

GANGHWADORYEONG
HWAMUNSEOK

KOREA TRADITIONAL FLOWER PATTERNED MAT

Agricultural Corporation Ganghwadoryeong Hwamunseok Co., Ltd.



KOREA TRADITIONAL FLOWER PATTERNED MAT

Hwamunseok (Flower-patterned mat) has been closed to your life as crafts from old times. It has had a 1,600-year-old history since it began in the Three Kingdoms of Korea. People felt cool on Hwamunseok in summer and warm in winter. It was used in all the basic stuff like eating and sleeping, enjoying songs and dances, marriages, and ancestral rites. Like this, it is a cultural space that includes Korean people's joy, anger, sorrow, and pleasure. Hwamunseok made of plant stem of 'Cyperus exaltatus' controls humidity and keeps the cold out. It has been very much loved by people as the works of art with Korean splendid traditional patterns. It became interior necessities as its functions and beauty are in harmony today. It is excellent in functions, beauty, and practicality ranging from Kings' portraits to living rooms of the present.

#Korean heritage
#60-thousand-hand work
#Master artisan



GANGHWA DORYEONG HWAMUNSEOK has kept Hwamunseok which has disappeared in history for two generations.

It has promoted preservation and development of Hwamunseok ranging from sedge cultivation and processing to its manufacture and sale having a big vision of exporting it to the world.

1. Research on *Cyperus exaltatus* cultivation and manufacture of Hwamunseok
2. Development of designs that restore old Hwamunseok and meet modernized sensibilities
3. Development of various interior products that use Hwamunseok and *Cyperus exaltatus*
4. Training master craftsmen and experiential education of Hwamunseok



We hope Hwamunseok will again be in place in everyday life and become our culture that is recognized by the world as well as Korea.

Main customers

National Center for Korean Traditional Performing Arts
Cheongwadae
Jongmyo Shrine
Korea Cultural Heritage Foundation
National Palace Museum of Korea
Gyeongbokgung Palace
Korea Craft & Design Foundation
National Theater of Korea
Incheon International Airport
National Intangible Heritage Center
Bulguksa Temple
Temple Stay
Korea Cultural Heritage Foundation
National Assembly of the Republic of Korea
etc.

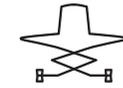
Movie

The Fatal Encounter
A Taxi Driver
Heung-boo: The Revolutionist
The Magician

TV

EP 3. Hwamunseok, Laborhood on Hire, tvN
6 O'clock at My Hometown, KBS
Real Documentary Sum (Breath), MBN
Live Information, KBS
[1 Night 2 Days] KBS





History

- 2020 Was selected as the support project of research and development tasks of craft skills by KCDF.
- 2019 Craft Trend Fair, COEX
'Fantastic Craft' Exhibition, Home Table Deco Fair, COEX
QUEENMAMA MARKET exhibition
Appeared in EP 3, Laborhood on Hire on tvN.
Was selected as follow-up support of Star Product Development by KCDF.
- 2018 D&DPARTMENT KOREA VISION MARKET
Was registered in the Hwamunseok business creation department / Ministry of Culture, Sports and Tourism
Patent registration of the traditional product weaving and making device / Korean Intellectual Property Office (KIPO)
Korea Speciality Festival, KINTEX
- 2017 Was selected as Support for R&D Result Program / Foundation of Agri. Tech. Commercialization & Transfer
Craft Joy and Pleasure Exhibition KCDF, Seoul
- 2016 Patent registration of a Semiautomatic Type Product Apparatus of Sedge Mat / Korean Intellectual Property Office (KIPO)
Was selected as the Rural Resources Convergence Industrialization Project / Ganghwa County Office
Was selected as the project for improving and strengthening rural farmers' competitiveness / Rural Development Administration
Was registered in the Hwamunseok business creation department / Ministry of Science, ICT and Future Planning
- 2015 Patent application of a Semiautomatic Type Product Apparatus of Sedge Mat and a sedge molding machine
/ Korean Intellectual Property Office (KIPO)
Certification of a rural convergence business license / Ministry of Agriculture, Food and Rural Affairs(MAFRA)
- 2014 "A young man who devotes himself to Hwamunseok", 6 O'clock at My Hometown on KBS
"Beautiful Hwamunseok", Real Documentary Sum (Breath) on MBN
Agricultural Corporation GANGHWADORYEONG HWAMUNSEOK Co., Ltd. was established

Critical essay

Park, Yunhwan and Kim, Hyesoo who have succeeded the family business for two generations have led Ganghwadoryeong Hwamunseok by inheriting tradition and at the same time, developing designs that meet modern sensibilities. The technique to integrate modern technology with the traditional method is being developed for stable production and development

〈An interview with Craft Design NO.42 GOOD MAKERS〉

Daily art, workshop that inherits tradition Ganghwa Hwamunseok which means 'flower-patterned mat' is traditional crafts that have been handed down for 1,300 years. CEO Park, Yunhwan who was born and grew in Ganghwado Island plays a role of making Hwamunseok universally used in every home until 1980s 'national mats' again.

〈LUXURY JUNE2020〉

His final destination is not Korea but the world. He is preparing overseas business to achieve his dream to make and export Korean high-class Hwamunseok that other countries are enthusiastic about to them. Mr. Park said without pretense, "It does not work until now." But he is off to a start to achieve more than half of his dream as they say, "well begun is half done." I expect that his small step to cherish our things will become a prosperous result of our cultural works of art that the world watches.

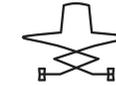
〈Reporter Lee, Jeonggyu /The Kyeongin Ilbo〉





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| 어우러진다 |

유유자적, 여름 풍류가 담긴 집

에어컨도 냉장고도 없던 시절, 선조들은 나뭇가지에로 막대한 더위도 가까이 즐겼다.
옛 어른들이 느긋한 마음으로 여유롭게 만끽했던 여름 나기의 멋과 맛을 오늘날의 집 안으로 들였다.

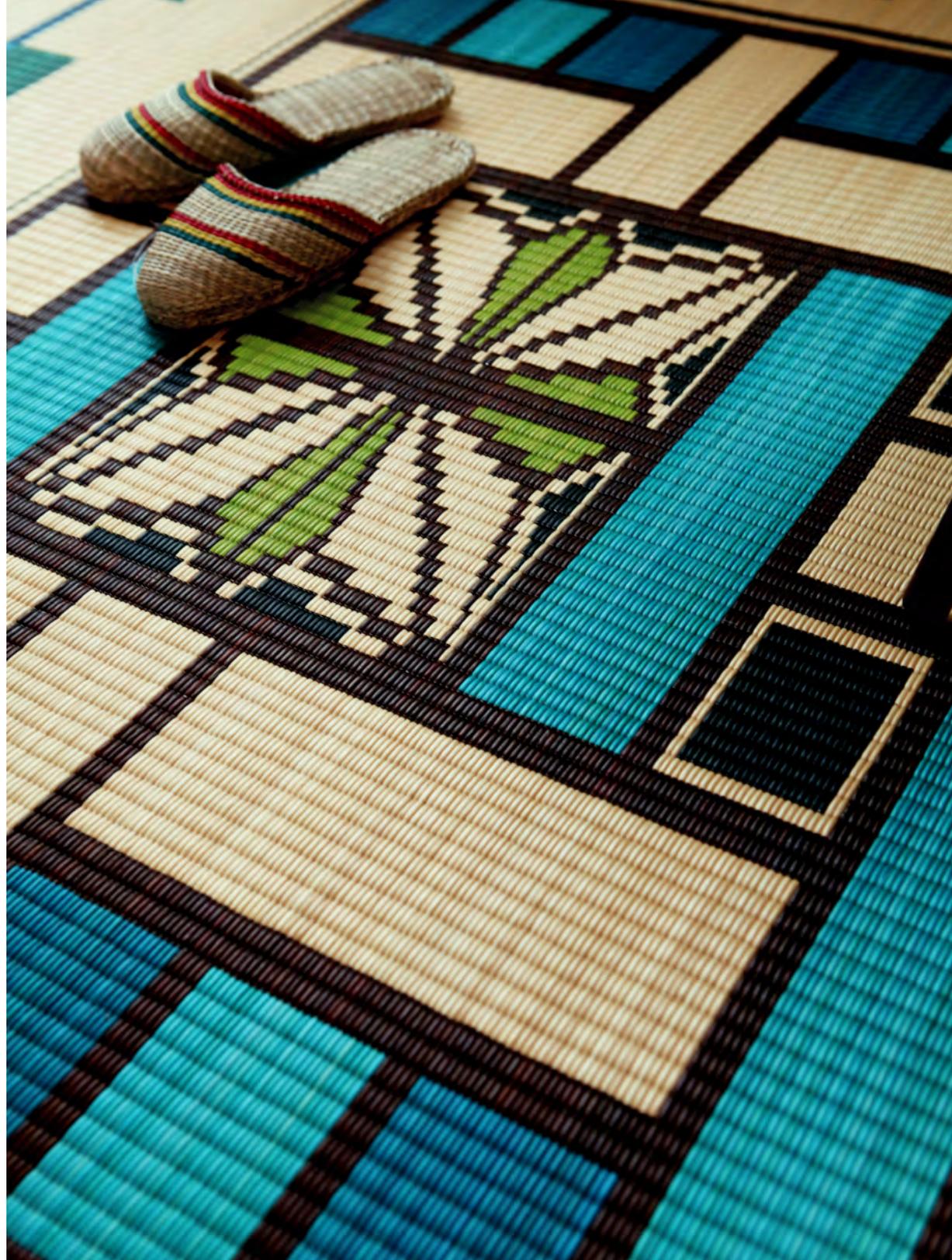
에디터 박효성 사진 이종근 스타일리스트 분지윤(분로 드 칼로리아) 어시스턴트 황남주, 장세희



1 테라시질라타 7법의 달항아리와 붉은
송태식 작가 by 도도트, 2 대나무와 스틸을
결합한 벤치는 정소이 디자이너 by 보머스
디자인, 3 삼베 돗질 소반은 앤드비움 by
해브인서울, 4 청자 주병 세트는 이은영 작가
by 대한민국명인장집 한수, 5 보라색 줄무늬
합은 강희도경화문식, 6 보라색 주병과 황은
박사연 작가, 7 돗질 굵 트래이는 허영욱 작가 by
조은숙갤러리, 8 타원형 체리나무 소반은 인문수
작가, 9 오색 꽃 미니 단합은 강희도경화문식,
10 초록색 돗질 트래이는 허영욱 작가 by 조은숙
갤러리, 11 팔각 디과상은 남규연 작가 by 강화
도경화문식, 12 돗자리는 강희도경화문식,
13 바다 사진 80호 캔버스 (물-Horizon)
(Printed on Oxford)은 권나라 작가, 14 도자기
원형 오브제 (월-Moon)(Glazed Ceramic)은
권나라 작가



JOGAKBO





AJAMUN





SSANGHEEMUN



SSANGHEE FLOWER



RED-CROWNED CRANE

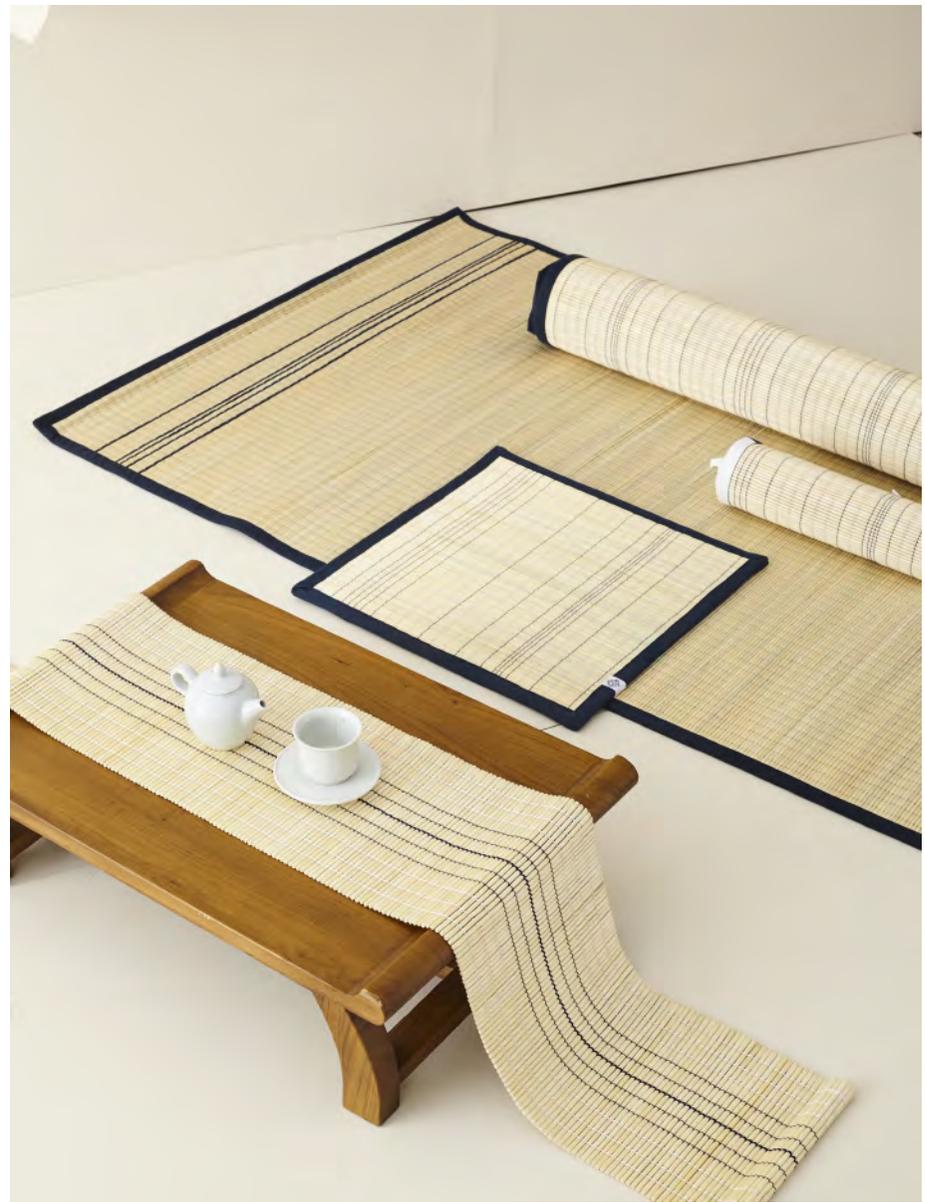


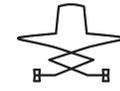
SECOND BRAND

JARI

HWAMUNSEOK







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