

How to Revive an Antiquated Food Practice:

Re-imagining Joseon Dynasty's Royal Court Cuisine through Popular Culture

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Outline

1. Gov't Policy to Globalize Korean Food

2. Reinterpreting Royal Cuisine of Joseon
Dynasty (1392-1910)

Peak-Decline-Recovery-Revival-Commodification

3. Consequences

Discover  Korea's
Delicious Secret

Discover
Korea's
Delicious
Secret

SINGAPORE EXPO
20-23 APRIL 2012
HALL 9 (10.00-12.00, 13.00-15.00)



Visit

22
COMPANIES
FROM
KOREA

KOREAN

Food Pavilion

Korean Food Demonstration Schedule

10.00	1ST SESSION (11.00 - 12.00)	2ND SESSION (14.00 - 15.00)
8.00 (Free)	10.00 (Free)	10.00 (Free)

Discover Korea's Delicious Secret

한국의 맛있는 비결을 찾아주세요!

슈퍼주니어, 한식 사랑 한류타고 세계로... | 한식홍보대사 위촉식

2011.03.03



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SY WORLD

Discover
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Sliders



Discover Korea's
Delicious Secret



THE TASTE OF KOREA







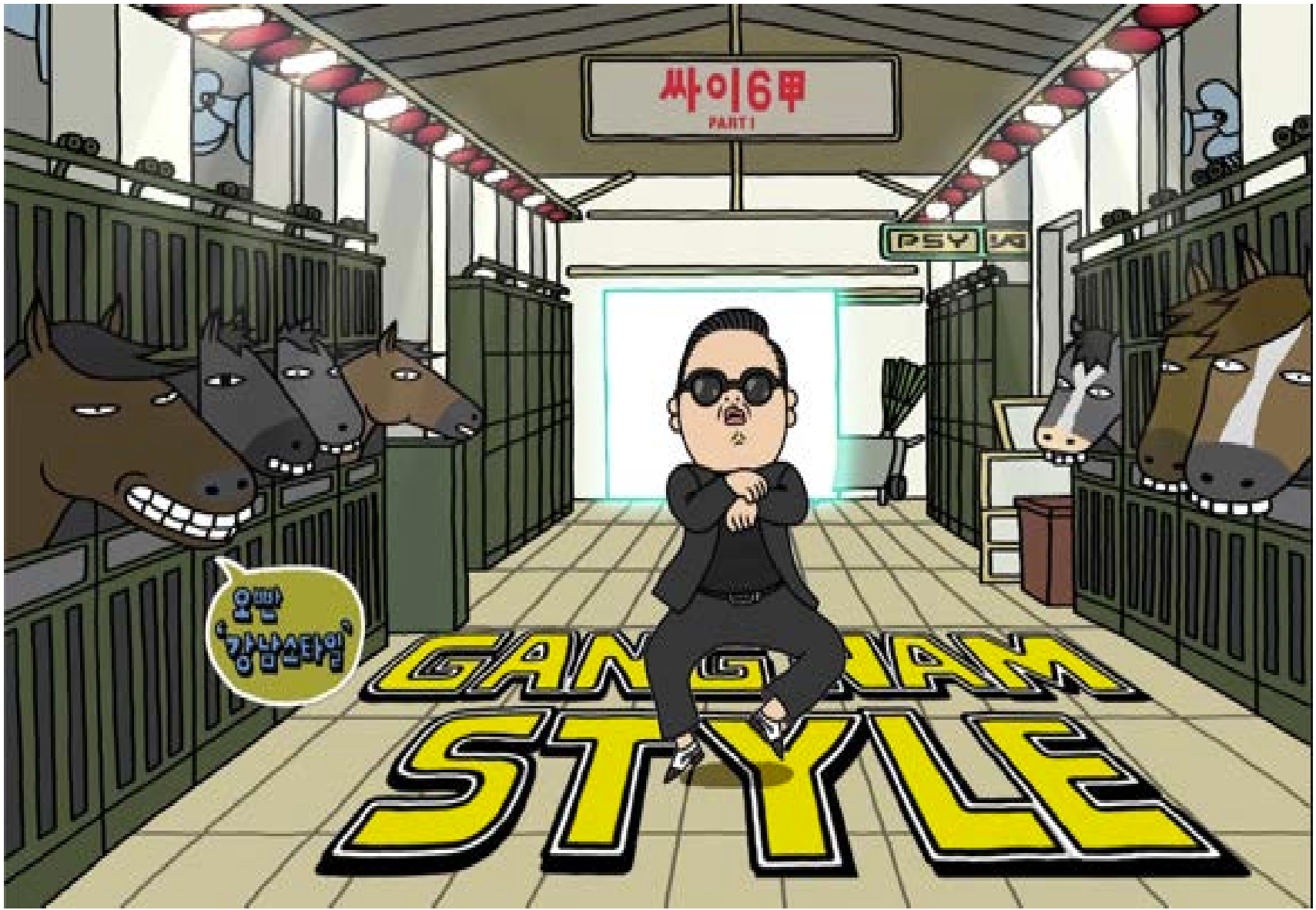
Seoul, December 1965

<http://flickrhivemind.net/Tags/itaewon,korea/Interesting>



Contemporary Seoul

<http://www.northcities.org/news/world-impact-seoul-south-korea/>



싸이6甲
PART 1

PSY 6甲

안녕 나는 강남스타일의 주인공이야

GANGNAM
STYLE



Peak





Yaksikdongwon (약식동원)



Euisikdongwon (의식동원)





(좌) 정해진찬도병(丁亥進饌圖屏) 중 만경전내진찬도(萬慶殿內進饌圖), 1887년
(우) 만경전 내진찬의 대왕대비전 진어찬안(大王大妃殿 進御饌案) 재현





King Gojong (1852-1919)



Film: *Gabi* (2012)

Decline



Japanese Occupation of Korea 1910-1945

<https://www.flickr.com/photos/michaelgallagher/4539436904/>



Korean War: 1950-1953

<http://www.archives.gov/research/military/korean-war/>



US Military Occupation: 1945-1948

<http://korean-war.commemoration.gov.au/korean-war-begi>

Recovery



Professor Hwang Hae-sung



Han Hee-Sun, last kitchen court lady



Prof. Hwang and court ladies



1st Skill Holder: Han Hee-sun

Revival



2nd Skill Holder: Hwang Hae-sung

Institute of Royal Court Cuisine



사단법인
궁중음식연구원



Jihwaja Restaurant





3rd Skill Holder: Han Bok-ryeo

Hwang's Family Empire



Hwang and Han



Hwang's three daughters

Reinvention

Daejanggeum (Jewel in the Palace 2003)



yes24.net

大長今

Dae Jang Geum



대장금











BIBIMBAP?



In 18th century Korea, a kitchen cook became the first female royal physician. The true story of *Dee Jang Geum* was broadcast in over 60 countries and helped to introduce Korean food to audiences around the world. We invite you to explore the delicious flavors of our cuisine.

*Anna Lee Young-rae,
star of "The Jang Geum"*



Seasonal greens give it subtlety. Spicy red pepper paste gives it heat. A golden egg, tender meats, briny bivalves and toasted nori, mix it up. Find your own balance of flavors and you've mastered the art of Bibimbap.

Commodification



Learn to Make Royal Korean Cuisine!

The Daejanggeum Cooking Experience at the Korea House

A promotional image for a cooking experience. In the foreground, a white plate is filled with various traditional Korean dishes, including dumplings, a bowl of soup, and other ingredients. In the background, four people in traditional Korean attire (hanbok) are standing in front of a traditional Korean building with a tiled roof. The text 'Learn to Make Royal Korean Cuisine!' and 'The Daejanggeum Cooking Experience at the Korea House' is overlaid on the image.

뮤지컬 대장금

관객 비평가의 선택
최고의 공연을 보여 주는 뮤지컬



2007. 5.26~6.17
예술의전당 오페라하우스

공연장소: 대-광교당 7시30분 보-광-공용일 3시/7시30분
제작: (주)MBC문화방송 (주)MBC프리덕션
각본: 오은희 연출: 함진섭 작곡가: 조영수



장금이의 꿈

대장금



Consequences



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage

Festival de la cuisine coréenne

한국음식축제

Les plus belles spécialités de la cuisine royale de Corée.
Un vrai feu d'artifice de goûts et de saveurs.



du 6 au 16 novembre à l'UNESCO

Festival d'art culinaire présenté par les plus grands chefs de Séoul.

Venez découvrir les délices de la cuisine royale autrefois réservée aux seuls rois de Corée !

Menu royal coréen : 35 €
Déjeuner tous les jours
sauf samedi et dimanche.

Réservation indispensable
01 45 68 16 00
(appel 7 h à 20 h, le jour même)

UNESCO RESTAURANT (7^e étage)
1 place de Fontenay - 75007 Paris
M^o Concorde ou Ségur

*Plus d'informations sur 01 47 20 01 00 ou www.unesco-culture.org

*Organisation d'un événement d'art culinaire et performance d'art culinaire royal dans le hall du 7^e étage.

Organisé par



MCT



Ministère de la Culture, du Patrimoine et des Sports

avec le concours de



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