



# Korea Pop Up in Sydney

To celebrate South Korea's 60th anniversary of diplomatic ties with Australia this year, Korea Tourism Organization (KTO) Sydney Office is opening a Korea Pop Up at Westfield Bondi Junction from Monday 14 June and Sunday 20 June. The Pop Up will highlight the depth of experiences available, from natural, cultural and historic aspects of South Korea to food and K-Culture.

Visit the Korea Pop Up and experience Korea in Sydney. The program will highlight:

**Hanbok AR (Augmented Reality) Display** – Hanbok, Korea's traditional clothing, has maintained its basic traditional features throughout Korea's 5,000-year history. Authentic wedding hanboks and various colourful hanboks, introduced in the television

program, Mr. Sunshine (the popular Korean drama which premiered exclusively on Netflix) will be showcased through AR technology.

**Nanta Virtual Show** – Nanta is a South Korean non-verbal comedy show integrating Korean traditional samulnori rhythm with comedy and drama in the kitchen. Since its debut in 1997, Nanta has earned international acclaim performing on Broadway and other famous venues worldwide.

**Taekwondo Performance** – Taekwondo is Korean traditional martial arts that teaches more than physical skills. It is a discipline that includes ways in which to enhance the spirit and life through training the mind and body.

**Instagrammable Korea** – Take your photo alongside the beautiful images

of Korea on display and share our Instagrammable Korea on your social media to receive a free photo print!

Other **cultural experience programs** such as hanbok craft making will also be offered to visitors.

## KOREA POP UP TRAVEL TRADE DAY

KTO Sydney will run Travel Trade Day on Thursday 17 June. On this day, travel agents and wholesalers will receive a special gift and meet the trade marketing coordinator of KTO Sydney. For those who can visit on 17 June, please **CLICK HERE** to complete the form by 7 June.