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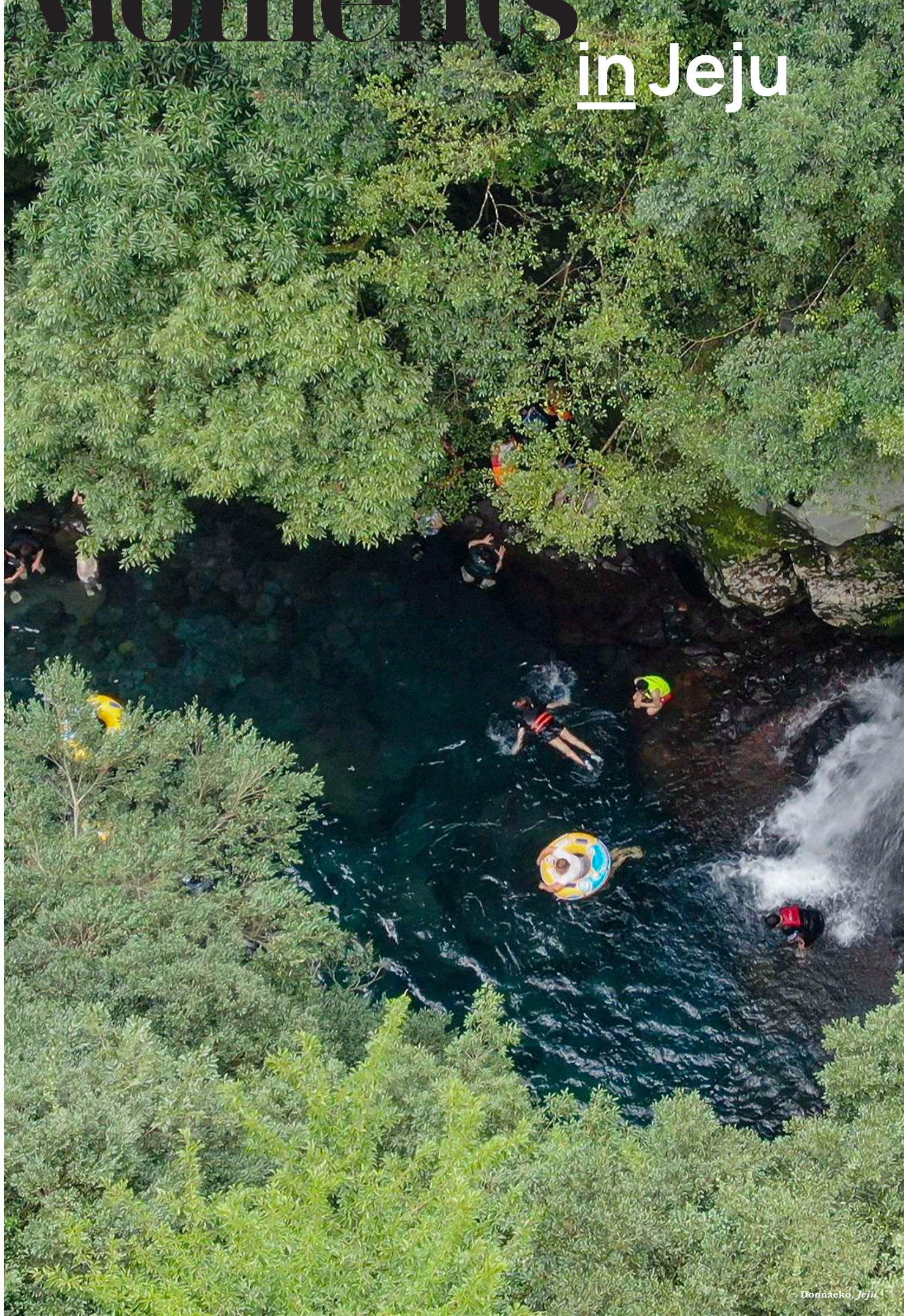
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The Moments in Jeju



Art That is at One
with Nature



Hundertwasser Park in Udo

Situated to the east of Jeju, off the coast of Seongsanpo, Udo Island stands as a quintessential “island within an island,” with its captivating landscapes and distinctive traditional culture. Renowned for its natural beauty, Udo has gained prominence as a favored location for numerous films. When Hundertwasser Park opened in 2022, it began to be called ‘an island where nature and art come together.’ The life and work of the world-renowned artist, architect, and environmentalist, Friedensreich Hundertwasser, who once dreamed of a harmonious union between art and nature, serves as more than mere artistic inspiration for visitors to Udo Island.

You are a Visitor in
Nature’s Realm - Act
Accordingly

Udo has two main ports and is accessible only by boat. Haumokdong Port is located near the center of the island and Cheonjin Port is to the southeast. If your destination is Hundertwasser Park, situated along Tolkani Beach in Udo’s south, you should aim to reach the island via Cheonjin Port. Of course, any port is fine if you plan to take a leisurely tour of the entire Udo Island. The island’s circumference is around 17 km, making it a simple task to enjoy the entire island in a day. At the entrance of Hundertwasser Park, visitors are greeted by the words “You are a guest of nature - Behave.” This stern admonition right from



the start may come as a surprise to some, but it is something that Hundertwasser himself often said during his lifetime. As an advocate for the peaceful coexistence of nature and humanity, Hundertwasser believed that living, breathing architecture has the potential to heal the human mind, even going as far as to consider himself an “architectural therapist.” This philosophical view of nature was reflected in both his architecture and artwork.

His philosophy and artistic spirit are also evident in Hundertwasser Park, reflected in the natural curves and irregular shapes of the architecture, the “tree tenants” planted on the roof and around the windows, and the creatively laid tiles. According to his philosophy, which emphasized diversity, the park features 78 columns and 131 windows in various shapes and colors. The 1,600 trees that originally existed on the park’s grounds were not felled or uprooted. Instead, they were carefully replanted in the rooftop garden. To ensure the concepts and attention to detail Hundertwasser espoused in his work, the Austria-based Hundertwasser Foundation meticulously oversaw the entire construction process.

▼ Get off at Cheonjin Port, the gateway to Udo Island, and walk to the right along the coastal road for about 10 minutes to reach Tolkani. It is a beach made up of only black stones under a steep cliff with Biwasa Falls, which spews out streams of water when there is heavy rain. Tolkani is also called Cholkan, meaning a cow trough.

Hundertwasser Park is a Part of the Nature of Udo

Walking past Gaksimul, the oldest pond in Udo, and following the stone wall, you'll see two buildings side by side, flanked by the charming Zwilling Fountain. The blue dome is the Hundertwasser Museum, located in the center of the park, and the golden-domed building is the Udo Museum, which showcases original works

by local artists. At the Hundertwasser Museum, visitors can engage with the life and works of the artist in a setting that mirrors his architectural vision, creating a truly unique experience. Inside the museum's Hundertwasser Gallery, you will encounter artworks that stand as a testament to the artist's reputation as a "magician of color," consisting of brilliant and bold pigments. Hundertwasser believed that there were no straight lines in nature, and his works are distinguished by circles, spirals, and curves. After passing through what is known as the "lifetime hall," which is a tribute to the artist's life, the second floor contains the "architecture



hall" and "park hall." Here, visitors get a glimpse of the artist's advocacy for ecological rights through his architectural designs, including models of some of the buildings he brought to life. Walking outside and taking a step back, the building itself is an inspiration. Hundertwasser's architectural style is characterized by organic curves, vibrant colors, and a harmonious balance with

nature. Both the Hundertwasser and Udo museums feature curved lines throughout, from the staircases to the corners, with each window frame offering a view of the natural landscape that enhances the artwork.



TOUR INFORMATION
HUNDERTWASSER PARK

ADDRESS 32-12 Udohaean-gil, Udo-myeon, Jeju-si, Jeju-do
CONTACT +82-64-766-6077 | www.hundertwasserpark.co.kr

The Eco-friendly Philosophy of the Hundert Winds and Hundert Hills



When you leave the Hundertwasser Exhibition Hall, you will see the Zwilling Fountain, Blume Garden, and Sangpan Olle Trail (Trail created in Hundertwasser Park). At the trail's end is Hundert Winds, a three-story, 1,300 m² bakery and cafe. From its elevated position, with a 360-degree vista of Udo's surroundings, visitors have a great view of the ever-changing coastline, Seongsan Ilchulbong, Hallasan Mountain, and the mysterious Jeju Oreums. Their signature refreshments include Udo's specialty peanut ice cream and the delicious U-DONUT. On a hillside adjacent to Hundertwasser Park is the Hundert Hills, a Mediterranean-style resort nestled

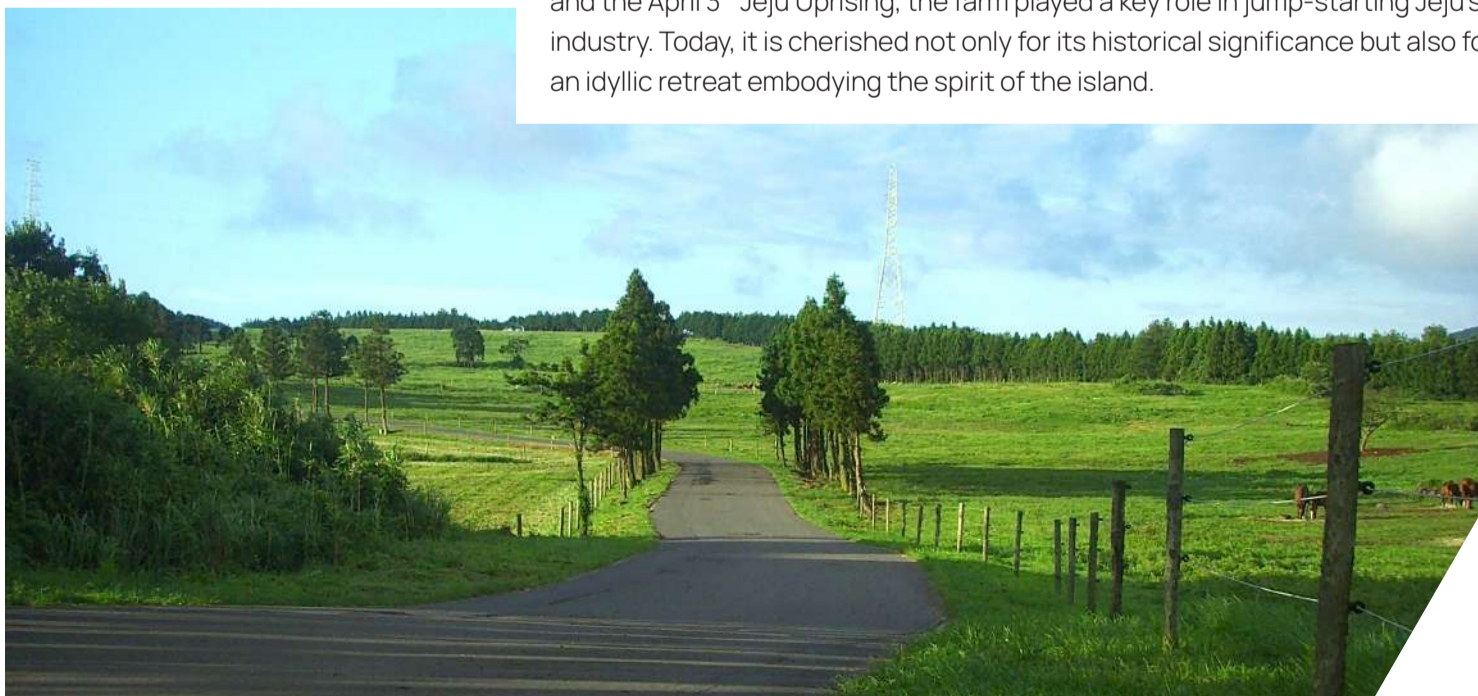
along Tolkani Beach. Spread along the gentle slope, it has a total of 48 rooms across 8 buildings, making it the largest haven in Udo. Guests can enjoy the picturesque views of Seongsan Ilchulbong Tuff Cone and Hallasan Mountain from both the exterior and interior of their accommodations.

Even though they are not formally within Hundertwasser Park, both Hundert Winds and Hundert Hills embody Hundertwasser's eco-conscious philosophy to preserve the environment of the island. Gray water is recycled for use in landscaping and other housekeeping purposes, while food waste is composted to use as fertilizer. To minimize plastic waste, each of these locations tries to embrace biodegradable and eco-friendly materials. Hundertwasser used to emphasize that human beings were guests in nature's abode. This sentiment might well be what Udo, with its breathtaking natural allure, seeks to communicate to visitors. Today, Hundertwasser Park continues its legacy of an art and architecture grounded in ecological philosophy. It involves honoring nature and behaving with utmost respect while in its realms.

St. Isidore Farm,

where Jeju's History
Unfolds Across
Lush Meadows

St. Isidore Farm sits within the Geumak Oreum area of Hallim-eup, situated in the western part of Jeju Island. While simply enjoying the invigorating breeze can be soothing in itself, this location also holds a unique history. Established by the late Irish priest, Father Patrick James McGlinchey, known in Korea as Yim(M) Pi(P)-je(J), the farm and its founder hold special significance to the inhabitants of the island. Father Yim Pi-je is also referred to as the "Saint of Jeju Island" due to his efforts to lift the people of Jeju out of poverty. Founded in the 1960s not long after the trauma of the Korean War and the April 3rd Jeju Uprising, the farm played a key role in jump-starting Jeju's livestock industry. Today, it is cherished not only for its historical significance but also for being an idyllic retreat embodying the spirit of the island.



The Unwavering Devotion of an Irish Pig Priest with Blue-Eyes



While horses and cattle graze peacefully across the vast, green grassland, groups of tourists snap photos of themselves and the surrounding scenery underneath an azure sky. St.

Isidore Farm is a favorite destination for soon-to-be newlyweds seeking exotic scenery and unique buildings nestled beneath Hallasan Mountain. Established around 60 years ago on underused land to support the self-sufficiency of Jeju farmers, the ranch has grown into a beloved attraction, drawing tourists with its rich history and distinctive architecture.

It took the lifelong dedication of a blue-eyed Irish father and pig farmer to make St. Isidore Farm what it is today. Arriving in Jeju at 1954, following the devastation of the Korean War and the April 3 Incident, Father Yim Pi-je witnessed the severe poverty gripping Jeju Island and dedicated himself to helping impoverished farmers become more self-reliant. One particular story recounts how he brought a sow with piglets from his homeland to Jeju, a tale so well-known across Jeju that everyone seems to know it. Legend has it he distributed the piglets to local farmers, improving the island's pig breed, and creating the pig industry Jeju is so famous for today. This is how Father Yim lovingly came to be called "the blue-eyed pig priest".

Raised in Ireland, among a thriving farming community, Father Yim quickly recognized the potential of Jeju's mid-mountainous terrain for livestock rearing. He purchased (approximately 10,000 m²) of land in the rocky area of Geumak-ri, Hallim-eup, and began sowing seeds in the barren soil, which is how St. Isidore Farm began. In 1961, he officially opened the ranch and started raising pigs and cattle, growing cotton, as well as dairy farming along with providing animal husbandry education to those around him. His unwavering devotion continued until his passing on April 23rd, 2018, at the age of 90.



A Unique Structure Steeped in the Farm's History

As you wander through the farm commemorating Father Yim Pi-je's devotion, you'll come across a structure resembling a tent set upon a green meadow with Hallasan Mountain and Oreum mounds in the background. This is called the Ctesiphon, which was used to house the farmhands in the early days of the ranch. Despite the passage of time, this uniquely shaped building has preserved its character and blends in seamlessly with the natural surroundings. It is no surprise that the ranch attracts numerous tourists eager to see it.

This architectural design is said to have originated in the Ctesiphon region near Baghdad, the capital of Iraq, more than 2,000 years ago. Its characteristic shape is achieved by bending plywood to create curves for the roof and walls. Ctesiphon structures like this are resistant to natural disasters like typhoons, and offer large interior spaces without columns. They are also cost-effective and easy to construct. Father Yim Pi-je learned the technique in Ireland and brought it with him when he set out to build his farm in Jeju.

Since then, this type of structure has spread to other provinces throughout Korea, although Jeju is the only place where they still exist. Of the twenty-four surviving Ctesiphones on the island, the one at St. Isidore Farm is the oldest. In recognition of its cultural significance and Father Yim Pi-je's innovative spirit, the Ctesiphon was designated as National Registered Cultural Property No. 812 on July 1, 2021. It also stands as an early model form of communal housing, which has become more relevant in contemporary society.



TOUR INFORMATION
ST. ISIDORE FARM # #

ADDRESS 53 Sanroknam-ro, Hallim-eup, Jeju-si
CONTACT +82-64-796-0396

Milk So Fresh, You Can't Stop Drinking It

As you head back to the parking area after exploring the Ctesiphon and the rest of the farm, you'll spot a white milk crate-like structure off in the distance. These serve as the outdoor tables of Uyubudan, a cafe that opened

in 2016. Normally, The phrase uyubudan carries with it a connotation of being indecisive or unsure, however, the cafe's name is actually based on the Chinese characters for "overflowing" (優), "soft" (柔), "no" (不), and "stop" (斷), meaning "so soft that you can't stop drinking it." It also hints at the proprietors' commitment to producing the highest quality milk, as Uyu is also the Korean word for milk. True to its name, the farm produces its own organic feed for its dairy cows through natural circular farming methods and provides high-quality organic milk from its herd. Cafe Uyubudan offers an array of handcrafted treats like ice cream, milk tea, and lattes made with organic milk from St. Isidore Farm, attracting a

staggering 100,000 visitors annually. St. Isidore Farm started with the intention of promoting greater economic independence for Jeju's inhabitants and has grown into a champion of organic farming for a more sustainable environment. The farm is part of the Isidore Development Foundation, which runs social welfare establishments like welfare centers, nursing homes, and youth centers. It supports individuals of all ages facing social disadvantages using proceeds from the farm. Rooted in its green meadows, the rich legacy of St. Isidore Farm has only deepened over the years, making it an important cornerstone of Jeju Island.



Fermenting the Forests and Fields of Jeju

CEO Ha Min-ju

of Brewery Jeju Gottbatt



Ha Min-ju has a deep understanding of Jeju's culture and uses her local knowledge to craft specialty liquors that capture the flavors and aromas of the island. As the owner of Jeju Gottbatt brewery, she has brewed more than alcohol over the past 15 years since she moved to the island. While the Jeju Olle Trail has attracted countless

tourists, it's no exaggeration to credit Ha Min-ju with starting the Jeju migration boom that began a decade ago. Her influence has been central in attracting countless young people from the mainland to the island. Best-known as the founding editor-in-chief of Jeju's renowned local magazine, *Jeju iin*, lately she has shifted her focus from publishing to distilling. We recently visited her newly opened studio, Gottbatt Studio.



Q_ First of all, can you tell us a little bit about this amazing studio space?

A_ The first floor of our building is a traditional liquor bottle shop run by Jeju Gottbatt, while the second floor is a studio dedicated to various traditional liquor experiences and distillation classes. Although the main distillery is located in Jeju-si, which is a bit far from here, we were lucky enough to find this space and recently opened our bottle shop and studio. In the shop, we offer not only Jeju Gottbatt products but also a wide variety of traditional liquors from all over the country. Upstairs, the studio provides distillation classes and hands-on programs, introducing visitors to the art of brewing Korean alcohol. Our goal is to educate people about healthy and enjoyable fermented beverages as a part of their everyday lives.

Q_ Can you tell me a little more about your brewing classes and hands-on programs?

A_ First of all, we offer what we call a "Tangerine Field Brewing Picnic," a hands-on brewing experience where you can pick tangerines from a nearby orchard and use their juice to make *makgeolli*, a traditional Korean rice wine. The "Oh! My Gin School" is another one-day distillery class that incorporates various local flavoring ingredients from Jeju, like tangerine blossoms. This is the only spirits class of its kind on the island, which is known to be a paradise for fragrant aromatics. We also offer a class where participants can make limoncello and lemon salt using fresh Jeju lemons.

Q_ It sounds like a really unique experience. I've heard there are few gin classes in Korea like yours, so what kind of visitors do you usually receive?

A_ Right. Since there are no gin classes in Korea, many people travel from the mainland to Jeju just for this experience. Most participants are in their 20s, but we also see plenty of people in their 30s and 40s. There are also many international visitors who want to experience something different on their trip to Jeju, so we receive plenty of inquiries from travel agencies. While international travelers can't take home the alcohol they make due to flight



restrictions, the demand is still high. We actually plan to expand our programs to cater to more international visitors in the future.

Q_ It's fascinating to see so many people in their 20s interested in traditional liquor. I have a feeling this trend could help share Jeju's culture and traditions in the future. Given your background as an entrepreneur and editor, I'm really curious about what got you into brewing.

A_ I've done a lot of different things in Jeju over the past 15 years. I opened my first guest house by renovating a farmhouse that was over 50 years old, back when guest houses weren't even a concept here yet. I learned about the sea at the Haenyeo School, ran a cafe, and created a magazine. It was a real whirlwind. When I had my child, I had to step away from the magazine to focus on raising my child. That's when I started studying fermentation, something I'd always been interested in.

Every May, I would try distilling my own alcohol because I loved the smell of tangerines and wanted to see if there was a way to enjoy tangerines as flowers instead of merely as fruit. I happened to take a distillation class at a nearby liquor license support center, which is how I got into alcohol. From there, I continued to study alcohol by visiting places like the Makgeolli School and Gayangju Institute. I'm someone who usually looks for a new challenge every five years or so, but fermentation is so dynamic



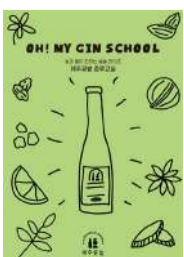
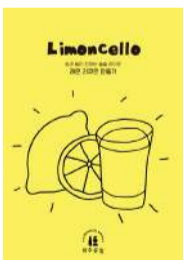
and varied that I've simply had no time to get into anything else. I feel like in fermentation I've found something that suits me perfectly. There's still a lot to learn and improve on, but I decided to start Jeju Gottbatt to turn what I've discovered so far into products.

Q_ You've excelled at creating content that captures authentic local experiences. I'm curious about the kinds of liquor you've brewed and the stories behind them. Can you tell us about the products you've released so far?

A_ Our company, Jeju Gottbatt, derives its name from the Jeju words *Gott*, meaning "forest," and *Batt*, meaning "a field for farming." From the beginning, we wanted to use produce from Jeju's forests and fields to craft alcoholic beverages infused with the flavors of Jeju. This is reflected in both our name and our products. In fact, our first product was tangerine takju, an unrefined rice wine naturally fermented with tangerine juice and peels trimmed in winter. This *makgeolli* blends the sweetness of rice with the bright, citrus flavor of Jeju tangerines. The most important ingredients for making rice wine are rice, yeast, and water. Jeju's volcanic substrate has enabled the cultivation of rice in fields rather than rice paddies, producing a unique variety called *sandui*. At first, it wasn't easy to source this rice, so we used rice from Jeolla province on the mainland to make our liquors. But I was recently introduced to a *sandui* rice farmer, and

now we make tangerine takju using rice exclusively grown on Jeju. Naturally, we also only use Jeju's clear volcanic rock water.

After that, another product we launched was cheonhyehyang takju, a naturally carbonated raw rice wine made with hallabong syrup and juice from cheonhyehyang, a citrus fruit grown by Jeju farmers. Recently, we introduced Jeju Buckwheat Clear Liquor, a medicinal alcohol made from Jeju buckwheat. This local specialty combines the savory flavor of roasted buckwheat with the sweetness of glutinous rice, using the fortifying method of adding distilled spirits.



Q_ The "FOOD RE:FURB movement," which uses produce that has lost its commercial value, seems to be gaining more traction. It is said that 32% of the world's total food production is discarded simply because it's deemed unattractive. I've heard that Jeju Gottbatt also contributes to this movement by using imperfect produce to craft liquor.

A_ That's right, our mission and the reason why we are in business is to create new value by applying brewing technology to transform what some might consider ugly produce, or what we call *pachi* into something delicious. I believe that making alcohol from Jeju's diverse *pachi* produce each season aligns perfectly with the purpose of fermentation, being about the importance of microorganisms and the passage of time. In fact, it's no exaggeration to say that Jeju is actually an island of fermentation, where this ancient practice is deeply ingrained in daily life. Throughout history, whenever rice went bad locals would ferment it into a drink called *shindari* by adding yeast to the rice instead of throwing it away. Everyone used to make their own yeast at home and this tradition persists today with elderly people still making *shindari* at home, and yeast being a common sight in Jeju's five-day markets. I think that's one of the main questions I always ask myself: how can we modernize and preserve this heritage? What role can I play in the larger scheme of things? I often find myself asking whether there's a deeper calling that led me down this path.



Q_ I admire how you seem to embrace the local challenges and issues, making them your own. Whether it comes from your deep interest or perhaps love of the island, I think it is your sincerity that will eventually shape and help you fulfill your calling here, whatever that may be. I'm curious, where did that sincerity begin? I'd love to hear about the origin of your long relationship with Jeju.

A_ We both loved Jeju Island so much that in the year we got married, 2009, we moved to Jeju on pretty much a whim. We rented a farmhouse that didn't even have a toilet and relied solely on rice cooker for meals. We even used a cooler instead of a real refrigerator, and had to visit the local village office just to use the internet. We took showers at a nearby natural hot spring, and lived like campers, fixing up our house as we went.

GOTTBATT MARKET & STUDIO

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OPENING HOURS 11:00~18:00 (Closed every Wednesday)

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Sometimes I rode my bicycle to the beach, and at night we watched movies downloaded from the town office during the day. That's how we spent our first few months on Jeju.

Looking back, those months were blissful, free of unnecessary possessions and the burden of a predefined future. Despite concerns from some local elders about the viability of running a guest house in such a rural setting, our accommodation business became very popular as soon as it opened. At that time, most of our guests were young dreamers in their 20s or 30s thinking of moving to Jeju. As more people like them settled on the island, it led to a migration boom, creating a diverse network of migrants who contributed to the interpretation and re-creation of local culture. Later on, when I started my magazine, the guests who had stayed at our guest house proved to be indispensable. They served as either direct sources or helped connect me with others across the island. When I launched the magazine, I already had a lot of things I wanted to say about Jeju, including the countless first-hand experiences and stories I had accumulated over the years. It was this deep-seated desire to share feelings about Jeju that drove me to pour all my energy into the magazine over the next few years.

Q_ I've heard you say somewhere you often tell others that you like what you like, and now I'm nodding my head. I agree that there's probably no better way to do that sort of thing than to start your own magazine. (Laughs.) Alright, finally can you tell us about the future of Jeju Gottbatt?

A_ We currently have a brewery at the Jeju Technopark, a high-tech business incubator within Jeju National University. However, our dream is to open our very own brewery on Jeju Island one day. There's simply no better way to bring in visitors than offering brewery tours and hands-on experiences. Still, our aim will always be to tell visitors about Jeju's forests and fields, including the rich world fermentation and the stories they tell. I want this brewery to become a place people can connect with Jeju's traditional heritage and brewing culture in a meaningful way. I think it's my job to not only produce great products, but to also host exhibitions, marketplaces, and create engaging content within this space. This is my way of expressing my love for Jeju Island, because the thing that got me into alcohol in the first place was the island's tangerine blossoms. Right now I've nearly perfected my takju and medicinal liquor recipes, but ultimately I'd like to make my own spirits. Distilling fine spirits infused with the fragrant scent of tangerine blossoms is something I definitely want to do.

Terradoce, a Dessert Brand Born in Jeju



Recently, a growing appetite for trendy desserts has surged among young people, and tourists to Jeju are no exception. In fact, young tourists arrive in droves to explore the island's reputed dessert scene. However, rather than relying on locally-sourced concepts and flavors, many dessert franchises come over from the mainland to open branches with Jeju-themed menus. Standing out against these is Terradoce, a brand based in Jeju that has developed its own sweets adapted to Jeju's distinct climate inspired by the centuries-old kasudosu, originally from Hirado, Nakasaki, in the Kyushu region of Japan. Terradoce is located in the Aewol area and recently showcased its confectionery skills at the 2024 Jeju Food Show held at the International Convention Center Jeju from April 19th to 21st, captivating attendees with its exceptional flavors and unique presentation.

"I set out to create a unique dessert that would appeal to Jeju's many visitors—a delicacy yet to exist in Korea. That is when I stumbled across the Japanese kasudosu. Inspired by its elegant form and the meticulous 100% handmade process, I began a year-long exploration of this reinvention of the castella. However, I found the original Japanese kasudosu to be too sweet and fluffy for Korean tastes. I tailored it to make it more palatable locally and ended up coming up with the current recipe, which I proudly patented."



Terradoce Desserts Combine Famous Recipes from Around the World with Locally Sourced Ingredients

Terradoce CEO, Jung Jun-ho, refuses to label his signature dessert "terradoce" as merely the Korean equivalent of Japanese kasudosu. It is true that he benchmarked kasudosu, but his patented creation emerged after extensive research and meticulous adaption to Jeju's unique temperature and humidity, tailored to suit the Korean palate. While the overall process mirrors taking a castella, cutting it into bite-sized pieces, and delicately coating it with strained yolks from high-quality eggs, every aspect of the recipe has been completely reinvented. So, instead of calling it a "kasudosu," CEO Jung Jun-ho came up with the name, Terradoce, which combines the "terra" of castella and the Portuguese word for sweet, which is "doce."

CEO Jung Jun-ho explains that Jeju Island is the best place to present this dessert, the king's snack, made using only fresh milk and eggs from clean regions. He believes that Jeju's serene setting and the island's legacy of crafting things by hand make it the best place for happy, healthy artisans to create these exquisite terradoce. The Island's breathtaking sky, sea, and natural landscape provide the perfect environment for dessert-making while offering access to the finest ingredients. The good quality eggs used to make terradoce are from Aewol Dads, a local egg brand, paired with milk from Jeju Farm Milk.

"It seemed only fitting to use eggs from Aewol and Jeju Farm Milk because the freshest ingredients can only be found at the places where they are made. In fact, Jeju Farm Milk tastes so good, and stands in a league of its own when compared to other milk from the mainland. The same goes for the premium eggs we source from Aewol Dads. Much like the famous Gujwa carrot cake, another popular Jeju dessert, our products taste as good as they do because of the quality and abundance of what is grown right here in Jeju. It was a real no-brainer to use locally sourced ingredients."

By using local ingredients, Terradoce quickly gained popularity as a glocal dessert with a unique Jeju twist, representing the island's distinctive flavors. This indulgent concept leaves a lasting impression on tourists, making Terradoce the go-to selection for those seeking something special.

Terradoce Café: The Colors of Jeju



The Terradoce Café is nestled in the mid-mountainous region of Hagari in Aewol-eup. When the cafe initially opened, there were a host of available commercial buildings with ocean views in Aewol, but CEO Jung Jun-ho chose an old stone house to preserve the authentic color of Jeju. As the first dessert to be pioneered as a particularly Jeju creation, he believed the store that sold terradoce should also reflect the uniqueness of the island. Although the current space may

seem a bit snug compared to the number of customers they receive, they have no plans to remodel. Mr. Jung fears that altering the space would detract from its Jeju charm, resulting in a more manufactured and artificial-feeling experience. Surrounded by ivy, the stone structure has become a beloved photo spot, sought for its isolation and exotic allure that has only added to Terradoce's appeal.

As the sole terradoce dessert brand in Korea, Terradoce is gearing up to make its debut appearance at a department store in Seoul. The future of Terradoce, Jeju's quintessential dessert brand, promises even more exciting things in the years to come.



TOUR INFORMATION
TERRADOCE

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CONTACT +82-10-8565-4162

A Tribute to Itami Jun,
Architect of the Wind



The Yoo Dong-ryong Museum:

Situated within the Jeoji Village of Culture and Artists in Hallim-eup, Jeju-do, the Yoo Dong-ryong Museum stands as a testament to the island's architectural legacy. Established in 2022, the museum celebrates the work of Yoo Dong-ryong, an architect born in 1937 as a Korean-Japanese, who lived in Japan under the name Itami Jun. Being never naturalized in Korea, Itami Jun instead chose to remain a "liminal person" until the end of his life. He embodied his own architectural philosophy, advocating that "architecture serve as a hymn to all of humanity and exist as an extension of nature in order to foster a better life for all its inhabitants." The museum's location on Jeju Island stands as no surprise; it is where Itami Jun's architecture flourished with works like The Grape Hotel, The Three Art Museums (named "Water," "Wind," and "Stone"), and The Bangju Church. The architect's originality as a freethinking artist resonates through these exceptional structures, and Itami Jun's spirit is deeply connected with Jeju's wind-swept landscapes, echoing the harmony between sky, land, and sea. Much like his designs, which emphasize the coexistence of humans and nature by capturing the essence of the island and the passage of time, the Yoo Dong-ryong Museum mirrors Jeju itself, marked by its lasting unity with the natural world.



TOUR INFORMATION

YOO DONG-RYONG MUSEUM

ADDRESS 906-10 Yonggeum-ro, Hallim-eup, Jeju-si, Jeju-do

CONTACT +82-64-745-2678

OPEN 10 am - 6 pm (entry permitted until 5 pm), Mondays Off

Discover
Your Own Originality



Yoo I-hwa,
director of ITM
Yoo Ehwa Architects,
in an interview for the
April 2023 issue of
"SPACE"

"I want a space to showcase the 200 design drawings I have accumulated over my life for the benefit of the younger generations of Koreans," said Yoo Dong-ryong, leaving behind a will entrusting his daughter, Yoo I-hwa, with the responsibility of establishing a cultural foundation, a memorial, and an architecture award in his name. The will concluded with a reminder that these were his final wishes and he would like for them to be fulfilled. Thus began the construction of the museum, which all started from the words in his will found in a drawer after Itami Jun passed away in 2011. His last wish took twelve years until it was finally realized. Under the guidance of his daughter, who is also an architect, what was supposed to be a memorial evolved into a full-fledged museum. Refusing to settle for a static memorial, she envisioned a space that would be able to change over time and continue to thrive based on the interaction of its visitors. It took years to complete as she thought constantly about what kind of social message to imbue it with, aside from memorializing her father.

"He always tried to represent the spirit of his time. Amidst Japan's 1980s bubble economy, he went against the typically colorful buildings that were the norm. He resisted merely going along with trends while trying to show what people were losing in doing so through his architecture and writings. As he continued to develop his philosophy, it led to the foundation of what was called "The Originality of Itami Jun," characterized by keywords like "locality," "wildness," and "nature." In fact, the word "originality" itself was a word my father repeated often during his lifetime. In his fifties, he started remarking on how he was "getting Interested in architecture." Then, when he was sixty, he would comment about how he thought he had "finally come to understand what architecture is." At the ripe age of seventy, he began stating "I think I understand my originality now." I can still hear him saying those things. People often get

swept up in the current paradigm of the digital age without being able to protect themselves properly. Everyone needs time and the right opportunities to find themselves truly. Thinking along these lines, I realized that the life and ethos of Itami Jun possessed a remarkable capacity to inspire others. This revelation, in turn, is what inspired me to share his legacy through the establishment of a museum.”

The architect’s vision, centered around using the earth as a canvas and temporarily borrowing certain elements to create structures destined to ultimately return to the soil, is also reflected in the museum that was erected in his honor. Constructing a building that will one day bear the name of a different architect can be an arduous, intimidating task. Yet, for a daughter to erect a structure in her father’s name may carry an even heavier burden. Rather than simply reflecting her father’s architectural principles, which she was herself unsure of, Yoo sought to design the museum based on her father’s thoughts and words, recalling the discussions and intense creative processes that took place before finalizing The Three Art Museums (“Water,” “Wind,” and “Stone”) and The Bangju Church. Mapping out the site she acquired through a competition to build in the Jeoji Village of Artists, Yoo initiated the design process by sketching an ellipse at its center. Itami Jun often used to compare the shape of Jeju Island to an ellipse, and incorporating an ellipse at the center reflects the fact that Yoo wanted his philosophy to extend out from Jeju, while also conveying her intent to establish an art museum deeply connected to and engaging with the island. Embracing Jeju’s context as the guiding motif defines Yoo’s architectural approach, characterized by a willingness to harmonize with the island’s climate, particularly its wind patterns. Aware of the need for an architecture that seamlessly integrates with the landscape and responds to natural elements like the wind posed considerable challenges in determining the particular functions and layout of the building’s exhibition spaces. Nevertheless, the museum was successfully completed, sculpted



through numerous mock-ups with changes to the building’s height and proportions to harmonize with the surrounding Gotjawal forest. Spanning two stories and 675 m², the structure houses three exhibition halls, a library, an educational space, an art shop, and a tea lounge.

The Yoo Dong-ryong Museum pays homage to a few of Itami Jun’s seminal works: “Mother’s House” (1971), his first studio, “India Ink House” (1975), and “Grape Hotel” (2001), all three of which embrace the natural splendor of Jeju Island. Upon entering through its heavy doors, visitors are welcomed into the “India Ink Space,” a library reminiscent of the interior of Itami Jun’s own space, featuring a bay window that extends towards the lush Jeju landscape, offering a serene spot for contemplation. This library contains books written by Itami Jun with inspirational quotes adorning its walls. Beyond the frame of the window, the fields of Jeju unfold in all their natural splendor. A large white porcelain vessel known as a “moon jar” is placed in the corridor leading to the museum’s tea lounge, aptly named the “Song of the Wind”. As visitors move throughout the space, looking at the moon jar, they are able to feel some of the spirit of Yoo Dong-ryong, who revered the craftsmanship of potters and their selfless dedication to their art, a principle he endeavored to embody as an architect. This tea lounge echoes the tea rituals Itami Jun himself used to serve to his guests. Tea drinkers are invited to gaze out through the the bay window at

the enchanting landscapes of Gotjawal and Bilae in Jeoji-ri, enveloped in the wisdom of nature.

Ascending a gently curved staircase bathed in natural light reminiscent of a climb up one of Jeju’s beloved oreums, leads you to the permanent exhibition of Itami Jun’s masterpieces of Jeju island. If the Three Art Museums (“Water,” “Wind,” and “Stone”), the Grape Hotel, and the Bangju Church represent his three feature films, this exhibition serves as their captivating prequel. Here, visitors immerse themselves in the artist’s sketches and models, works that Itami Jun used his own hands to express and later bring these structures to life. If Itami Jun’s work on Jeju Island reflects his creative universe, this space is where the two worlds of Itami Jun and Yoo Dong-ryong finally merge. His sketches depict not only buildings but also the sky and the wind that surround them. They provide an intimate look at how even before being an architect, he aspired to live in harmony with nature. Beside the permanent exhibition exists a special exhibition entitled “Itami Jun, Architect of the Wind.” From his early works during the 1970s to his projects across Jeju Island years later, the world of Itami Jun is shown to be his response to the melody of the wind, a showcase of ingenuity seen in the recreated glimpses of his studio in the “Architecture of the Wind” exhibition at the National Museum of Modern and Contemporary Art.



The Inviting Abode of Itami Jun



If the architectural design and spatial organization are a testament to Itami Jun’s creative philosophy, the museum’s interior radiates with Yoo I-hwa’s sensibility. “This is Itami Jun’s home, created with hospitality in mind,” explains Yoo, who has curated a museum kit for visitors, offering them a guided tour akin to being

welcomed into her home. The kit includes a leaflet about the exhibition, information on the architect, and the creation of the museum, with a reading list of Itami Jun publications available in the museum, and a pencil for taking notes. Distributed at the reception, this kit aims to enhance visitors’ exploration of the museum.

In a bid to transform the exhibition into a multi-sensory experience, audio guides were collaboratively developed with four pop culture artists (Moon So-ri, Jeong Woo-seong, and AESPA’s Carina & Giselle), offering visitors a moment of solitude merely by putting on their headset. The soothing piano melodies of Yang Bang-eon, a Korean artist and Jeju-native who currently resides in Japan, play throughout the exhibition hall. Perfumers even developed specific fragrances to evoke the essence of this all-black space via fragrance. In the tea lounge, a signature mint-blend green tea pays homage to Itami Jun, the “architect of the wind”. Yoo’s initiative illustrates how Itami Jun’s architectural philosophy is expanded upon and evolves through the interaction between father and daughter, enriching the museum’s significance as a space that extends the public’s experience. As visitors engage with the interplay of these two creative minds, they will be reminded of Jeju Island’s profound role as the cherished home of Itami Jun, where he lived, created, and ultimately returned to. It also serves as a reminder of the island’s joyful essence, where Itami Jun intricately interwove his architectural narratives into the tapestry of Korean heritage.



Kim Han-gyeol,

Choreographing the
Wind and Sea of Jeju Island



Jeju Island and its pristine nature have countless stories to tell. Artists with a keen sense of perception have been drawn to the island, where they come to tap into its wellspring of creativity and articulate it across an array of different mediums. Among these visionaries, choreographer Kim Han-gyeol experiences and expresses the nature of Jeju using her entire body, conveying its narratives through traditional Korean dance. What tale did the island impart to her, beckoning her to its shores, where she found liberation in the art of dance?

Led by Her Inner Compass Towards the Natural Splendor of Jeju



As a talented Jeju artist, she brings traditional Korean dance to life by reinterpreting the island's natural surroundings, history, and mythology. In her performances, she artfully captures the breathtaking natural landscapes and rich cultural narratives that define Jeju, blending tradition with contemporary flair. She began dancing as a child and continued through her studies in both high school and college. However, it wasn't until she attended a traditional Butoh theater workshop in Yakushima, Japan, that she decided to retreat into the nature of Jeju Island, a place she had no former ties to.

"I desired to explore an entirely new approach to improvisational dance, so I participated in a workshop on Butoh, a form of Japanese contemporary dance. After that, I toured with the Butoh dancer, Mushimaru Fujieda, delving into unconventional movements and witnessing the unique forms of expression of various artists. I found true joy immersing myself in nature, improvising against the backdrop of the forest, sea, or other settings. I wanted to continue being able to dance freely within nature, so I found myself gravitating towards Jeju Island."

She made the bold decision to relocate to Jeju, but the transition was tough during the first year as she became acclimated to life on the island. Struggling with feelings of isolation in an unfamiliar place, she stayed in various guest houses due to her unstable income. However, her first snorkeling trip helped her forget all the hardships she had to endure, and she was mesmerized by the beauty beneath the waves. Inspired by this underwater excursion, she decided to choreograph a dance that incorporated the ocean, leading to her inaugural work on Jeju Island, titled *Ieodo-sana*.

"Ieodo is a mythical utopia said to be overflowing with abundance and lacking not even a single thing the Jeju Islanders could dream of. At that time, the sea surrounding Jeju felt like the Ieodo of ancient lore to me, inspiring me to create

a narrative intertwining this legendary paradise with the lives of the *haenyeo*, the remarkable women divers who are intimately connected with the sea.”



“*Ieodo-sana*” is a work song sung by Jeju’s *Haenyeo*, as they head out to sea on their boats. It is so well-known that it has been performed in numerous renditions over the years, each offering a unique interpretation. However, her version of *Ieodo-sana* stands apart from the rest. Unlike the many portrayals of *haenyeo* as strong women performing arduous work, she focuses on their gentleness and allure. “I wanted to capture the innocence and grace of the *haenyeo*, who find joy in the idyllic world of Ieodo,” she explains, “Their inherent tenderness and beauty are central to my interpretation.”

From Jeju’s Winds to Its Volcanic Oreums, Nature Finds Expression in Movement



Through *Ieodo-sana*, she began her artistic journey focusing on the natural environment, history, and mythology of Jeju. Her second choreographed dance, *Yeongdeung, the Wind*, first performed in 2016, is based on the story of Yeongdeung Halmang, the revered goddess of the wind. Out of all the stories surrounding Jeju Island, what would have prompted her to choose the narrative of Yeongdeung as her subject of exploration?

“One fascinating aspect of life in Jeju is the annual spring celebration known as *Yeongdeung-gut*, a ritual exorcism where we beseech Yeongdeung Halmang (“Halmang” meaning grandmother in the Jeju dialect) for an abundant harvest from the land and sea. What captivated me most was the belief that the wind goddess not only hears but also grants the wishes of the people, which inspired me to create a narrative dance representing Yeongdeung Halmang and the people who pray to her.”

In this work, Yeongdeung symbolizes the beginning of life, sowing the seeds of existence in the springtime. As people are born into the world amidst the gentle warmth of the spring breeze, they feel happy and content. Yet, as life’s challenges begin to weigh on some, they begin to resent Yeongdeung and beseech her to grant their wishes. Moved by the sorrow and frustration of humanity, Yeongdeung Halmang gives them a message of solace through the “Four Seasons Song,” which includes the words, “Just as spring follows winter, life is a series of trials and triumphs, while beauty resides in the present moment.” The fluid, uninhibited movements are reminiscent of the winds of Jeju, with the gentle, delicate motions reflecting the consolation of Yeongdeung, meant to uplift anyone in the audience who may feel weary of life. Particularly noteworthy is her 2019 performance, *Life’s Path, Ascending*, which stands out for its profound contemplation of nature and life on Jeju Island. The volcanic Oreums, which means “small hills” in the Jeju

dialect, have long been a cornerstone of existence for life on the island. Jeju locals used the Oreums to raise horses and cattle or visited the shrines at the mouths of the Oreums to make wishes. In many cases, they were even buried there when they died. She climbed to the top of one such Oreum and performed an improvisational dance, immersed in the rugged splendor of nature.

Through this work, she skillfully wove together the cyclical rhythms of the mountain’s four seasons with the journey of an individual life.

“A spring morning atop an Oreum mirrors the innocence of childhood, while its summertime noon symbolizes the energy of youth. While autumn and evening represent a time of maturation, the winter and night were used to express the quietude of old age. The particular shape of the Dragon’s Eye Oreum, featured in the video at the beginning and end of the piece, evokes the image of a fetus developing in the womb. Lastly, the stars shining above the Oreum and the light we used when we shot at night in winter combined to depict the peaceful transition of a departing soul.”



Her works are a representation of a complete art performance, incorporating dance, video, photography, and live music. To complement her dance routines, she sometimes curates

photography exhibitions under the same title. She also captured her performances atop the Oreums in each of the seasons in a series of dance films, adding depth to her shows. While she initially began photographing and filming herself in order to preserve the incredible feeling of communing with nature through dance, her focus has shifted to trying to convey Jeju’s windswept landscapes and coastal forests to her audiences, aspects of Jeju that are difficult to express on a traditional stage or in a performance hall.

“I want to convey to my audience the profound feeling I experience while dancing in Jeju’s sea or atop an Oreum because it is the next best thing I can do instead of physically taking them there. That’s why I started recording my dances in photographs and videos to use in my performances. I feel like I can communicate with my audiences much better this way and they resonate more with what I am trying to say.”

It has been a decade since she arrived on the island, and she shows no signs of slowing down her creative endeavors centered around Jeju. Recently, she has been working on a piece called “*Samgomu*,” which is a dance performed using three drums, that combines what is known as the Jeju “*Gut Jangdan*,” or rhythms traditionally used in exorcisms, with the melody of the “*Ieodo-sana*.” When the work is completed, it will mark the first drum dance on the Island to incorporate Jeju’s unique *jangdan*, or drum, fueling her dedication to complete it. Dancer and choreographer, Kim Han-gyeol, fully embraces the natural environment of Jeju Island with her distinctive style of dance. Her organic movements, characterized by soft and graceful curves, evoke the inherent beauty of traditional Korean dance. With a language that transcends words, her performances captivate the hearts of her audiences in a rich and subtle way. Having found her calling amidst the nature of Jeju she continues to create works that effortlessly blend with the island’s natural surroundings, infused with her entire being. We eagerly await her next performance, certain to be inspired by the island’s nature, and her graceful movements will surely inspire others.

Jeju Development Corporation,

Envisioning the Sustainable Coexistence of Nature and People on Jeju Island



Jeju Samdasoo is a brand of mineral water that comes from Jeju Island. Jeju Samdasoo has been the top-selling mineral water in Korea for 24 years straight and is so popular it is considered by many to be the country's national water. Since its inception in 1998, the Jeju Development Corporation has been proudly overseeing the production of Jeju Samdasoo, transforming it into a household name with the passion and dedication of the Jeju community.

Producing Jeju Samdasoo Helps to Preserve Jeju's Natural Environment

Since 2002, the Jeju Development Corporation has been actively acquiring private land surrounding the water intake area to ensure continued water quality via a natural water protection system.

To date, it has purchased approximately 720,000 m², equivalent to about 100 soccer fields. By securing this extensive land area, the Corporation effectively mitigates potential pollution risks, ensuring the continued purity of the groundwater resource. This designation established an institutional foundation for restricting any developmental activities that may pose a threat to groundwater quality. The island's dedication to carbon reduction and a sustainable future, especially in its pursuit of becoming a "carbon-free island," is truly commendable. To achieve this ambitious goal, The Jeju Development Corporation is spearheading

the Green Hall Process, an environmentally-aware management strategy that aims to reduce the amount of plastic used in all stages of Jeju Samdasoo's business from production, distribution, recovery, and recycling to 50% by 2030 compared to 2020.

At the level of production, they have been reducing the amount of plastic used in their bottles since 2003. By 2025, they plan to decrease the plastic used in their 330ml and 500ml products by about 10% and 21 products by about 15%, aiming to achieve a 50% reduction in plastic use and a 42% reduction in greenhouse-gas emissions by 2030. Additionally, the production of Jeju Samdasoo Green, featuring label-free, colorless caps and bottles, is set to increase gradually, reaching 100% label-free status by 2026. Through their innovative endeavors in improving the materials used in plastic bottles, they achieved a significant milestone in 2023: the successful development of Korea's resource-circulating "chemical recycled PET (CR-PET)" made from 100% recycled plastic bottles.

18 Years in the Making, Extracting Precious Water Pumped from 420m Underground

processing tangerines in order to bolster local industry and regional development to stabilize residents' housing.

According to the Korea Institute of Geoscience and Mineral Resources, Jeju Samdasoo has an average age of 18 years, which means that precipitation from 1,450 m above sea level in the Hallasan National Park area takes about 18 years to percolate

down through the 420 m of underground volcanic bedrock. Jeju Samdasoo water is slightly alkaline and rich in minerals such as vanadium and silica because it has been flowing through the volcanic bedrock for a long time. The geological structure has filtered out contaminants over this extended period, so it only requires simple filtration and sterilization to become clean and deliciously refreshing spring water.

Apart from not requiring any advanced water treatment because it is so pure, Jeju Samdasoo upholds a rigorous water quality management system. Conducting over 20,000 water quality assessments annually, which exceeds the national standard by tenfold, the system boasts a 24-hour monitoring protocol, including random water quality analyses every three hours.

Owning to these actions, Jeju Samdasoo has been recognized for its exceptional quality, meeting stringent water quality inspection standards upheld by esteemed international organizations such as the U.S. FDA, Japan's Ministry of Health, Labor and Welfare, and the National Health and Safety Agency. The company also adheres to strict standards throughout the production process, boasting over 10 certifications including ISO9001 (Quality Management System), ISO45001 (Safety and Health Management System), NSF International (USA), and Halal (Indonesia). Globally renowned for its refreshing taste, Jeju Samdasoo has earned the prestigious "3 Star" rating at the ITI International Taste Awards for six consecutive years from 2018 to 2023.

Established in 1995, the Jeju Development Corporation stands as a cornerstone of the island community, dedicated to enhancing the well-being of its residents. Capitalizing on the island's unspoiled resources, the corporation leads diverse projects to foster happiness among the residents of Jeju. Its main business is the production of Jeju Samdasoo water, but it is also engaged in



Jeju Development Corporation, Highlighting Blind Spots in the Community



rental housing units, with initiatives such as the inauguration of "MAEUM EON," or Happy House, in Ara-dong back in 2017. Building upon this commitment the corporation introduced the "Happy Tteulak(means a space within public housing where public rental housing residents and local residents can enjoy a happy life together)" project in 2023, transforming idle spaces within public rental housing into integrated residential and social services. Looking ahead to 2024, it plans to invest a total of KRW 71.9 billion to promote further public housing projects across Jeju Island.

Efforts like these to address certain blind spots in social welfare on the island remain actively underway. The corporation has reinvested a staggering 46% of its accumulated profits back into Jeju Island. It pays particular attention to trying to identify gaps in local welfare while providing useful benefits to Jeju's most vulnerable groups. One such example is the scholarship program aimed at nurturing talent. Established in 2004, the Jeju Development Corporation's Jeju Samdasoo Foundation has disbursed a total of KRW 4.3 billion to support 2,081 students, making it the largest scholarship program on the island. In the future, the corporation plans to continue to strive for greater technological innovation, seeking to coexist harmoniously with nature and the local community. With a longstanding legacy of producing Jeju Samdasoo water, renowned for its purity and great taste, over 24 years, the corporation is poised to chart a clear course for Jeju's future, leading with integrity and foresight.



Regional Innovation through Local Universities,

Green Energy and Future Mobility Business Group

Since its launch in 2020, the Regional Innovation Platform has been dedicated to fostering local talent and creating a cycle

of innovation within the region. The government has been focusing on achieving tangible results through the Regional Innovation System (RIS) since 2023. This initiative emphasizes collaboration between local governments and universities to advance innovation by creating a close relationship among academia, businesses, local governments, and local communities. As the host university of the Jeju Regional Innovation Platform, the activities of the Green Energy and Future Mobility Business Group of Jeju National University are attracting significant interest across Jeju and neighboring areas. This project aims to cultivate talent, stimulate the local economy, and generate employment opportunities.



The Green Energy and Future Mobility Business Group, One Year Later

The RIS Green Energy and Future Mobility Business Group of Jeju National University is implementing multiple projects to advance green energy, future mobility, and high-tech industries like semiconductors in Jeju. The primary objective is to revitalize the local economy and create new jobs by facilitating the development and commercialization of related technologies while also fostering talent within these industries. Of particular focus is establishing an environment that encourages Jeju's youth to secure quality employment so they decide to continue residing in the region for the long term. As part of its efforts, Jeju National University began offering a "Semiconductor Convergence Major" starting in the first semester of 2023. This program equips students with knowledge and skills in materials, device engineering, and processes based on semiconductor physics, aimed at preparing local talent to secure employment in Jeju's semiconductor industry, a significant export asset to the island. Organized by the RIS Green Energy and Future Mobility Business Group of Jeju National University, it operates collaboratively with four departments: Electronics Engineering, Physics, Chemistry and Cosmetology, and Electrical Engineering. The program also offers practical semiconductor design training for students majoring in semiconductor convergence during the winter break. The university has partnered with the autonomous vehicle industry in Jeju to help cultivate future mobility experts. Last December, Jeju National University forged a business agreement with Rideflux, a deep-tech startup specializing in fully autonomous driving software development on the island, to enhance industry-academic collaboration. Rideflux stands out as a promising startup, having introduced Korea's first demand-responsive autonomous driving service available to the general public. It is now working to expand its autonomous

driving model and coverage, starting with services in Jeju. The RIS Green Energy and Future Mobility Business Group of Jeju National University expects this MOU will catalyze the production of much-needed talent in the future mobility sector. In January, they arranged an overseas company visit and problem-solving project. Five graduate students and two industry practitioners visited companies overseas, and the Goethe University in Frankfurt and Munich, renowned for their expertise in green energy and future mobility, to gain insights into the requisite skills in these fields. They also toured BMW's headquarters to experience augmented reality and connected living solutions and Hyundai Motor's European Research Center to learn about the current landscape of Korean automobile exports to Germany, along with exploring career paths and opportunities at international firms. In addition, the Future Mobility Business Group hosted a Winter Space Camp, featuring lectures by experts and a field trip of the Korea Aerospace Research Institute, as well as drone assembly and flight operations and a self-build electric vehicle training program. Since March of this year, the RIS Green Energy and Future Mobility Business Group has been wholeheartedly dedicated to fostering new talent for these emerging industries. In April, it hosted the International EV Autonomous Driving Competition for Students in conjunction with the 11th International e-Mobility Exp. Come July, plans are underway for an AI specialist training course in collaboration with Jeju National University and Chonnam National University. Domestic and overseas on-site training programs will include a UAM problem-solving project with Kakao Mobility (UK, July), a UIUC energy-saving eco-friendly studio design group project (Chicago, August), and an AI Academy on the production of ultra-lightweight materials for aerospace (Luxembourg, October). Jeju Island dreams of a new and better future. Green hydrogen, battery technology, and future mobility including autonomous driving and UAM for tourism are several important keywords driving growth on the island. The RIS Green Energy and Future Mobility Business Group of Jeju National University will continue to spearhead efforts to revitalize the local economy while creating employment opportunities, ensuring an environment for young people to settle and thrive in Jeju.



Jeju-led Innovation for the Entire Community

Jeju Island has been promoting the RIS project since 2023. The project aims to nurture skilled talent, develop future industries, and increase youth settlement rates.

In 2023, the Ministry of Education selected Jeju for the RIS project. Subsequently, the island made a substantial investment of KRW 42.9 billion towards the project, with KRW 30 billion allocated from national funds and KRW 12.9 billion from local resources. In September of the same year, the official launch of the Jeju Regional Innovation Platform was a collaborative effort between Jeju Island, Jeju University, and Jeju Techno Park to facilitate the project. The three core areas of the Jeju RIS project—clean bio, green energy and future mobility, and intelligent services—were selected based on the development plans of local governments and universities, the status of local industries, and the demand for human resources. Close collaboration between universities and local governments is crucial for RIS projects to nurture talent tailored to local needs. Jeju National University has led the establishment and operation of specialized units such as the Clean Bio Business Unit, Green Energy and Future Mobility Business Unit, and Intelligent Service Business Unit, driving human resource development and corporate-linked educational programs in each field. Among these, the green energy and future mobility sector is a key focus area on Jeju Island, drawing significant attention.

Elder Country *Haenyeo* Takes to the Stage

- *Haenyeo* Lee Wol-rim

Unraveling the Gritty Reality of the Bukchon *Haenyeo*

“At first, I told them I wouldn’t be able to do it because in my mind, I thought ‘How can you suddenly do something that you’ve never done before in your life?’ But, after persistent encouragement from the ‘neighborhood girl,’ who kept urging me to join the show, I finally gained the courage to try. I didn’t think I could do it at first, but once I did, I became more and more confident and it was enjoyable.”

Lee Wol-rim is a seasoned *haenyeo* with over 50 years of experience in seafaring. She comes from Bukchon, a coastal village at the eastern tip of Jocheon-eup, Jeju-si. Born and bred in this seaside community, she has spent her entire life diving for her livelihood in the ocean. It was in 2021, that began a collaboration between local artists and the village fishing community to portray the lives of Bukchon *haenyeo* on stage. Including *haenyeo* as an actor in the play was particularly significant, lending authenticity and a depth of expression to the piece. Under the guidance of the theater company Noripae Hallasan, the Bukchon *haenyeo* participated in mentoring and workshops to learn the choreography, rhythm and music they would perform on stage. Other community members also participated by singing along, or parading through the streets wielding large *gomsegi* (dolphin) puppets, with the performance turning into a complete communal celebration.

Dance of the Dwitgae Halmang is a creative theater production that vividly portrays the lives of Bukchon *haenyeo* from Jeju Island. These female divers have spent their entire lives working at sea. “Dwitgae” refers to the old name of Bukchon, a region of the island, and “Dwitgae Halmang”, or Bukchon grandmother, is a figure used to symbolize the resilient *haenyeo* of Bukchon. Since 2021, local *haenyeo* have taken to the stage while being directed by professional artists, transforming this play into more than a mere performance—it has become a celebration of the entire Bukchon community. We had the opportunity to sit down with Lee Wol-rim, aged 78, the lead character of the production, to talk about the performance and her life as a *haenyeo*.

Fifty Years as a Lowly “Grunt” Among the *Haenyeo*

Beginning her journey at age 16, she faced challenges at first, but found a way to make a living by gathering red algae, microalgae, and other less-profitable resources from the sea. Like many of the Bukchon *haenyeo*, she would go to Daryeodo, a rocky island off the harbor, relying on row boats because mechanical boats were not yet available. Without the protective rubber suits used today, they endured the ice cold water, often warming themselves by a fire with whatever driftwood they could gather upon returning to the shore.

Haenyeo are classified into top, upper, middle, and lower classes based on how long they can hold their breath and how deep they can dive. She fell into the middle category. A *haenyeo* had to dive more than 15 m deep to reach the valuable abalone. “I was just a grunt!” she laughs, fondly recounting how she harvested conch and other seaweed in the shallow waters instead of going for abalone. Despite their different abilities, the community always remained tightly knit. Whether they were in the upper or lower class, they all spent the same amount of time in the water, relying on each other for daily survival.

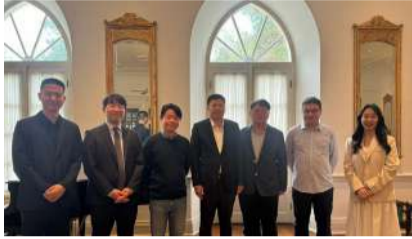
“I couldn’t go that deep, so all I could do was work as hard as possible. While I couldn’t afford to send my children to school, I did use my earnings to buy rice and provide for our family. In those days, jobs for men were scarce, so they tended to the children while women, like me, were the breadwinners by working in the fields and sea. That’s how we got by.”

The story of a Bukchon *haenyeo*, “Yeongwol-i,” the central figure of *Dance of the Dwitgae Halmang*, is a tale about the mothers of Bukchon who shouldered the responsibility of providing for their families. The performance received significant attention last spring when it was invited to the 21st Sharjah Heritage Days event in Sharjah, United Arab Emirates. Hopefully, *Dance of the Dwitgae Halmang* will continue to serve as a celebration within the village, offering a cultural and artistic performance that honors the rich heritage of *haenyeo* culture.



Successful bid for IJCAI 2024 in Jeju

ICC JEJU is officially slated to host the International Joint Conference on Artificial Intelligence (IJCAI) in 2024, one of the most prestigious academic conferences in AI.



Working hand in hand, ICC JEJU and the Jeju Convention & Visitors Bureau (JCVB) have been actively engaged in marketing and networking ahead of the conference, culminating in a pivotal meeting in Hong Kong this March to secure the event. Scheduled for August 5th to the 9th, IJCAI 2024 is expected to attract more than 3,500 attendees domestically and from overseas.

At Jeju MICE Global Forum, the Focus is On Creating a Jeju MICE Ecosystem Centered Around ICC JEJU



On April 9th, ICC JEJU hosted the Jeju MICE (Meetings, Incentives, Conferences, and Exhibitions) Global Forum at Samda Hall, where experts gathered to explore new

challenges and solutions facing Jeju MICE, focusing on the themes of “MICE Content, City Branding, and the Direction of Jeju.” Delivering the keynote lecture, Ko Yoon-ju,

The Meeting Show 2024 in Singapore Strategically Focused On Southeast Asian Markets

ICC JEJU was part of The Meeting Show 2024, an exclusive gathering held in Singapore from April 16th to the 19th, aimed at showcasing Jeju's potential in the meetings, incentives, conferences, and exhibitions (MICE) industry. While prioritizing its outreach to the Southeast Asian market, ICC JEJU initiated discussions and forged connections through pre-arranged meetings (PSAs) with



prospective partners from Europe, the Americas, and the Asia-Pacific region, laying the groundwork for expansion into new international territories. This year marked the first time The Meeting Show was held in the Asia-Pacific region, attracting approximately 1,000 key MICE professionals representing 113 countries.

Ambassador for International Relations of Jeju Special Self-Governing Province, emphasized the importance of adopting a comprehensive approach to address incentives for building a MICE ecosystem and resolving related policy issues. Lee Sun-hwa, CEO of ICC JEJU, underscored the necessity for a MICE brand that embodies Jeju Island itself, affirming, “We are committed to enhancing the quality of Jeju’s MICE content and city branding.”

Exhibition Sheds Light on the Lives of Jeju’s Haenyeo and the Cultural Significance of Tewak

The Shape of Tewak, The Heart of a Haenyeo exhibition has captivated visitors at Space Chilgong in Seogwipo Chilsimni Poetry Park since May 10th. The exhibition offers insight into the lives and dedication of Jeju *haenyeo*, or female divers, who bravely wield *tewak*, which are small buoys used as individual flotation devices, to dive for their livelihood. This showcase of *haenyeo* culture aims to shed light on the historical and culture significance of this disappearing tradition. It will continue until July 10th, allowing to dive into a part of Jeju Island’s unique heritage.

Jeju Starts Its Bid for IEEE INTERMAG 2027 (World Magnetism Conference)

ICC JEJU is making an all-out effort to attract IEEE INTERMAG (World Conference on Magnetism) 2027 to

Jeju. Executives from the International Headquarters of the Institute of Electrical and Electronics Engineers (IEEE) visited ICC JEJU on April 12nd to receive their bid presentation and conduct a site inspection. They expressed great satisfaction with the convention



infrastructure, highlighting the professional meeting facilities and stunning natural environment of Jeju Island. INTERMAG 2027 is a prestigious international congress in the field of magnetism and magnetology, typically drawing more than 1,500 attendees from 20 countries worldwide. The final venue decision will be made in early June.

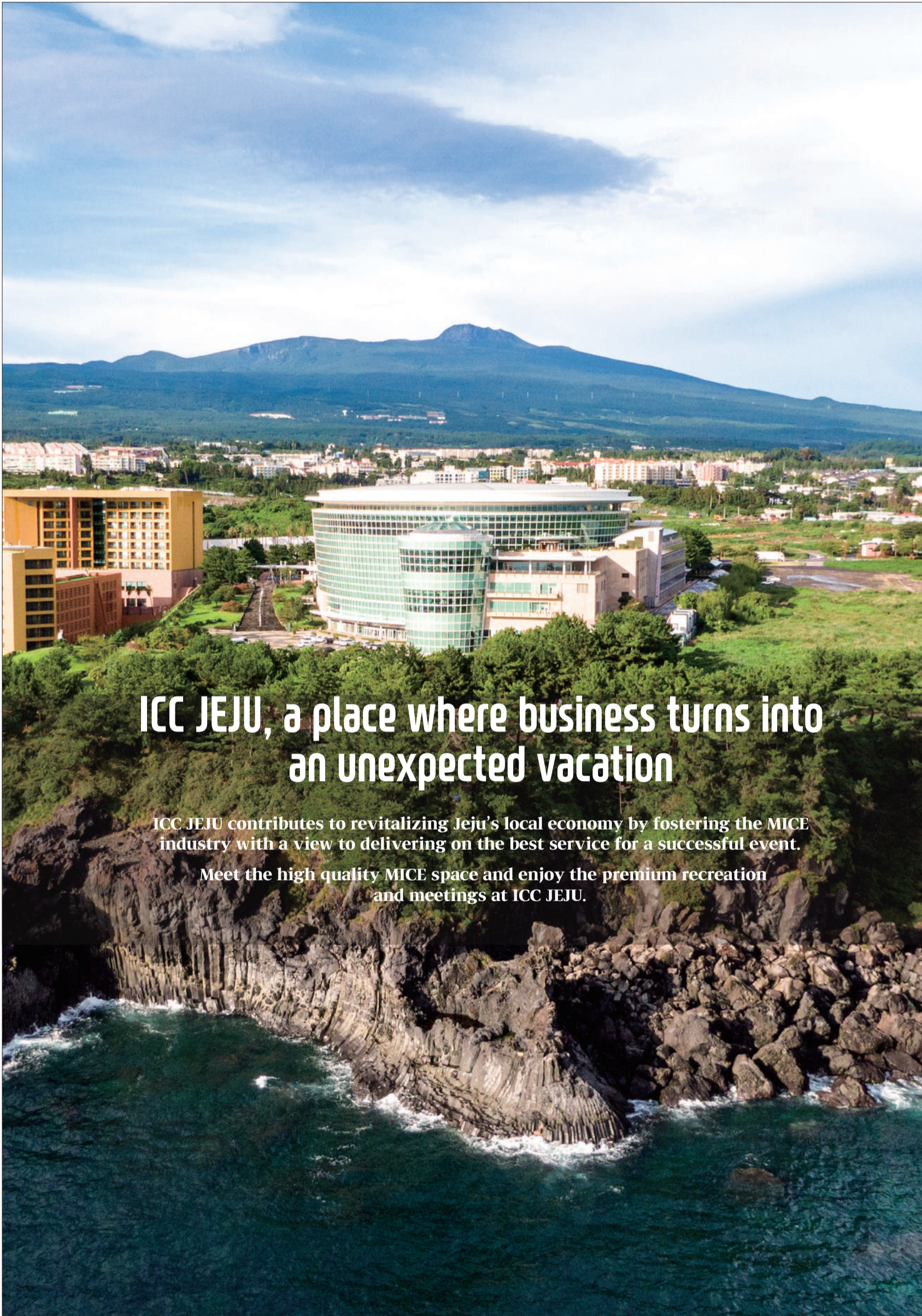


Following in the Footsteps of Master Korean Artists in the 2024 Artist’s Walkway

On May 18th, the 2024 Artist’s Walkway took place at the heart of Seogwipo City’s original downtown area, drawing approximately 350 local residents and tourists. Starting from the Artist’s Walkway information center, participants strolled through the springtime scenery, retracing the steps and artworks of three master Korean artists: Lee Jung-seop,

Hyun Jung-hwa, and Byun Si-ji, all scattered throughout Seogwipo City. Since its inception in 2011, the Artist’s Walkway has featured over 30 works by both Korean and international artists. The center also provides insightful commentary on the artworks and their creators, delivered by professional docents.





ICC JEJU, a place where business turns into an unexpected vacation

ICC JEJU contributes to revitalizing Jeju's local economy by fostering the MICE industry with a view to delivering on the best service for a successful event.

Meet the high quality MICE space and enjoy the premium recreation and meetings at ICC JEJU.



Reg. No.& Date 제주, 사01018 / May 24, 2023

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