



## **JEONJU (South Korea)**

**Jeonju** is a city in South Korea, and the capital of North Jeolla Province. It is an important tourist center famous for Korean food, historic buildings, sports activities and innovative festivals. In May 2012, Jeonju was indicted as one of the Creative Cities for Gastronomy as part of UNESCO's Creative Cities Network. This honour recognize the city's traditional home cooking handed down thru generations over thousands of years, its active public and private food research, a system of nurturing talented chefs, and its hosting of distinctive local food festivals. Located in the fertile Honam plain, famous for strawberries and exceptional produce, Jeonju has been an important regional center in the province for centuries. There are extensive royal museums, temples, a castle fortress on a hillside, and a well-known paper museum, as well as an annual paper fashion show highlighting both the latest style and traditional Korean clothing made of paper. Jeonju International Film Festival – which usually runs from end of April to May for one week annually, is one of the most important film festival in the world.

### **The latest initiatives with the municipality of Florence:**

- **December 2010:** Welcoming to the delegation which participated into the Salone dell'Arte e del Restauro Exhibition. The delegation was composed of the General Director Planning Bureau and International Relations.

- **April 2012:** Welcoming of the delegation composed of four delegates of the town hall and six percussionists, musicians from the City of Jeonju, at the opening ceremony of the Korea Film Festival. The drummers made up a short performance in the Hall of the Eight in Palazzo Vecchio.

### **Useful links:**

[http://www.jeonju.go.kr/open\\_content/en/main\\_page.jsp](http://www.jeonju.go.kr/open_content/en/main_page.jsp)

### **Contacts:**

City Hall: 568-1, Seonosong-dong Wansan-gu,  
Jeonju-si, Jeonbuk, South Korea

Tel : +82-63-281-2114 / Fax : +82-63-281-2700

