

ENGLISH

WELCOME DAEHAKRO  
FESTIVAL 2024

2024 Performance  
Tourism Festival:

# Welcome Daehakro Festival Guidebook

ENGLISH

2024 Performance Tourism Festival: Welcome Daehakro Festival Guidebook

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# 2024 K Stage Festa

## CONTENTS

2024 Performance Tourism Festival:  
Welcome Daehakro Festival  
Guidebook

### 1. Program Overview

- Welcome Daehakro 04
- Main Programs 08
  - Welcome Consumer Event 10
  - Welcome Fringe 12
  - Welcome Theater 16
  - K-Performance Market 18

### 2. Participating Works

- Welcome Theater Participating Works 22
- Fringe Participating Works 66

### 3. Appendix

- National Theater of Korea· National Gugak Center 76
- Welcome Daehakro Map 78

# Invitation



WELCOME DAEHAKRO FESTIVAL

## A Feast of Diverse K-Performances! Welcome Daehakro Festival

Welcome Daehakro is South Korea's representative performance tourism festival, taking place in the Daehakro area, the hub of Korean performing arts. Since 2017, it has provided domestic and international tourists with a variety of performances and exciting programs every autumn, creating a festive atmosphere where everyone can join in the fun. We invite you to the 2024 Welcome Daehakro Festival taking place in the Daehakro, Myeondong and Cheonggyecheon areas, a vibrant celebration of K-performances that is thrilling, enjoyable, and remarkably moving!

*It's time to enjoy K-Performance,  
Welcome Daehakro!*



# WELCOME DAEHAKRO FESTIVAL 2024

<b>Festival Name</b>	2024 Performance Tourism Festival: Welcome Daehakro Festival
<b>Operating Period</b>	October 5, 2024 (Sat) - November 3, 2024 (Sun) (30 days)
<b>Location</b>	Daehakro, Myeongdong, and Cheonggyecheon
<b>Hosted by</b>	The Ministry of Culture, Sports and Tourism
<b>Organized by</b>	The Korea Tourism Organization
<b>Co-organized by</b>	The Korea Performing Arts & Tourism Association, Jongno-gu Office
<b>Sponsored by</b>	The Jongno Foundation for Arts and Culture, Korea Creative Content Agency Korea Arts Management Service, Arts Council Korea Seoul Foundation for Arts and Culture, Korean Artists Welfare Foundation Korea Association of Performing Arts Producers, Korea Small Theater Association Korea Musical Theater Association, Korean Association of Musical Producers Korea Dance Association, ASSITEJ Korea The Theatre People Welfare Foundation of Korea Korea Association of Travel Agents

**Welcome Daehakro Information Center**

- Operating Period: October 5 (Sat) - November 3 (Sun)
- Time: Weekdays 1:00 pm - 8:00 pm  
Weekends 12:00 pm - 8:00 pm
- Location: Marronnier Park, Daehakro



**KaKaoTalk Channel**

- Time: Weekdays  
11:00 am - 5:00 pm



**YouTube**



**Instagram**



# 2024 Welcome Daehakro Festival

**WELCOME**

**Fringe**  
Daehak-ro  
Oct. 12 - Oct. 13  
Cheonggyecheon  
Oct. 18 - Oct. 20  
Myeongdong  
Oct. 25 - Oct. 27  
COEX  
Oct. 29 - Oct. 31

**COME**

**DAEHAKRO**

Oct. 05 (SAT) - Nov. 03 (SUN), 2024

Daehak-ro, Myeongdong,  
Cheonggyecheon areas

W WELCOME  
DAEHAKRO  
FESTIVAL 2024

2024 K Stage Festa



## 2024

# Welcome Daehakro Main Programs

**Welcome Consumer Event** Celebration performances, musical gala shows, consumer performance experience events, and more

- Operating Period: October 12 (Sat) - October 13 (Sun)
- Location: Marronnier Park, Daehakro

**Welcome Fringe** Outdoor street performances featuring selected works from Welcome Theater and various genres, along with consumer events linked to K-Stage Festa

- 1<sup>st</sup>** • Operating Period: October 12 (Sat) - October 13 (Sun)  
• Location: Marronnier Park, Daehakro
- 2<sup>nd</sup>** • Operating Period: October 18 (Fri) - October 20 (Sun)  
• Location: HiKR Ground Outdoor, CKL Stage
- 3<sup>rd</sup>** • Operating Period: October 25 (Fri) - October 27 (Sun)  
• Location: Outdoor Stage in front of Myeongdong Theater
- 4<sup>th</sup>** • Operating Period: October 29 (Tue) - October 31 (Thu)  
• Location: Starfield COEX Mall, Samseong Station

**Welcome Theater** Promotion of 45 performances through online and offline channels

- Operating Period: October 5 (Sat) - November 3 (Sun)
- Location: Various performance venues

**K-Performance Market** Business meetings with representatives from the domestic and international tourism and performance industries, the hosting of the Performance Tourism Global Forum

- Operating Period: October 11 (Fri)
- Location: JW Marriott Dongdaemun

# 01

## Main Programs

Welcome Consumer Event  
Welcome Fringe  
Welcome Theater  
K-Performance Market



# Welcome Consumer Event

#CelebrationPerformance

#MusicalGalaShow

#PerformanceTourismShowcase



October 12 (Sat) - October 13 (Sun)

Outdoor Stage, Marronnier Park, Daehakro

A special performance celebrating the opening of the 2024 Welcome Daehakro Festival will take place. Around 400 performers from 27 groups will participate, presenting a spectacular musical gala show, along with a variety of performance tourism showcases, including regional performance tourism, Taekwondo, and traditional arts. Additionally, consumer experience booths will be made available for domestic and international tourists to enjoy various events.

## Consumer Experience Booth

🕒 10:00 am - 5:00 pm



- Consumer experiences and events

## Celebration Performance

🕒 17:00-17:30



- Performance tourism promotional video
- 2024 Welcome Daehakro celebration performance

## Performance Showcase

🕒 17:30-20:30



- Musical gala show
- Performance tourism showcase

2023 Welcome Daehakro Festival Photos



# Welcome Fringe

#OutdoorPerformances

#StreetPerformances

#Events

- ★ 1<sup>st</sup>: October 12 (Sat) - October 13 (Sun) | Marronnier Park, Daehakro
- 2<sup>nd</sup>: October 18 (Fri) - October 20 (Sun) | HiKR Outdoor Stage (Outdoors) CKL Stage (Indoors)
- 3<sup>rd</sup>: October 25 (Fri) - October 27 (Sun) | Outdoor Stage, Myeongdong Theater
- 4<sup>th</sup>: October 29 (Tue) - October 31 (Thu) | Starfield COEX Mall, Samseong Station

\*Schedules are subject to change depending on circumstances. For more details, please refer to the Welcome Daehakro website.

K-performances held under the clear autumn sky! Welcome Fringe is an outdoor performance program where visitors can freely enjoy a showcase of various genres, including nonverbal performances, musicals, plays, traditional arts, and local performances. Create new and romantic memories with K-performances during a special experience where the vibrancy of the streets blends with the excitement of the festival!

## 1<sup>st</sup> October 12 (Sat) Marronnier Park, Daehakro

Time	Marronnier Park Outdoor Stage	Marronnier Park Plaza
12:30 pm - 1:00 pm	Musical: <i>Inside Me</i>	
1:00 pm - 1:30 pm	Nonverbal Performance: <i>THE PAINTERS, SEASON 2</i>	
1:30 pm - 2:00 pm	Musical: <i>Oh! While You Were Sleeping</i>	
2:00 pm - 2:30 pm		Traditional Talchum Performance: <i>Andong Hahoe Byeolsingut Talnori</i>
2:30 pm - 3:00 pm		Taekwondo Performance: <i>Tradition and Taekwondo</i>
3:00 pm - 3:30 pm	Musical: <i>Finding Mr. Destiny</i>	
3:30 pm - 4:00 pm	Play: <i>Beautiful Life</i>	
4:00 pm - 4:30 pm	Play: <i>The Mysterious Man</i>	
4:30 pm - 5:00 pm	Comic Performance: <i>Ruckus The Skool</i>	
5:00 pm - 5:30 pm	Musical: <i>Zorro: Actor-Musician</i>	
5:30 pm - 6:00 pm		Marionette Puppet Show: <i>Romantic Wandering Troupe</i>
6:00 pm - 6:30 pm	Percussion Performance: <i>DRUMCAT</i>	
6:30 pm - 7:00 pm	Musical: <i>Rimbaud</i>	
7:00 pm - 7:30 pm	Musical Songs with the Audience:	
7:30 pm - 8:00 pm	<i>Sing-Along Musical: Shout Out, Daehakro!</i>	

## 1<sup>st</sup> October 13 (Sun) Marronnier Park, Daehakro

Time	Marronnier Park Outdoor Stage	Marronnier Park Plaza
1:00 pm - 1:30 pm	Nonverbal Performance: <i>Pangshow</i>	
1:30 pm - 2:00 pm	Dance Musical: <i>Sachoom 2: Let's Dance, Crazy!!</i>	
2:00 pm - 2:30 pm		Circus: <i>Circus Alone</i>
2:30 pm - 3:00 pm		Popera: <i>A Sweet and Beautiful Popera Concert</i>
3:00 pm - 3:30 pm	National Jeongdong Theater: <i>2023 BLOSSOM OF YOUNG ARTISTS</i>	
3:30 pm - 4:00 pm	Musical: <i>A Really Bad Girl</i>	
4:00 pm - 4:30 pm		Breaking Performance: <i>Wild Street Showcase</i>
4:30 pm - 5:00 pm		Traditional Pangut: <i>PAN-NORI</i>
5:00 pm - 5:30 pm	Musical: <i>Forte Pianissimo</i>	
5:30 pm - 6:00 pm	Traditional Pansori: <i>Exploring Our Sound</i>	
6:00 pm - 6:30 pm	Musical: <i>VINCENT van Gogh</i>	
6:30 pm - 7:00 pm	Alternative Classic: <i>Folk Song Cello</i>	
7:00 pm - 7:30 pm	Musical: <i>Gloomy Day</i>	

## 2<sup>nd</sup> October 18 (Fri) 11:30 am - 4:30 pm HiKR Outdoor Stage (Outdoors) 3:00 pm - 7:00 pm CKL Stage (Indoors)

Time	HiKR Outdoor Stage (Outdoors)	Time	CKL Stage (Indoors)
11:00 am - 11:30 am	Traditional Performing Arts: <i>Tagut</i>	3:00 pm - 3:30 pm	Play: <i>Beautiful Life</i>
11:30 am - 12:00 pm	Nonverbal Performance: <i>STEP</i>	3:30 pm - 4:00 pm	Musical: <i>Thrill Me</i>
12:00 pm - 12:30 pm	Musical: <i>The Evengers Live</i>	4:30 pm - 5:00 pm	Crossover: <i>Classy Ta (Hitting)</i>
1:00 pm - 1:30 pm	Brass Band: <i>MAKING BOYZ</i>	5:00 pm - 5:30 pm	Pansori: <i>Same or Different: Chunhyangga</i>
1:30 pm - 2:00 pm	Taekwondo Demonstration: <i>Youth</i>	6:00 pm - 6:30 pm	Nonverbal Performance: <i>Fantastic</i>
2:00 pm - 2:30 pm	Drawing Magic Show: <i>Drawing Magic Show Crayongyong</i>	6:30 pm - 7:00 pm	Music Drama: <i>Only You</i>
2:30 pm - 3:00 pm	Creative Pangut: <i>Strike It, Deongkung!</i>		
3:30 pm - 4:00 pm	Korean Dance: <i>The Beauty of Korea II</i>		
4:00 pm - 4:30 pm	Tradition: <i>Everyone Gather for Bongsan Mask Dance Drama!</i>		

2<sup>nd</sup> October 19 (Sat)

11:30 am - 6:00 pm HiKR Outdoor Stage (Outdoors) 3:00 pm - 7:00 pm CKL Stage (Indoors)

Time	HiKR Outdoor Stage (Outdoors)	Time	CKL Stage (Indoors)
11:30 am - 12:00 pm	Nuevo Tango: <i>Youth, Emotions of Life: Tango</i>	3:00 pm - 3:30 pm	Musical: <i>On Sae Mi Ro</i>
12:00 pm - 12:30 pm	Circus: <i>Drawing Circus</i>	3:30 pm - 4:00 pm	Dance Musical: <i>Sachoom 2: Let's dance, Crazy!!</i>
1:00 pm - 1:30 pm	Musical: <i>The Evengers Live</i>	4:30 pm - 5:00 pm	Musical: <i>Detective K</i>
1:30 pm - 2:00 pm	Magic and Dance: <i>Joseon Magic Troupe</i>	5:00 pm - 5:30 pm	Musical: <i>Bo-ok</i>
2:00 pm - 2:30 pm	Children's Musical: <i>TARU, Episode 01</i>	6:00 pm - 6:30 pm	Fusion Korean Traditional Music: <i>New Wave</i>
2:30 pm - 3:00 pm	Traditional Performing Arts: <i>Sambarakcha (Samba Meets Korean Rhythms)</i>	6:30 pm - 7:00 pm	Korean Dance: <i>Palace in the Flow of Time</i>
3:30 pm - 4:00 pm	Crossover: <i>Crossover Concert</i>		
4:00 pm - 4:30 pm	National Jeongdong Theater: <i>BLOSSOM OF YOUNG ARTISTS</i>		
5:00 pm - 5:30 pm	Play: <i>Book Bear's Art Trips</i>		
5:30 pm - 6:00 pm	Play: <i>To the End!</i>		

2<sup>nd</sup> October 20 (Sun)

11:30 am - 3:00 pm HiKR Outdoor Stage (Outdoors) 3:00 pm - 7:00 pm CKL Stage (Indoors)

Time	HiKR Outdoor Stage (Outdoors)	Time	CKL Stage (Indoors)
11:30 am - 12:00 pm	Children's Musical: <i>TARU, Episode 01</i>	3:00 pm - 3:30 pm	Comic Performance: <i>Ruckus The Skool</i>
12:00 pm - 12:30 pm	Popera: <i>Welcome Popera!!</i>	3:30 pm - 4:00 pm	Musical: <i>Oh! While You Were Sleeping</i>
12:30 pm - 1:00 pm	Extreme Performance: <i>Flying</i>	4:30 pm - 5:00 pm	Play: <i>Boy Meets Girl</i>
1:00 pm - 1:30 pm	Percussion Performance: <i>DRUMCAT</i>	5:00 pm - 5:30 pm	Extreme Performance: <i>Flying</i>
1:30 pm - 2:00 pm	Crossover Classic: <i>About Crossover</i>	6:00 pm - 6:30 pm	Traditional Pansori: <i>Exploring Our Sound</i>
2:00 pm - 2:30 pm	Fusion Korean Traditional Music: <i>Simfull's Fragrance and Colors</i>	6:30 pm - 7:00 pm	Traditional Talchum Performance: <i>Pansori and Talchum: Classical Stories Told Through Sound and Dance</i>
2:30 pm - 3:00 pm	Traditional Talchum Performance: <i>Andong Hahoe Byeolsingut Talnori</i>		

3<sup>rd</sup> October 25 (Fri) Outdoor Stage, Myeongdong Theater

Time	Program
11:30 am - 12:00 pm	Musical: <i>VAMP X HUNTER</i>
12:00 pm - 12:30 pm	Taekwondo Performance: <i>Tradition and Taekwondo</i>
1:00 pm - 1:30 pm	Comedy Circus Performance: <i>Cool</i>
1:30 pm - 2:00 pm	Breaking Performance: <i>Wild Street Showcase</i>
2:00 pm - 2:30 pm	Traditional Pangut: <i>PAN-NORI</i>
2:30 pm - 3:00 pm	Circus: <i>CIRCUS CLASSICS</i>
3:00 pm - 3:30 pm	Sorigeuk: <i>The Raftmen</i>

3<sup>rd</sup> October 26 (Sat) Outdoor Stage, Myeongdong Theater

Time	Program
11:00 am - 11:30 am	Music Drama: <i>Only You</i>
11:30 am - 12:00 pm	Korean Dance: <i>1) From Spring 2) Rain, Knocking on Summer</i>
12:30 pm - 1:00 pm	Fire Circus: <i>The Spirit of Fire</i>
1:00 pm - 1:30 pm	Musical: <i>VAMP X HUNTER</i>
1:30 pm - 2:00 pm	Traditional Performing Arts: <i>Imsil Pilbong Nongak (Farmers' Performance of Pilbong) Yeonhui Madang</i>
2:00 pm - 2:30 pm	Circus: <i>Circus Alone</i>
2:30 pm - 3:00 pm	Popera: <i>Welcome Popera!!</i>

3<sup>rd</sup> October 27 (Sun) Outdoor Stage, Myeongdong Theater

Time	Program
11:00 am - 11:30 am	Taekwondo Performance: <i>Everybody GO!</i>
11:30 am - 12:00 pm	Popera: <i>Crossover Musical Journey with Popera Group SPES</i>
12:30 pm - 1:00 pm	Jazz + Gugak: <i>Beyond the Sound of Jazz Embracing Gugak</i>
1:00 pm - 1:30 pm	Fusion Gugak: <i>Sensuous Concert Journey with Gugak: Small but Certain Happiness</i>
1:30 pm - 2:00 pm	Comic Martial Arts Performance: <i>JUMP</i>
2:00 pm - 2:30 pm	Crossover: <i>Classy Ta (Hitting)</i>
2:30 pm - 3:00 pm	Bubble Circus: <i>Korea's Bubbles</i>

4<sup>th</sup> October 29 (Tue) Starfield Live Plaza, COEX Mall

Time	Program
6:00 pm - 6:30 pm	Musical: <i>Rimbaud</i>
6:30 pm - 7:00 pm	Breaking Performance: <i>Breaking Culture</i>

4<sup>th</sup> October 30 (Wed) Starfield Live Plaza, COEX Mall

Time	Program
6:00 pm - 6:30 pm	Musical: <i>Vanishing</i>
6:30 pm - 7:00 pm	Creative Pangut: <i>Strike It, Deongkung!</i>

4<sup>th</sup> October 31 (Thu) Starfield Live Plaza, COEX Mall

Time	Program
6:00 pm - 6:30 pm	Nonverbal Performance: <i>NANTA (Cookin')</i>
6:30 pm - 7:00 pm	Popera: <i>Crossover Musical Journey with Popera Group SPES</i>

# Welcome Theater

#PerformanceViewing

#DiscountPromotion

#NonverbalPerformance

#Musical

#Play

#Tradition



October 5 (Sat) - November 3 (Sun)

This program is to promote and market 45 official works selected for the 2024 Welcome Daehakro Festival. Visitors can enjoy performances at various venues at Daehakro at discounted prices. We strive to actively promote Korea's outstanding performances and works to both domestic and international tourists, fostering a performance tourism culture that everyone can enjoy together.

## N Nonverbal Performances (4)

Performance	Operating Period	Location
NANTA	Open Run	Myeongdong Nanta Theater, Hongdae Nanta Theater, Jeju Nanta Theater
THE PAINTERS, SEASON 2	Open Run	Kyunghyang Art Hill
JUMP	10/01/2024 - Open Run	MyungBo Art Hall B3 Gaon Hall
STEP	10/07/2024 - 10/24/2024	MyungBo Art Hall B1 Daon Hall

## M Musicals (19)

Performance	Operating Period	Location
MUSICAL CHEF	Open Run	Hollywood Theater, 5th Floor
A Really Bad Girl	Open Run	JTN Art Hall 1
Finding Mr. Destiny	Open Run	Bricks Theater
Rimbaud	09/17/2024 - 12/08/2024	YES24 Stage Hall 1
VAMP × HUNTER	Open Run	JS Art Hall
Inside Me	Open Run	JTN Art Hall 2
HONGRYEON	07/30/2024 - 10/20/2024	Daehakro Jau Theater
Forte Pianissimo	10/04/2024 - 12/01/2024	Daehakro Star Stage
Gloomy Day	07/02/2024 - 10/27/2024	Link Arts Center Payco Hall
Thrill Me	09/10/2024 - 12/01/2024	YES24 Stage Hall 2
Roulette	09/06/2024 - 12/08/2024	Yeonnamjang
VINCENT van Gogh	09/07/2024 - 12/01/2024	Seokyeong University Performing Arts Center SKON1

## M Musicals (19)

Program Overview | Participating Works | Appendix

Performance	Operating Period	Location
On Sae Mi Ro	10/23/2024	Daehakro Minsong Art Hall, Hall 1
REHEATER	10/06/2024 - 10/25/2024	National Jeongdong Theater Cecil
Gloomy Sunday	11/05/2024 - 01/26/2025	Link Art Center Payco Hall
Zorro: Actor-Musician	09/11/2024 - 11/17/2024	Interpark Uniplex Hall 1
Golden Legs	10/25/2024 - 11/03/2024	Yegreen Theater
Revised Annals of King Gyeongjong	08/20/2024 - 11/10/2024	Daehakro TOM Theater 1
Detective K	11/09/2024 - 02/02/2025	Yegreen Theater

## P Plays (17)

Performance	Operating Period	Location
Boy Meets Girl	Open Run	Daehakro Sewoo Art Center Hall 2
The Old Thieves	Open Run	Daehakro Art Forest Hall 1
SHEAR MADNESS	Open Run	Kontentz Box
Tenants of Subway Line 2	Open Run	Daehakro Batanggol Theater
Cat on the Rooftop	Open Run	Daehakro Tin Tin Hall
Beautiful Life	Open Run	JTN Art Hall 4
INCONVENIENT CONVENIENCE STORE	Open Run	Daehakro Always Theater
\$5000 deposit and \$300 the monthly rent	Open Run	JTN Art Hall 3
KILLOLOGY	09/27/2024 - 12/01/2024	Daehakro TOM Theater 2
On a Starry Night	07/05/2024 - 12/31/2024	Sangmyung Art Hall 1
Love in Turbulence	Open Run	Daehakro Art House
To the End!	Open Run	Bukgekgom Small Theater
Book Bear's Art Trips	Open Run	Bukgekgom Small Theater
The Mysterious Man	10/09/2024 - 10/20/2024	Theater Dong Gook
The Accidental Murderer	10/31/2024 - 11/10/2024	Space Owl
BARNARDO & FRANCISCO	08/17/2024 - 10/13/2024	Yegreen Theater
The Dresser	10/08/2024 - 11/03/2024	National Jeongdong Theater

## T Traditional Arts (5)

Performance	Operating Period	Location
Saturday Gugak Concert	01/06/2024 - 12/28/2024	National Gugak Center Umyeondang
nuMori (Nu-Bass)	10/25/2024	Seocho Cultural Center, Seoul
Everyone Gather for Bongsan Mask Dance Drama!	10/05/2024 - 10/06/2024	Seoul Namsangol Hanok Village
2024 Looking at the Stars of Independence Heroes	10/19/2024	Seodaemun Prison History Hall, Taegeukgi Square
The Raftmen	04/13/2024 - 11/23/2024	Arirang Center

# K-Performance Market

#BuyerInvitations

#GlobalForum

#BusinessMeetings

#AdvancingPerformanceTourism



October 11 (Fri) 10:30 am - 8:00 pm

JW Marriott Dongdaemun Square, Grand Ballroom / Studio 1




Performance producers, domestic and international performance distribution experts, travel agencies, and related organizations and groups come together to interact in one place. Beyond merely serving as a festival, this event provides a platform for business discussions aimed at commercializing performance tourism, fostering collaboration and mutual growth to advance the field.

## Participation Size

- ① **K-Performance Market: 200 Participants**
  - International Buyers: 25 teams (21 international travel agencies, 2 international ticket vendors, 2 international performance industry teams)
  - Booths: A total of 50 booths to be operated (35 domestic performance production companies, 10 cultural tourism foundations, 5 cultural art centers)

② **Global Forum: 40 participants**

## Key Information

<p>Conducting performance tourism business consultations</p> 	<p>Driving commercialization through the integration of performance tourism sales</p> 	<p>Hosting a global forum on performance tourism themes</p> 
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## 2024 Welcome Daehakro K-Performance Market Timetable

Time	Networking (B2B)	Showcase	Global Forum
10:30 am - 10:35 am	Participant registration and information		Opening declaration and introduction of guests
10:35 am - 10:55 am			Keynote 1
10:55 am - 11:00 am			Keynote 2
11:00 am - 11:05 am	Event commencement and venue orientation		
11:05 am - 11:15 am	Welcome address and overview of event objectives		Keynote 3
11:15 am - 11:35 am	Business consultations ①	Stage preparation	
11:35 am - 12:00 pm			Panel discussion
12:00 pm - 1:30 pm	Lunch		
1:30 pm - 1:50 pm		Showcase ① Musical: VINCENT van Gogh	
1:50 pm - 2:50 pm	Business consultations ②	Stage reset and preparation	
2:50 pm - 3:00 pm	Break		
3:00 pm - 4:00 pm	Business consultations ③	Stage reset and preparation	
4:00 pm - 4:20 pm		Showcase ② Nonverbal Comic Martial Arts Performance: JUMP	
4:20 pm - 5:20 pm	Business consultations ④	Stage reset and preparation	
5:20 pm - 5:40 pm	Break		
5:40 pm - 6:00 pm		Showcase ③ Nonverbal Performance: NANTA (Cookin')	
6:00 pm - 8:00 pm	Gala dinner: Performance Tourism Night		

### Global Forum Topic: Development Directions for Performance Tourism as an Asian Hub

Moderator: Professor Lee Hoon (Department of Tourism, Hanyang University)

Keynote 1: Son Sang-won (CEO, DIA LAB; Former Director, Jeongdong Theater):

Success Stories and Current Status of Global Performance Tourism

Keynote 2: Jang Ji-yeong (Senior Reporter, Kukmin Ilbo): Japan's Theater Infrastructure and

Expedited Content Import: The Indirect but Powerful Strength of Performance Tourism

Keynote 3: Wang Hai Xiao (CEO, Hai Xiao Culture Communication Co., Ltd.):

The Current Status and Future Strategies of Performance Tourism in China

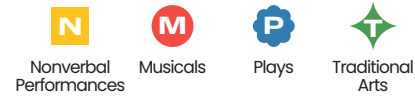
# 02

## Participating Works

Welcome Theater  
Participating Works  
Fringe Participating Works



# Welcome Theater Participating Works



## **P** Boy Meets Girl

Mi-ri, who has never had a proper relationship, meets the perfect guy, Seong-jin. While dreaming of a wonderful romance, Mi-ri seeks relationship advice from her male friend, Min-seok, but discovers that the perfect Seong-jin also has a female friend. Contrary to her belief that it would be fine since she also has a male friend, she starts to feel uneasy about Seong-jin's female friend. Misunderstandings and worries deepen, and the four of them embark on a trip together...



Performance period	Open Run
Performance venue	Daehakro Sewoo Art Center Hall 2
Running time	90 minutes
Viewing age	11+
Inquiries	02-985-2468



## **P** The Old Thieves

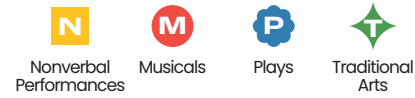
Two thieves, released from prison as a special amnesty for the presidential inauguration, dream of one last big score and sneak into that person's art museum. The museum houses works by world-renowned contemporary artists, but the two thieves, unaware of the value of the artworks, only aim for that person's safe. In front of the safe, they constantly bicker while reminiscing about their past, ultimately getting caught by a guard dog and dragged to the interrogation room. The investigators, trying to uncover a non-existent criminal conspiracy and ideological background, engage in increasingly ridiculous conversations with the bumbling thieves, leading to uncontrollable laughter...



Performance period	Open Run
Performance venue	Daehakro Art Forest Hall 1
Running time	100 minutes
Viewing age	12+
Inquiries	02-3672-0900

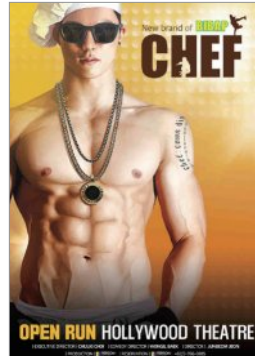


# Welcome Theater Participating Works



## M MUSICAL CHEF

The restaurant suddenly transforms into the deep sea? Satisfy all five senses with the diverse flavors of the ocean! <Sushi>. Guests engage in impromptu matchmaking while enjoying authentic operatic arias performed by the chefs! <Pizza>. A chewy dough completed with the help of the guests! <Chicken Noodle>. A competition between two chefs where the final winner changes daily based on the guests' choices! <Bibimbap>. A glamorous after-party live show featuring the chefs after a successful cooking competition! <Finale>.



Performance period	Open Run
Performance venue	Hollywood Theater (5th floor)
Running time	80 minutes
Viewing age	3+
Inquiries	02-766-0815



## P SHEAR MADNESS

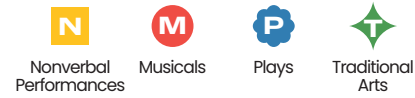
The day when the always talkative and bustling "Shear Madness Hair Salon" turns upside down! A murder has occurred upstairs, and the suspects must be identified! Detectives, disguised as customers, point fingers at the people present in the salon, while the audience, who are witnessing everything, become both witnesses and jurors, interrogating the suspects about their actions. Four individuals present their perfect and meticulous alibis to defend themselves.



Performance period	Open Run
Performance venue	Kontentz Box
Running time	110 minutes (including 10-minute intermission)
Viewing age	15+
Inquiries	02-747-2232



# Welcome Theater Participating Works



## M Tenants of Subway Line 2

Lee Ho-seon, a young man determined to follow in his father's footsteps and become a train driver. However, he fails to secure a job, fails in love, and nothing seems to go right for him. He finally manages to get a job as a station attendant on Line 2, but it's only a precarious contract position. After being dumped by his girlfriend and arriving at the depot while intoxicated, Ho-seon witnesses an unbelievable scene there...



Performance period	Open Run
Performance venue	Daehakro Batanggol Theater
Running time	90 minutes
Viewing age	8+
Inquiries	02-764-8760

## P Cat on the Rooftop

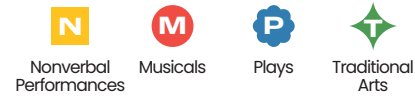
In a rooftop room in Changsin-dong, Jongno-gu. Jeong-eun, who just moved to Seoul with dreams of becoming a writer, and Kyeong-min, who declared independence to pursue his own dreams, coincidentally move in at the same time?! A quirky slice-of-life romance unfolds between a man who signed the lease first and a woman who moved in first! Bound together by a security deposit and monthly rent, can they truly become soulmates?



Performance period	Open Run
Performance venue	Daehakro Tin Tin Hall
Running time	100 minutes
Viewing age	13+
Inquiries	02-764-8760



# Welcome Theater Participating Works



## P Beautiful Life

A man and a woman. It takes just a few minutes for them to meet for the first time and develop feelings for each other. When they are in a relationship, they are an incredibly cheery couple, but as they become separated, they naturally start to drift apart. However, after much effort from both sides, they reunite and successfully get married. Within the great wheel of life, and especially marriage, they face challenges and twists but ultimately reaffirm their feelings for each other.



Performance period	Open Run
Performance venue	JTN Art Hall 4
Running time	90 minutes
Viewing age	8+
Inquiries	02-719-0988



## P INCONVENIENT CONVENIENCE STORE

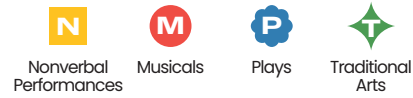
A man named 'Dokgo' is homeless at Seoul Station. One day, he finds the wallet of a woman in her 70s, 'Yeom Yeong-suk,' and returns it to her, leading him to start a night job at her convenience store, 'Always.' This bear-like man suffers from alcohol-related dementia and cannot remember his past, often speaking and acting clumsily. However, surprisingly, he excels at his job and, with his peculiar charm, becomes a reliable worker who safeguards the convenience store at night, captivating customers and those around him.



Performance period	Open Run
Performance venue	Daehakro Always Theater
Running time	100 minutes
Viewing age	7+
Inquiries	02-332-4902

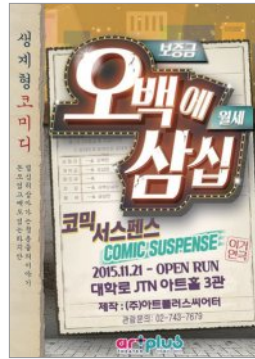


# Welcome Theater Participating Works



## **P** \$5000 deposit and \$300 the monthly rent

In a neighborhood in Seoul, there is a studio apartment called 'Pig Villa,' with a deposit of 5 million won and a monthly rent of 300,000 won. The landlady is a very nice (?) person, and the apartment is warm in the winter and really cool in the summer.



Performance period	Open Run
Performance venue	JTN Art Hall 3
Running time	100 minutes
Viewing age	11+
Inquiries	02-743-7679



## **M** A Really Badgirl

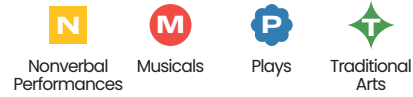
Lee Mu-gil is identified as the prime suspect in the murder case of the famous actress Hwang Ji-hui. To prove his innocence, he seeks out the 100% success rate lawyer, Kim Anna. With only a week left until the trial, Mu-gil kidnaps Anna's daughter, Kim Yo-ah, and proposes a deal to Anna. In order to save her daughter, Anna reconstructs the case and manages to secure an acquittal in the first trial, only to discover that Yo-ah is deeply involved in the murder case. To prepare for the prosecution's appeal, the two meet at Mu-gil's villa, where their hidden truths begin to unravel...



Performance period	Open Run
Performance venue	JTN Art Hall 1
Running time	100 minutes
Viewing age	16+
Inquiries	02-747-6485



# Welcome Theater Participating Works



## **P** KILLOLOGY

The online game 'Killology' has garnered global attention. A boy is murdered in the exact same manner as in the game. The boy, 'Davy,' becomes a tragic victim, resembling a scene from the game. 'Alan' wants to prevent any more victims like his son from occurring. 'Paul' argues that a game is just a game, and that there is a clear distinction between the game and reality. They share a lonely yet intense story.



<b>Performance period</b>	September 27 ~ December 1, 2024
<b>Performance venue</b>	Daehakro TOM Theater Hall 2
<b>Running time</b>	110 minutes
<b>Viewing age</b>	16+
<b>Inquiries</b>	02-766-6007



## **N** NANTA(cookin')

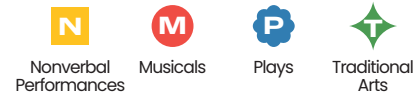
Three chefs begin their daily routine. While they happily prepare the food, the manager makes an unexpected appearance. They receive a surprise order to prepare for a wedding party that wasn't on the schedule?! To make matters worse, the manager's nephew, a recently flown-in kitchen supervisor, turns out to be a chaotic troublemaker who can't be taken eyes off! They have only one hour to complete the task! Will these four come together to successfully prepare the perfect wedding party?



<b>Performance period</b>	Open Run
<b>Performance venue</b>	Myeongdong Nanta Theater Hongdae Nanta Theater, Jeju Nanta Theater
<b>Running time</b>	90 minutes
<b>Viewing age</b>	36 months+
<b>Inquiries</b>	02-739-8288



# Welcome Theater Participating Works



## **P** On a Starry Night

'Mr. Cha' has come to guide the campsite owner 'Cha-seon' to the afterlife. However, this campsite is filled with people who have their own stories. 'Cha-uk,' feeling hurt by his father who neglected him after his mother's death. 'Cheong-bi,' who has settled at the campsite to pursue his dream of becoming a writer after leaving his job of ten years. 'O-neul,' a wandering soul around the campsite. Among these talkative and troubled individuals, can 'Mr. Cha' safely lead 'Cha-seon' to the afterlife?



Performance period	July 5 ~ December 31, 2024
Performance venue	Sangmyung Art Hall 1
Running time	80 minutes
Viewing age	13+
Inquiries	070-4169-0708



## **M** Finding Mr. Destiny

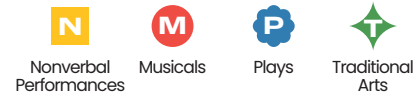
The heroine, on a trip to India, meets an incredibly handsome man, "Kim Jonguk," who has a "lonely angle of the jawline" and a "sharp intellect in his nose." Feeling a strong pull of destiny, the heroine falls in love with Kim Jonguk, but after returning from India, their relationship goes astray. And as time passes, 9 years later. The heroine still cannot forget her first love, Kim Jonguk. Eventually, she decides to search for him through the "Finding First Love Co., Ltd.," but there's a secret she hasn't told anyone...



Performance period	Open run
Performance venue	Bricks Theater
Running time	100 minutes
Viewing age	7+
Inquiries	02-766-7667



# Welcome Theater Participating Works



## M Rimbaud

In 1891, Delahaye hears from Rimbaud on his deathbed, that he left his last poem in Africa and suggests to Verlaine that they go find Rimbaud's poem. In 1871, Rimbaud arrives in Paris to become a poet but feels deeply disappointed by the jaded poets of the city. Feeling disillusioned with his own poetry, Verlaine becomes captivated by Rimbaud's work and decides to abandon everything to leave Paris with Rimbaud in search of a more perfect poem. Meanwhile, Delahaye, who remains alone in his hometown, begins to feel lost after Rimbaud disappears. Overwhelmed by extreme anxiety, Verlaine ends up shooting Rimbaud after a heated argument...



<b>Performance period</b>	September 17 ~ December 8, 2024
<b>Performance venue</b>	Yes24 Stage Hall 1
<b>Running time</b>	120 minutes
<b>Viewing age</b>	14+
<b>Inquiries</b>	02-332-4177



## M VAMP × HUNTER

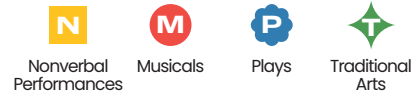
Shooter 'Ryu-jin' seeks mental discipline to overcome his slump. 'Jun-hong' bitten by a vampire, tries to evade the eyes of an exorcising priest on the hunt for revenge. Exorcising priest 'Heon-sik' seeks revenge for his master, who was killed by a vampire. The red-eyed vampire 'Saint-Germain' aims to obtain a new body. All of them gather at 'Manseong Woodworking Shop' Ryu-jin falls in love with Jun-hong and, in order to protect him as a vampire, forms a strategic alliance with Heon-sik to exorcise the vampire Saint-Germain. Will they be able to save the world and themselves?



<b>Performance period</b>	Open Run
<b>Performance venue</b>	JS Art Hall
<b>Running time</b>	90 minutes
<b>Viewing age</b>	12+
<b>Inquiries</b>	02-747-2232



# Welcome Theater Participating Works



## **P** Love in Turbulence

The charming playboy, Cho Seong-gi. This guy has a mysterious ability: he's dating three women, each with a unique personality, at the same time! All three of these women are flight attendants. Because of this, he engages in thrilling romances without getting caught, depending on their flight schedules. One day, his best friend Sun-seong visits, and coincidentally, the three flight attendants' schedules get tangled up, causing them to show up one by one. Sun-seong and middle-aged assistant, Ok-hui, struggle to help Seong-gi in this chaotic situation... What will be their fate?

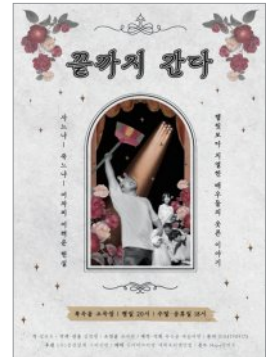


Performance period	Open Run
Performance venue	Daehakro Art House
Running time	90 minutes
Viewing age	12+
Inquiries	010-3700-0689



## **P** To the End!

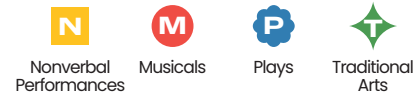
The actors of the theater company Book Bear's Art Trips, which engages in reading picture books, perform Book Bear during the day and Hamlet in the evening as repertory plays. Actor Yeong-hyeon, who is tired of the unchanging repertoire after five years, Gyeong-gu, who lives for romance, and Jun-ho, a passionate actor who has just graduated from college, are preparing for a performance as three struggling, unknown actors. However, they become exhausted when no audience shows up. Just as they were chatting away, a group of audience members suddenly arrives to watch the performance... A grave crisis! Will they be able to successfully finish the show?



Performance period	Open Run
Performance venue	Bukgekgom Small Theater
Running time	80 minutes
Viewing age	8+
Inquiries	010-4798-9147



# Welcome Theater Participating Works



## **P** Book Bear's Art Trips

Book Bear and Tori, who grow a book tree and read stories to their friends, are busy spending another day reading letters from their friends. However, as the ice in the Arctic melts, Book Bear's health starts to decline... The distressed Tori seeks help from friends to find a solution. What stories will Book Bear and Tori share from the growing book tree? And what can be done to protect the Arctic?



Performance period	Open Run
Performance venue	Bukgekgom Small Theater
Running time	80 minutes
Viewing age	4+
Inquiries	010-4798-9178



## **M** Inside Me

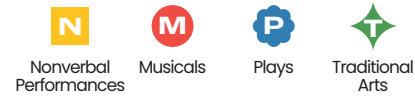
The life of IS Inbyeol, who won this year's Influencer Award, is drastically different from that of Bok-ja, IS Inbyeol's real name. Her boyfriend, composer Choi Jin-hyeok, who is commissioned to compose superstar Shanti's new song, struggles as he witnesses Inbyeol's transforming persona. Ultimately, the two of them embark on a journey to discover another side of themselves that they didn't even know existed.



Performance period	Open Run
Performance venue	JTN Art Hall 2
Running time	110 minutes
Viewing age	8+
Inquiries	010-8757-9835



# Welcome Theater Participating Works



## M HONGRYEON

In the afterlife, at the Judgement Hall, a gathering of deceased souls awaits their judgment. Here, the spirit of a girl is brought forth; she is Hongryeon from The Story of Janghwa and Hongryeon, accused of killing her father and harming her brother. Hongryeon acknowledges that she indeed harmed both, but claims she is guiltless, stating that she merely enacted justice on behalf of an indifferent Heaven. However, her narrative begins to reveal inconsistencies. In response, Princess Bari, the deity of the Judgement Hall, partners with the grim reaper Ganglim to uncover the truth behind Hongryeon's real crimes and initiate the trial.



Performance period	July 30 ~ October 20, 2024
Performance venue	Daehakro Jau Theater
Running time	90 minutes
Viewing age	13+
Inquiries	02-565-0443



## P The Mysterious Man

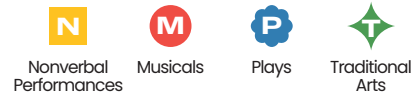
At the unremarkable Milky Way café run by Seung-dol and Madam Hong, a group of ordinary people gathers once again today. There's Hwang, the old vice principal who wanted to become a passionate teacher; Kim, who longs to find true love; Choi, who is chasing the dream of becoming a movie star; Oh, who is bustling around today for a quick score; and Man-tae, a washed-up thug who is stuck in the past. One day, in front of these weary individuals with their own stories, a mysterious man suddenly appears.



Performance period	October 9 ~ October 20, 2024
Performance venue	Theater Dong Gook
Running time	110 minutes
Viewing age	12+
Inquiries	010-3728-2101



# Welcome Theater Participating Works



## N THE PAINTERS SEASON 2

A dynamic Media Art Performance that offers diverse changes and a special atmosphere. Light Carving, where the grattage technique is used to create paintings as if sculpting light in sync with the music. Drawing, sprinkling, and dancing to urban dance... and before you know it, it's complete! <Action Painting>. <Speed Drawing> that creates traditional Eastern paintings while dancing to the quick rhythm of Samullori Instrumental Music. The beauty of Korea depicted through light! <Glow-In-The-Dark Drawing>. Underwater scenes painted on water! <Marbling Art>. An exhibition of masterpieces that transcends time and space, <Masterpiece>.



Performance period	Open Run
Performance venue	Kyunghyang Art Hill
Running time	75 minutes
Viewing age	3+
Inquiries	02-766-7848



## M Forte Pianissimo

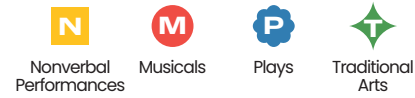
A stunning girl named Nina walks into a rundown gender club called 'Club Seagull' located on the outskirts of Moscow. Treplev, who falls for Nina, persuades Mama to transform the place into a Live Club and together they aim to create the best spectacle possible. However, there's another person watching Nina closely - an esteemed producer named Trigorin. Both Treplev and Trigorin are tied together by a troubling past, and they both fall in love with the same woman, Nina. Their dreams and desires soon become entangled...



Performance period	October 4 ~ December 1, 2024
Performance venue	Daehakro Star Stage
Running time	90 minutes
Viewing age	10+
Inquiries	02-6015-2592



# Welcome Theater Participating Works



## Saturday Gugak Concert

The performance features a diverse array of programs that showcase all genres of traditional Korean music, dance, and song on a single stage. It presents the essence of traditional music with the collaboration of the National Gugak Center's top performance groups (Court Music Orchestra, Folk Music Group, Dance Theater, and Contemporary Gugak Orchestra). Every first week of the month, it offers a unique opportunity to experience the beauty of Korean traditional arts, including UNESCO-listed intangible cultural heritage, court music, folk music, dance, and creative music.



<b>Performance period</b>	January 6 ~ December 28, 2024
<b>Performance venue</b>	National Gugak Center Umyeondang
<b>Running time</b>	80 minutes
<b>Viewing age</b>	7+
<b>Inquiries</b>	02-580-3039



## Gloomy Day

Around 4 a.m., as the government-affiliated ferry passed by Tsushima Island, Kim Woo-jin and Yoon Sim-deok jumped into the Korea Strait. Their deaths went unwitnessed, and no bodies were ever found. On the ship were Yoon Sim-deok, Kim Woo-jin, and an unidentified man. This mysterious man appeared before the artists who were burning with desire to fight against the era through their art. What connection does he have to their leap into the sea?



<b>Performance period</b>	July 2 ~ October 27, 2024
<b>Performance venue</b>	Link Arts Center Payco Hall
<b>Running time</b>	110 minutes
<b>Viewing age</b>	13+
<b>Inquiries</b>	02-766-7667



# Welcome Theater Participating Works

## N | JUMP

From the patriarchal grandfather, the alcohol-loving uncle, to the taekwondo master mother, and even the daughter's fiancé who holds the secret of the glasses, every member of this family is a martial arts expert with exceptional skills. One night, the comical battle between the martial arts family and two clumsy burglars, who break in, ensues, leading to hilarious chaos as the skilled fighters confront the unfortunate thieves.



Performance period	October 1, 2024 – Open Run
Performance venue	MyungBo Art Hall B3 Gaon Hall
Running time	80 minutes
Viewing age	36 months +
Inquiries	02-722-3995



## T | nuMori (Nu-Bass)

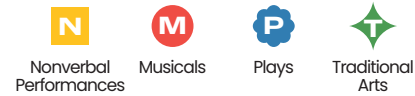
With their overwhelming musical prowess, innovative music production, and charismatic stage presence, they captivate audiences worldwide and are paving the way for a new horizon in Korean music.



Performance period	October 25, 2024
Performance venue	Seocho Cultural Center
Running time	90 minutes
Viewing age	All ages
Inquiries	010-9024-8251



# Welcome Theater Participating Works



## M VINCENT van Gogh

Six months after Vincent van Gogh took his own life, his brother Theo van Gogh wishes to hold a posthumous exhibition in honor of his brother. However, Theo is suffering from severe dementia, leaving his body and mind in the worst condition. Despite his wife Johanna's objections, Theo insists on organizing the exhibition for Vincent, as he reminisces about their shared memories through letters and paintings. Through these letters, Vincent and Theo share the same memories and embark on a journey through time. The story of the two brothers, who relied on and trusted each other throughout their lives, begins.

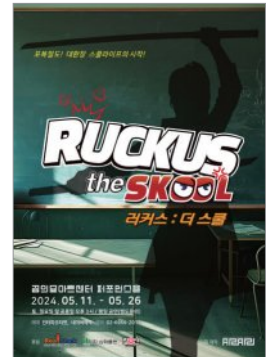


<b>Performance period</b>	September 7 ~ December 1, 2024
<b>Performance venue</b>	Seokyeong University Performing Arts Center SKON Hall 1
<b>Running time</b>	100 minutes
<b>Viewing age</b>	8+
<b>Inquiries</b>	02-588-7708



## N Ruckus The Skool

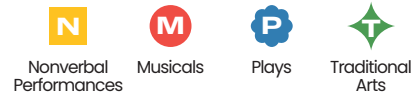
On the always chaotic and noisy route to a martial arts specialized school, small incident occurs amidst the bustling crowd. This marks the beginning of a hilarious and wild school life filled with laughter and excitement!



<b>Performance period</b>	To be determined
<b>Performance venue</b>	To be determined
<b>Running time</b>	75 minutes
<b>Viewing age</b>	All ages
<b>Inquiries</b>	02-6956-2013



# Welcome Theater Participating Works



## M Thrill Me

The seventh parole hearing for the inmate referred to as 'I' is taking place at the prison's parole board. The voices questioning 'I' ask about the crime committed 34 years ago by 'he' and 'I'. They discuss the body of a child abandoned in a suburban forest and the glasses that became the key to solving the case. 'I' calmly recounts the chilling details of how 'he' and 'I' kidnapped and brutally murdered a 12-year-old child. The key question arises: who manipulated whom?



<b>Performance period</b>	September 10 ~ December 01, 2024
<b>Performance venue</b>	Yes24 Stage, Hall 2
<b>Running time</b>	90 minutes
<b>Viewing age</b>	15+
<b>Inquiries</b>	010-2616-1124



## M Roulette

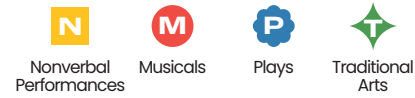
The doors of the secret mansion where Poe lives open, inviting the audience to a party. Poe locks the mansion's doors, saying that there is another host for this party. The host he speaks of is the beggar Doyle. Doyle is the only brother who lost all his memories in an accident after being separated from Poe at the orphanage 15 years ago. Poe challenges Doyle to a bet, promising to give him the mansion and all his wealth if he wins. However, if Doyle loses, he suggests that he must stake his life... Why is Poe trying to play a game with Doyle? Who will be the true winner of the game?



<b>Performance period</b>	September 6 ~ December 8, 2024
<b>Performance venue</b>	Yeonnamjang
<b>Running time</b>	90 minutes (with 30 minutes pre-show)
<b>Viewing age</b>	15+
<b>Inquiries</b>	02-567-8977



# Welcome Theater Participating Works



## **P** BARNARDO & FRANCISCO

The sentry Barnardo accidentally overhears a conversation between the ghost and Hamlet, and he tells Francis about it. The two deduce the cause of the late king's death and realize that the culprit is King Claudius. Polonius, upon hearing this information, tries to make a fortune but ends up getting killed by Hamlet. This leads to a rebellion instigated by Polonius' son, Laertes. As Francis heads to the site of the rebellion and Barnardo tries to stop him, they learn about each other's lives amid the conflict. However, eventually, the Hamlet incident fades into history...

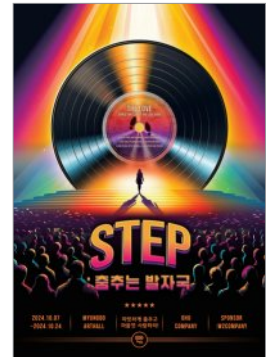


<b>Performance period</b>	August 17 ~ October 13, 2024
<b>Performance venue</b>	Yegreen Theater
<b>Running time</b>	90 minutes
<b>Viewing age</b>	11+
<b>Inquiries</b>	02-6338-7704

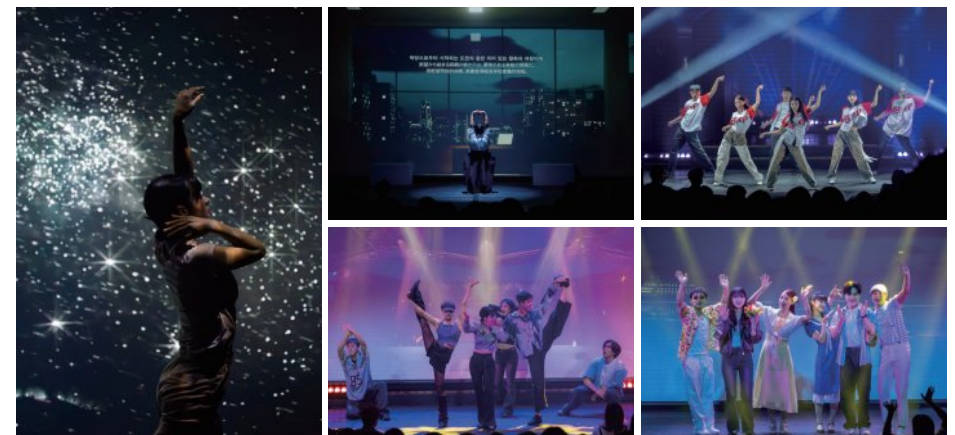


## **N** STEP

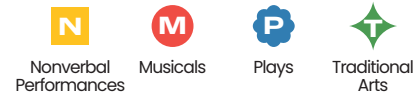
An LP record accidentally discovered from their grandfather. Six shoe dancers are pulled into an unknown world! A mysterious journey guided by six different pairs of shoes! Will the shoe dancers be able to find the messages left by their footsteps?



<b>Performance period</b>	October 7 ~ October 24, 2024
<b>Performance venue</b>	MyungBo Art Hall B1 Daon Hall
<b>Running time</b>	70 minutes
<b>Viewing age</b>	All ages
<b>Inquiries</b>	02-544-4786



# Welcome Theater Participating Works



## Everyone Gather for Bongsan Mask Dance Drama

Eight apostate monks indulge in drinking and display their dancing skills while the old monk, deeply devoted to Buddhism, also joins in the dance. During this time, Chwibari appears and competes with the old monk to win the love of Somu who dances alluringly, ultimately driving him away. In the end, Somu gives birth to Chwibari's child. Upon hearing this news, the Buddha sends a lion to punish the eight apostate monks, Chwibari, and the old monk...



<b>Performance period</b>	October 5 ~ October 6, 2024
<b>Performance venue</b>	Seoul Namsangol Hanok Village
<b>Running time</b>	24 hours
<b>Viewing age</b>	All ages
<b>Inquiries</b>	02-566-6356

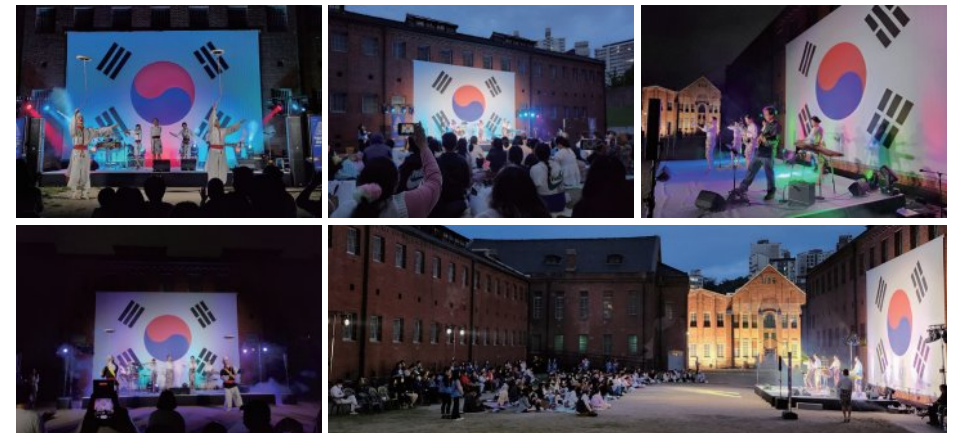


## 2024 Looking at the Stars of Independence Heroes

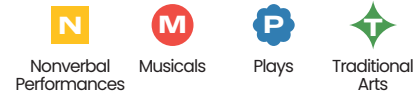
An acoustic band and fusion traditional music performance themed around our history, national heritage, and independence heroes, taking place at Seodaemun Prison, where independence activists and pro-democracy figures were imprisoned.



<b>Performance period</b>	October 19, 2024
<b>Performance venue</b>	Seodaemun Prison History Hall Taegeukgi Square
<b>Running time</b>	60 minutes
<b>Viewing age</b>	All ages
<b>Inquiries</b>	070-8278-6981

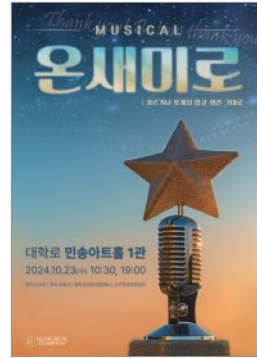


# Welcome Theater Participating Works



## M On Sae Mi Ro

Miro, who is stubborn yet honest when singing, and Haru, a bright and talented composer, both struggle with discrimination at school due to their multicultural backgrounds. However, they gradually learn how to express themselves through the friendship and music of their choir friends. Then, during the school's anniversary event, Miro unexpectedly hears that he will receive a merit award, and the homeroom teacher instructs that Miro should take the solo in the choir performance that was originally meant for Haru...

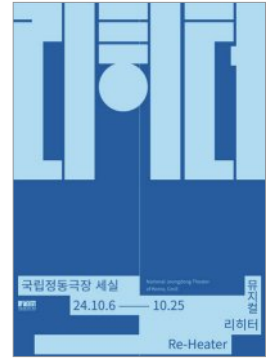


<b>Performance period</b>	October 23, 2024
<b>Performance venue</b>	Daehakro Minsong Art Hall, Hall 1
<b>Running time</b>	70 minutes
<b>Viewing age</b>	8+
<b>Inquiries</b>	010-6684-3494



## M REHEATER

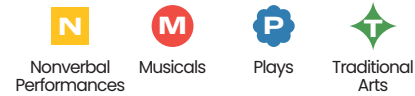
In the near future, Seong-jin, who is busy with his daily life working at a research facility, receives the shocking news that his ex-wife, Hye-in, has gone missing in Antarctica. It is revealed that she had an unidentified meteorite with her at the time of her disappearance, leading the higher-ups to become desperate in their efforts to recover it. Compelled by an unknown attraction, Seong-jin sets off for Antarctica. He finds the meteorite in a bunker where Hye-in is presumed to have been, but soon becomes isolated due to a blizzard. Then, Hye-in, whom he thought was dead, appears before him. However, he soon realizes that she is not real but a manifestation of his memory brought on by the meteorite's influence...



<b>Performance period</b>	October 6 ~ October 25, 2024
<b>Performance venue</b>	National Jeongdong Theater, Cecil Theater
<b>Running time</b>	110 minutes
<b>Viewing age</b>	15+
<b>Inquiries</b>	02-751-1500



# Welcome Theater Participating Works



## The Dresser

In 1942, during the height of World War II, in a theater in a rural area of England. Norman, who has been the dresser for 'Sir' for 16 years, and has been closest to him, prepares for the 227th performance of <King Lear>. Just before the curtain rises, Sir suddenly begins to exhibit strange behavior. Everyone insists on canceling the performance due to Sir's condition, but Norman is determined to go on as planned. However, Sir forgets his first line, and with the air-raid sirens blaring just five minutes before the performance, the situation becomes increasingly precarious...



<b>Performance period</b>	October 8 ~ November 3, 2024
<b>Performance venue</b>	National Jeongdong Theater
<b>Running time</b>	100 minutes
<b>Viewing age</b>	7+
<b>Inquiries</b>	02-751-1500



## Zorro: Actor-Musician

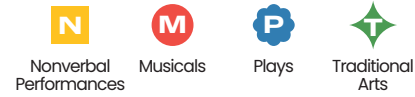
Diego is sent to 'Royal Academy' to inherit his noble father's status. Meanwhile, his brother Ramon, opposed to the idea of Diego being named the successor, seizes control and becomes a tyrant who rules through violence. Unable to bear it any longer, Diego's friend Luisa goes to find him, persuading him to return. However, Diego keeps bowing to Ramon and disappears at crucial moments. But whenever a crisis occurs, a masked hero who embodies justice emerges! People begin to call him "Zorro" (the Fox).



<b>Performance period</b>	September 11 ~ November 17, 2024
<b>Performance venue</b>	Interpark Uniplex Hall 1
<b>Running time</b>	150 minutes
<b>Viewing age</b>	8+
<b>Inquiries</b>	070-7724-1535



# Welcome Theater Participating Works



## M Golden Legs

A child prodigy soccer player with “golden legs,” Park Hari shines as she leads her soccer team to victory. But then, one comment puts a damper on things: “Look at that leg hair! She’s a guy, a guy!” “There aren’t any girls who are as hairy as me!” Hari declares as she embarks on an all-out war against her own body hair. She searches the internet for hair removal methods and even uses her dad’s razor, but in the end, she decides to let her natural body hair grow free!



<b>Performance period</b>	October 25 ~ November 03, 2024
<b>Performance venue</b>	Daehakro Yegreen Theater
<b>Running time</b>	70 minutes
<b>Viewing age</b>	6+
<b>Inquiries</b>	010-2442-3592



## M Revised Annals of King Gyeongjong

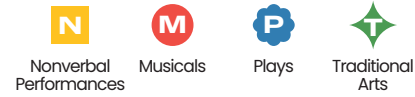
The story unfolds on stage as King Gyeongjong, the 20th king of the Joseon Dynasty, struggles to maintain his place as he has trouble differentiating between dreams and reality. He faces the only person who threatens his position, Prince Yeoning, caught between duty and desire. Alongside them is the royal chronicler Hong Su-chan, who records all the events as he deals with the turmoil of his conflicting emotions and principles. This is the untold story of that day, a narrative that could not be documented.



<b>Performance period</b>	August 20 ~ November 10, 2024
<b>Performance venue</b>	Daehakro TOM Hall 1
<b>Running time</b>	110 minutes
<b>Viewing age</b>	14+
<b>Inquiries</b>	02-745-5477



# Welcome Theater Participating Works



## Detective K

Detective K takes pride in his work, but he is struggling with the pressure of unpaid rent due to a lack of cases. One day, he receives a request to solve a murder case and travels to the scene of the crime in Suin Village. Suin Village exudes a dark atmosphere, giving the impression that time has stood still for many years. The prime suspect in the murder case that has disrupted this once-peaceful village is "Puuk." As Detective K pursues him, he begins to sense something suspicious and uncovers the secrets and hidden conspiracies of Suin Village. He then sets off to uncover the truth behind these mysteries.

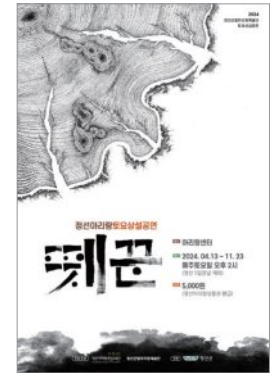


Performance period	November 9, 2024 ~ February 2, 2025
Performance venue	Yegreen Theater
Running time	90 minutes
Viewing age	10+
Inquiries	02-6338-7703



## The Raftmen

Set in the 1930s during the Japanese colonial period, in Jeongseon, Gangwon-do. Those who tied and transported yellow Heart Pines on rafts from Jeongseon to Gyeongseong were called "raftmen." While it was a chance to make big money, the dangerous transport often resulted in the deaths of raftmen... One day, the top raftman in Jeongseon, 'Yeong-gil,' and the novice raftman 'Dong-sik' receive a secret request: "Transport stolen gold bars to the independence army!" The most dangerous journey of the Jeongseon raftmen begins as they must evade the pursuit of Japanese police and pro-Japanese thugs to deliver the gold bars to Gyeongseong!



Performance period	April 13 ~ November 23, 2024
Performance venue	Arirang Center
Running time	60 minutes
Viewing age	All ages
Inquiries	033-560-3019



## Andong Hahoe Byeolsingut Talnori

National Intangible Heritage Hahoe Byeolsingut Talnori | 25 minutes | All ages

Hahoe Byeolsingut Talnori is a traditional mask dance performed by merchants in Hahoe Village, Pungcheon-myeon, Andong City, Gyeongsangbuk Province, since the mid-12th century.



## Taekwondo Performance

Taekwondo Demonstration Performance | 20 minutes | All ages

This event features a diverse range of performances, combining Taekwondo techniques such as breaking, *poomsae*, sparring, and self-defense, with the harmonious integration of K-POP.



## Romantic Wandering Troupe

Marionette Puppet Show | 30 minutes | All ages

The Romantic Wandering Troupe wanders the world guided by pure dreams, captivating audiences with an intricate marionette puppet show, beautiful live accordion music, and comedy.



## Wild Street Showcase

Breaking, popping | 20 minutes | All ages

The Wild Street Showcase is a street dance performance that combines breaking, one of the four key elements of hip-hop, with popping, showcasing improvised choreography characterized by sharp joint movements and muscle contractions.



## PAN-NORI

Traditional Performing Arts | 15 minutes | Ages 5+

This performance consists of a comprehensive art form that combines the witty storytelling of a *sonkkun* (traditional singer) with the vibrant sounds of the *kkwaenggwan* (a small gong), *jing* (a big gong), *janggu* (a double-headed drum), and *buk* (a Korean drum), highlighting the individual skills of the performers through acts such as *sogo* (a small drum) dance, twelve-string *sangmo* (spinning hat dance), and *beona* (plate spinning).



## MAKING BOYZ

Brass Performance | 30 minutes | All ages

This performance features a brass quintet enhanced by the addition of a drum set, coming together to deliver a rich and diverse musical experience. Each repertoire is further enriched with dance, singing, and acting providing both visual and auditory enjoyment to the audience.



## Circus Alone

Circus Comedy | 35 minutes | Ages 4+

If there were one car that could be called the smallest in the world, it would be Marine Boy's car. This performance begins with the appearance of an ultra-mini car and offers a mix of miming, juggling, and various circus skills, all infused with humor.



## A Sweet and Beautiful Popera Concert by the Mixed Popera Duo Je T'aime

Popera | 20 minutes | All ages

The mixed popera duo Je T'aime, a name which translates to "I love you" in French, delivers a beautiful performance featuring songs from various genres, including classical, musicals, pop, and Korean popular music.



## Exploring Our Sound

Traditional Arts | 20 minutes | All ages

*Pansori* is a representative traditional art form of Korea, reflecting the emotions of its time. To make it more enjoyable and accessible for the audience, the performance presents traditional pansori followed by a short play.



## Youth

Taekwondo Demonstration | 20 minutes | All ages

This Taekwondo demonstration highlights the sharp and synchronized movements of the team, combined with energetic gymnastics and breaking techniques, all coming together in perfect harmony.



## Drawing Magic Show Crayonyong

Drawing Performance | 25-30 minutes | All ages

A fusion of art and magic, this lively art party features a magic clown who draws. The show starts with an unfinished piece and concludes with a completed pop art display.



## Creative Pangut: Strike It, Deongkung!

Traditional Art | 15-20 minutes | All ages

This piece features a creative *Pangut* performance rooted in Korean *nongak*, blending various *jinpuri* (choreographed formations and movements performed by musicians in traditional Korean *nongak*) and traditional performing arts. Breaking away from the conventional structure of *Pangut*, the performance is arranged in a new format that highlights the unique characteristics of each instrument.



## The Beauty of Korea II

Korean Dance | 22 minutes | All ages

This piece stages a reimagined harmony of Korea's traditional instruments and dance movements, based on *heung* (excitement) and *meot* (charm), the representative emotions of Korean dance.



## Classy Ta (Hitting)

Crossover | 20 minutes | All ages

This performance is a creative work that blends traditional Korean music and world music in a balanced way, combining and interpreting *Arirang* with classical, jazz, tango, and other genres using diverse approaches.



## Same or Different: Chunhyangga

Traditional Music | 25 minutes | Ages 15+

This performance actively expands the literary and musical expressions of traditional *pansori*, infusing it with unique sensitivity to sing the passages of *Chunhyangga* that are both the same and different.



## Crossover Concert

Crossover | 20 minutes | All ages

This piece features a crossover concert with a story. The performance showcases a diverse selection of music that spans genres, including classical, *gugak*, jazz, OSTs, and popular songs.



## New Wave

Fusion *Gugak* | 20 minutes | All ages

A ground-breaking fusion of East and West! A performance that features a novel combination of traditional performing arts with a brass band! This cultural concert is filled with excitement and charm, making for an enjoyable event for people of all ages.



## Palace in the Flow of Time

Korean Creative Dance | 20 minutes | Ages 7+

This dance piece symbolically embodies the dynamic and shifting history of the Korean royal dynasty through the portrayal of royal women. It abstractly expresses the philosophical foundation of the royal family, which once guided Korea, and reflections on it.



## Youth, Emotions of Life: Tango

Nuevo Tango | 20 minutes | Ages 20-29

This piece expresses the joy, anger, sorrow, and pleasure of people in their 20s through the music of *Nuevo Tango*, a blend of classical music and tango.



## Drawing Circus

Drawing Circus | 25 minutes | Ages 3+

This event features a drawing performance imbued with dance, circus, and surprises. *Drawing Circus* transforms the act of drawing into a spectacular performance, allowing the audience to enjoy the drawing process together.



## Joseon Magic Troupe

Magic, Dance | 30 minutes | All ages

The Joseon Magic Troupe has traveled to the present day in a mysterious time machine that takes the form of a rice chest. Today, they continue to perform a variety of magical acts across the land, communicating the importance of traditional culture and arts.



## Children's Musical: TARU, Episode 01

Musical | 70 minutes | Ages 4+

A heartwarming humanistic story where humans and dinosaurs overcome misunderstandings and prejudices together. It also serves as an exploration of the behavior of Cretaceous dinosaurs, which was once only possible in one's imagination.



## Sambarakcha (Samba Meets Korean Rhythms)

*Gugak* Performance | 30 minutes | Ages 4+

This performance blends the Korean cheer song "Eogiya Diyeoracha" with Brazil's samba. This is a percussion show where the exquisiteness of tradition meets the passion of samba.



## Welcome Popera!!

Popera | 20 minutes | All ages

This performance features cross-genre music, including not only traditional classical pieces, but also familiar movie OSTs, and pop music such as K-pop



## Simfull's Fragrance and Colors

Fusion Korean Traditional Music (Pop-sori) | 20 minutes | All ages

What if Korean traditional music, pansori, were to incorporate new forms of harmony? This performance brings music to the audience that is much more fun and moving than basic *pansori*.



## About Crossover

Crossover Classic | 20 minutes | Ages 7+

This performance showcases the charm of crossover music, which transcends classical music and encompasses various genres within popular culture.



## Pansori and Talchum: Classical Stories Told Through Sound and Dance

Traditional Arts | 30 minutes | All ages

The songs, dances, and music of four *pansori* singers, two *talchum* dancers, and five musicians come together to present the unique excitement and charm of Korea.



## 1) From Spring 2) Rain, Knocking on Summer

Dance | 20 minutes | All ages

Through the two performances, *From Spring* and *Rain, Knocking on Summer*, the natural beauty of each season is elegantly expressed through dance.



## The Spirit of Fire

Fire Art | 25 minutes | All ages

The greatest creation of early humans is fire. When its heat or light that illuminates the darkness reaches us, people are inevitably drawn to the mesmerizing allure of its flames.



## Imsil Pilbong Nongak (Farmers' Performance of Pilbong) *Yeonhui* Madang

*Gugak* | 25 minutes | All ages

Imsil Pilbong Nongak is a cultural heritage that has been passed down for over 400 years in Pilbong-ri, Gangjin-myeon, Imsil-gun. This performance features *Pangut* from Pilbong Nongak, along with a variety of individual acts in a festive gathering.



## Comedy Circus Performance: Cool

Circus | 20 minutes | All ages

In this comedy circus performance, a clown who prides himself on being cool uses unique stunts to captivate the audience's hearts. Rather than merely showcasing his external coolness, *Cool* is a comedy circus performance that reveals the performer's inner charm, which he has honed to present his show.



## CIRCUS CLASSICS

Circus | 20 minutes | All ages

This piece features a joyful fusion of classical music and contemporary circus performances. With classical music as the backdrop, visually captivating circus acts come together to present a contemporary circus that enchants both the eyes and ears of the audience.



## Music Drama: Only You

Musical | 120 minutes | Ages 8+

This musical, presented in a captivating omnibus format, follows the 37-year life journey of a couple from Gyeongsang Province. Through this performance, the audience is encouraged not only to reflect on their own lives but also to rediscover the true meaning of love and the significance of those we cherish.



## Everybody GO!

Taekwondo Performance | 20 minutes | All ages

This is a specialized Taekwondo demonstration that inspires dreams and hope, presenting a new Taekwondo performance culture that has never before been witnessed.



## Beyond the Sound of Jazz Embracing *Gugak*

Jazz + *Gugak* | 20 minutes | All ages

Rather than being merely a simple collaboration, Art Kudo's music is also a reflection of the transition to mainstream music that aligns with themes of globalization and popular appeal. Additionally, it offers a new sound paradigm through the fusion of jazz and *gugak*.



## Sensuous Concert Journey with *Gugak*: Small but Certain Happiness

*Gugak* | 20 minutes | All ages

The fusion *gugak* group Pungryu is a professional arts group that has produced innovative *gugak* through years of artistic work. The group presents a multidisciplinary *gugak* performance designed to soothe the weary minds and bodies of the audience.



## Korea's Bubbles

Miming, Juggling, Bubbles (Street Performance) | 20 minutes | Ages 3+

This show begins with comic miming and juggling, captivating the audience's attention. It then reveals stories of renewed hope and imagination through a dynamic bubble show.



## Vanishing

Musical | 100 minutes | Ages 13+

The musical *Vanishing*, set in 1925 Gyeongseong, tells the story of medical students Uisin and Myeongnyeol, who have a chance encounter with a vampire named Kei. This story explores the conflict between eternal life and life lived in the moment.



## Breaking Culture

Breaking & Beatboxing | 20 minutes | All ages

This performance showcases funky energy and highlights ONE WAY CREW's unique approach through a variety of styled performances. It aims to promote and communicate a better future of breaking culture to a broader audience.



## EBS Musical: The Evengers Live

Musical | 60 minutes | All ages

This interactive musical performance goes beyond simply watching and listening to it, offering an experience full of opportunities to play instruments and record the show yourself.



## BLOSSOM OF YOUNG ARTISTS: Korea's Youth Traditional Performing Arts Creative Incubating Project

Traditional Arts | 50 minutes | Ages 7+

This performance embodies deep contemplation and a reflection on tradition, showcasing the new possibilities of Korean traditional performing arts through inventive and vibrant ideas.



## DRUMCAT

Musical (Percussion Performance) | 70 minutes | All ages

With exceptional percussion skills and creative stage production, this performance offers audiences a passionate and diverse musical experience.



## Tagut

Traditional Arts | 20 minutes | All ages

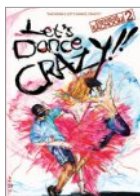
By transforming *Anjeunban Samullori* (a traditional Korean *samullori* performance style in which the performers are seated while playing), which is recognized as traditional music, into a standing performance, this rendition takes a more dynamic approach, while highlighting the distinct characteristics of each instrument.



## Sachoom 2: Let's Dance, Crazy!!

Dance Musical | 80 minutes | Ages 7+

With a simple and clear story structure, combined with polished and dynamic ensemble dancing, this musical makes for a festival-like experience that unites the stage and audience from beginning to end.



## Pangshow

Nonverbal Performance | 60 minutes | All ages

*Pangshow* is a multi-content performance that enables participants to enjoy both a hands-on baking activity and a show, offering a delightful experience set to exciting rhythms.



## Fantastic

Nonverbal Musical | 80 minutes | All ages

A comic romance based on the myth of *Jamyonggo* and the folk song *Arirang*, this nonverbal musical features a percussion performance.



## MINYO CELLO

Alternative Classic | 20 minutes | Ages 7+

An alternative to classical music! Big Violin Player's *MINYO CELLO* is a performance that reinterprets traditional Korean *minyo* (folk songs) using a Western classical instrument, the cello, as the highlight of the performance.



## Oh! While You Were Sleeping

Musical | 110 minutes | Ages 10+

This healing musical humorously portrays the journey of hospital director Pedro as he meets various people in the hospital and tracks the whereabouts of Choi Byeong-ho, a partially paralyzed patient who has disappeared.



# Fringe Participating Works

## Baoyu

Musical | 15 minutes | All ages

“The world is but a dream of red mansions, and once this dream ends, all illusions will fade.”

Centered around Baoyu, the protagonist of the classic Chinese novel *A Dream of Red Mansions*, this musical unfolds a story that transcends the boundary between dreams and reality.

(Premiere scheduled for April 2025 in China)



# 03

# Appendix

National Theater of Korea  
National Gugak Center

Welcome Daehakro Map



The National Theater of Korea is a cherished cultural heritage that has grown alongside the development of modern and contemporary performing arts in Korea.

With its three resident companies—the National Changgeuk Company of Korea, the National Dance Company of Korea, and the National Orchestra of Korea—that serve as its core, it collaborates with leading artists of each era to shape the history of new creative performances. Recognized for its historical significance as a cultural and artistic hub since 1950, the National Theater of Korea was designated a Seoul Future Heritage in 2013. Located on Namsan, its cultural and artistic space promises to continue to serve as a welcoming cultural haven for everyone in the city, while consistently engaging with the audience as one.

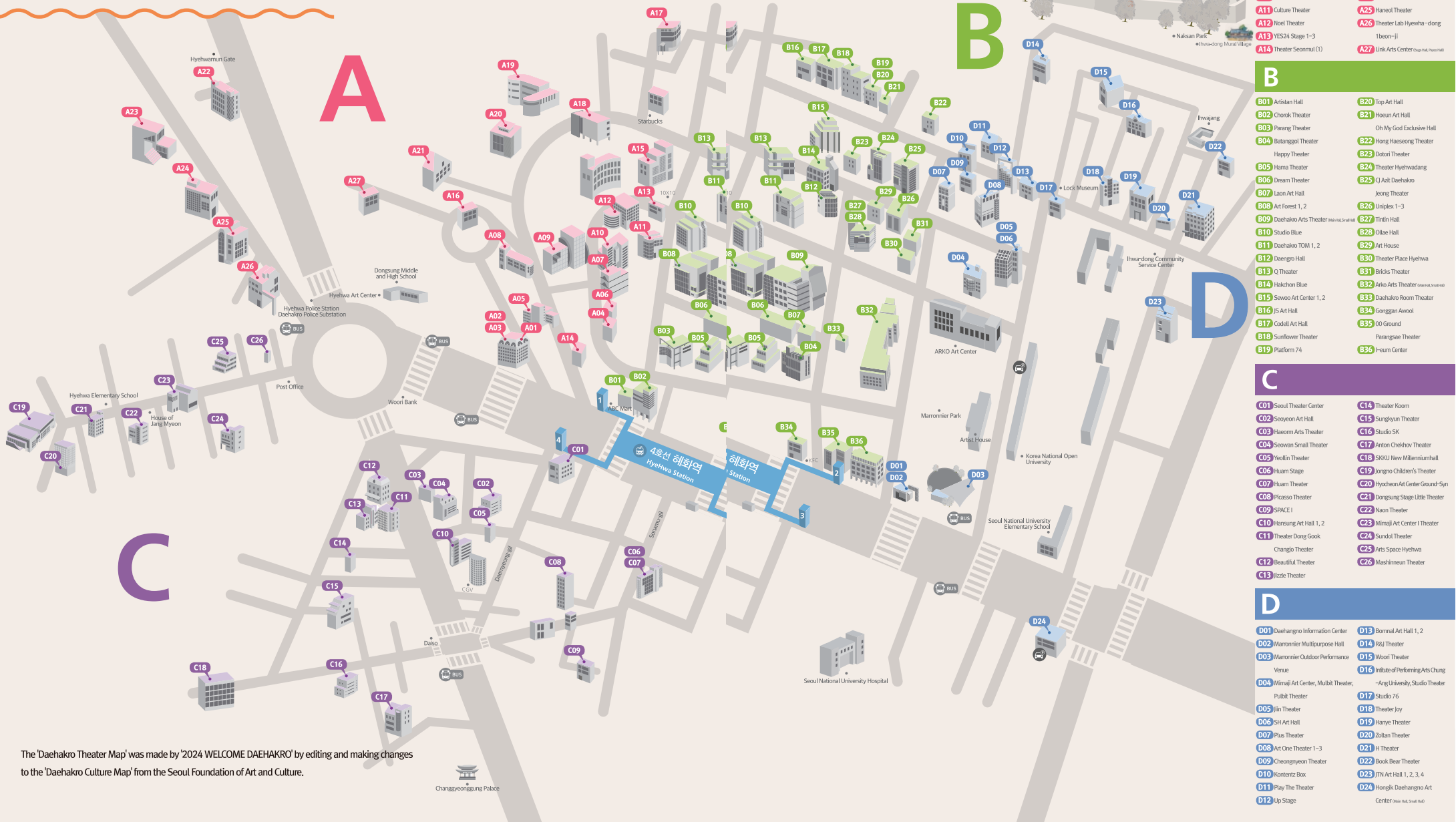


The National Gugak Center is Korea's foremost national arts institution dedicated to preserving traditional Korean performing arts.

The affiliated artistic groups, comprising the Court Music Orchestra, Folk Music Group, Dance Theater, and Contemporary Gugak Orchestra, are made up of highly skilled performers who inherit and develop the traditional performing arts once enjoyed both in royal courts and by the general public. By presenting performances that resonate with modern sensibilities, these performers are creating new traditions to be passed down to future generations. In addition to performances, the National Gugak Center also leads initiatives to systematize *gugak* through educational programs and research projects aimed at promoting traditional Korean music, as well as through the Gugak Museum and the Gugak Archive. The National Gugak Center pledges to continue its dedicated efforts until the day when the beauty and elegance of Korean traditional performing arts are shared and appreciated by people around the world.



# DAEHAKRO THEATERS MAP



- |  |   |                          |
|--|---|--------------------------|
| <b>A</b>   | A01 Hanyang University Theater                                      | A15 Jau Theater          |
| A02 Seonyung Univ. Minsong Art Hall 1, 2                   | A16 Moon Night Theater  |                          |
| A03 The Good Theater                                       | A17 Danmak Theater  |                          |
| A04 Anato Theater  | A18 Dream Art Center 1-4  |                          |
| A05 Seo Kyeong University Performing Arts Center SKON 1, 2 | A19 Seoul Foundation for Arts and Culture Theater QUAD              |                          |
| A06 Sion Art Hall  | A20 Dongduk Women's University Performing Arts Center               |                          |
| A07 Sky Theater 1, 2                                       | A21 Yegeun Theater  |                          |
| A08 Asgard Theater   | A22 Theater Oyu   |                          |
| A09 Sangmyung Art Hall 1, 2                                | A23 ICC Center  |                          |
| A10 Sion Art Hall  | A24 Yeonwoo Theater   |                          |
| A11 Culture Theater  | A25 Hancol Theater  |                          |
| A12 Noel Theater   | A26 Theater Lab Hyeonha-dong 1beon-ji                               |                          |
| A13 YES24 Stage 1-3  | A27 Link Arts Center (Daehak, Yeonwoo)                              |                          |
| A14 Theater Seonmul (1)                                    |   |                          |
| <b>B</b>   | B20 Top Art Hall  |                          |
| B01 Artisan Hall   | B21 Hoon Art Hall   |                          |
| B02 Chorok Theater   | B22 Oh My God Exclusive Hall  |                          |
| B03 Parang Theater   | B23 Hong Haeseong Theater   |                          |
| B04 Batangul Theater                                       | B24 Happy Theater   |                          |
| B05 Hama Theater   | B25 Dobot Theater   |                          |
| B06 Dream Theater  | B26 Theater Hyehwang  |                          |
| B07 Laon Art Hall  | B27 CJ Art Daehakro   |                          |
| B08 Art Forest 1, 2  | B28 Jeong Theater   |                          |
| B09 Daehakro Arts Theater (Daehak, Seonmul)                | B29 Uniplex 1-3   |                          |
| B10 Studio Blue  | B30 Tintin Hall   |                          |
| B11 Daehakro TOM 1, 2                                      | B31 Ollae Hall  |                          |
| B12 Daengro Hall   | B32 Art House   |                          |
| B13 Q Theater  | B33 Theater Place Hyeonha   |                          |
| B14 Hakchon Blue   | B34 Bricks Theater  |                          |
| B15 Seewoo Art Center 1, 2                                 | B35 Arko Arts Theater (Daehak, Seonmul)                             |                          |
| B16 J5 Art Hall  | B36 Daehakro Room Theater   |                          |
| B17 Codeil Art Hall  | B37 Gongsang Awool  |                          |
| B18 Sunflower Theater                                      | B38 00 Ground   |                          |
| B19 Platform 74  | B39 Parangseon Theater  |                          |
|  | B40 I-beam Center   |                          |
| <b>C</b>   | C01 Seoul Theater Center  | C14 Theater Koom         |
| C02 Seoyeon Art Hall                                       | C15 Sungkyun Theater  |                          |
| C03 Haom Arts Theater                                      | C16 Studio SK   |                          |
| C04 Seowon Small Theater                                   | C17 Anton Chekhov Theater   |                          |
| C05 Yeslin Theater   | C18 SKKU New Millennium Hall  |                          |
| C06 Huam Stage   | C19 Joregno Children's Theater                                      |                          |
| C07 Huam Theater   | C20 Hyochon Art Center Geum-dae-Syn                                 |                          |
| C08 Picasso Theater  | C21 Dongsung Stage Little Theater                                   |                          |
| C09 SPACE I  | C22 Naon Theater  |                          |
| C10 Hamsung Art Hall 1, 2                                  | C23 Mimaji Art Center I Theater                                     |                          |
| C11 Theater Dong Gook                                      | C24 Sundol Theater  |                          |
| Changjo Theater  | C25 Arts Space Hyeonha  |                          |
| C12 Beautiful Theater                                      | C26 Mashinmun Theater   |                          |
| C13 Jizzle Theater   |   |                          |
| <b>D</b>   | D01 Daehangno Information Center                                    | D13 Bonnal Art Hall 1, 2 |
| D02 Mamonier Multipurpose Hall                             | D14 R&J Theater   |                          |
| D03 Mamonier Outdoor Performance Venue                     | D15 Wooli Theater   |                          |
| D04 Mimaji Art Center, Multib Theater, Publit Theater      | D16 Institute of Performing Arts Chung-Ang University, Studio Chung |                          |
| D05 Jin Theater  | D17 Studio 76   |                          |
| D06 SH Art Hall  | D18 Theater Joy   |                          |
| D07 Plus Theater   | D19 Hanye Theater   |                          |
| D08 Art One Theater 1-3                                    | D20 Kaitan Theater  |                          |
| D09 Cheongryeon Theater                                    | D21 H Theater   |                          |
| D10 Konteritz Box  | D22 Book Bear Theater   |                          |
| D11 Play The Theater                                       | D23 ITN Art Hall 1, 2, 3, 4   |                          |
| D12 Up Stage   | D24 Hongik Daehangno Art Center (Daehak, Seonmul)                   |                          |

The 'Daehakro Theater Map' was made by '2024 WELCOME DAEHAKRO' by editing and making changes to the 'Daehakro Culture Map' from the Seoul Foundation of Art and Culture.



Chanyonggung Palace

2024 Performance Tourism Festival:

## **Welcome Daehakro Festival Guidebook**

**Host**            The Ministry of Culture, Sports and Tourism

**Organizer**     The Korea Tourism Organization

**Co-organizers** The Korea Performing Arts & Tourism Association, Jongno-gu Office



2024 Performance  
Tourism Festival:

# Welcome Daehakro Festival Guidebook

ENGLISH