

Sharing is giving – Kimjang: making & sharing Kimchi

KIMJANG FESTIVAL

11am-4pm / Saturday 23rd November 2019

New Malden Methodist Church and New Malden High St

We are looking for **authentic Kimchi recipes** from all over Korea and China!

AND We are recruiting volunteers to help run the festival.

Please contact us now to register your interest. We need you!

info@kbce.org.uk / 07518376208

About KBCE

The **Korean British Cultural Exchange** (KBCE) is a registered charity (no. 1176236) that was established to promote Korean culture via various cultural and educational activities and is run by volunteers. It aims to facilitate meaningful cultural exchange between the two countries, with the aim to enhance understanding and build a better community together. KBCE hosts the Kingston Korean Festival every year with the Kingston Council. The full programme includes the Harvest Festival in September, the KPOP UK National Competition in October and the Kimjang Festival in November. www.kbce.org.uk

KBCE Trustees: Jiho Ham, Justina Jang, Elly Nam

Meet the Team

Justina Jang Festival Director

Jinny Yeon Assistant Project Manager

Larissa Schneider-Kim PR & Publicity Manager

Boeun Yang Administrator

Catherine Tang Administrator & Digital Marketing Team

Soyeon Oh Digital Marketing Team

Graziella Cannao Digital Marketing Team

Sooyeon Jaekal Curator, Inhouse designer

Inhong Song Events Coordinator

Dasol Um Presenter

Volunteers: Jae Choi (supervisor), Nneka Anyimukwu, Zita Boronkai, Sanghyeok Gil

The Kimjang Project is made possible by money raised by **National Lottery players**. The National Lottery Heritage Fund is the largest dedicated funder of heritage in the UK. Since it was set up in 1994, HLF has awarded over £7.9 million to more than 43,000 projects, large and small, helping people across the UK explore, enjoy and protect their heritage. www.hlf.org.uk



KIMJANG: Making and Sharing Kimchi is a brand-new project made possible by money raised by National Lottery players. It involves recording, archiving and distributing 20 authentic kimchi recipes and personal Kimjang experiences from North, South and Chinese-Korean residents, and hosting an annual Kimjang Festival on New Malden High Street on the third Saturday of November.

Launch Event KIMJANG PROJECT

1pm - 4pm / Saturday 9th February 2019

New Malden Methodist Church

49 High Street, New Malden KT3 4BY

Presented by

**KOREAN BRITISH
CULTURAL EXCHANGE**

Funded by



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WiKim 세계김치연구소
World Institute of Kimchi

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Korea Food Promotion Institute



KORSA

New Malden Rotary



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LAUNCH EVENT
KIMJANG PROJECT

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THE KIMJANG PROJECT

1. Recording and archiving 20 authentic kimchi recipes: February – September 2019

There are roughly 22,000 ethnic Koreans living in New Malden. We hope to make the most of this dense Korean population by recording, archiving and subsequently distributing a curated selection of their diverse, yet authentic kimchi recipes and Kimjang stories to share with the wider community.

Additionally, we plan to offer a variety of free workshops to local residents to help nurture the community's talents and skillsets. We hope to encourage active participation of locals in the project to ultimately help the initiative establish itself as a fully community-led, community-first celebration.

2. Kimjang Festival: Saturday 23rd November 2019

The grand finale of the project, the Kimjang Festival, will include a Kimchi Experience Area where you can learn about and make various types of kimchi, stalls selling Korean food, live music performances and a cultural activities programme for the whole family to enjoy together.

We will also hold a Make Your Own Kimjang session where Korean residents and locals from the entire borough can buy pre-prepared cabbage and Kimchi seasoning to make their own Kimjang kimchi on the day.

3. Launch Event Programme

- Free Kimchi Tasting on New Malden High Street (1pm-4pm)
- Opening Ceremony (2pm-3pm)

Location	Time	Content
Lobby	1:30	Doors open
Sanctuary	2:00	Official Ceremony
	2:05	Project Introduction Kimjang brand launch by J Kwon
	2:15	Congratulatory speeches T. Thayalan , Mayor of Royal Borough of Kingston DH Kim , First Secretary & Consul of The Embassy of the Republic of Korea R. Martins , President of New Malden Rotary Club CS Song , President of Korean Residents Society JE Park , President of National Unification Advisory Council
	2:40	A video on Kimjang
Lobby	3:00	Reception
	3:10-3:40	Kimchi-making demonstration by Chef HS Yim
	4:00	Event ends

- Kimchi Exhibition (1:30pm-4:00pm) prepared by Chef HS Yim, curated by SY Jaekal

4. About Kimchi & About Kimjang

In Korea, Kimchi was created to preserve vegetables during the winter months. Other countries all have their own methods of preserving vegetables but the unique form and taste of the Kimchi is incredibly inventive. Kimchi is a fermented food made of cabbage or radish brined in salt, then mixed with various spices such as chilli powder, garlic and salted-fermented seafood. It is an essential dish for every Korean meal, regardless of class and region.

The level of salinity can be kept low when fermenting kimchi because spices are being added to pre-pickled vegetables; and new nutrients and flavours such as vitamins and organic acids are added during the fermentation process with the development of various types of lactic acid bacteria. For these reasons, kimchi is an excellent superfood full of taste, nutritional value and great storage stability.

Kimjang is the act of making, and then sharing with family and neighbours, a large amount of kimchi to last them all through the long winter months. It traditionally takes place in early winter or late autumn. The ingredients and methods used in each region are rich in their own local colour, but in essence, Kimjang is a very homogenous culture throughout the whole of Korea.

Kimjang became a way for families to naturally hand down their own special recipes to the next generation and this Korean Kimjang culture of making and sharing kimchi was listed on the UNESCO Representative List of Intangible Cultural Heritage of Humanity in 2013, sharing the cultural value of kimchi with people all around the world.



5. About the Brand



The brand KIM-JANG is created to introduce Kimjang in a friendly and easy-to-understand way to international residents of New Malden who are already familiar with it.

'Healthy', 'Together', 'Sharing' - These three core values of the brand are represented through the look and feel, colours, typography and graphical elements, encouraging people to actively engage with the brand and project and make the festival a true local celebration of their own.

Hi-
Let's do it together.

