Andong, the Capital of the Korean Spirit

Smell the fragrance of Korea’s five-thousand-year-old history and appreciate Korea’s rich tradition....
Andong
the Capital of the Korean Spirit
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As a large city that represents all fields of Korea, Seoul is endeavoring to enter a knowledge-based society through the 21st century digital revolution. However, time has clearly shown us that a knowledge-based society is led by mental values, such as personality and the understanding of how to use technology. Moreover, history has revealed that preparations for a new era do not always occur at the center of politics or administration. In fact, the Hwaeom School of Unified Silla and Goryeo, Joseon Neo-Confucianism and the independence movement under Japanese occupation were based not in the capital city but in Andong. Andong aims to continue these traditions and discover a new spirit of the 21st century to fulfill the roles of the capital of Korean spiritual culture,
Facts and culture of Andong

General facts

Population, approx. 170,000
Area, 2.5 times the size of Seoul (the largest city in Korea)
    80% of Jeju

History

- Establishment of Changneyongguk by Yeomsangdosa in BC 57
- Promoted to Andongbu for helping Taejo Wang Geon to found Goryeo (13th year of Taejo: 930)
- Promoted to Andong Daedohobu for the people's support when the King hid in the region during
  the Honggeonjeok revolt (10th year of King Gongmin: 1361)
- Establishment of Andong Dam (1974)
- Currently structured into 1 eup, 13 myeons and 10 dongs
- Selected as the new location for Gyeongbuk Provincial Office (June 8, 2008)

Cultural facts

Designated cultural heritage, 286 tangible and intangible heritages (In possession of the largest
number of cultural heritages in Korea)

Museums, 22 specialized museums, including Confucian Culture Museum, Hahoe Mask Museum
and Andongpo Village

Cradle of literature, Lee Yuk-sa memorial center, Kwon Jeong-saeng literature, Kim Ju-young etc
*Andong possesses a stratum of cultural history that progresses through folk culture, Buddhism and Confucianism to the present day's Christianity. Andong has cultural values that are not biased by religions and cultural properties that are not focused on a certain point in the history. Furthermore, each of its cultural values is outstanding. In terms of folk culture, Andong is the origin of the belief in 'God Seongju', the Creator of homes. In terms of Buddhism, there is the Bongjeongsa Temple, the original temple for Hwaeomsa School, which provided the scriptural basis for China's Zen Buddhism. It is also the heartland of Neo-Confucianism, represented by Toegye who 'stood at the summit of the Joseon culture'. Neo-Confucian ideology produced the largest number of independence activists in the nation. Christian culture also bloomed here in Andong. As a result, Andong inherited diverse forms of cultural heritage quantitatively and qualitatively, from printing woodblocks and books to intangible cultural properties,*
Folk culture (Seongju faith) – The generous smile of Icheondong Seokbulsang

Andong, The origin of the belief in ‘God Seongju’, the Creator of homes.

- Seokbulsang, a stone statue of Buddha, is located in Jabiwon. ‘Seongju Folk Song’ refers to Andong as the origin of the Seongju belief,
Buddhist culture
Mental cultivation through Buddhism

The mecca of Buddhist Culture with the roots of 5,000 years of history and Korean culture.

Andong is the center of Buddhism, which has played an important role in the spiritual culture of Korea. Uisang, the founder of Hwaem, applied the worldview of Hwaem ideology to the structural design of Bongjeongsa Temple to express the practical aspects of Buddhism. Andong also fosters a large number of stone pagodas that are difficult to see in other regions. Another unique characteristic of Buddhism in Andong is the effort to integrate nature into the ideal Buddhist society. Hence, the people of Andong found peace and enlightenment in nature and Buddhist temples even during hardship.

Bongjeongsa: The temple with the oldest wooden building in Korea.
In the 12th year of the reign of King Munmu of the Shilla Dynasty (672), Monk Uisang flew a paper Chinese phoenix to the sky from Buseoksa Temple. There is a legend that the temple was constructed on the site where this paper Chinese phoenix was placed, and was called Bongjeongsa Temple. It contains many cultural properties such as Geukrakjeon, the oldest wooden building in Korea; and Daeungjeon, Hwaemgangdang and Gogeumdang constructed during the Joseon Dynasty, an important material for architectural research. Also here is a three-story pagoda, Deokhwiram and Ysachae, and several small Buddhist temples such as Yeungsanam and Chijoam.
1. Bongjeongsa Daeungjeon (National Treasure no.311)
2. Bongjeongsa Geuknakjeon and 3-storied Stone Pagoda (National Treasure no.15)
3. Bongjeongsa Iju gate
4. Bongjeongsa Hwaereum Hall (Treasure no.448)
1. Yongusa (An old temple with a 900-year history)
2. Gaemoksas (Treasure no. 242)
Confucian culture
– A worldview of life from one step back

Devote themselves to their studies and lives,
The cultural influence of Andong is a subject of all discussions on Joseon studies. Distinguished scholars such as Toegye, Nongarn, Hakbong and Seoe fostered many disciples and engraved their life practices of Confucianism in the daily philosophy of Andong culture. Hence, the Confucian culture still remains deeply rooted in many cultures of Andong. The common characteristic of life in Andong can be found in the beauty of ‘retreat’, which initiated the people to step away from government positions and fame and devote themselves to their studies and lives. Andong recognized people who were faithful to themselves and did not seek fame and fortune more highly than those who held a government position. Andong’s cultural heritage manifests this ideology and the image of the daily life.

Dosan Seowon : Toegye, the ‘Chu Hsi of the East’ and the greatest Confucian scholar of Korea, founded Dosan Seowon and educated Confucian scholars here.
Dosan Confucian School was established in 1574 (7th year under the reign of King Seonjo), by the disciples and others who cherished their memories of the premier Lee Hwang.
1. Toegye’s birthplace
2. Toegye’s residence
3. Gyesang Seodang
Sacred city of independence movement
the spirit of classical scholars who practiced Confucianism

Producing the largest number of independence activists in Korea

Andong was the stage for the first militia uprising for justice in modern Korea. It produced the largest number of independence activists in the nation and also the key figures in the history of Korean independence movement. The militia uprising for justice led by classical scholars was succeeded by independence movement in the Japanese occupation period. By leading responsible actions during difficult times, the independence movement became a basis for highlighting the positive aspects of Confucianism.
Andong Independence Movement Memorial Hall: The Andong Independence Movement Memorial Hall is located in front of the village of Nae-Ap, Cheon’cheon-ri, Imha-myeon, Andong-city. Andong had produced the greatest number of activists for the Independence Movement in Korea in 1919 when Koreans struggled against Japanese colonialism (1910~1945). The hall has been established in order to commemorate the lives of these brave activists. This hall has also been used to set an example to others.
Lee Yuksa Literary Center: Lee Yuksa Literary Center preserves resources and records related to Lee Yuksa who sang about people’s grief and independence of Korea and was imprisoned 17 times during the Japanese occupation period.
1. Jeoljeong memorial stone & Yuksa Statue
2. Green grape spring
3. Lee Yuksa Literary center inside
Cultural background of Andong

The past name of Andong was Yeongga, meaning ‘a beautiful town where two waters meet’. This name expresses the geographical features of Andong, which is located at the point where the Nakdong River and the Banbyeoncheon River meet. As the starting point for the main stream of the Nakdong River, Andong does not have many high mountains. Geographically, the land has provided a pleasant environment since the past and as a result, a minor state developed early in Andong. Furthermore, the land was recorded as a propitious site in ‘Taekri’. Andong started to appear noticeably in historical records after it became the center of local administration through continuous interactions between the central power and Kim Seon-pyeong, Jang Jeong-pil and Kwon Haeng, the three key figures in the foundation of Goryeo. Afterwards in the Joseon Dynasty, Andong began to establish itself as the hometown of yangban (aristocrats) with Toegye Yi Hwang at the center, Andong has been known as a pleasant place to live since the Goryeo Dynasty, and it attracted many landowners in the past who established dongseong (same lineage) villages, which became the home to many classical scholars of Yeongnam. Later, these scholars stood at the center of the independence movement in Andong and fostered the largest number of nationally recognized independence activists in Korea.
The cradle of Confucian culture

in possession of the largest number of Seowon in Korea

Andong produced such famous names as the great scholar Toegye Yi Hwang, Seoae Ryu Seong-ryong and Hakbong Kim Seong-il. Their philosophies unfolded in Seowon academies. Andong built the largest number of Seowon in the nation, 63 in total, and 26 of them are still standing.
Byeongsan Seowon: Originally named Pungak Seodang, this school was relocated here from Pungsang-hyeon during the fifth year of King Seonjo’s reign (1572) by Ryu Seong-ryong. It was used for training purposes. In 1614, Confucian scholars erected a memorial tablet in honor of Ryu’s scholastic achievements. Thus, this became a well-known Confucian academy. Located near Mt. Hwasan and Hahoe village, Byeongsan Confucian academy is adjacent to river Nakdong. It is known for its spectacular scenery splendid architecture.
1. Mukgye Seowon
2. Gosan Seowon
3. Hogye Seowon
4. Hwacheon Seowon
5. Yeokdang Seowon
6. Bungang Seowon
7. Imcheon Seowon
Dosanbyeolsi, the exclusive state examination offered in the rural area

Dosanbyeolsi enforced under the royal command 222 years after the death of Toegye.

Dosanbyeolsi was a nationwide Korean poetry writing contest that first took place under the royal command 222 years after the death of Toegye. It was held at Dosan Seowon to commemorate the virtue and learning of Toegye and to motivate the rural scholars,
Ancestral memorial rituals, the legacy of Confucian culture

Maintain the elegant tradition

- The representative Confucian culture of Andong would be "gwannahansangjae," the four ceremonial occasions of coming of age, wedding, funeral and ancestral memorial rituals. Ancestral memorial rituals in particular were considered to be very important from practical perspectives of Confucian values.

1. Seoae memorial rite (May 5 on the lunar calendar)
2. Toegye memorial rite (December 8 on the lunar calendar)
3. Hakbong memorial rite (April 29 on the lunar calendar)
1 - 2. Dosan Seowon memorial rite
3. Byeongsan Seowon memorial rite
4. Yeokdong Seowon rite
5. Neungdongsisa memorial rite for Andong Kwons
6. Seokjeondaejae memorial rite at Yean Hyanggyo
7. Seokjeondaejae memorial rite at Andong Hyanggyo
Pavilions, a conversation with beautiful nature

The daily life culture related to jeongja, or traditional pavilions, is an important resource for observing the Andong scholars’ perspectives on nature in the traditional society. There are approximately 270 pavilions in Andong. There are more pavilions here that in other regions because they represent the spiritual culture of Yeongnam Sarim who continued Toegye’s teachings and understood pavilions as a means of conversing with nature.

1. Okyeon jeongsa
2. Imcheonggak Gunjajeong
3. Gosanjeong
1. Chaehwajeong
2. Nakamjeong
3. Takcheongjeong
4. Manhyujeong
Jongtaek, the tradition that preserves the presence of ancestors

Andong, the hometown of yangban and Confucianism, is famous for its large number of residences of eminent families. Although the significance and the role of a family house have diminished compared to the past, we still attach a meaning to "a family house" because the tradition and customs of a family house provide a good model that reveals the lives of the past.
Nongam jongtaek: Nongam Jongtaek (the head house of the Nongam family) is located on the low edges of Mt. Cheongyangsan around the upper region of the Nakdong river. Because the village has beautiful pine groves, the village is named ‘Gacosong’ which means beautiful pine trees.
1. Uiseong Kims’ jongtaek
2. Hahbong jongtaek
3. Jeonju Ryus’ Musli jongtaek
4. Ganjae jongtaek
5. Gyeongdong jongtaek
Museums, a record of Andong studies and life

There are more than 20 museums and exhibition centers in Andong. The fact that a small-medium city has so many museums shows that there are that many relics in the city. This also manifests the potential of various cultural industries that utilize these artifacts.
1. The Forest Eco Science Institute of Gyeongsangbuk-do
2. Hahoe Mask Museum
3. Andong Folk Museum
4. Confucian Culture Museum
1. Andong Hemp Cloth Town
2. Andong Hanji Crafr Exhibition Hall
3. Andong Soju, Traditional Food Museum
4, Andong Craftwork Culture Exhibition Hall
5, Culture Experience Hall for Natural Dyeing
6, Andong Mulmunhwagwan
1, Traditional Educational Materials Exhibition Center
3, Bongjeongsa Seongbogwan
5, Okjingak (The exhibition hall of relics of Toegye)
2, Andong National University Museum
4, Taesamyo Bomulgak
6. Yeongmogak (The exhibition hall of relics of Seoae)
7. Unjanggak (The exhibition hall of relics of Hakbong)
8. Sungwonggak (The exhibition hall of relics of Gwangsan Kims)
Campaign to collect
100,000 printing woodblocks

Practical use with cultural property in the new era

The campaign to collect 100,000 printing woodblocks is organized by the Korea Studies Advancement Center. It will be submitted for registration on the Memory of the World list and act as the stepping stone for globalization of Andong. The Center aims to collect printing woodblocks that lie neglected in households, Seowon and Hyanggo and preserve them permanently.
Attractions and taste of Andong

Confucian culture on cloth fashion (Korean traditional clothes, Hanbok)

Following the ‘Andong Fashion Show’ in 2006 that grafted Andongpo (hemp cloth), Andong hanji (traditional paper) and natural dyes onto modern apparel, in 2008, a traditional hanbok fashion show opened under the theme ‘Andong! The First Picnic with Colors of 1000 Years’ at Unhyeongung Palace, the center of the court culture.
1 - 4. Andong traditional hanbok fashion show
2 - 3. Andongpo fashion show
5. Andongpo
6. Natural dyes
7. Hanji doll
Andong food, the taste of home cooking by the eldest grandson

The food culture of Andong is directly linked to the Confucian culture. The Andong food culture is based on service and guest reception, which are also directly connected to the customs of the "head of the family".
1. Queen Elizabeth II Birthday Table
2. Andong Food Exhibition
3. Heojjesabab (Ancestor Worship Meal)
4. Andong Salted Mackerel Table Set
5. Geonjin Noodles
6. Andong Beef
7. Andong Steamed Chicken
Social backgrounds of Andong

It is recorded in ‘Joseon Inmulgo’ that ‘a half of Joseon’s noted figures are from Yeongnam and a half of Yeongnam’s noted figures are from Andong’. A region with many yangban is bound to have many successful state examination applicants, and many successful applicants means that many distinguished scholars will be produced. From the reign of King Taejo to the reign of King Seonjo, Andong produced 83 successful applicants. It fostered 60 more successful applicants than the region that produced the second largest number of successful cases. Furthermore, 141 Andong–born scholars appear in ‘Yeongnam Inmulgo’. However, even without a reference to these figures, this yangban culture can be seen in the many dongseong villages and beautiful residences that are still standing in Andong. Today, dongseong villages and traditional residences present the joys of travelling to the visitors of Andong.
Dongseong villages, the image of our lives

The Largest number of dongseong (Same surname) villages in Korea

Andong has the largest number of dongseong villages in the nation. A dongseong village is where people with the same surname live in one village. For geographical and social reasons, Andong was the home to approximately 46 dongseong villages, and many of them are still present today.

Hahoe Village: Important Folklore Material No. 122; This is a village whose main inhabitants are of the Pungsan Ryu clan, it is called Hahoe because the river Nakdong flows around the village in an S-shape. The village itself contains various typical Korean houses preserved since the early Joseon Dynasty. Folk performances such as Hahoe Maskdance and Seonyujulbul (Traditional fireworks) are still played, thereby making this village an ideal place to understand the traditional culture of Andong.
1. Sosan village
2. Samsojae
3. Yangsodang jonglaek
4. Gail village
5. Sseuljae
6. Sugok jongtaek
7. Ndong seosa
1. Chuwonsa
2. Dorim lecture hall
3. Pusan Kims’ house
4. Hari village
5. Yean Lees' jongtaek
6. Seohu Andong Jangs' village
Fun intangible cultural heritage

Aesthetic of life with Satire and humor

Some beautiful values of Korean people's lives can only be found in Andong: Chajeon-nori, an energetic group game for men; Noldaribalggi, an elegant and active group game for women; Jebiwon, the home to Seongjiu, the Creator of homes and the source of folk beliefs; Hahoebyeolsingut talmori, a shamanistic dance filled with the world mask culture and Korean entertainment; and Jejeonnongyo, a peasant song praying for prosperity and fertility and sung by people to reduce the fatigue of farm work and to enhance work efficiency.

Chajeon-nori (Important Intangible Cultural Heritage no.24) : One of the legends of this play is that the war between king Kwonhwhon (867~930) and King Wanggeon (877~943) by the river Nakdong, was staying and Andong citizens pushed the troops with their shudders together, Andong is that 3 Families from Kwon, Kim, and Jang made vehicles looked like a wagon and protected them when King Kwonhwhon invaded to Andong. Over 200 males are divided into two groups and push each team by their shudders and the leader of each them manages the troops on the wooden tream look like "A".
Haehoeyeolsingul talmori (Important Intangible Cultural Heritage no.63) : To entertain the gods, a mask dance, which included both satirical and comical elements, has been included in the special event. This event includes a prayer for the prosperity of the village and for bountiful harvests.
2. Nokdabawi - The tale performance originated from a historical event in Korea. During the invasion of Goryeo by Chinese nobles in 1320, King Gongmin, the thirty-four king of the Goryeo Dynasty, campaigned against the enemy. The queen arrived at a stream on her journey to Andong, and the local village women provided them with a human bridge, offering their help. These women were praised for their courage and selflessness.

3. Jodong nongyo - This unique Andong ballad, sung by the farmers living in the fields, has been passed down for countless generations.
Andong Mask Dance Festival
A global festival of communication that transcends race and ideologies

- Andong Maskdance festival is aimed to please all visitors by overwhelming them with joy and exuberance based on the mask and dance. Citizens from all over the world get together at Andong to participate in Korea’s representative festival. The festival brings the world to one.
Experiencing traditional houses, the repository of ancient architecture

Meeting in natural traditional

- Experiencing Andong traditional houses where the most Korean images are preserved is a highly popular attraction and requires a reservation a few months in advance for programs on the weekend and in the vacation season.
1. Traditional house stay in Jirye Arts Village
2. Suaedang traditional house stay
3. Tapdong jongtaek concert
4. Imcheonggak traditional house stay
5. Giyang seodang concert
Globalization of Andong culture

It was forecasted long ago that Andong’s Confucian culture would spread across the world. In 1999, Queen Elizabeth II visited Andong and praised it as a future city with the most ideal and distinguished traditions and culture. Former President Bush also experienced the beauty of Andong in 2005. Furthermore, Andong has attracted the interests of the press, including the Discovery Channel and the participants of the World Journalist Conference. In 2006, Andong City declared Andong the capital of cultural spirit of Korea and aimed to promote Confucianism so that it may be selected as the alternative philosophy of the 21st century by international philosophers. Andong also devised a detailed platform to enliven the value of Confucian culture with UNESCO Center and international organizations,
Visitors of Andong

Andong is future city with the most ideal and distinguished traditions and culture

... "Andong is a future-city with the most ideal and distinguished traditions and culture." The world focused on a small town in a rural area on April 21, 1999. The most precious guest in the century, Queen Elizabeth II of England, visited Andong because she wanted to celebrate her birthday with the citizens in the place best preserving the features of Korea and filled with the oriental atmosphere.

Upon seeing the table with 47 kinds of traditional dishes of Andong and royal dishes for her 73rd birthday elaborately prepared by Madame Jo Okhwa, the national master of Andong Soju (traditional alcohol), the Queen was impressed as repeating, "Wonderful!" The Queen stepped onto the floor of Chunghyodang after taking off her shoes, according to Korean etiquette, and tapped her feet in time to the music while watching Hahoebyeolsingut tainori (communal shamanistic rites). It was broadcasted all over the world by the global media and so Andong became remembered as the most Korean place by the world. Following the visit of Queen Elizabeth II of England, Former President’s father and son Bush visited Andong on November 13, 2005 and on August 3, 2009, respectively.
1. Queen Elizabeth II
2. Birthday feast for Queen Elizabeth II
3. Queen Elizabeth II at Bongjeongsa
4. Former President George Herbert Walker Bush at Andong
5. Former President George Bush at Byeongsan Seowon
6. Former President George Bush at Pungsan High School
7. Former President George Bush at Hwaek Seodang
1-2-4, Coverage by the Discovery Channel on the Andong International Mask Dance Festival

3. Approx. 60 journalists of the World Journalist Conference visited Dosan Seowon
Declaration as the "capital of spiritual culture of Korea"

Andong is recognized as the essence of Korean history and culture,

- Andong greets the third anniversary after the declaration as the capital of spiritual culture of Korea on July 4, 2009. With the roots of 5,000 years of history and Korean culture, Andong has a variety of cultural properties by period. Furthermore, the spiritual philosophy of Korean culture history including Buddhism, Confucianism and Christianity is accumulated here like sedimentary rock. Andong claims that understanding the culture of Andong means to understand all about Korean culture, and it is the shortcut to experience the spiritual side of the oriental world.
Globalization of the Han culture

Joining the Organization of World Cultural Heritage Cities for the first time in Korea is the evidence for the global recognition of the Confucian culture of Andong.

Andong executed the MOU to join the Organization of World Cultural Heritage Cities of UNESCO in October 2006. Andong is the first city in Korea to join the organization. The Organization of World Cultural Heritage Cities is the network established by the cities that have cultural heritages or equivalent qualifications. The organization includes approximately 210 cities from about 80 countries as regular and associate members.
1. Andong joins the Organization of World Heritage Cities
2. Conference for registering Hahoe Village on the UNESCO World Heritage list
3. International seminar for UNESCO World Heritage registration
4. The World Conference of Historical Cities (2006, Ballarat, Australia)
5 - 6. Tourism Promotion Organization for Asian-Pacific Cities (TPO) Tourism expo (2005, Fukuoka, Japan)

Andong, the Confucian culture city, looks forward to being the center of world culture.
Peru Cusco City

1. Andong Park, Holon, Israel
2. Qulu, China
3. Sagae, Japan
4. Cedar Rapids, USA
Cooperation with developed cities

For enhancing the public promotion on the brand ‘Andong, the global city’, Andong has been continuously pursuing the establishment of a sisterhood relationship with leading cities of widely known civilizations and cultures in the world. It has dynamic exchange activities with Qufu and Pingding of China, the hometown of Confucius; Saga of Japan famous for the Sakuranbo festival; Holon of Israel, the birth place of Jesus Christ; Cedar Rapids, selected as one of ‘20 Livable Cities’ by Forbes magazine with the best education system in the USA; and Corinth, the historic city of Greece and hub of marine transportation. Along with these, a sisterhood relationship with Cuzco, Peru, the cradle of Inca civilization, was established in 2010. These relationships will play significant roles as stepping stones to promote Andong, the ‘Capital of Spiritual Culture of Korea’, in the world.
Formation of a Global Network

- Joined IOV, TPO, IMACO, World Heritage Cities, and World-historic Cities. Starting with the TPO (Tourism Promotion Organization for Asian-Pacific Cities), which Andong joined in August 2003, Andong joined the League of Historic Cities and IOV (International Organization for Folk Art) that has 185 member cities in 113 countries in 2004. Furthermore, as the first Korean city listed on the World Heritage Cities list with 215 members in 79 countries in 2006, Andong set the foundation to make advances toward becoming a global culture hub. In particular, Andong has been taking an initiative role with 50 member cities since it established the ‘International Mask Culture and Art Organization’ (IMACO, chairman city: Andong) with 26 countries in 2006 to contribute to world peace based on equality, the intangible asset embedded in the ‘mask culture’.
1. Opening ceremony of IOV General Assembly
2. IOV members at Korean Studies Advancement Center
3. IOV General Assembly
4. IMACO International Conference
5 - 6. International Conference Bangkok, Thailand
7. MOU conclusion for the 2011 IMACO International Conference Indonesia
Globalization of Confucian culture through contents

Composed of only digital contents, Traditional Cultural Contents Museum

The Traditional Cultural Contents Museum, the world’s first museum composed of only digital contents, was officially registered as the 1st digital museum of national assets,
1. ‘450 Years of Love’, staged in a traditional house
2. Experience to make Korean Traditional Paper
3. ‘Good Morning Hur-doryeong’, an original outdoor play based on Hahoebyeolsingut tahnori
4. ‘My Friend Habyeoil’, an original gukaek children’s play based on Hahoebyeolsingut tahnori
5. ‘Forever with You’ based on the ‘Letter from Won’s Mother’
6. Craft work activity
7. Seonbi cultural experience
8. Traditional house stay for foreigners
Andong, the cradle of Confucian culture, will open the future from the center of Hallyu.
Andong, the Capital of the Korean Spirit