

# Experience Korea Event in Atlanta at Ponce City Market Marks a Great Success

*Korean culture came to life in Atlanta with live performances, authentic cuisine, and interactive booths, drawing over 100,000 visitors to Ponce City Market*

ATLANTA, GEORGIA, UNITED STATES, October 9, 2024 /EINPresswire.com/ -- This past weekend, Atlanta's Ponce City Market was transformed into a lively celebration of [Korean culture](#) during the "Experience Korea: The Next Chapter" event. Over the span of two days, attendees were immersed in Korea's finest offerings, from authentic Korean food to the latest trends in K-Beauty, [K-Fashion](#), and K-Medical advancements. Thousands of visitors enjoyed engaging booths featuring interactive experiences like cooking demonstrations, beauty workshops, and cultural performances. A major highlight was the spectacular live performance by the world-renowned One Million Dance Team, which electrified the crowd with their dynamic moves and energy.

For Dance to Korea 4, The top 12 finalists competed in a thrilling live finale, adding even more excitement to the event. In addition, cultural performances like [K-pop dance](#) workshops, traditional Korean dance, Taekwondo demonstrations, and a live drawing session by Korea's own Yo Yo Jin, often referred to as the Korean Keith Haring, offered visitors a chance to connect with diverse aspects of Korean culture.

Damtuh, one of the key participants, offered complimentary samples of its popular beverages,



Visitors pose with adorable Korean mascots at the 'Experience Korea' event



Dancers captivate the audience with a high-energy performance

including Corn Silk Tea, Barley Tea, and Brown Rice Green Tea. Visitors were particularly drawn to Damtuh's booth, eager to experience the unique flavors of these traditional Korean drinks and learn about their health benefits. The sampling session was a hit, with the team engaging visitors and sharing insights into how these teas contribute to wellness.



Hosted by the Ministry of Culture, Sports, & Tourism and the Korea Tourism Organization, the event successfully introduced Atlanta to Korea's vibrant cultural scene, leaving attendees with a deeper appreciation of Korea's unique influence in food, fashion, beauty, and more. Over 20 companies and organizations, including Gyeongsangbuk-do Province, BBQ, Daesang, Lotte Wellfood, Damtuh, and Korean Air, came together to promote a variety of Korean products and services, further enriching the experience for visitors.

The event was a tremendous success, attracting over 100,000 people throughout the weekend. From culinary explorations to captivating cultural performances, the "Experience Korea" event allowed visitors to engage with Korean culture in a meaningful and enjoyable way, making this year's Korea Week Atlanta an unforgettable celebration of Korean heritage.

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