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|  |  | KoreaHeritageServiceNEWS  |
| Division: Royal Palaces and Tombs Service Planning Division ofRoyal Palaces and Tombs CenterContact person: Ahn Youngmin(02-6450-3836) Cha Jieun(02-6450-3834) |  |  |

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| **Capture Your Perfect Hanbok Photos at the Four Major K-Royal Palaces and Jongmyo Shrine**- Photo Contest “Beautiful Hanbok Stories in K-Royal Palaces”from August 5 to September 850 Winning Entries to Be Exhibited during the 2024 K-Royal Culture Festival - |

The Royal Palaces and Tombs Center of the Korea Heritage Service (KHS) and the Korea Heritage Agency (KHA) announce that they will host a photo contest themed "Beautiful Hanbok Stories in K-Royal Palaces" from August 5 until September 8.

This contest, part of the tenth K-Royal Culture Festival, scheduled to take place from October 9 to 13, 2024, seeks to spark interest in Korea's royal palaces and showcase the beauty of Hanbok, the nation's traditional attire.

The contest is open to all Korean citizens and international residents in Korea. Participants are invited to submit photos of wearing Hanbok, taken within the past year, at one of the four major palaces - Gyeongbokgung, Changdeokgung, Deoksugung, Changgyeonggung - or Jongmyo Shrine. The submission period runs from August 5 to September 8. Entries can be submitted via the contest’s website (www.한복이야기사진공모.com). Each participant may submit up to two entries. More information on the contest can be found at the Royal Palaces and Tombs Center’s website (www.royal.khs.go.kr) or the K-Royal Culture Festival’s website (www.kh.or.kr/fest).

A judging panel will select 50 winners through a two-stage evaluation process. Winners will receive certificates and prizes:

 The grand prize winner, awarded by the Administrator of KHS, will receive a custom-made premium Hanbok voucher worth KRW 2 million(approximately USD 1,446)

 Two first prize winners, awarded by the Director General of KHS’s Royal Palaces and Tombs Center and the President of KHA, will each receive a traditional craft gift set worth KRW 1 million(USD 723)

 Three second prize winners, selected by the KHA President, will each receive a traditional craft gift set worth KRW 500,000(USD 362)

 Five third prize winners, also selected by the KHA President, will each receive a traditional craft gift set worth KRW 300,000(USD 217)

The winning photos will be displayed at Gyeongbokgung Palace’s Gyejodang Hall from October 9 to 13 during the K-Royal Culture Festival. Visitors will have the opportunity to appreciate the beautiful harmony between Hanbok and the historic palace settings.

In addition to the photo contest, the Royal Palaces and Tombs Center will offer various programs during the K-Royal Culture Festival to celebrate Hanbok’s unique beauty. These include interactive experiences and lectures. During the Hanbok Culture Week\* (October 14-20, 2024), in collaboration with the Korea Craft & Design Foundation, there will be free Hanbok rentals and a commemorative photo event at Changgyeonggung Palace. These initiatives aim to promote the beauty of Hanbok and solidify its status as a hallmark of Korean culture.

\* The Hanbok Culture Week is a nationwide cultural event held annually during the third week of October to promote the everyday wearing of Hanbok. The event is organized by the Korea Craft & Design Foundation (KCDF)

Attachment

1. Overview of the Photo Contest

2. Poster of the Photo Contest

**[Attachment 1] Overview of the Photo Contest**

* **Purpose**

To provide an engaging program that highlights the beauty of royal palaces and Hanbok, offering a visual treat for palace visitors.

* **Schedule**

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| **Phase** | **Date** | **Details** | **Notes** |
| Announcement & Submission |  09:00 August 5 -23:59 September 8, 2024 | Online submission |  |
| 1st & 2nd Round Judging | September 9 - September 20, 2024 | Selection of winning entries |  |
| Announcement of Winners | September 24, 2024 | On the websites of Royal Palaces and Tombs Center and KHA |  |
| Exhibition of Winning Entries | October 9 - October 13, 2024 | At Gyejodang Hall, Gyeongbokgung Palace | During the festival |

* **Details**

**A. Photo Submission**

* Theme: Beautiful Hanbok Stories in K-Royal Palaces
* Content: Photos of people wearing Hanbok taken at one of the four major palaces or Jongmyo Shrine
* Eligibility: All interested citizens and foreign residents in Korea
* Submission Method: Online submission through the link on the K-Royal Culture Festival website(www.한복이야기사진공모.com)
* Submission Criteria:
* Number of Entries: Up to 2 photos per person
* Photo Requirements: Photos must be taken within the past year at one of the four major palaces or Jongmyo Shrine without violating portrait rights
* Metadata: Photos must have verifiable metadata
* Photo Specifications:
* Format: JPG, JPEG, PNG, etc.
* Resolution: Minimum 3,000 pixels on the longest side
* File Size: Up to 50MB per photo

\*\* Note: Simple adjustments for contrast, brightness, etc., are allowed but must be noted. Photos with significant alterations or manipulations will be disqualified.

**B. Photo Judging**

* Judging Process: Winners will be selected by a panel of internal and external experts through a two-stage evaluation process.

**C. Exhibition of Winning Photos**

* Exhibition Period: October 9 - 13, 2024 (5 days)
* Location: Gyejodang Hall, Gyeongbokgung Palace
* **Awards: 50 Winners**

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| **Category** | **Number of Winners** | **Award Title**  | **Prize** |
| Grand Prize | 1 | Administrator of KHS Award | Custom-made premium Hanbok voucher worth KRW 2 million |
| First Prize | 1 | Director General of Royal Palaces and Tombs Center Award | Traditional craft gift set worth KRW 1 million |
| 1 | President of KHA Award |
| Second Prize | 3 | President of KHA Award | Traditional craft gift set worth KRW 500,000 |
| Third Prize | 5 | President of KHA Award | Traditional craft gift set worth KRW 300,000 |
| Honorable Mention | 39 | - | Cultural gift certificate worth KRW 50,000 |

**[Attachment 2] Poster of the Photo Contest**

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