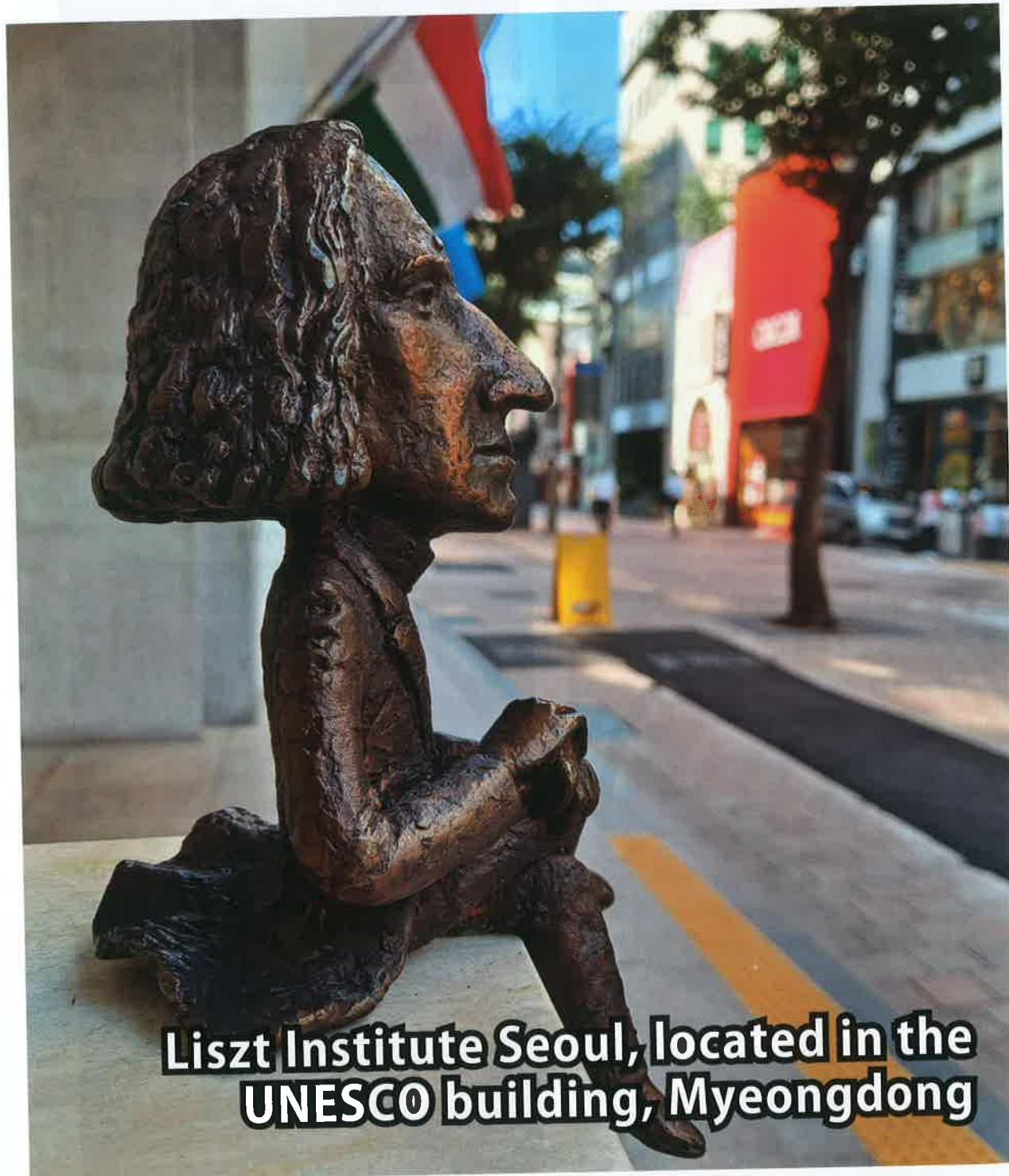


## “Hungary: Uncovering the Rich History, Culture, and Charms of the Heart of Europe”



**Liszt Institute Seoul, located in the UNESCO building, Myeongdong**



Hungary, despite being a small country, has an immensely rich, colorful and various culture.

With only a population of ten million, Hungary boasts to have 14 Nobel Prize winners in fields of medicine, chemistry, physics, economics, literature.

We are extremely proud to be an inventive nation. Just to name a few: Vitamin C (Albert Szent-Györgyi), Holography (Dénes Gábor), Electronic Computer (John Von Neumann), Rubik's Cube (Ernő Rubik), Espresso Machine (Ferenc Illy), Ballpoint Pen (László Bíró),

Coloured TV (Péter Goldmark) were all invented by Hungarians.

We have world-famous classical music composers (Ferenc Liszt, Zoltán Kodály, Béla Bartók), one of which (Ferenc Liszt) our institute proudly bears the name of.

We have several Oscar-winning movies and directors; some of the movies we have screened last year and the works of one of our most successful and highly decorated directors (István Szabó – nominated to Oscar 4 times)) will be a focal point during this year's Hungarian Film Days.

We are proud of our sportsmen; Ferenc Puskás was one of the greatest football/soccer players of all time. FIFA's most prestigious award is named after him. In fact, in December 2021 it was Heung-min Son who received the 2021 FIFA Puskás Award.

But we could also talk about our 8 UNESCO World Heritages and the beauties of our capital Budapest, our fantastic wines (some of which you can finally buy in Korea, - e.g. Tokaji Aszú) or a plate of gulyás (goulash), - one of our representative dishes, that Koreans like so much because





it reminds many of them of Korean tastes.

We call ourselves, and are often referred to as the bridge between the East and the West, since we are literally in the middle of Europe, and understand the East well due to our Asian roots.

Historically and culturally, one can find many similarities between Hungary and Korea (the pentatonic scale in folk music, the spicy, red-peppery dishes, just to name a few) and we think this is the reason why the connection between the two nations is so tight and getting better.

### BRIEF INTRODUCTION OF LISZT INSTITUTE - HUNGARIAN CULTURAL CENTER SEOUL AND THE INSTITUTE'S MAIN ACTIVITIES

Our Institute opened its doors a little bit more than two years ago, on 12th of December, 2019, in the year of the 30th anniversary of the establishment of the diplomatic relationship between Hungary and the Republic of Korea. This is our newest institute from the 26. The first Hungarian Institute opened more than

100 years ago in 1916 in Istanbul.

Liszt Institute Seoul is located in the UNESCO building in Myeongdong. As we all know, Myeongdong is a historical but also very trendy and popular area of Seoul. It is also centrally located so we can be reached and visited easily from every corner of the city. And being in the UNESCO building gives us further feel of prominence, visibility.

Our cultural center is named after Ferenc Liszt, one of the greatest Hungarians, one of the greatest composers and pianists ever born. His name and image are easily

recognizable even to those, who know nothing about classical music.

As for the activities, culture is a very wide area and we try to be active across all of the spectrum, be it art exhibitions, movies, classical, folk and pop music, arts and crafts, culinary events, sports, education.

Between 2020 and 2022, accommodating to the pandemics, we had of course been having lots of online and hybrid events but we were very happy to see the circumstances to improve in 2022 so we could get back to organizing exciting offline events.

Our institute's main task and the goal of our events is to promote and educate about Hungary, our values, our history, our rich culture, and present these to the Korean audience in a way that they fell in love with it.

But instead of simply presenting Hungary in Korea one-way, we

2022 유니크 영화제   새로운 시작	
서울역사박물관 아주개울(1층) Auditorium(1F), Seoul Museum of History	
DATE	11.12 11.19 11.26 12.03
TIME	11:00 13:00 16:00

strive to cooperate and build tighter relationships with the local cultural and art establishments. Instead of a single-way demonstrational and

presentational method we like to work tightly together with local partners – be it a ministry, a governmental body, museums, art centers, galleries, - and







sort of integrate into the local life and culture.

Despite being a relatively young cultural center we are proud to say that we have done and achieved a lot during the three years of our operation.

#### OUR 2022 SCHEDULE WAS PACKED WITH EXCITING CULTURAL PROGRAMS AND EVENTS:

We tightly collaborate with the other cultural institutes from the EU countries. For two years now we fulfill the presidency of EUNIC – European Union National Institutes for Culture’s Korean cluster. One of the bright results is the annually

held EUNIC Film Festival that we organize together with the Seoul Museum of History.

We actively participate in the Open House Program and EU Goes



to School Program, through which Korean schools visit our institute (or we visit the schools) and we conduct lectures on Hungarian culture, language, history, social values.

We organize various arts and crafts educational and demonstrational events, wine tastings (we also do Hungarian wine and winery educational videos that can be followed via our youtube channel), lectures, exhibitions at our institute.

Exhibition of the Budapest Museum of Ethnography in the Seoul Museum of History. Last year the Children’s Day celebrated its 100th anniversary in Korea, so the general idea was to use this as the main theme, with a Hungarian approach. The specific theme of the exhibition



was a regular day of a countryside girl from 1928, her games, her everyday activities versus a day of a city girl in our present time. The exhibition was open from June 17 till September 12, 2022 and has been visited by 106,000 people. Due to its success the exhibition will travel to Daejeon, where it can be viewed at Bangjja Yugi Museum between January 27 and June 11. From there it will come back to Seoul Guro Art Center, where it will be on display for another months from June 20 till August 20.

In May 2022, Hungaricus, one of Hungary’s highly respected folk music ensembles visited Korea. They had a rather short but packed Korean tour: 4 days, 4 cities, 7 concerts. One of the highlights was

their performance at Deoksugung Doldam-gil (Deoksugung Stone-wall Road) together with the talented young musicians of the Department

of Korean Traditional Music at Seoul National University in Korea.

KissKiss BangBang (August 6, 2022 – January 8, 2023). Pop art







exhibition at the Versi Museum, co-organized with PI Studio. This has been the second exhibition of Kiss Miklos in Korea. The exhibition has been opened by H.E. István Szerdahelyi, Hungary's newly appointed ambassador to Korea and the artist, Kiss Miklós, himself.

Liszt Institute is one of the main

sponsors and supporters of the annually held concert by the Korean Liszt Society that takes place each October in the Recital Hall of Seoul Art Center.

Liszt Institute was the co-organizer of a unique, high profile exhibition of Hungarian contemporary painters of the 1960-1980 era. Works of János

Fajó, Simon Hantai, Ilona Keserü Ilona, Dóra Maurer, Judit Reigl and others were on display to the delight of art experts and enthusiasts. The host and main organizer was MNB Arts & Culture, the venue was Sungkok Art Museum. The exhibition opened at the end of August and lasted till mid-October



Bohemian Betyars is a famous and highly successful folk-punk band from Hungary, that has a solid fan-base in Korea. After 2 years, they finally were back in Korea in 2022 and had three successful concerts at the Jarasum Jazz Festival, DMZ Peace Train Festival and a packed club concert in Hongdae's FF Club.

Every year, in November-December we organize the Hungarian

Film Days where for several days we screen Hungarian movies for the Korean audience. In 2022 we cooperated more closely with Seoul Art Cinema and handpicked some of the greatest classics of Hungarian cinematography together with them. We also expanded our film festival to Busan as well, where it was held at Busan Cinema Complex, the prestigious venue of the globally

famous Busan Film Festival. An exciting photo and NFT exhibition of the works of Flóra Borsi (floraborsi.com). The exhibition, that opened in November 2022 and can be visited till end of February 2023 is a cooperation with Savina Museum.

We finished the year in a festive and pre-Christmas mood. December 16 marked the 140th anniversary of the birth of one of



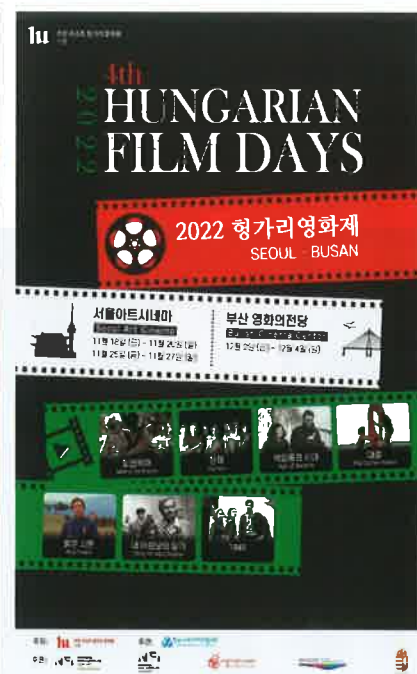




Hungary's and the world's famous composers of the XXth century, Zoltán Kodály. In cooperation with the Korean Kodály Society, we organized a wonderful event, where the Kodály Singers performed works from Kodály, Liszt, Bárdos, Mozart and Beethoven.

#### SOME OF OUR PLANS FOR 2023:

This year Hungary will start celebrating the 200-year anniversary of the birthday of Sándor Petőfi, one of the greatest and most celebrated poets of the



nation. We are planning several major events on this occasion.

This year in August, Korea will be hosting the Rubik's Cube World Championship. Since Rubik's Cube is a Hungarian invention, it is needless to say we will be involved in the event as well.

2023 is bringing another round anniversary in the classical music theme: György Ligeti, one of the greatest, most innovative and influential composers of contemporary classical music would be 100 years old this year. On this grand occasion, we are planning an equally grand

classical music performance with some of the most highly respected and famous musicians

from Hungary. The venue would again be the Seoul Art Center, with additional performances at Ilshin Hall.

Exhibition from the selected works of Marcus Goldson: a modern pop-art exhibition, focused on a target audience of the younger generations, depicting the creativity and humor in everyday life in the downtown of Budapest.

Last but not least, besides maintaining a strong presence in Seoul, we also plan a stronger presence, as well as a wider and tighter cooperation with multiple other cities in Korea.

