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# Developed 'Jinju Batik' pattern containing pearl tales

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Jinju Culture and Tourism Foundation - Collaboration with Indonesian companies revealed "expectations for creative economy through development of 'Jinju Batik'"

Jinju Culture and Tourism Foundation announced that it collaborated with Indonesian creative company Batik Fractal (Co-CEO Muhammad Lukman) to develop 'Pearl Batik' based on the pearl phoenix tale.

As one of the content development projects utilizing local culture, it was promoted as an international cooperation project with support from the Korea Foundation for International Cultural Exchange (KOFICE).

Batik refers to flame-retardant dyeing techniques and patterns that are registered as a World Intangible Cultural Heritage.

Previously, the foundation collaborated with BINhouse, an Indonesian batik workshop, to produce 'Jinju Silk-Batik' using traditional batik patterns.

This was made into a modern hanbok and a fashion exhibition was held in Indonesia, which received great attention from the local media and served as an opportunity to promote pearl silk.

This year, we developed a 'Jinju Batik' pattern containing a pearl story.

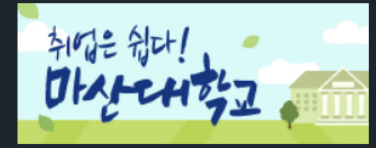
It was made using 'Chokseokru' and 'Bonghuangmun', which symbolize pearls, and applying the Sido Muli design of batik.

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Sidomuli means prayer for returning home in Indonesian Javanese. It contains the meaning, 'I hope that the phoenix returns to Jinju and achieves peace and prosperity.' The Jinju Batik series tells the story of a phoenix returning to Jinju and spreading the spirit of peace and prosperity.



Jinju Culture and Tourism Foundation collaborated with Indonesian creative company Batik Fractal to develop 'Pearl Batik' based on the Jinju Phoenix story. /Jinju Culture and Tourism Foundation

In this local cultural content development project, we collaborated with Batik Fractal, an Indonesian design IT company.

They are attracting attention in the creative economy sector as they strengthen the value of traditional heritage and promote sustainability through modernization using IT technology.

Min Won-sik, CEO of the Jinju Culture and Tourism Foundation, evaluated that both batik fractal and Jinju silk-batik can be found in the realm of the creative economy in that they are creating new value and pioneering a new consumer market by adding storytelling to Jinju silk.

Foundation officials announced that they plan to exhibit costumes made using pearl silk dyed with 'pearl batik' at 'KOREA 360' in Jakarta, Indonesia in the second half of this year.

'Korea 360' is an overseas promotional center where you can comprehensively experience, display, and promote Korean culture-related industry products.

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