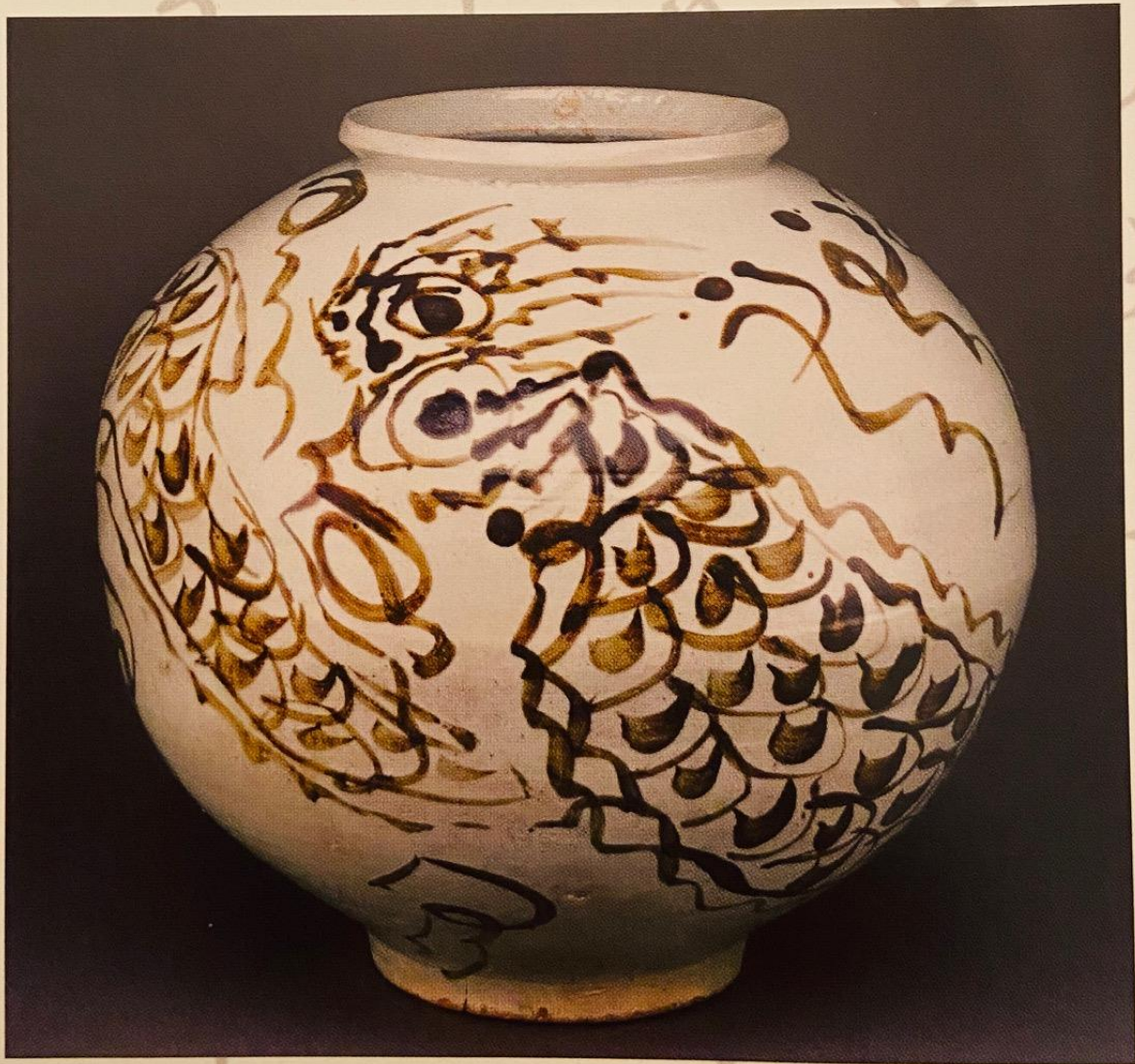


THE ARTS OF KOREA



Philadelphia Museum of Art

Asian art objects acquired from the 1876 Philadelphia Centennial Exhibition—the first world’s fair held in the United States, which drew more than ten million visitors to the city—were prominent in the galleries of the Museum’s first home, Memorial Hall, when it opened in 1877. Today, the Museum’s collections include paintings, sculpture, ceramics, lacquers, metalworks, and textiles from all of Asia, including nearly 200 works of art from Korea.

Functionality, simplicity, a lack of artifice, and a respect for nature are hallmarks of the Korean concept of beauty. These values are clearly evident in the Museum’s galleries of Korean art. The strength of the Museum’s Korean collections lies in the breadth and quality of the ceramics, which range from rare roof tiles from the kingdom of Silla (57 B.C.–A.D. 668) and masterpieces of twelfth-century celadon ware, to dramatic dragon



jars from the Chosŏn dynasty (1392–1910) and contemporary pieces such as the imposing covered vessel by Kim Yikyung (born 1935).

The first Korean works of art to enter the Museum were several stoneware dishes bequeathed in 1897 by General Hector Tyndale. Since then, the Korean holdings have grown steadily, primarily through gifts from individuals, but also through major purchases made possible in part through support from the Korean Heritage Group. Among these most recent acquisitions are several screens, including a nineteenth-century calligraphy and a depiction of *Reeds and Geese* by the twentieth-century artist Kim Jin-Woo (1883–1950).

Flask (facing page), 17th to 18th century (Chosŏn Dynasty, 1392–1910); glazed porcelain with underglaze cobalt blue decoration of storks, fish, a pine tree, a flowering lotus plant, bamboo, and characters (Gift of Colonel Stephen McCormick in honor of the Korean Heritage Group, 2000-80-3)

The Arts of Korea installation (above), The Baldeck Gallery, gallery 238; August 31, 2002–present

Buddha (right), 8th century (Unified Silla Dynasty, 668–935); gilded bronze (The Louis E. Stern Collection, 1963-181-210)



Gifts That Transform

Collections are the lifeblood of the Philadelphia Museum of Art, which is dedicated to forging deep connections between great works of art and the public for whom it holds them in trust. Enriching and expanding the collections are essential to the continued vitality of the Museum and its ability to attract and sustain new audiences.



Celebrations of the Museum's 125th anniversary in 2001 highlighted the generosity of its public-spirited benefactors, both past and present. The 125th anniversary gifts of Korean art—ranging from sixth-century ceramics to twelfth-century bronze mirrors and nineteenth-century screen paintings—have truly transformed the Museum's collections and illuminated paths for future growth. Among the objects still on the Museum's "wish list" are:

- examples of fifth- and sixth-century goldsmiths' work
- early Buddhist painting
- costume and textiles
- sixteenth- and seventeenth-century *punch'ong* and white-ware ceramics
- literati painting
- contemporary crafts and calligraphy

Sharing the Gifts of Korean Art: Education and Outreach



Two Hares in Moonlight
KOREA

The Department of East Asian Art, working with the Museum's Division of Education and Department of External Affairs, has built a nationally acclaimed model for artistic and outreach programs. These programs engage visitors of all ages and backgrounds—including the 70,000 members of the Philadelphia region's vibrant Korean and Korean-American community—with the

Museum's significant and growing collections of Korean art. Held annually, the immensely popular Korean Heritage Weekend explores Korean art and culture through music, dance, tours, and

hands-on craft activities; a series of special family events focuses on the Museum's collections of Korean art; and numerous initiatives benefit educators and their elementary through high-school students by combining visits to the Museum with specialized in-classroom teaching resources—slide packets, CD-ROMs, full-color teaching posters, and craft-technique demonstration kits. The Museum is also a national leader in distance learning, which uses video-conferencing technology to bring live, interactive lessons—originating at the Museum—to schools across the United States.

Looking to the Future

Crucial to the expanding collections of Korean art is the availability of adequate and appropriate space in which to display the objects. The newly developed master plan of the Museum envisages significant additional gallery space in which to exhibit the collections.

In addition to assembling and presenting a world-class collection of Korean art, the Museum is dedicated to sharing and interpreting the objects with as large an audience as possible through research, educational programs, library resources, publications, and scholarly symposia.

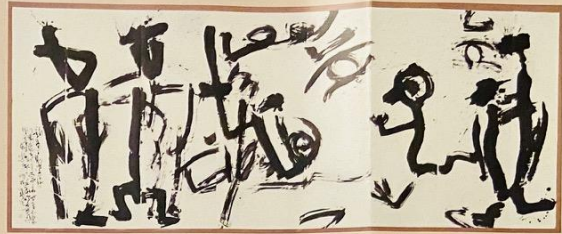


Ten million dollars in funding is necessary to assure and enhance the future of the Korean art collections and their care, exhibition, and research:

- to support pending acquisitions
- to establish an endowed acquisition fund for future growth
- to establish the Korean galleries in dramatically larger, state-of-the-art Asian art galleries planned for the Museum's first floor—a significant initiative that aims to double exhibition space for Korean art within a decade
- to endow a permanent position for a curator of Korean art and to support educational programs and scholarly publications

Ways to Give

The growth of the Museum's Korean collections and Korean cultural activities has been made possible through the generosity of many donors of works of art or funds. The Museum invites you to join this distinguished family of supporters. There are many ways to do so and enjoy substantial tax benefits.



Gifts of Funds

For more information on any of the opportunities listed below, please contact the Development Office at (215) 684-7750 or giving@philamuseum.org.

Gifts of Cash. For federal income tax purposes, you may deduct the full amount of your cash contribution up to 50 percent of your adjusted gross income in the year of the donation. You may carry forward the deduction for up to five years after the year of the donation if necessary.

Gifts of Marketable Securities. A gift of stocks, bonds, or mutual funds held for more than one year is frequently the most prudent and economical way to give. Transferring such assets to the Museum may provide you an even greater tax savings than you would receive with an equivalent gift of cash. You can take this deduction for up to 30 percent of your adjusted gross income in the year of donation. Additionally, you may enjoy this tax deduction while paying no capital gains on appreciated value. You may also carry the deduction forward for up to five years after the year of the donation if necessary.

Gifts of Closely Held Stock. The Museum accepts gifts of stock in closely held corporations (those in which no more than five individuals own more than half the stock's value). Such stocks may be given outright, given through a bequest, or used to establish a charitable remainder or lead trust.



Matching Gifts. If your employer has a matching gifts program, your gift to the Museum could be doubled or even tripled. For additional information, ask your employer's human resources department or contact the Museum for a list of participating companies.

Planned Gifts. A planned gift may enable you to make a substantial gift while providing a secure lifetime income for yourself and/or a loved one. You can convert low- or non-income-yielding securities into a higher income stream while also qualifying for a substantial tax deduction. Individuals may choose from a variety

of planned gifts, all of which can be specially tailored to meet their specific financial goals. Some planned gifts include: charitable gift annuities, charitable remainder trusts, gifts of real estate, and tax-deferred retirement plans, among many others. Museum staff is available to meet with donors and their financial and legal representatives. For further information, please call the Director of Planned Giving at (215) 684-7756, or e-mail giving@philamuseum.org.

Gifts of Works of Art

There are a number of ways in which collectors can give works of art to the Museum:



Colonel Stephen McCormick

- an outright gift
- the gift of a percentage of the work's value each year over a set time period
- an irrevocable planned gift

Museum staff members are happy to meet with potential donors and their legal counsel or advisors to discuss the various giving options,

including tax advantages and estate planning related to gifts of works of art. For further information, please call the Associate Director for Collections at (215) 684-7708, or e-mail giving@philamuseum.org.

Top row: Oil Lamp, 5th to 6th century (Silla Kingdom), 57 cm x 41.66 cm, stone/ware (IGM of Richard M. Sorenson, 1989-94-3).
He Who Drives to Travel Two Roads, 2001, by Son Man-jin, Korean, born 1944, ink on paper, mounted as eight hanging scrolls (Purchased with funds contributed by Frank S. Bailey, 2001-17-1a-b).
Middle row: Portrait of a Scholar, 18th century (Choson Dynasty), 1392-1910, ink and color on silk (The Samuel R. White, Jr. and Vera White Collection, 1967-70-204).
Bottom row: Two Hares in Moonlight, 18th century (Choson Dynasty), 1392-1910, by Cho So-ik, Korean, 1674-1728, ink and color on paper, mounted as a hanging scroll (IGM of Mrs. W. James Anderson, Mrs. Samuel Bell, Jr., Mrs. Richard Dwyane, and Charles E. Ludington, Jr. in memory of their parents, Mr. and Mrs. Charles Frederick Ludington, 1932-209-1a).
Treasure Cabinet (Kop-jae-ori), 19th century (Choson Dynasty), 1392-1910, lacquered wood with brass wire and sherd ray skin inlay, gilded metal fittings (Bequest of Eleanor M. Wilmer, 1990-87-1).

A 509P of the Philadelphia Museum of Art's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, (800) 732-0999. Registration does not imply endorsement.

THE ARTS OF KOREA AT THE PHILADELPHIA MUSEUM OF ART

THE KOREAN HERITAGE GROUP

Founded in 1997, the Korean Heritage Group is committed to supporting research, exhibition, and acquisition of Korean art and to promoting the significant culture throughout the Philadelphia region. Significant funding have come to the Museum through the efforts of the group. It also sponsors an annual Korean Heritage Weekend, featuring traditional performers as well as contemporary musicians such as violinist David Kim, who since 1999 has served as concertmaster of the Philadelphia Orchestra. Eminent scholars and artists from Korea have been invited to speak on topics such as Korean Buddhist art and Korean ceramics. The Museum's first special exhibition of contemporary Korean artists, *Mountain Dreams: Contemporary Ceramics by Moon Kwan-cho*, held in fall 2003, was supported in part by the Korean Heritage Group, the Korea Foundation, the Blakelock Foundation, and Dr. Luther W. Brady, Jr.



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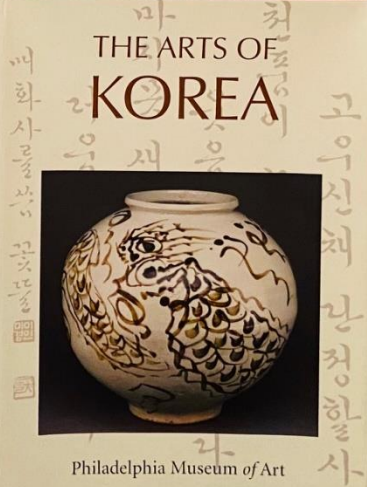
The Arts of Korea installation (above), The Blakelock Gallery, gallery 210, August 11, 2003; general.

Buddha (right), 8th century (United Silla Dynasty, 668–935); glazed bronze (The Louis E. Simon Collection, 1963.181.210).

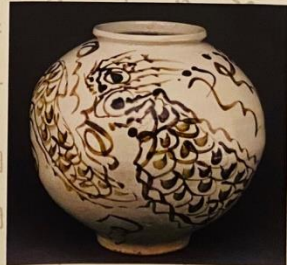
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Front cover: Dragon Jar, 18th century (Korean Dynasty, 1392–1910); glazed stoneware with underglaze iron oxide decoration of dragon (Purchased with the Halls Family Foundation fund in honor of Colonel Stephen McCormick, 2002.196.1).

Calligraphy of Six Poems on Flowers, 1920, by Lee Myeong-Ryom, born 1910; ink on paper, executed as a six-fold screen (Gift of the artist, 2003.10.1).

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