HOEK

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Hands-on Korean Heritage Studio

STUDIO PLLI 2026.4





HOEK, a Korean traditional culture experience studio

Located just 3 minutes from Seoul City Hall Station, HOEK is a premium heritage space offering international visitors a deep dive into Korean tradition. Beyond simple sightseeing, we provide a curated journey featuring authentic hospitality, cultural storytelling, and hands-on artistic workshops. Experience a unique moment of immersion and take home exclusive, handcrafted souvenirs found only at HOEK.

HOEK

Those who teach Korean tradition

Run directly by instructors with qualifications and expertise in their respective fields.



Kim dongkyu

Seoye (Korean Calligraphy) Program
Majored in Fine Arts & Korean Language Education



Chung yunha

Jagae (Mother-of-Pearl) Program
Certified Instructor in Mother-of-Pearl Craft



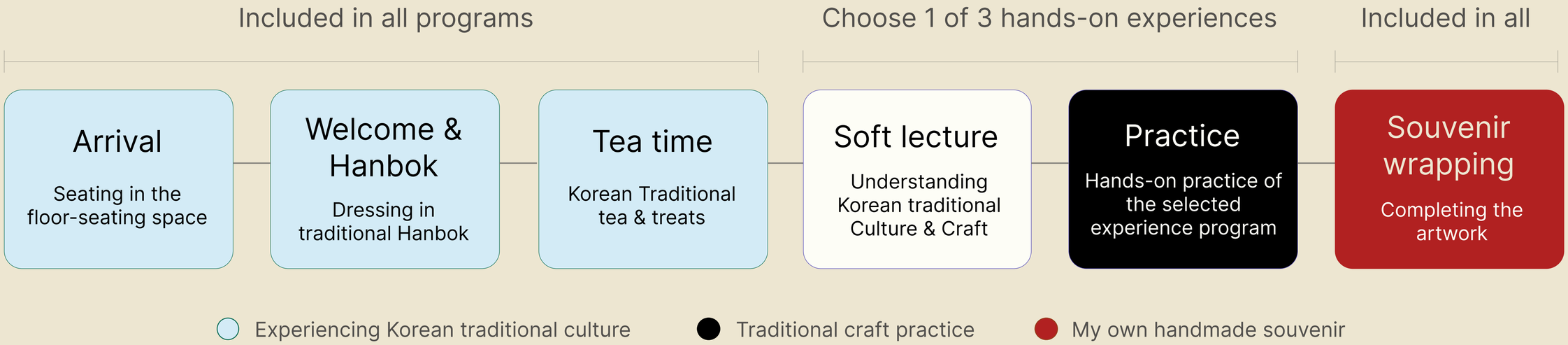
Choi dara

Hyukpil (Leather Brush Writing) Program
Specialist in Hyukpil (Korean Folk Art)

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A two-hour journey through the essence of Korean traditional culture.

HOEK offers a two-hour immersive scenario set in a comfortable traditional Korean floor-seating space, where visitors experience the essence of Korean traditional culture — from clothing, food, and living to art and craft — and even create their own handmade souvenir. It is a time designed for travelers visiting Korea to deeply engage with the heart of Korean traditional culture.



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Hanbok Experience

Immerse yourself in the beauty of traditional Korean attire. Wearing Hanbok with its elegant silhouettes, you can capture your special moments through a photo session against the backdrop of our aesthetically curated space.



Welcome Tea & Seasonal Treats

Upon arrival, enjoy traditionally brewed tea and seasonal treats. It is a warm welcome designed to ease your mind and body, and to help you settle in before the creative experience ahead.



Souvenir Gift Wrapping

Your handmade masterpiece is beautifully wrapped in Bojagi (traditional cloth). Embodying the wish to "wrap blessings," this final touch ensures your souvenir carries the deepest respect and heart of Korea.

HOEK

Three traditional craft experiences to choose from

Guests can choose from calligraphy, Jagae, or Hyukpil and fully immerse themselves in two hours of rich, hands-on traditional culture experience.



Seoye

Slow Stroke Therapy

A time of focused immersion — understanding the principles of Hangul and writing your name in Korean with careful attention to every brushstroke



Jagae

My own Wish Stone

A hands-on Jagae craft experience using traditional Korean patterns to create your very own Wish Stone



Hyuckpil

K-Letter pops

Vibrant rainbow Hangul calligraphy painted with a leather brush, rooted in Korean traditional folk painting



Seoye

Slow Stroke Therapy

This session explores the refined lines of Hangeul and the artistic beauty of traditional calligraphy.
You will learn the aesthetic forms of the 600-year-old alphabet and the basics of SEOYE, the art of transforming characters into visual masterpieces.

After a meditative moment of grinding your own ink to calm the mind, you will experience the unique sensation of drawing steady lines with a brush amidst the subtle fragrance of the ink.

By carefully writing your name or a meaningful message on hanji, you will experience the essence of Korean aesthetics—the perfect harmony between every stroke and the beauty of empty space.



1.

Lecture on Hangeul

A brief lecture on the motivation behind the creation of Hangeul, Korea's unique alphabet, and its scientific and linguistic characteristics.



2.

Master’s Demonstration

A live demonstration by the instructor, showcasing the slow, meditative, and delicate process of traditional Korean calligraphy.



3.

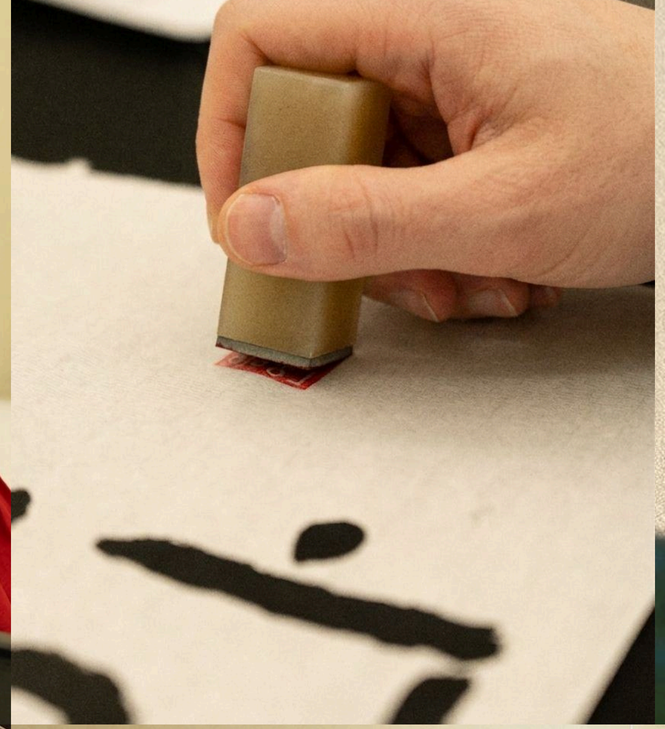
Hands-on Creation

Participants use traditional calligraphy techniques to write a meaningful word or phrase on a traditional scroll, then complete their work by pressing their own fingerprint and stamping the HOEK seal.

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SEOYE












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Jagae

Shimmering Totem of Your Wishes

This session is a hands-on experience with Jagae, Korea’s traditional mother-of-pearl craft. You will explore the unique Korean aesthetic of harmony with nature and learn the hidden meanings behind traditional patterns—from symbols of longevity to wishes for a fresh start.

Based on these inspirations, you will create your own "Wish Stone Totem." By carefully hand-placing shimmering pieces of shell onto a natural stone, you will engrave your personal hopes and intentions into a beautiful work of art.

It is a special time to connect with Korean heritage while crafting a personal guardian that will carry your prayers and glow for a lifetime.







1.

Lecture on Jagae

A brief lecture on the material properties of Jagae and the unique Korean aesthetic of harmony with nature.

2.

Craft Design

Select a natural stone for your totem and design a guardian stone with traditional patterns of wishes and blessings.

3.

Hands-on Creation

Complete your own Jagae Guardian Stone through an immersive process of embedding shimmering shells onto the stone.

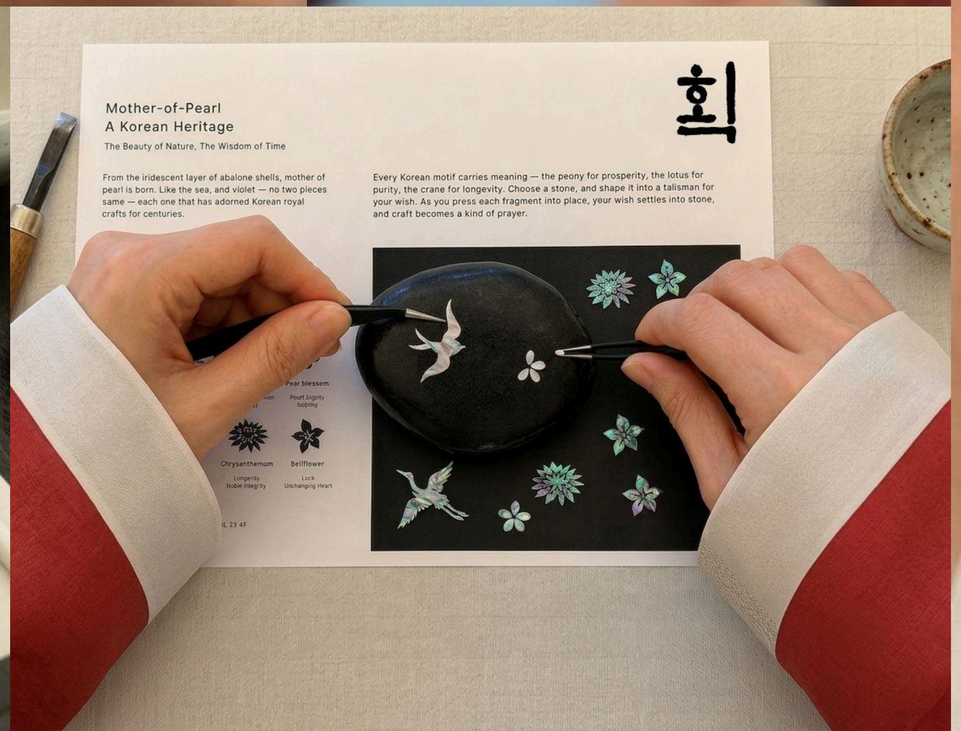







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Every Korean motif carries meaning — the peony for prosperity, the lotus for purity, the crane for longevity. Choose a stone, and shape it into a talisman for your wish. As you press each fragment into place, your wish settles into stone, and craft becomes a kind of prayer.


Mother-of-Pearl
A Korean Heritage
The Beauty of Nature, The Wisdom of Time
From the iridescent layer of abalone shells, mother of pearl is born. Like the sea, and violet — no two pieces same — each one that has adorned Korean royal crafts for centuries.
Every Korean motif carries meaning — the peony for prosperity, the lotus for purity, the crane for longevity. Choose a stone, and shape it into a talisman for your wish. As you press each fragment into place, your wish settles into stone, and craft becomes a kind of prayer.
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Pear blossem
Chrysanthemom
Longevity
Noble Integrity
Bellflower
Lock
Unchanging Heart



Hyuckpil

K-Letter pops

This session introduces you to Hyeokpil, a vibrant and unique form of Korean folk art. You will discover the joy of "Rainbow Writing," where a leather brush is used to weave multiple colors into beautiful characters, creating a bridge between calligraphy and painting.

In this program, you will learn to express your own name or a personal value in Hangeul using this dynamic technique. As you glide the colorful brush across the paper, you'll see your identity transformed into a vivid work of art filled with symbols of luck and happiness.
It is an exciting opportunity to re-interpret your story through the lens of Korean tradition. By the end of the session, you will have a striking, framed masterpiece that captures both the energy of Korea and the essence of who you are.

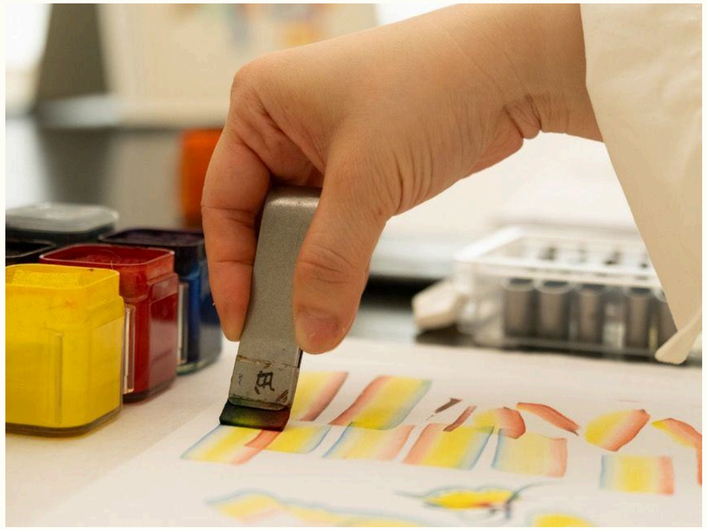




1.

Lecture on Hyukpil

A brief lecture on the historical background and symbolic meanings of Hyukpil, a unique genre of Korean folk art



2.

Practice

Learn and practice the vibrant, intricate techniques of Hyukpil, a traditional art form characterized by the unique use of a leather brush.



3.

Hands-on Creation

Participants use traditional Hyukpil techniques to write a meaningful word or phrase on a scroll, then complete their one-of-a-kind piece by pressing their own fingerprint and stamping the HOEK seal.

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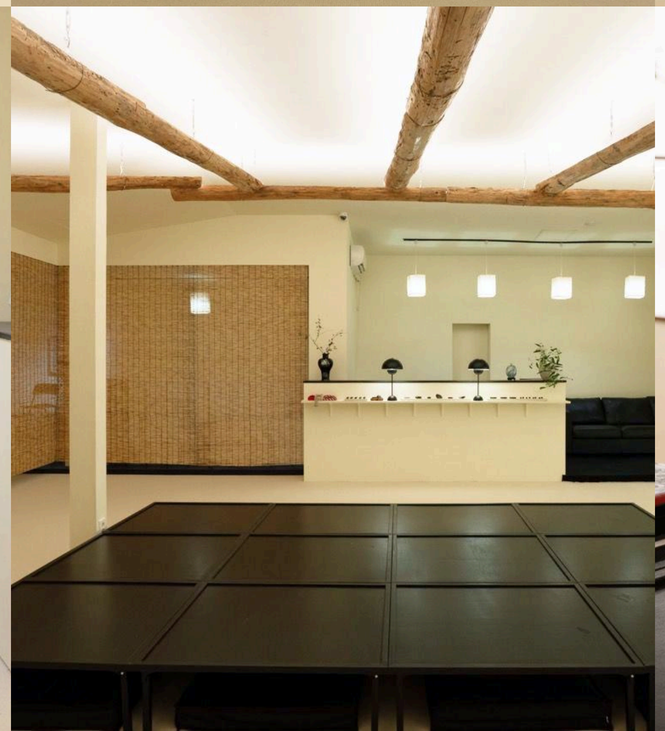





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Operating Information

- Operating Days: Wednesday – Sunday (Closed on Mon-Tue)
- Session Times: 9:00 AM, 1:00 PM, 4:00 PM
- Duration: 120 minutes
- Recommended Age: 10 years and older

Wed	Thr	Fri	Sat	Sun
	9:00 Jagae	9:00 Seoye	9:00 Jagae	9:00 Seoye
13:00 Hyuckpil	13:00 Seoye	13:00 Jagae	13:00 Seoye	13:00 Jagae
16:00 Hyuckpil	16:00 Jagae	16:00 Seoye	16:00 Jagae	16:00 Seoye

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