development Project, comprised of 10 experts in various fields such as the history, religion and festival of Gimhae and officials from the local authorities (Busan, Gimhae, Gyeongsangnam-do), discussed the project and shared information. There also was a consultation of the historical research on how Queen Huh came to Gimhae, a process of organizing a Huh faction, the process of introducing Buddhism, the culture and the attire of the Gaya Kingdom and historic ruins. Queen Huh's Buddhist Devotion Trail begins at the site where Princess Huh landed from India and ends at her wedding. Specifically, it ranges from Mangsando (Yongwon, Jinhae) to King Kim Su-ro's Tomb via Yujuam Rock and Heungguksa Temple. Once the tourist project is developed, various promotional activities such as the Asia Pacific-region travel agency-invited familiarization tour and the attraction of Japanese tourists will be undertaken. In addition, there will be continued efforts to have it eventually listed on the UNESCO World Heritage List.



GUANGZHOU, CHINA

TPO Travel Trade 2014-CHINA

The 'TPO Travel Trade 2014-China' was held in Guangzhou from February 26 to March 2. Many Korean member cities including Busan, Gyeongju, Andong, Iksan and Jeollabuk-do participated in this event and promoted diverse marketing activities to attract Chinese tourists. On February 28, there was a tourist product

and resources fair for Korean TPO member cities in the conference room of the Guangzhou Tourism Bureau, which drew great attention from locals. Tourist product development employees from local travel agencies such as Guangdong CITS and 50 news reporters attended the fair. TPO established a joint booth at the Guangzhou International Travel Fair (GITF) and advertised the charming tourist resources of TPO member cities.





INCHEON, KOREA

A variety of amusing and thrilling festivals in the second half of the year at Songdo City

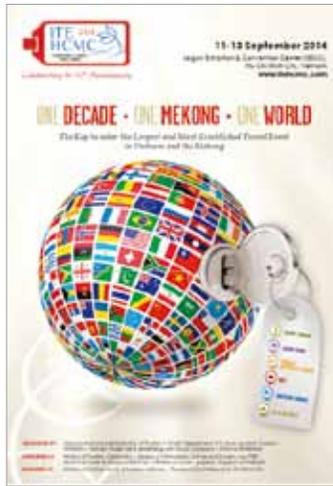
Songdo, Incheon holds a variety of thrilling festivals in the second half of the year. Among them, the top five festivals are the Songdo World Culture Festival (August), the Incheon Pentaport Rock Festival, Incheon Asian Games 2014 (October), Incheon Musical Fireworks Festival, Songdo Marathon and The K Festival. The Songdo World Culture

Festival, which was launched in 2011, is a great opportunity to taste over 100 different traditional cuisines from around the world as well as high-quality beers from Europe and Asia. You can also enjoy nostalgic songs and singers from the 1970-1990s. The Incheon Musical Fireworks Festival, first held in October last year, lights up the sky against a backdrop of beautiful music. Last year, about 400,000 people attended and enjoyed the festive mood all night long. The Incheon Pentaport Rock Festival was also launched by Songdo last year and attracted many music aficionados. Thanks to easy transportation, nearly 120,000 people came to the festival last year. This year, another festival titled 'The K Festival' is being held at the Songdo Moonlight Festival Park on October 3 and 4 with the Incheon Asian Games 2014 just around the corner. This festival is organized by the Incheon Development & Tourism Corporation, which has successfully held the Hallyu Tour Concert for the past five years. During the festival, all kinds of Hallyu culture including film, TV series and beauty care as well as K-POP will be introduced and enjoyed.

HO CHI MINH CITY, VIETNAM

The largest travel event in Mekong 'ITE HCMC 2014'

The largest travel event in Vietnam and the southern Mekong region, the 'International Travel Expo Ho Chi Minh City 2014 (ITE HCMC 2014)', will be held at the Saigon Exhibition and Convention Centre from September 11 to 13. This travel expo is co-hosted by Cambodia, Laos, Myanmar and Thailand and the event is a great chance for those from related industries and the general public to familiarize themselves with various inbound and outbound tourist products. This year, a variety of tourist products from the Asia-Pacific region and around the globe as well as tourist products and services from Mekong are scheduled to be introduced. In addition, there will be many other fascinating programs such as B2B, B2C, the Mekong Tourism Alliance Awards (TAA) for the CLMTV (Cambodia, Laos, Myanmar, Thailand and Vietnam), the Japanese Tour Investment Conference and a Post Tour. At last year's ITE HCMC 2013, for example, 320 companies and brands from 58 countries, 280 buyers, 28 media companies and 159 media firms participated in the event.



YANTAI, CHINA

24th TPO Operating Committee Meeting

The 24th TPO Operating Committee Meeting was held at Yantai, China from March 26 to 28 (for 3 days). A total of 12 leaders from six cities (Guangzhou, Sanya, Busan, Jeonju, Jakarta and Fukuoka) attended the event. At the main conference held on March 27, the following agendas were approved: Five new private groups joining the TPO, alteration of budget execution for 2013, alteration of budget plan for 2014, TPO bureau audit plan, TPO bureau's manpower operation plan and making the annual fee optional for Korean member cities. The 25th TPO Operating Committee's Meeting will be held in Taipei in November.



06

June 2014

Festival Calendar



Incheon, Korea I

June 1

Incheon WORLD INLINE CUP 2014

Location Songdo International City
Coastal Drive

This year is the 11th year of this fantastic event. As the world's largest inline skating festival, it attracts top-level inline skaters from about 20 countries around the world including France, Germany, Italy, Switzerland, the U.S., Argentina and Japan and professional inline skaters and inline skating fans from various clubs in Korea. The routes range from 10 to 40km. It is a big thrill to skate along the beautiful coastal drive.



Jakarta, Indonesia I

June 6-8

Indonesia Yacht Show 2014

Location Batavia-Marina

This year marks the 2nd anniversary of this international yacht show. During the festival, a variety of fascinating yachts including luxury yachts are displayed. On Day 1, a Yacht Forum is held while during the remaining days of the festival, visitors can view a variety of other types of yachts. An exhibition introducing new and unique yachts is popular among yacht enthusiasts and it is forecasted that the event will attract about 4,000 visitors this year.

Daegu, Korea I

June 4-8

Daegu Flower Show 2014

Location Exhibition Hall on the 1st Floor, DAEGU EXCO

This year, the Daegu Flower Show is being held under the topic of 'Fragrant Flower Trail Trip.' A wide variety of beautiful flowers are displayed in the 13,000 exhibition hall of EXCO. It's a perfect spot for a spring picnic. The exhibition will consist of various programs such as gardening, flower hills, wild flowers, aquatic plants, flower design, topiaries and succulent plants. A variety of other exciting events include the Flower Mini Concert, Give Flowers and Plant a Seedling.



Busan, Korea I

June 6-9

Haeundae Sand Festival 2014

Location Haeundae Beach, Busan

A variety of exciting events such as the Sand Sculpture Festival, Sand Festival Parade and Enjoy Sand are being held on the beautiful sand beach. In particular, the 'Haeundae-Sampo Trek in the Sand' and the 'Challenge! I Could Be a Sand Sculptor' are great programs for family tourists. It is also fun to visit nearby well-known tourist destinations including Jagalchi Market, Gwangalli Beach and Taejongdae.



Gacheon, Korea I

June 14-15

Daraengi (Terraced Paddy Field) Festival

Location Daraengi Village

Daraengi (terraced paddy field) offers a sublime and mysterious landscape. A variety of interesting events such as rice-planting, raking, loach-catching, fishing and rafting are held during the festival. At night, splendid campfires and Daedongnori brighten the world. Visitors can also enjoy a cozy homestay and delicious traditional Korean meals.



Gimhae, Korea I

June 15

Gimhae Forest Marathon 2014 (Sponsored by Kyongnam Bank)

Location Gimhae Sports Stadium

The Gimhae Forest Marathon offers three races: Half Marathon, 10km Hill Race and 5-km Health Race. They begin at Gimhae Sports Stadium and runs through Samgye Neighborhood Park, Gimhae Astronomical Observatory, the ballpark and the shooting range. Since the routes pass through a thick forest, runners can take a breath of fresh air and relax. Though the routes are slightly steep, it is a great event for enjoying the genuine beauty of nature in the forest.

07 July 2014

Festival Calendar



Busan, Korea | July 2-4

Busan International Seafood & Fisheries EXPO 2014

Location Exhibition Halls 1 and 2 of BEXCO

This is Korea's flagship seafood and fisheries exposition. All kinds of seafood and fishing equipment & materials from around the world are on display. About 350 firms and organizations from 25 countries participate in this event, which is a great place to witness the global trends of the fisheries industry. The exhibition halls are divided into a Seafood Hall, where a wide variety of chilled and frozen seafood, salted seafood and seaweeds are on display, the Fishing Equipment & Tool Hall, where visitors can view all kinds of fishing tools such as fishing nets and seafood processing machines, and the Marine Bio-industry Hall, in which new marine bio-tech materials and marine resource-based products are exhibited.



Ulsan, Korea | July 21-27

Ulsan Summer Festival

Location Across Ulsan City

The Ulsan Summer Festival is a music festival launched in 2003 by Ulsan MBC for the citizens of Ulsan in celebration of its 35th anniversary. This 7 week-long exciting festival is held every summer and of the various music genres-including trot, dance, ballad, rock, hip-hop and folk music-one is selected, and a high-quality music concert is given. So far, nearly 1,000 musicians have given great performances during the festival and because there is no admissionfee, visitors can freely enjoy the festival.

Fukuoka, Japan | July 1-15

Hakata Gion Yamakasa Festival

Location Downtown of Fukuoka

Thousands of men race through the streets carrying decorative floats. This stirring and dynamic sight is both thrilling and exciting and the climax of the festival is 'the Oiyama Race.' Hundreds of men carry a 1 ton 'kakiyama' float. A total of seven racing floats start up and rush along the streets every five minutes while spectators shout and yell, heating up the festive atmosphere.



Osaka, Japan | July 24-25

Osaka Tenjin Matsuri 2014

Location Tenman Shrine

Osaka Tenjin Matsuri is the most famous summer festival in Osaka. This ritual is one of the three greatest festivals in Japan. On Day 1, the spear ceremony event celebrating keeping faith for the past year is held at Toshimaga. Day 2 is the highlight of the festival, the 'Huna Tokyo.' One hundred brightly-decorated boats row upstream with the roaring of drums while in the evening, fantastic fireworks light the sky. Because the festival is held on the river, it has a unique and fascinating feel.



Buyeo, Korea | July 17-20

Buyeo Seodong Lotus Festival 2014

Location Seodong Park (Gunnamji Pond)

The Buyeo Seodong Lotus Festival is the best-known summer festival of Buyeo. The festival is held under the theme of the romantic love story between Seodong and Princess Seonhwa at Gunnamji Pond, which contains the myth about the birth of King Mu from the Baekje Dynasty, and Seodong Park where a thousand fragrant lotus flowers bloom. During the festival, a variety of fun, dynamic events (ex: Lotus flower making, ink rubbing copy making, lotus food tasting, tea ceremony, etc.) are held. The lotus flowers on the pond are a spectacular sight and in the evening, lotus lanterns floating on the pond light up and create a romantic atmosphere.



Shanghai, China | July 31 - August 3

ChinaJoy 2014

Location Shanghai New International Expo Center (SNIEC)

ChinaJoy is the largest annual game show in China. Even though foreign games still account for a great portion of the Chinese game market, the percentage of Chinese games is gradually on the rise. At the same time, the scale of the game exhibition has expanded gradually. During the show, online and web games will be primarily introduced. Because a lot of game developers participate in the show, visitors can get a variety of useful information while an additional game industry conference and game developers' conference will also be held during the exposition.

08 August 2014

Festival Calendar

Incheon, Korea | August 1-3

Pentaport Rock Festival

Location Festival event hall in Songdo Neighborhood Park #23

The Pentaport Rock Festival is Korea's flagship rock festival. The name 'Pentaport' originates from Incheon City's new town development strategy called the 'Penta-port', which includes the Airport, Seaport, Teleport, Business-port and Leisure-port. Because renowned rock musicians from around the world as well as Korean rock bands deliver fantastic performances, tickets are always sold out.



Busan, Korea | Early August

Busan Sea Festival

Location Haeundae Beach

The Busan Sea Festival is held throughout the Busan area. During this festival, a variety of fascinating events such as a magic festival, rock festival, jazz night, hip-hop festival and harmonic orchestra are scheduled. The entire city will turn into a young, vibrant festival stage with venues at Haeundae Beach, Gwangalli Beach, Dadaepo Beach, Songdo Beach, Songjeong Beach and Dadaepo Beach.



Qingdao, China |

2nd week of August (for 16 days)

Qingdao International Beer Festival

Location Qingdao, Shandong

This is China's fantastic summer festival held in Qingdao, home of China's first beer factory founded in 1903. During the German colonial period, Qingdao learned the secrets of high-quality German beer. This festival started in 1991 and about 30 beer companies participate in the festival, with nearly 500,000 visitors coming to sample the refreshing beer. A variety of other events such as a fashion show, sports event, beer brewing seminar and trade show are also held during this festival.



Geoje, Korea | July 31 - August 4

The 21st Sea Sports Festival

Location Across the City of Geoje including Gujora Beach

Held from late July to early August, this Hallyeosudo festival is the nation's largest sea festival with spectacular natural resources. During the 5-day festival, a variety of fabulous events across the waterway will include a wind surfing competition, women's beach volleyball tournaments, a national aerobics championship, fin-swimming championship, a music concert and fantastic fireworks. The 21st Sea Sports Festival guarantees both wonder and unforgettable memories.



Osaka, Japan | August 16-17

Summer Sonic 2014

Location Osaka, Tokyo

Summer Sonic is one of the top three rock festivals in Japan and is held annually in August in Osaka and Tokyo. During the festival, some of the most renowned rock musicians in the world offer fantastic performances. In 2014, the Arctic Monkeys and Queen are the headliners, with Summer Sonic emerging as Japan's No. 1 rock festival. Visitors can also hear such performers as Robert Plant, The Pixies and Megadeth. Thanks to these and similar popular musicians, the festival attracts tons of rock fans every year.

Pohang, Korea | July 31 - August 3

Pohang International Fireworks Festival

Location Yeongildae Beach

The Pohang International Fireworks Festival is held at the Hyeongsangang Sports Park, Pohang Canal and Yeongildae Beach from late July to early August and has evolved into a mega-scale festival that attracts 1.5 million tourists every year. As a festival which illustrates Pohang as a 'City of Light and Fire', it offers fantastic fireworks shows throughout the festival period. In particular, the international fireworks show in which many countries (ex: Korea, Canada, France, China, etc.) participate is absolutely stellar. And be sure not to miss the Music Fireworks Show at the Media Façade at Yeongildae as well.

