

YÉOL
Korean Heritage
Preservation Society

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‘YÉOL’ stands for our desire to properly preserve Korea’s cultural heritage and to show its enduring value to the modern world.

The character ‘YÉ’ can carry different meanings such as beautiful(ye-pu-da), long ago(ye-ro-bu-teo) or right here(ye-it-da). ‘YÉ’ also shares its pronunciation with Chinese characters such as art(藝), propriety(禮), model(例), and honor(譽).

The character ‘OL’ can mean now or the near future as in this year(ol-hae). It also means to be upright(ol-god-da), to be proper(ol-ba-ru-da), and is used in such expressions as to go up(ol-la-ga-da). ‘OL’ can also mean thread and is used in expressions like thread by thread(ol-ol-y) which implies very delicate care such as that done with maternal love. The Chinese character ‘OL’ (兀) means standing up prominently.

With the above meanings in mind,
YÉOL is the name given to our foundation by Hoo-Myung Yoon, a Korean novelist.

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Photo/by Woon-Gu Kang (in his photo album 'in the evening')

*The rich heritage of Korea
continues to be held in high esteem.*

*The time-honored legacy of Korea
must be properly restored.*

YÉOL

YÉOL is a non-profit, volunteer foundation founded with the goal of preserving Korea's cultural heritage.

Korea has a long and rich history with cultural assets dating from ancient times to the modern era. Yet these cultural treasures are often underappreciated, and many remain neglected or forgotten.

As Korea continues to venture into the 21st Century, YÉOL seeks to foster internal and global awareness of Korean cultural heritage and help its conservation and restoration for future generations through its programs in preservation, artisan support and education.

We look forward to your support and participation in this meaningful effort.

CULTURAL HERITAGE PRESERVATION PROGRAM

- Efforts to protect both tangible and intangible cultural heritage
- Installation of signs for cultural heritage sites
- Restoration, maintenance, and usage of traditional buildings
- Preservation of modern cultural heritage
- Environmental campaign and protection of *Sajikdan* Altar in Seoul : designated as the Keeper of *Sajikdan* by the One Heritage - One Keeper Program of the Cultural Heritage Administration.

ARTISAN SUPPORT PROGRAM

- Creation of new values by reinterpretation of traditional crafts.
- YÉOL Award for Artisan of the Year : an award to an artisan of a traditional craft to adapt his or her work to the modern lifestyle
- Young Craftsman Award : an award to foster and discover talented young craftsmen
- Buyeo Culture Project : a program to develop regional culture by encouraging the interaction between students, local craftsmen, and designers.
- A permanent exhibition space for craftworks

EDUCATION PROGRAM

- Lectures on Korean history and culture
- YÉOL LECTURE : lectures on Korean history and culture in English
- Museum tours and historical walks in Seoul
- Guided field trips to cultural and historic sites at home and abroad
- YÉOL Mom, Young YÉOL, YÉOL Junior : programs of lectures and field trips to help build young people's interest in Korean culture

YÉOL SUPPORTERS

- Organizes fund raising Gala Dinner for YÉOL
- Hosts markets to raise scholarship funds for students of Korean National University of Cultural Heritage
- Promotes YÉOL and YÉOL sponsorship

YÉOL SPONSORSHIP BENEFITS

- Lectures and exhibitions on Korean culture
- Museum tours and historical walks in Seoul
- Field trips to cultural and historic sites at home and abroad
- Discounts on YÉOL handicrafts
- Discounts at YÉOL events
- YÉOL newsletters

YÉOL SPONSORSHIP CATEGORIES

- Monthly Sponsor: 20,000 won monthly and above YÉOL sponsorship benefits
- YÉOL Mom (sponsors with little children): 20,000 won monthly and above
- Young YÉOL (young sponsors in 20s and 30s): 10,000 won monthly and above
- YÉOL Junior (youth sponsors): 10,000 won monthly and above
- Lifetime Sponsor: 3,000,000 won and above YÉOL sponsorship benefits plus invitation to special YÉOL events
- Corporate Sponsor: 10,000,000 won and above lifetime sponsorship benefits plus invitation to exclusive events and publication online / offline

YÉOL SPONSORSHIP APPLICATION

Sponsorship Classification Monthly YÉOL Mom Young YÉOL
 YÉOL Junior Lifetime Corporate

Name _____

Korean Resident or Alien Registration Number _____
(Please fill out if you need donation receipt.)

Mobile Phone Number _____

Phone Number _____

Email Address _____

Mailing Address _____

Reasons for joining YÉOL _____
(Name of the person who introduced you to YÉOL)

Account Number (for CMS Members) _____

Withdrawal date (for CMS Members) _____

Signature _____

Date (month/day/year) _____

Please send your application form either by mail, fax or e-mail, and your contribution to:
KEB Hana Bank 631-000503-181