Reaching out to the Campus and Beyond: a Collaborative Effort into the Korean Folk Painting Events

CEAL Plenary Program

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March 25, 2015
MINHWAS AT MICHIGAN
FEBRUARY 6-8, 2014
KOREAN FOLK ART EVENTS FOR THE PUBLIC AT THE UNIVERSITY OF MICHIGAN
IN PARTNERSHIP WITH THE U-M ASIA LIBRARY & MUSEUM OF ART

LECTURE
THURS FEB 6, 2014 | 4PM
HATCHER GRADUATE LIBRARY | GALLERY
913 S UNIVERSITY AVE

The Janus of Tiger:
Korean Decorative Painting, Magpie and Tiger
Professor Byung-Mo Chung
Faculty of Cultural Properties,
Gyeongju University

HANDS-ON DEMONSTRATION & GALLERY EXPERIENCE
SAT FEB 8, 2014 | 2PM
MUSEUM OF ART | MULTIPURPOSE ROOM
525 S STATE ST

Flower and Bird Painting Project with
Artists Chang Soo Song & Jung Ye Nam
Gallery Experience with curator Natsu Oyobe
Register at annarborartcenter.org or 734.994.8004
$7 per person, all materials provided

Minhwa
At
Michigan
About Minhwa

Minhwa (민화, Korean Folk Painting) is the art of commoners. It was a genre practiced by anonymous painters and depicts the taste of the common people, but its popularity also extended to the yangban (兩班), the Korean aristocracy, in pre-modern Korea.

The goals of Minhwa are not simply to articulate aesthetically beautiful images. Inherent in the iconography is the pursuit of happiness. Paintings compose arrangements of symbols representing a happy family and a happy life. That is why Minhwa is also called Haengbokhwa (幸福畫) or “Happiness Paintings.”
Outreach 101

- Objectives
- Audience Groups
- Outreach Activities (on-site)
- Outreach Activities (virtual)
- Key Points for a Successful Partnership
Outreach Objectives:

- Promote library collections and services
- Foster a learning community on the collection
- Build networks
- Promote diversity
- Connect with user populations
- Create a support group for the library
- Fundraising
Audience Groups:

- Campus community
- Local community (K-12 schools, public libraries, religious organizations, ethnic groups, interest groups, individuals, alumni, etc)
- Virtual community
Outreach Activities (on-site):

- Book club
- Book sale
- Storytelling
- Library tour
- Library exhibition
- Lecture series
- Film festival
- Movie night
Outreach Activities (virtual):

- Web 2.0 tools (Facebook, Twitter, Pinterest, Blog, and YouTube)
- Virtual Chat
- Library website
- Broadcasting (radio, TV)
- Newspaper article
- Journal article
Key Points for a Successful Partnership:

- Communication, Communication, Communication
- Networking with people from a wide cross-section of campus
- Share similar goals for the project
- Understanding partner’s needs and goals
- Identifying strategic messages
- Identifying target audiences
- Knowing the resources the library has and the resources needed or desired
- Contribute resources equally or fairly
- Flexibility to work around any barriers
- Willingness to take a leadership role
MINHWAY AT EAST QUAD
A KOREAN FOLK ART EXPERIENCE FOR U-M STUDENTS

THURS FEB 6, 2014 | NOON-2PM
B513 PRINTMAKING AND DRAWING STUDIO, RESIDENTIAL COLLEGE EAST QUADRANGLE | 701 E. UNIVERSITY

Master artists from Korea, Chang Soo Song and Jung-Ye Nam visit U-M to demonstrate Minhwa, a traditional form of Korean decorative painting. Participants will complete a project based on folk iconography, and learn the techniques of this folk art that is characterized by its naive and joyful style.

THIS WORKSHOP IS FREE!
LUNCH & ALL MATERIALS PROVIDED.
SPACE IS LIMITED!
REGISTER BY FEB 3, 2014 AT:
http://goo.gl/wQ3xxj or
e-mail ncks.info@umich.edu
Subject: “Minhwa@EQ”

This event is co-sponsored by the U-M Stamps School of Art and Design and Residential College and made possible with the generous support of the Korea Foundation, the U.S. Department of Education Title VI grant, and the Woon-Hyung Lee Culture Fund.
Minhwa at Michigan

*Minhwa at Michigan* featured a short-term residency by Master artists Chang Soo Song and Jung Ye Nam. Planned to coincide with a lecture by Professor Byung-Mo Chung, (Gyeongju University), a series of events was held to celebrate the art and practice of Korean folk painting during February 6 - 8, 2014.
Collaboration partners:

- Asia Library, Korean Collection
- Nam Center for Korean Studies
- University of Michigan Museum of Art
- University of Michigan Residential College
- Pioneer High School
- Michigan State University
- Minhwa Artists Association
Minhwa Event Activities:

- Library Book Display
- Exhibition
- Lecture
- Gallery Talk
- Hands-on Workshops
- Donation ceremony
Library Book Display

ND 1060~ND 1063

Painting, Korean.
Folk art -- Korea.

Painting, Korean -- Themes, motives.
Folklore in art.

Symbolism in art – Korea.
Minhwa Exhibition

Members of the Minhwa Artists Association generously loaned works of art for a week-long exhibit on contemporary Korean folk art in the Michigan League Lobby.
Lecture by Prof. Chung

In partnership with the Asia Library, Professor Byung-Mo Chung delivered a lecture titled “The Janus of Tiger: Korean Decorative Painting, Magpie and Tiger” in the Graduate Library Gallery.
Lecture by Prof. Chung
The demonstration at museum was preceded by a gallery experience at the Woon-Hyung Lee and Korea Foundation Gallery of Korean Art. The Gallery displayed a multi-panelled screen of *Lotus and Carp* on loan that was the basis of a curator talk by Natsu Oyobe, with remarks by Prof. Chung, about Minhwa and its place in Korean culture.
Gallery Talk
Hands-on Workshops

Master artists Chang Soo Song and Jung Ye Nam took their talents and supplies to teach the techniques of Minhwa in a series of hands-on demonstrations to various groups of participants at

- Pioneer High School
- U-M Residential College at East Quad
- Korean Studies Undergraduate Exchange Conference
- Museum of Art (UMMA)
- Michigan State University
High School
Residential College
Museum of Art (UMMA)
Michigan State University
Chaekkŏri (책거리): Scholar’s Accoutrements

Chaekkŏri are paintings of books and stationary, ceramics, bronze wares, flowers, fruits, furniture, and other articles. They reflect the Confucian values held by Koreans and their emphasis on scholarship.

Chaekkŏri began to be painted when King Chŏngjo of the late Chosŏn dynasty, who emphasized civil administration by scholars, ordered the Court painters to produce large backdrops of bookcases filled with books. This subject became widely popular among the high-ranking officials at that time.
Print Collection
got books?
What are on your bookshelves?
Reflection

“Research libraries collect for posterity as well as for their present constituency. Nonetheless, it can be argued that as English-language academic publications become increasingly available online, the need to maintain them in print decreases proportionately. This is not true, however, when it comes to foreign publications (as there is not yet such a cyber-collection)—nor will it become true in the foreseeable future, for a variety of technical, economic, cultural, and geopolitical reasons. Therefore for many area studies collections, collecting for posterity is still the norm and will remain the norm.”

by Peter Zhou (Assistant University Librarian and Director of C.V. Starr East Asian Library, UC-Berkeley)
Area and International Studies Librarianship Workshop
October 30-31, 2013, Indiana University
Bibliography


