INCLUDED IN ALL PROGRAMS

Hanbok Experience

Dress in traditional Hanbok and capture a memorable moment in our Korean floor-seating space.



Welcome Tea & Seasonal Treats

Enjoy traditional Korean tea and seasonal treats on arrival, a warm welcome to settle your mind before the craft experience ahead.



Hands-on experience

Touch, sand, stroke, make and write to feel the joy of Korean traditional craft.



Photo service

We capture beautiful photos of you, your friends, and your family so you can treasure every moment of your new experience.



Korean traditional craft wrapping

We carefully wrap your handmade Korean traditional craft souvenir for you to take home.



❍ 2 hrs ❍ Up to 15 guests ❍ Indoor experience

HOEK

REVIEWS

★★★★★ It was an amazing experience, with very enlighting information, delicious Shikhye and tteok snacks, relaxing traditional music and a lot of laughter thanks to the instructors! An especial thanks to teacher DK, who is very patient and talented. One of the best experiences I had from klook in a year living here, and definitively would go again if I had more time left in Korea!

★★★★★ I had an unbelievable experience at Hoek. The moment you enter, you will feel like you're walking into an oasis tucked away in a busy urban jungle. From the background traditional music to the hanbok they have ready for you and the Korean tea that's served, every little detail has been thought of to make your experience unforgettable. Two hours flew by and I wanted to keep going. The hospitality and professionalism of the teachers is top notch. I could not recommend this place enough. I will surely return to this place for another session, maybe next time for the mother-of-pearl in-lay or the traditional leather pen writing experience, although I could easily do the calligraphy session again.

★★★★★ It is a beautiful and unique experience. The studio is so clean and spotless. The host DK and Yunha were so gracious and so much fun. You will feel the traditional way of writing and calligraphy during the Joseon dynasty , quite a nostagic way of looking at the past especially since we love period pieces of kdrama. highly recommended.

★★★★★ Amazing experience. Wonderful time with friends. So much fun to do in Seoul. One of the best place to visit!

TIMETABLE

	WED	THU	FRI	SAT	SUN
09:00 - 11:00	-	JAGAE	SEOYE	JAGAE	SEOYE
13:00 - 15:00	HYUCKPIL	SEOYE	JAGAE	SEOYE	JAGAE
16:00 - 18:00	HYUCKPIL	JAGAE	SEOYE	JAGAE	SEOYE

LOCATION



ADDRESS & DIRECTIONS

HOEK

4F, 23, Sejong-daero 16gil, Jung-gu
Seoul, Korea

GOOGLE MAP

RESERVATION

CONTACT
studioplli.inc@gmail.com

WEBSITE
www.plli.life

Korean traditional culture experience studio

HOEK



HOEK

HANDS-ON KOREAN HERITAGE STUDIO

Experience 600 years of Korean tradition condensed into 2 hours at HOEK, a hands-on Korean heritage studio where you dress in hanbok, sit in a traditional floor-seating room, and discover Korean culture, craft, and art firsthand.

Create lasting memories, photos, and a handmade keepsake with friends and family through hands-on Korean traditional culture.

PICK YOUR EXPERIENCE



Seoye

Slow Stroke Therapy

₩ 96,000 p/p
min 1 person - max 15 people

Seoye is the traditional Korean art of brush calligraphy, where ink and breath move together as a form of meditation. Through this session, you'll experience the Korean alphabet, Hangeul, and learn to handle the ink, inkstone, and brush. Each stroke is permanent, so the practice teaches presence over perfection. You'll leave with a finished piece and two hours of rare stillness.
In this program, write your favorite phrase in traditional Korean calligraphy. No experience needed. Just follow the rhythm of ink and paper.

2 hrs • Indoor • Guided by a Local master

PICK YOUR EXPERIENCE



Jagae

My own Wish stone

₩ 96,000 p/p
min 1 person - max 15 people

Jagae is the traditional Korean craft of inlaying mother-of-pearl, made from the iridescent inner layer of abalone shell.

Korean traditional culture holds a belief called 'Gilsang,' the practice of embedding wishes for wealth, happiness, and health into everyday objects.

In this program, work alongside a local artisan to engrave your own wish onto a Wish Stone, the most shimmering souvenir to commemorate your journey in Korea.

2 hrs • Indoor • Guided by a Local artisan

PICK YOUR EXPERIENCE



Hyuckpil

K-Letter pops

₩ 96,000 p/p
min 1 person - max 15 people

Hyuckpil, meaning "leather brush," is a traditional Korean art of painting Hangeul in rainbow colors, known for its bold, flowing strokes and vivid palette. Rooted in Korean folk painting, Hyuckpil weaves motifs of butterflies, flowers, and birds into each letter, turning every word into a colorful wish for good fortune and blessings.

In this program, paint a word that holds meaning to you in rainbow Hangeul calligraphy, and take home a vibrant, one-of-a-kind piece that is entirely your own.

2 hrs • Indoor • Guided by a Local master

THE CORE JOURNEY



1.
Lecture on Hangeul

A brief lecture on the motivation behind the creation of Hangeul, Korea's unique alphabet



2.
Master's Demonstration

A live demonstration by a local artisan, showcasing the meditative art of traditional Korean calligraphy.



3.
Hands-on Creation

Write a meaningful Hangul word on a traditional scroll with your own hands, stamp the seal to complete it, and take it home as a souvenir.

THE CORE JOURNEY



1.
Lecture on Jagae Craft

A time to understand Jagae craft and the meanings behind traditional Korean patterns.



2.
My own Mother-of-pearl Wish Stone Design

Inlay mother-of-pearl onto a natural stone using traditional Korean patterns to create your very own Wish Stone.



3.
Hands-on Creation

Your completed Jagae Wish Stone is wrapped in the Korean traditional style and taken home as a souvenir.

THE CORE JOURNEY



1.
Lecture on Hyukpil

Learn about the characteristics of Korean folk art and discover the historical background and basic techniques of Hyukpil.



2.
Master's Demonstration & Practice

Watch a live demonstration, then practice Hyukpil techniques with pigment and a leather brush.



3.
Hands-on Creation

Write a word that means something to you in Hangeul rainbow Hyuckpil on a traditional scroll and stamp the seal to complete your souvenir.

BOOK SEOYE

Thu	Fri	Sat	Sun
13:00 - 15:00	**9:00** - 11:00 **16:00** - 18:00	**13:00** - 15:00	**9:00** - 11:00 **16:00** - 18:00

- Wed–Sun 09:00–18:00 | Closed Mon & Tue
- Advance booking required (1 day minimum)

BOOK JAGAE

Thu	Fri	Sat	Sun
9:00 - 11:00 **16:00** - 18:00	**13:00** - 15:00	**9:00** - 11:00 **16:00** - 18:00	**13:00** - 15:00

- Wed–Sun 09:00–18:00 | Closed Mon & Tue
- Advance booking required (1 day minimum)

BOOK HYUCKPIL

Wed
13:00 - 15:00 **16:00** - 18:00

- Wed–Sun 09:00–18:00 | Closed Mon & Tue
- Advance booking required (1 day minimum)

Create lasting memories, photos, and a handmade keepsake with friends and family through hands-on Korean traditional culture.

HOEIK

Korean traditional culture experience studio

❍ 2 hrs ❍ Up to 15 guests ❍ Indoor ❍ Photo service