Cultural diplomacy, national identity and national museum: South Korea's first overseas exhibition in the US, 1957 to 1959
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Abstract

The exhibition Masterpieces of Korean Art, which toured 8 cities in the US from December 1957 to June 1959, was the first large-scale overseas exhibition of Korean cultural objects that the South Korean government organized. This overseas exhibition in the US was designed to secure a cultural identity for South Korea on the world stage by explaining to US citizens that Korean culture has peculiar characteristics and independence from Chinese or Japanese culture. It was in the same context that the South Korean government was trying to secure a place within the world order controlled by the US. This touring exhibition shows that, through this exhibition, the National Museum of Korea was engaged in a dual mission to both gain cultural citizenship on the world stage and, reflexively, to internalize this for internal consumption so as to consolidate a sense of Korean cultural identity at home.

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Exhibitions in Ludwig Museum make an impression of time travelling and geographical magic to its visitors. Back in the twentieth century, western painters, photographers and musicians expressed their protests against severe political crisis: Apartheid, the war in Vietnam; experienced a major influence of hippie youth movement, pacifism, and rise of the embryonic culture of Rock’n’Roll. Ludwig’s collection infiltrated the entire major art themes: the last period of Pablo Picasso’s masterpieces, Swedish painter Claes Oldenburg, Andy Warhol and Roy Lichtenstein. There is a great retrospective of...
This can be understood as a recognizable difference, framed with a common construct, but maintaining a varied his... This is specifically seen in the opening of the National Museum of Chinese History on October 1, 1959 wherein the most important exhibit was General Chinese History.