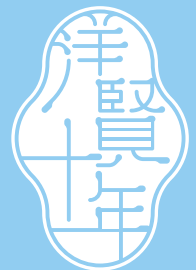


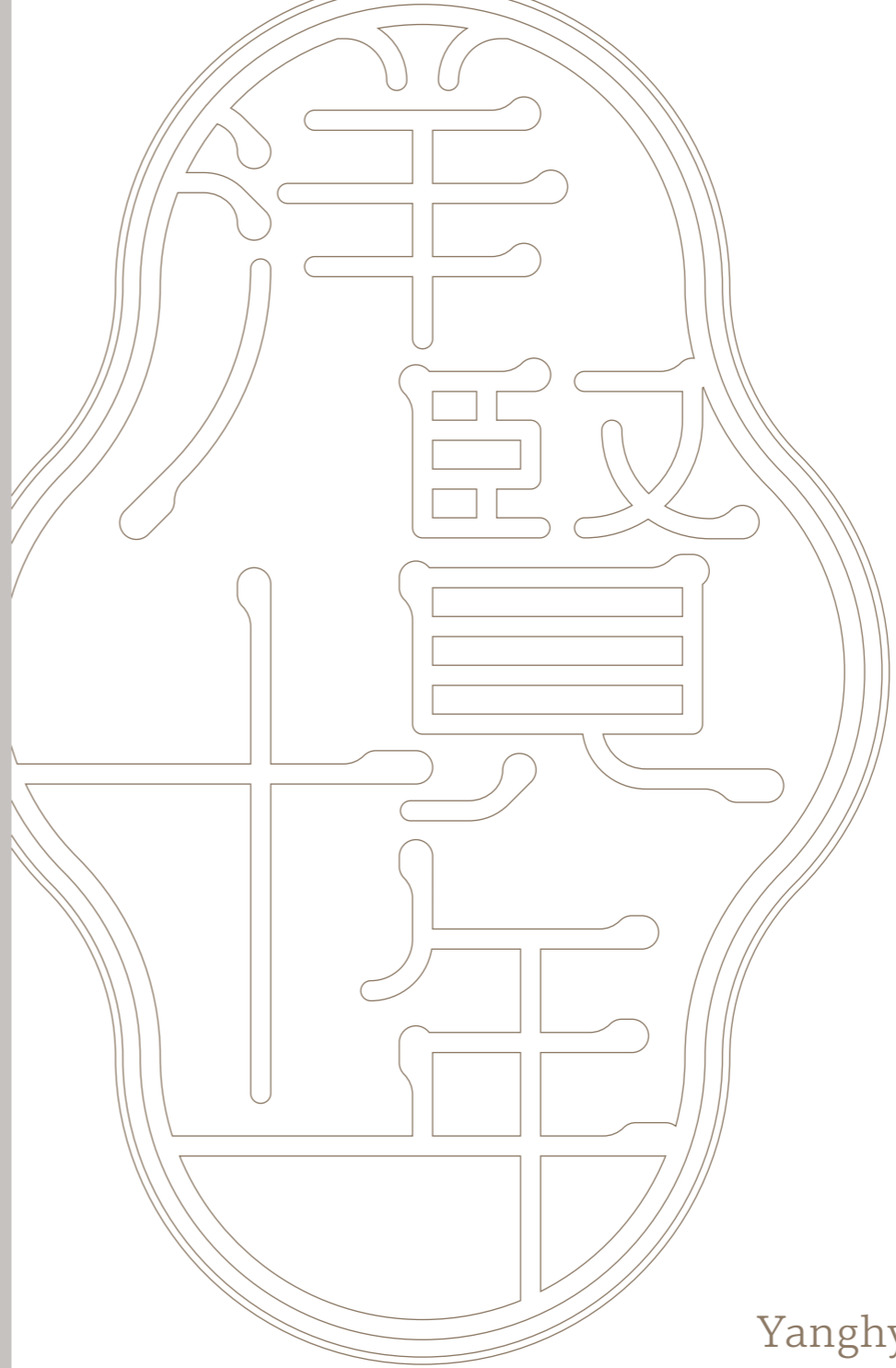
Yanghyun  
10 Years,  
10 Questions,  
10 Answers



Yanghyun Foundation 2006~







Yanghyun Foundation  
2006~

‘Living together in harmony with kindness in our hearts  
and minds as open as the ocean’



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PROLOGUE

Yanghyun Foundation, exploring the road ahead

A road is not a road  
until someone gives it purpose.  
That is when a road truly emerges.

Once a new pathway opens  
others will follow  
and strengthen the path  
so more and more  
can take this road  
to reach their goals.

Ten years ago,  
Yanghyun started paving a road  
full of promise and meaning.  
We were joined by those  
who showed us  
our road could open  
countless more roads.

With our journey unfinished,  
we ponder the past  
and map out the future.

Guided by our founding principle  
we will persevere and persist  
down the Yanghyun road.



Yanghyun  
10 Years,  
10 Questions,  
10 Answers

洋	賢	
	10	年
10	問	
10	答	

## OUR PRINCIPLE

014

The will of Yanghyun,  
Realizing the dream

016

Taking the first steps

初心







Q

1

What inspired  
the Yanghyun  
Foundation's  
establishment  
?



The Yanghyun Foundation was established to realize a vision of 'living together in harmony with kindness in our hearts and minds as open as the ocean.'

The late Chairman of Hanjin Shipping Sooho Cho had wanted to fulfill his social responsibility and enact his philosophy of sharing wealth with society.

Cho had expressly requested that his wishes be carried out even after his passing.

The Foundation has consistently strived to support projects that stay true to this principle while honoring Cho's deep connection to the ocean and his desire to contribute to a better world through charitable works.





## The will of Yanghyun,



The late Chairman Sooho Cho oversaw a major corporation and too often, business kept him away from home. Yet he always dreamed of helping others and making the world a better place.

He had an open heart as vast as the ocean. Despite his untimely passing, he left his mark on the world. People still remember him as a “gentleman,” “caring mentor,” and “devoted friend.”

As the head of a shipping company, he understood the harsh difficulties of reality but he never lost his empathy. Even as he was fighting his own illness, his thoughts were with ailing children.

With his final request he sought to realize his dream of helping those in need and giving back to society.

His ideals and his name live on through the Yanghyun Foundation.

## Realizing the dream



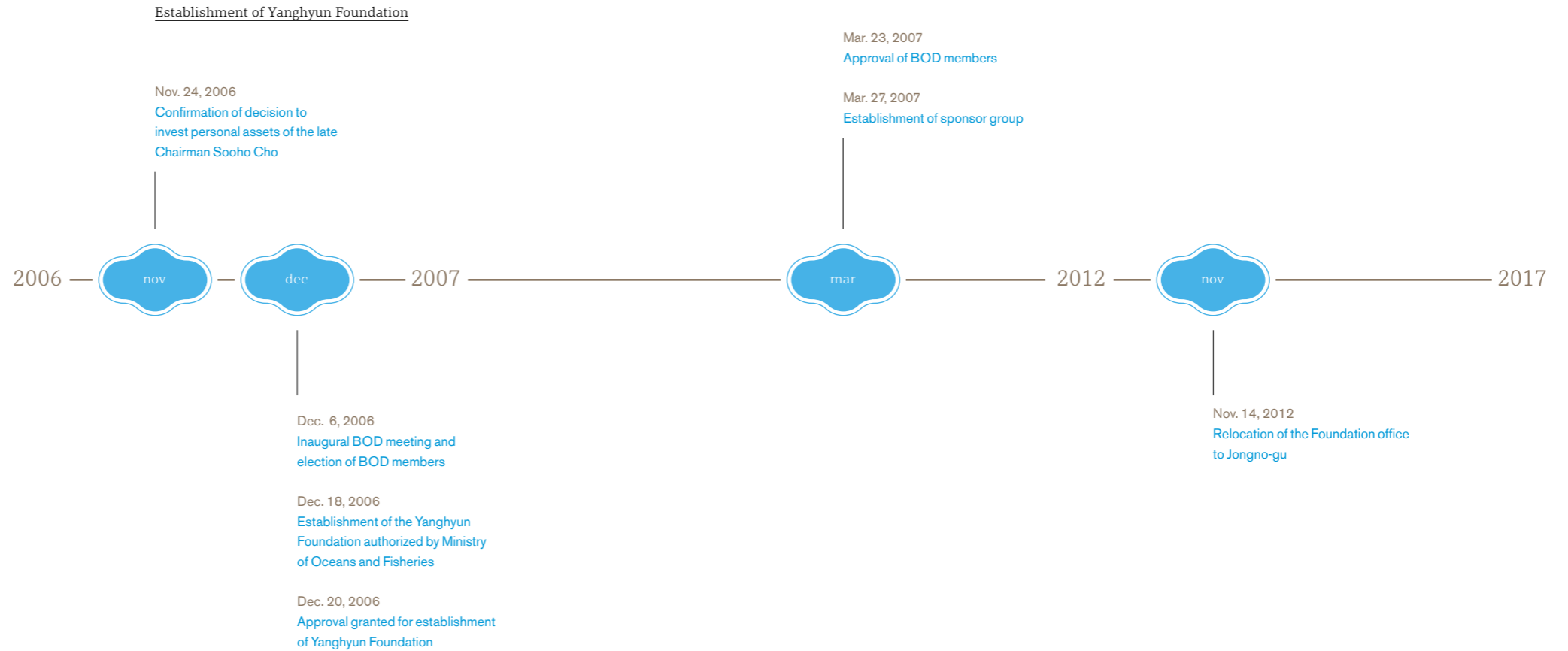
The Yanghyun Foundation was established to fulfill the late Chairman Sooho Cho’s wishes, and its main programs were defined according to his ideals of noblesse oblige.

Like its namesake, the Yanghyun Foundation plants seeds of growth where people in need have been overlooked. It sends a beacon of light into the darkness without seeking the limelight for itself.

This has been the Yanghyun way for the past ten years. This will continue to be our way moving forward.



# Taking the first steps



The Yanghyun Foundation was established on December 18, 2006 following the approval from the Ministry of Oceans and Fisheries. According to the wishes of the late Chairman Sooho Cho, the foundation was set up with private funds. The launch of the Yanghyun Foundation was notable in that it was the first public welfare foundation to be approved by

the Ministry of Oceans and Fisheries that clearly stated its purpose of supporting the maritime industry. As explained in the founding statement, we aspire “to fulfill our corporate social responsibility and contribute to the development of the maritime industry by supporting research and academic activities related

to the maritime industry as well as a scholarship program, medical assistance program, and social welfare program.” The late chairman’s wishes were respected when selecting the various programs. However, it was decided that the foundation would not play a direct role in selecting aid recipients but would instead defer to the opinions of industry experts.

The Articles of Foundation list the following as the Foundation’s main programs:

- Research and activities related to the maritime industry including maritime transport, safety and environment
- Medical program
- Scholarship program
- Social contribution program

Seven members of the board, including Chief Director

Eunyoung Choi, were elected at the inaugural BOD meeting. The Foundation was first based at 25-11 Yeouido-dong, Yeongdeungpo-gu, Seoul (Gukje Geumyoong-ro 2-gil, 25) but moved to its present address of 21 Bukchon-ro 12-gil, Jongno-gu, Seoul in November 2012.

# OUR DIRECTION

022

Systemization of programs

024

Key activities

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Q

2

What is the  
guiding vision  
that unifies  
Yanghyun's  
various  
projects ?



The projects undertaken by the Yanghyun Foundation may be diverse but they are headed in the same direction, and all reflect our founding principle. When selecting projects, we prioritize those that deal with basic needs but do not attract sufficient attention and as always, we strive to help the less fortunate. We also seek the advice of various outside experts in addition to our Board of Directors and sponsors so that we may provide real and fundamental assistance.



# Systemization of programs

Maritime and logistics research is at the center of our programs which also include scholarships, medical assistance, support for arts and culture, and social welfare projects. Priority is given to maritime- and logistics-related schools as well as to children of industry workers when selecting scholarship recipients. However, we keep our eyes and ears open to changing needs so that the Foundation can be flexible about decisions depending on timely demands and required level of support.

## Maritime and Logistics Research Program

- Support for maritime and logistics research
- Support for maritime-related research groups
  - Research Institute of Logistics Innovation and Networking
  - Sea Explorers of Korea

## Medical Assistance Program

- Support for nurturing specialists in difficult diseases
- Support for development of game/app for pediatric cancer patients
- Support for art and play therapy
  - Asan Medical Center, Inha University Hospital, Angels' Haven for Children, Korea University Guro Hospital
- Support for International Vaccine Institute (IVI)
- Support for 'Wall of Hope' project
  - Chungnam National University Hospital, Myongji Hospital, Cheju Halla General Hospital, PURME Foundation NEXON Children's Rehabilitation Hospital
- Support for '2009 Asia Peace Medical March' by Green Doctors Foundation
- Support for Ongjin County Hospital Ship
- Sponsored creation of mobile clinic 'Bangapda Yeonwooya,' focused on traditional Korean medicine

2007

Yanghyun Foundation programs (2007~2017)

2017

## Scholarship Program

- Scholarship
  - Dream Love School (Together-As-One Association)
  - STC-Korea (the Korean campus of Netherlands Maritime University)
  - Children of seafarers
- Contribution to development fund for maritime schools
  - Korea Maritime and Ocean University
  - Mokpo National Maritime University

## Arts and Culture Program

- Establishment and presentation of Yanghyun Prize
- Launch of Yanghyun Art Lecture series
- Sponsored Institute of Seon Studies of Korea Buddhism's academic prize
- Sponsored National Museum of Korea

## Social Welfare Program

- Volunteered at soup kitchen and kimchi-making event for neighbors in need
- Visited children's hospital wards and elderly homes
- Sponsored cultural programs for children in welfare facilities
- Sponsored 'In the Beginning' lectures
- Sponsored subscription to 'Children's DongA' newspaper
- Sponsored 'Friday Lunches'
- Sponsored sledding camp for multicultural families
- Sponsored construction of library at Grace Home (Social Welfare Corporation, Busan)
- Sponsored construction of 'Yanghyun Dodam Classroom' at Angels' Haven
- Supported medical staff impacted by MERS

# Key activities

<p>Maritime and Logistics Research Program</p>	 <p>Total KRW 1.89 billion</p>	<p>Medical Assistance Program</p>		 <p>2010~2016 Installment of 'Wall of Hope' at four hospitals KRW 130 million</p>	 <p>2009~2017 Sponsored art and play therapy classes at four institutions KRW 176 million</p>	<p>Arts and Culture Program</p>
 <p>Period 2007~ present</p>	 <p>No. of research /study projects 15</p>	 <p>2008~2015 Support for International Vaccine Institute (IVI) KRW 243 million</p>		 <p>2008~2014 Development of game/app for pediatric cancer patients KRW 267 million</p>	 <p>2007~2017 Sponsored program to nurture specialists in difficult diseases, supporting 101 members over 10 years KRW 1.3 billion</p>	 <p>2008~2017 10 awards, 10 artists, KRW 100 million award for each artist and support for their exhibitions</p>
<p>Scholarship Program</p>	 <p>2009~2016 Scholarships for 108 children of seafarers</p>	 <p>2008~2017 Scholarships for 21 students in 3 maritime universities</p>		 <p>2007~2017 Sponsored Dream Love School, students at 13 cities·provinces nationwide</p>	<p>Social Welfare Program</p>	 <p>2007~ Children's hospital ward visits, elderly home visits, cultural experience opportunities for children from welfare facilities</p>

# OUR WORK

030

Scenes from 10 years of sharing

035

Impressions and lessons, 2006-2017

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步







Q

3

What kind of work  
have you  
done  
over the  
past  
10 years ?



Ten years can feel fleeting in the history of a foundation. However, the past decade signifies more than the mere passage of time, and shows how important and difficult any ‘start’ can be. We could not have accomplished all we did without the support of numerous people who helped us launch and sustain our programs. We feel an immense sense of pride when we reflect on our past, but an even greater sense of responsibility as we look to the future.



## Scenes from 10 years of sharing

Planting  
seeds in  
areas that require  
attention  
and support

### MARITIME AND LOGISTICS RESEARCH PROGRAM

Support for the maritime, logistics and marine industries began even before the Foundation's establishment. The late chairman had made donations to the Korea Maritime and Ocean University and Mokpo National Maritime University, and served as the president of Sea Explorers of Korea. He had personally taken an active role in supporting the maritime industry and requested that such works continue through Yanghyun. Despite the importance of the maritime industry to the national economy and the fierce competition it faces globally, social perceptions of the industry remain inadequate. It is difficult to raise interest and find support, especially for research. Taking on the responsibility, the Yanghyun Foundation began supporting research projects and helped lay the foundation for the development of the maritime and logistics industry.

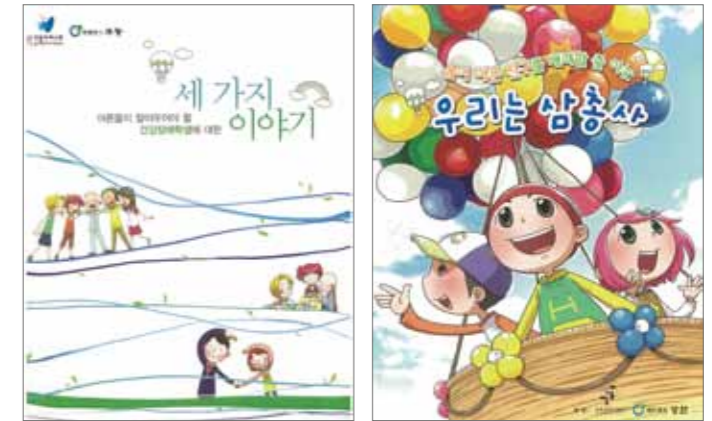


#### Research institutes

Pusan National University, Sea Explorers of Korea, Deloitte, Korea Maritime Institute (KMI), ChungAng University, DNV, Inha University, Korea Shipowners' Association, Youngsan University, Korea Maritime and Ocean University

#### Notable research projects

- Sustainable growth strategy for shipping finance
- Changes in the Arctic Ocean resulting from climate change and countermeasures
- Measures for entering the Arctic Ocean freight market
- Implementation plan for singular ASEAN shipping market
- Study on the development and safety maintenance of the Korea-China car ferry route



Publication  
of booklets to dispel  
social prejudice  
against children  
living with  
health problems

### SCHOLARSHIP PROGRAM

For children living with rare and difficult diseases, social prejudice is an additional difficulty they must face along with their illness. Changing social perceptions is therefore essential to their overall psychological wellbeing, and just as important as medical treatment. The Yanghyun Foundation supports various projects to assist in their treatment and eventual return to school. As part of our program, we published two booklets titled “Three Lessons for Adults” and “The 3 Musketeers” to educate teachers and students. The booklets contain helpful information about illnesses, explanations aimed at changing negative social perceptions, and suggestions for how friends and teachers can help the children.

Mural  
to inspire  
hope  
and courage

WALL OF HOPE

During his fight with cancer, Chairman Soho Cho would always remark on the young patients being treated at the same hospital, saying “It’s hard enough for a grown-up. How painful and frightening it must be for the young.” He would offer kind words or something sweet in an effort to draw out a smile from one of the children.

The Yanghyun Foundation is keeping alive his passion for bringing hope to children fighting illnesses.

We donated murals by artist Ikjoong Kang to the children’s hospital wards. Comprised of 3,000 separate pictures each measuring 3.3 square inches, ‘Wall of Hope’ encourages and consoles children through the power of art.

- Feb. 2010** Chungnam National University Hospital
- Dec. 2010** Myongji Hospital
- Nov. 2011** Cheju Halla General Hospital
- Nov. 2016** PURME Foundation NEXON Children’s Rehabilitation Hospital



First step in  
nurturing  
difficult disease  
specialists

SUPPORT FOR  
PRECEPTOR TRAINING

- Overseas training for 98 persons over 10 years
- 199 persons educated as Yanghyun-Asan preceptors in 7 sessions

To help patients living with difficult diseases, it is necessary to specialize and upgrade the skills of the professionals involved in their treatment. Although both medical personnel and patients feel an urgent need for such training, society has been slow to acknowledge the issue and support is difficult to find. Seeking to help patients in real and tangible ways, the Yanghyun Foundation made the decision to support the necessary training.

Overseas training for medical personnel was initially offered mainly to nurses. It was then expanded to physical therapy, X-ray, nutrition, pharmacological, and clinical research. Through the program, participants learn about advanced technologies and services, then share their knowledge with others to propagate specialized medical services.



Horizontes, 2005 Part 1 of 3 by Abraham Cruzvillegas

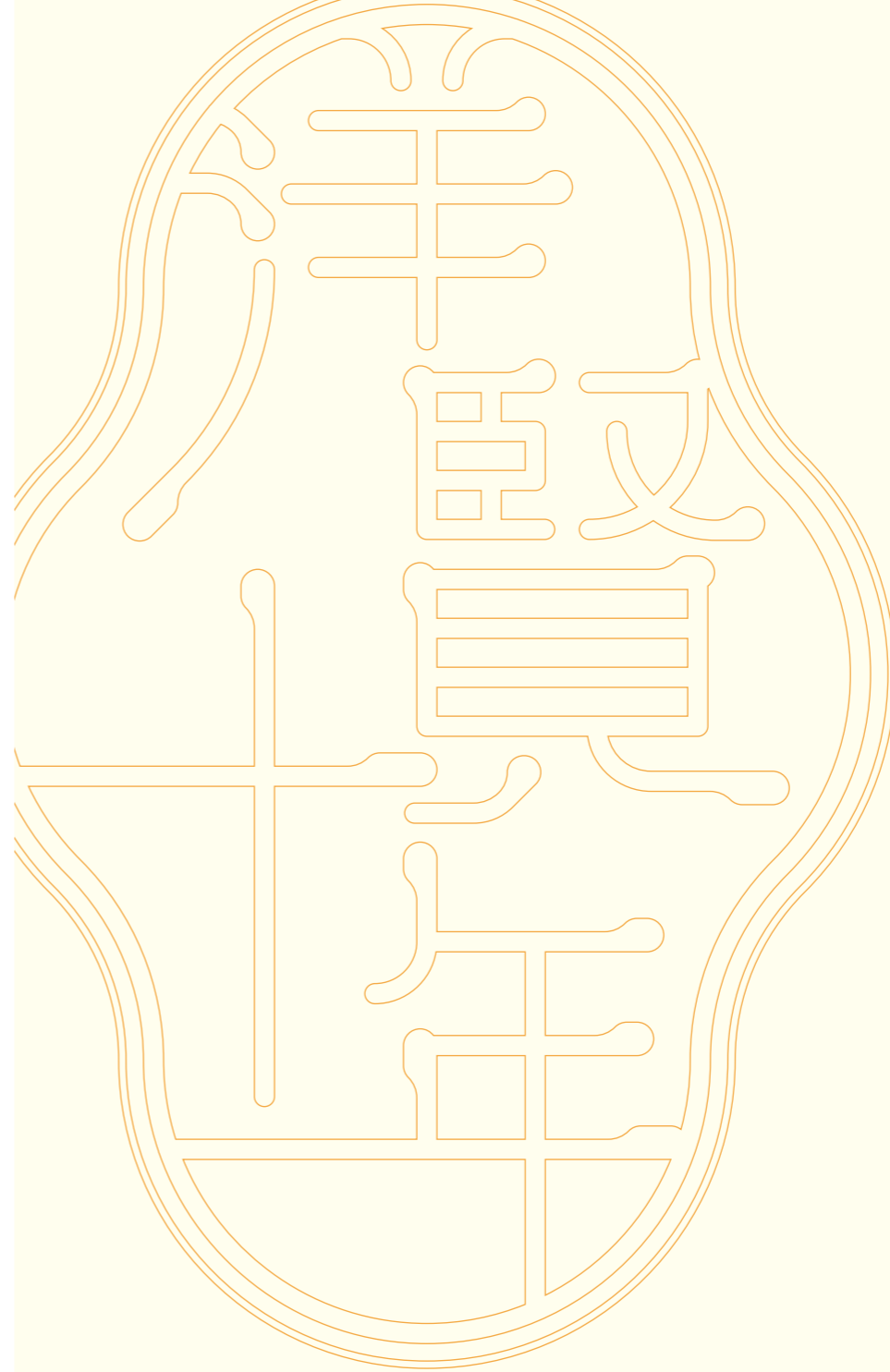
Social  
contribution  
through the arts

**YANGHYUN PRIZE**

In 2008, the Foundation established Yanghyun Prize to make social contributions through art. The award aims to raise the reputation of Korean art and encourage international exchanges in the field. The prize supports the work of artists, and exposes them to world-renowned curators. This promotes lively and productive exchanges between Korea and the international art scene. Along with the award ceremony, the winning artist is also invited to deliver a lecture that allows the public to gain a deeper understanding of the artist's creative world. With ten recipients over ten years, the Yanghyun Prize has gained prominence and respect for its commitment to the arts.

Impressions  
& Lessons

2006-2017





**Dec. 5, 2007**  
**Sponsored event for child patients  
 at Inha University Hospital**

The Foundation visited the pediatric cancer ward to give young patients hope and encouragement. The children were treated to a magic show and a cappella performance.



**Mar. 27, 2007**  
**Formed sponsor group for the Yanghyun Foundation**

Eighteen figures from diverse sectors of society volunteered to become sponsors for the Foundation. They provide ideas and valuable advice on our activities, in addition to directly participating in our programs.



**Oct. 10, 2008**  
**1st Yanghyun Prize award ceremony  
 and Yanghyun Art Lecture**

Yanghyun Prize was established to make a social contribution through art. The first recipient, Cameron Jamie, was honored at a ceremony followed by a public lecture.

**Mar. 28, 2008**  
**Established sustainable growth strategy for shipping finance  
 Signed research contract**

The Foundation signed a contract with Deloitte Consulting to establish an advanced financing system aimed at developing shipping finance and bolstering the maritime industry as part of efforts to contribute to the development of the domestic maritime and logistics industries.



July 16, 2009.

Signed MOU to develop game for physical therapy patients

Signed MOU with Asan Medical Center and gaming company NCSOFT to develop a video game called 'Ingeni' to help children with cognitive impairments improve their cognitive skills.

Sept. 5, 2009  
Sponsored  
Yanghyun art  
therapy class  
at Asan  
Medical Center



Oct. 24, 2009  
Sponsored  
Yanghyun art  
therapy class  
at Inha University  
Hospital



Feb. 26, 2010

Sponsored 'Wall of Hope' at Chungnam National University Hospital

Installed 'Wall of Hope' a mural by artist Ikjoong Kang comprising 3,000 small pictures, to remind children fighting illness to hold onto their hopes and dreams.

Nov. 24, 2010

Donated mobile clinic for traditional Korean medicine to Yeonwoo, a private foundation



Nov. 20, 2010

Sponsored kimchi-making event for low-income residents



2009

jul

sep

oct

2010

feb

nov



**Jan. 26, 2011**  
Sponsored Sea Explorers of Korea



**Aug. 17, 2011**  
Invited children from children's homes Songnowon and Dream Tree Village to 'Garuya Garuya,' a sensory-play experience

**June 29, 2011**  
Volunteered in soup kitchen operated by 'Babfor Sharing Project Headquarters'  
Twenty members of the sponsor group including Chief Director Eunyoung Choi helped prepare meals for the homeless and senior citizens living alone. They also made a donation to fund the soup kitchen.



**Apr. 19, 2012**  
Presented scholarships to STC-Korea, the Korean campus of Netherlands Maritime University  
Scholarships granted to students entering the masters program in shipping and transport.



**Aug. 13, 2012**  
Donated to IVI for 'research on development of consolidated situation analysis system for influenza'  
As a 'Giving Partner' of IVI since 2008, the Foundation has shared in IVI's mission to develop and deliver vaccines for global public health, in particular to safeguard children in developing countries from infectious disease.



**June 5, 2012**  
Developed free app for pediatric cancer patients  
Along with Asan Medical Center and gaming company NCSOFT, the Foundation helped develop an app specially designed to support young patients in their fight against cancer. The app encourages them to overcome their fear of treatment and helps manage treatment schedules.





**Jan. 22, 2013**  
 Presented scholarship for children of seafarers to Korea Special Seafarer's Union and Korea Seafarer's Welfare & Employment Center



**Aug. 7, 2013**  
 Invited children from Dream Up children's home to cultural experience 'Paper Footprints'



**Sept. 3, 2014**  
 Sponsored IVI's 'KiKi program' Sponsored KiKi program, teaching children how to prevent infectious disease and help children in developing countries who suffer from those diseases.



**July 31, 2013**  
 Sponsored Dream Love School, operated by the private foundation, Together-As-One Association  
 Since 2007, the Yanghyun Foundation has been a proud sponsor of Dream Love School which provides education and emotional support to children who cannot attend regular school due to cancer, difficult disease, or other health-related issues.



**Aug. 1, 2014**  
 Traditional craftwork experience for children's home, Haeshimwon  
 Invited children from Haeshimwon to experience traditional culture in fun and warm-hearted crafting class.





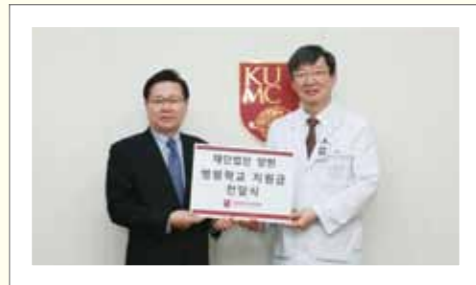
**May 23, 2015**  
 Sponsored 'Yanghyun Day to Deliver Love and Sharing' at Dongmyung Child Welfare Center



**Dec. 9, 2015**  
 Conducted 6th Yanghyun-Asan Preceptorship (Dec. 9~10, Asan Medical Center)



**Nov. 25, 2016**  
 Sponsored installation of 'Wall of Hope' at PURME Foundation NEXON Children's Rehabilitation Hospital  
 'Wall of Hope' was conceived by Ikjoong Kang and installed with support from the Yanghyun Foundation. The fourth mural in the series can be seen at PURME Foundation NEXON Children's Rehabilitation Hospital.



**May 29, 2017**  
 Sponsored play therapy at Korea University Guro Hospital



**Nov. 12, 2016**  
 Sponsored 100th 'In the Beginning' lecture, teaching audiences about health, food and illnesses



**May 20, 2017**  
 Sponsored cultural experience 'Shiny Sand Grains' for children from social welfare center, Shinmangwon

## OUR ACTIVITIES

**050**

Maritime and logistics research program

**058**

Scholarship program

**064**

Medical assistance program

**072**

Social welfare program

**078**

Arts and culture program

實踐





4

What does the  
ocean  
mean  
to  
Yanghyun ?



To us, the ocean represents infinite possibilities. It is our home and our beginning. Supporting maritime and logistics research requires prioritizing long-term vision over immediate profits and problem-solving. This approach is more easily said than done in today's world. Nonetheless maritime and logistics research remains one of our most prominent areas of support as it forms the backbone of our identity.



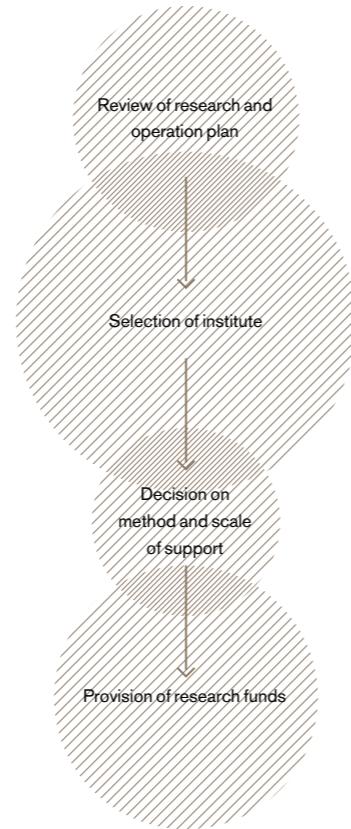
# Maritime and logistics research program

Research into maritime and logistics must be conducted over long periods of time. It is difficult to secure support or garner public interest in studies that take time to yield results. The Yanghyun Foundation understood early on that active research and support for such studies were fundamental to the sustained growth of Korea's maritime industry. The Foundation has been a staunch supporter of research into the industry since 2007 when it first began funding the Research Institute of Logistics Innovation and Networking at Pusan National University.

### Supported organizations

Academic research institutes or groups that conduct maritime and logistics studies, and are able to prove their need for support or have been recommended by the Ministry of Oceans and Fisheries

### Selection Process



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- 4.

1. **Sept. 15, 2010**  
The 2010 International Conference on Logistics and Maritime Systems

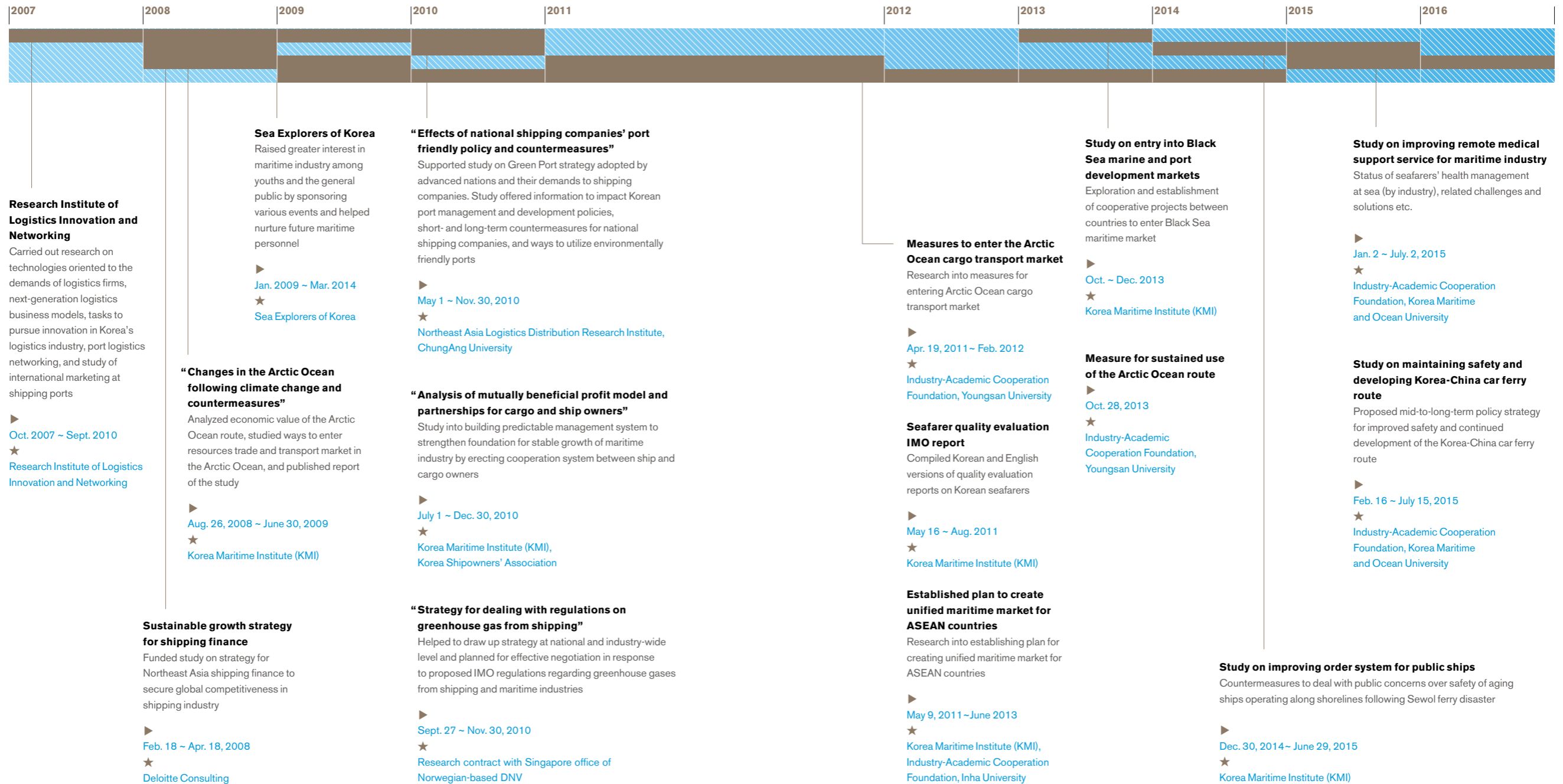


2. **Jan. 4, 2010**  
Presented donation to Korea Maritime and Ocean University

3. **July 9, 2009**  
Seminar on Arctic Ocean research



4. **Nov. 1, 2007**  
Ceremony to mark opening of Research Institute of Logistics Innovation and Networking



## KEY STUDY 1.

### Changes in the Arctic Ocean following climate change and countermeasures

Global warming gave rise to new environmental, political and economic issues that affect the entire international community. As glaciers melted, they opened the way for new shipping routes through the Arctic Ocean. In addition, competition became heated as countries attempted to control the oil and natural resources available in the North Pole.

Countries that border the Arctic Ocean, Japan, China and EU members all began sending exploration ships to the region. Competition over control of land, water, shipping routes and resources intensified, and yet

Korea was conducting hardly any research. Despite some interest in expanding research in the South and North Poles, such as by building the first icebreaking research boat to explore the polar regions, the level of public interest and research participation were minimal.

In 2006, the Yanghyun Foundation reviewed a proposal to study changes in the Arctic Ocean, and agreed to sponsor the study. The Foundation was aware of the need for Korea to conduct systematic research and come up with related policies that actively respond to the changing global order

surrounding the Arctic region. The Foundation also presented the possibility of Busan Port emerging as a center for Asian logistics if the Arctic shipping route opened. It actively supported research into the applications and economic viability of the Arctic Ocean, recognizing an urgent need for multidimensional research into what could turn into an important trade route connecting Asia and Europe by reducing travel time compared to traditional routes that pass through the Suez or Panama canals.

The study became the basis for raising awareness and interest in the Arctic Ocean within Korea, and also spurred follow-up studies. Not only were results used by the government and the shipping industry to establish strategies for the Arctic region, the Foundation also increased accessibility to the study by publishing the results offline.



## KEY STUDY 2.

### Remote medical services for ships

Those who work for extended periods on the seas can find themselves in a blind spot when it comes to medical services. When an unexpected accident or situation occurs, the lack of quick and effective medical treatment can lead to greater damages and sometimes even loss of life. Furthermore, maritime medical support did not reflect the major advancements achieved in general medical services. The tragic sinking of the Sewol ferry in April 2014 served as an alarm bell signaling the need for greater safety at sea. When the nation became aware of the need for a systematic procedure to deal with any possible maritime accidents, the Yanghyun Foundation decided to fund a study into remote maritime medical support. The study took place over six months in early 2015. Follow-up steps were quickly carried out to provide practical applications. In April 2016,

the results were presented at a seminar featuring personnel from institutes related to Pusan National University Hospital. The findings from this study were later applied on ships. The remote maritime medical service system has made vast improvements over the past three years. A significant number of ships can now systematically manage the health of employees at sea through satellites. In an emergency, they can provide real-time guidance and treatment using a remote system. The first step is never easy. However, with a helping hand, the first step can lead to more awareness, funding and progress. The Yanghyun Foundation had promised to take an interest in areas that required attention and to give support when needed before it became too late. Supporting the advancement of remote maritime medical services is another example of the Foundation keeping this promise.





Q

5

What is your approach to supporting young students ?



Investing in talented young people and helping them reach their potential is a necessary step on the road to a better world. The Yanghyun Foundation's scholarship program is largely divided into two categories. One fosters personnel in maritime and logistics because we believe the surest way of contributing to the industry is to nurture promising talents. The other supports the education of children living with difficult diseases. We want to inspire hope and courage in children who have been forced to miss school for extended periods of time due to their illness. 'Sharing' is the most powerful life lesson.



# Scholarship program

- 1.
- 2.
3. 4.

The Yanghyun Foundation funds scholarships and has made donations to maritime universities including Korea Maritime and Ocean University and Mokpo National Maritime University in order to nurture future industry leaders. Donated funds were used to create simulators for ship load management and other facilities to improve students' learning environment.



1.  
**Jan. 15, 2016**  
Ceremony to present Yanghyun scholarships to children of seafarers

2.  
**Mar. 24, 2010**  
Ceremony to present scholarships to Korean branch of Netherlands Maritime University



3.  
**Dec. 22, 2009**  
Presentation of scholarships to Mokpo National Maritime University



4.  
**July 21, 2009**  
Presentation of scholarships to Korea Maritime and Ocean University

# Dream Love School, education for children living with illnesses

Attending school allows children to study, meet friends and learn important social skills. However, regular school can be difficult or impossible for children living with serious and difficult diseases. The children suffer doubly due to loneliness and isolation from society in addition to fears about their health. The Yanghyun Foundation has been providing these children with various support activities through Dream Love School so they can study and meet friends while receiving medical treatment. The school provides these children with online and offline classes as well as emotional support programs. The school also seeks to change perceptions about such children by publishing booklets and collections of works written by the young students themselves.



1.  
**June 4, 2010**  
**Dream Love School Outing**  
Field classes, recreational events, and maritime activities help children who cannot venture outdoors freely due to fear of secondary infections. The programs allow them to meet new friends and give each other support and encouragement.

2.3.  
**Jan. 29, 2016**  
**Awards ceremony for Creative Works Contest**  
Creative Works Contest allows children with illnesses to discover hidden talents and receive validation. The Yanghyun Foundation sponsors the contest and publishes collections of their works.



- 1.
- 2.
- 3.



## CASE STUDY FROM THE 'MAKE A WISH' PROGRAM AT DREAM LOVE SCHOOL



### Minyoung's wish

I want to  
visit  
Bongha Village  
with my mom

June 2008

Minyoung's wish was to go on an outing with her family to Bongha Village and meet former Korean President Moohyun Roh. She had suffered long stays at the hospital due to osteosarcoma and in particular, wanted to enjoy a day out with her mother who was always by her side. Her story was shared on the former president's website and not too long after, she received word that Roh would be happy to meet her. Unfortunately, Minyoung's condition worsened at the time and she was unable to leave the hospital then.

One month later, Minyoung recovered enough to make the trip to Bongha Village with her mother and sister on June 26. Former President Roh personally met with Minyoung and gave her a hand-written message of encouragement. Following the meeting with the president, Minyoung attended a music concert with her family and made a much-anticipated visit to Dream Love School. It was the day Minyoung's dreams came true.

## CASE STUDY FROM THE 'MAKE A WISH' PROGRAM AT DREAM LOVE SCHOOL

### Jaehee's wish

I  
want to  
be a singer

Dec. 2009

Singing was Jaehee's way of keeping her spirits up even as she battled a serious illness. She dreamed of becoming a singer for people going through hard times. Her considerable talents were already well known at Dream Love School. The teachers there decided to do something so Jaehee could follow her dream. They wrote to singer and songwriter Younghoon Joo, who replied that he would personally write a song for Jaehee and even make a recording of it.

When Jaehee went to Seoul for treatment, she also made a trip to Joo's recording studio. The song that he wrote for her had an upbeat tempo, while the lyrics referenced Jaehee's own words based on her entry in Creative Works Contest. She received a singing lesson and then went into the studio, nervous but happy, to record her song. The recording was made into a CD and Jaehee was able to realize her dream of becoming a singer.

★ Jaehee's story was broadcast on SBS TV during a special year-end program called 'Jaedong's Love Sketch.'





Q

6

What prompted  
the focus on  
children  
living  
with illnesses ?



The late Chairman Sooho Cho always had a special place in his heart for children, and was particularly sympathetic to those suffering from rare or difficult diseases. His desire to help kids who were spending their time fighting illness instead of playing in school with friends led to the Foundation's work in providing medical assistance. Our programs aim for more than pain relief and treatment. We seek to provide psychological and emotional support to patients as well as increase social awareness and consideration for their needs.



# Support for nurturing specialists in rare and difficult diseases

The Yanghyun Foundation has strived to support a better medical environment for children living with cancer or rare and difficult diseases. A representative program nurtures specialists in such diseases by providing medical personnel the opportunity to study and gain experience at advanced medical institutes overseas. Since the program was launched in 2007, participants have been selected every year via a rigorous screening process among medical staff working in the nursing, pharmaceutical and health departments at Asan Medical Center. Over the course of ten years, 98 staff members have completed the program at prestigious institutes including the Dana-Farber/Harvard Cancer Center and others in Wisconsin and Cleveland. Upon their return to Korea, they transferred their experience and knowhow to other nurses, pharmacists and nutritionists who work with difficult diseases. This preceptorship program was carried out through group lectures and 1:2 practical training sessions.

1. **Dec. 9, 2015**  
Yanghyun-Asan Preceptorship
2. **Nov. 30, 2011**  
2nd Yanghyun-Asan Preceptorship
3. **Aug. 25, 2008**  
Presentation of donation to nurture cancer specialists at Asan Medical Center

- 1.
- 2.
- 3.



## Training program

	Group 1, 2008	Group 2, 2009	Group 3, 2010
<b>No. of participants</b>	11	12	15
<b>Training institute</b>	DFCI	DFCI, UWCC, Vodder course, MGH, etc.	DFCI, UWCCC, Aflac Hospital, UAMC, Cleveland Clinic & Mayo Clinic, Liverpool, St. Jude, Foothills, Vodder course
<b>Post-training program</b>	<ul style="list-style-type: none"> <li>● Reporting Session on 1st Training Program Dec. 31, 2009</li> </ul>	<ul style="list-style-type: none"> <li>● Reporting Session on 2nd Training Program Jan. 22, 2010</li> </ul>	<ul style="list-style-type: none"> <li>● Preceptorship at Asan Medical School 'Training Program for Cancer Specialists' May 24~28, 2010</li> <li>● 1st Yanghyun-Asan Preceptorship Dec. 1~3, 2010</li> </ul>

Group 4, 2011	Group 5, 2012	Group 6, 2013	Group 7, 2014	Group 8, 2015
12	12	12	10	16
DFCI, UWCCC, Boston MGH, Manchester Post Basic Dysphagia Course, Emory Univ. etc.	DFCI, UWCCC, Boston MGH, Columbia University & Rusk Institute of Rehabilitation Medicine, Boston Children's Hospital, etc.	DFCI, UWCCC, Johns Hopkins Hospital, Cincinnati Children's Hospital, etc.	Stanford Hospital & Clinics, Mayo Clinic, Ronald Reagan UCLA Medical Center, Johns Hopkins, etc.	AFOC, UHN, NYP, MSKCC, etc.
<ul style="list-style-type: none"> <li>● 2nd Yanghyun-Asan Preceptorship Nov. 30~ Dec. 2, 2011</li> </ul>	<ul style="list-style-type: none"> <li>● 3rd Yanghyun-Asan Preceptorship Nov. 7~9, 2012</li> </ul>	<ul style="list-style-type: none"> <li>● 4th Yanghyun-Asan Preceptorship Nov. 20~21, 2013</li> </ul>	<ul style="list-style-type: none"> <li>● 5th Yanghyun-Asan Preceptorship Dec. 10~11, 2014</li> </ul>	<ul style="list-style-type: none"> <li>● 6th Yanghyun-Asan Preceptorship Dec. 9~10, 2015</li> </ul>



- 1.
- 2.
- 3.

1.  
**Nov. 2016**  
 'Wall of Hope' at PURME  
 Foundation NEXON  
 Children's Rehabilitation  
 Hospital

2.  
**Dec. 15, 2010**  
 Unveiling 'Wall of Hope'  
 at Myongji Hospital

3.  
**Oct. 26, 2010**  
 Volunteers working on  
 'Wall of Hope'

## 'Wall of Hope' Project

A small canvas depicting the hopes and dreams of children. 'Wall of Hope' conveys a powerful message of hope by displaying multiple paintings together. The installation was welcomed by patients and families who experienced emotional healing through the power of art.

Under the guidance of internationally renowned installation artist Ikjoong Kang, many volunteers took part in completing the project, from collection of individual works to their installation on the wall. Hospital staff, patients and their families, along with regular volunteers, helped mount the small pictures. The number of pictures in one work ranged from 3,000 to 140,000, and the average work time was approximately six months.

'Wall of Hope' can currently be found in four hospitals and will continue to be installed at general hospitals with children's wards.

## Emotional support for child patients: Yanghyun art therapy class

The Foundation takes an interest in the emotional health of children in addition to providing actual medical assistance for their treatment and rehabilitation. The Yanghyun art therapy classes at Inha University Hospital and Asan Medical Center help pediatric cancer patients and children with developmental disabilities through creative art projects and consultations.

Once a request is made by a child's guardian or medical staff, it is reviewed to determine whether treatment would be appropriate. If classes are deemed suitable, a group is formed. During the program, the art therapist stays in constant touch with the guardian to update them on the treatment as well as to manage the child's attendance through phone calls and emails. After each session, the therapist provides feedback on the child's treatment and consults with the guardian in person after every fourth session.

**Sept. 13, 2010**  
 Display of works from  
 Yanghyun art therapy  
 class at Asan Medical  
 Center



# App for pediatric cancer patients and their families

Yanghyun worked with Asan Medical Center and NCSOFT to develop an app for tablet computers called 'Learning about pediatric cancer with Arumi.' It's aimed at helping young patients cope with their fear of treatment while boosting their courage. Another app for mobile phones called 'Pediatric cancer notebook' is designed to help patients and their families manage their treatment schedules.

The foundation provided KRW 230 million in development costs. Three doctors and three nurses from the Pediatric Hematology & Oncology Department at Asan Medical Center and 15 developers from NCSOFT took part in the project.

1. **June 5, 2012**  
Presentation of app for pediatric cancer patients

2. **July 16, 2009**  
MOU signing ceremony to develop game for physical therapy patients

3. **Jan. 21, 2009**  
Award ceremony for contest on development of game for pediatric cancer patients



## 'Learning about pediatric cancer with Arumi' app

The educational app is targeted at pediatric cancer patients aged four to nine years old. It explains the entire treatment process, from diagnosis to treatment to post-treatment from a child's viewpoint. By using simple language and pictures to educate children, the app helps them reduce their fear of treatment and better adapt to their stay at the hospital.

## 'Pediatric cancer notebook' app

Through the app, guardians of child patients can manage the treatment process in a detailed and efficient manner. It manages test results, treatment and drug schedules, as well as providing useful information like the side-effects of chemotherapy.

1. 2. 3.



# Sponsorship of IVI & mobile clinic for traditional Korean medicine

1. 2. 3.

The Foundation has been a proud sponsor of the International Vaccine Institute (IVI) since 2008. By supporting the institute's efforts to develop and deliver vaccines to children in developing countries, Yanghyun is contributing to the promotion of global public health as well as science development in Korea.

Yanghyun sponsored the purchase of a mobile clinic for traditional Korean medicine operated by 'Bangapda Yeonwooya.' The mobile clinic visits the elderly living in isolated areas and provides free-of-charge medical services.

1. **Aug. 12, 2009**  
Visit to IVI

2. **Mar. 6, 2011**  
First consultations by mobile clinic

3. **Nov. 24, 2010**  
Sponsored vehicle for mobile clinic



Q

7

How do you  
practice  
your philosophy  
of  
sharing ?



'Living together in harmony' is of paramount importance to the Yanghyun Foundation, and the core of its identity as a public welfare foundation. We concentrate on projects through which we can achieve the most good, rather than the most grandiose or difficult tasks. This means turning our attention to relatively marginalized groups and areas, and providing them with practical assistance. We believe that open-hearted generosity and sharing in our neighbors' lives will lead to a happier society.





## Volunteering to assist isolated neighbors

The first step to sharing is caring for our neighbors who are isolated and lonely. Members of the Yanghyun Foundation's sponsor group have been taking part in various volunteer activities to spread kindness and goodwill. They prepared hot meals for lonely elderly citizens and the homeless, made kimchi for those in need, and visited the children's ward in hospitals to encourage the young patients and their families.

- 1.
- 2.
- 4.
- 3.

1.  
**Dec. 16, 2014**  
Visit to children's ward at Boramae Medical Center
2.  
**Dec. 7, 2010**  
Presentation of donation at welfare facility Grace Home (Social Welfare Corporation, Busan)
3.  
**Nov. 18, 2009**  
Visit to Haemyung Elderly Home
4.  
**Apr. 21, 2008**  
Volunteering at Babfor soup kitchen at Cheongnyangni Dail Community



## Outings for children from welfare facilities

All kids love to have fun and go on exciting new experiences. The Foundation invited children living in welfare facilities to various outings including visits to the Yangpyeong Wildflower Arboreum and Nanta performance. The children also experienced yachting and traditional cultural activities. The outings were followed by a barbecue dinner to complete their enjoyable memories of the day.

1. 2. 3.
1. **May 31, 2014**  
Pottery class at Angels' Haven
2. **May 19, 2012**  
Visit to Yangpyeong  
Wildflower Arboreum by  
children from Sangroktown  
(Social Welfare Corporation)  
Children's Home
3. **May 14, 2011**  
Event at Myeongjin Children's  
Home

1. **Feb. 7, 2017**  
Sponsor group New Year  
meeting.

## Yanghyun Foundation sponsor group

The sponsor group was formed in March 2007 and members have voluntarily taken part in various activities. Members offer crucial support for the Foundation's works in medical assistance and social welfare projects, in addition to ideas and advice for new social contribution projects through regular meetings. The group also monitors the Foundation's activities to ensure that Yanghyun fulfills its role for the public good.





Q

8

How can  
supporting arts  
and culture  
contribute  
to  
society ?



The Yanghyun Prize was created to promote art as a means of social contribution, and its significance extends far beyond the annual awards ceremony. Presided over by a panel of internationally renowned judges, the Prize helps raise interest in Korean art worldwide. The prestige of the prize also allows emerging artists to reach a broader audience. Our aim is to help fulfill the social function of art by making it available to more people.



# Establishment of Yanghyun Prize

The Foundation's establishment and endowment of the Yanghyun Prize, Korea's first international art prize, has done much to elevate Korea's standing in the art world. The prize is presented annually to a promising artist regardless of nationality or the artist's medium and style. Nominees are chosen by a committee of internationally recognized curators while the final selection is made by globally recognized museum directors and the like who form the judging panel.



The winning artists give a lecture on their work on the day of the award ceremony. The Yanghyun Art Lecture is an opportunity for the public to learn about the artists' vision from the artists themselves.

The Yanghyun Prize trophy is based on the shape of lifeboat screw propellers.



## **Benefits for winners**

- KRW 100 million in prize money
- Sponsorship for exhibition at international gallery of the artist's choosing within three years of receiving prize

# Past and current panel of judges

## **1st ~ 3rd Yanghyun Prizes**

Kasper König  
(Germany) Director, Museum Ludwig

Kathy Halbreich  
(United States) Associate director,  
The Museum of Modern Art



## **4th ~ 6th Yanghyun Prizes**

Fumio Nanjo  
(Japan) Director, Mori Art Museum

Philippe Vergne  
(United States) Director, Dia Art Foundation



## **7th ~ 9th Yanghyun Prizes**

Chris Dercon  
(United Kingdom) Director, Tate Modern

Adam D. Weinberg  
(United States) Director, Whitney Museum  
of American Art



## **10th ~ 12th Yanghyun Prizes**

Bartomeu Mari  
(Korea) Director, National Museum of  
Modern and Contemporary Art

Richard Armstrong  
(United States) Director, Solomon R.  
Guggenheim Museum



Yanghyun  
Prize  
winners

**1st**  
2008  
Cameron Jamie,  
United States



**2nd**  
2009  
Isa Genzken,  
Germany



**3rd**  
2010  
Jewyo Rhii,  
Korea



**4th**  
2011  
Akram Zaatar,  
Lebanon



**5th**  
2012  
Abraham  
Cruzvillegas,  
Mexico



**6th**  
2013  
Rivane  
Neuenschwander,  
Brazil



**7th**  
2014  
Apichatpong  
Weerasethakul,  
Thailand



**8th**  
2015  
Otobong Nkanga,  
Nigeria



**9th**  
2016  
Hito Steyerl,  
Germany



**10th**  
2017  
Kader Attia,  
France



© Christian Danner

Yanghyun  
Prize winners  
in their  
own words



# Isa Genzken

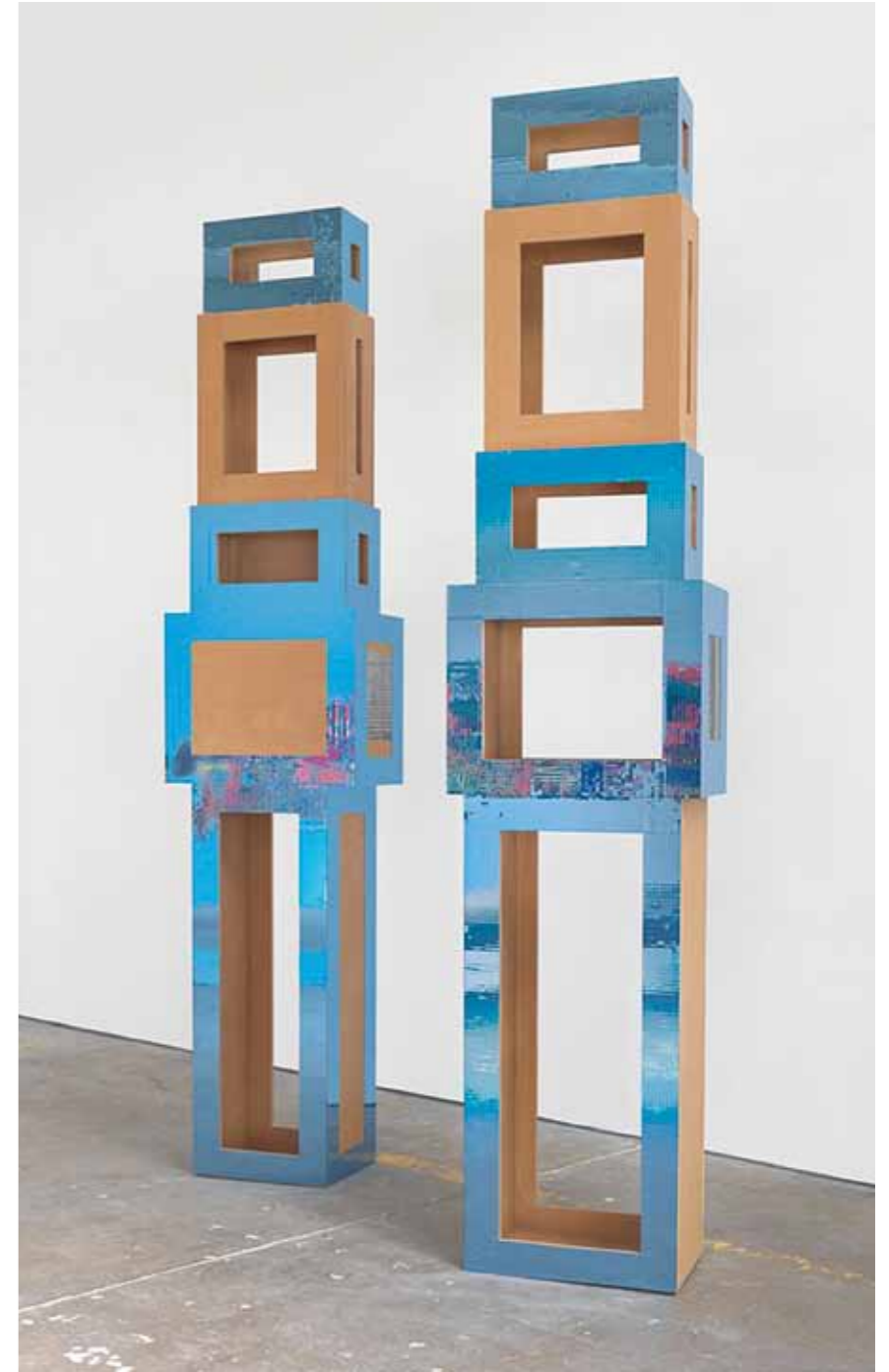
2nd Yanghyun Prize winner (2009)  
Germany

“

What a beautiful trophy. I live in Hamburg,  
so I have seen many of these screw propellers on ships.

I am so very grateful to have received this award.

”



**Untitled, 2015**

2 parts, mirror foil,  
photographs, printed paper,  
MDF.  
each 338 x 70 x 44 cm  
overall installation approx.  
338 x 209,6 x 70,2 cm.  
Isa Genzken / BILD-KUNST,  
Bonn - SACK, Seoul, 2017

# Jewyo Rhii

3rd Yanghyun Prize winner (2010)  
Korea

“

I thank the Yanghyun Foundation, and Kathy and Kasper for discovering me. A special thanks goes to all the assistants who were with me at the studio, working with razors and saw blades.

I thought being an artist was about building something inside oneself. Although art is meant to be seen, I shut my heart to the outside world when I was working because my art is so demanding. Now I've been given this honor and I want to say thank you.

”



**Typewriter-  
Recitation, 2012**  
Installation view, Heidelberg  
Kunstverein, Germany.



**Typewriter-  
Recitation, 2012**  
Installation detail-printed  
poem on wall, Heidelberg  
Kunstverein, Germany.

# Akram Zaatari

4th Yanghyun Prize winner (2011)  
Lebanon

“

I am deeply touched. It's a pleasure and an honor to be awarded such a prestigious award. This prize means even more to me because it comes from Asia, which is east of Lebanon where I live. It has made me realize how big the world truly is. Thank you.

”



## Letter to A Refusing Pilot, 2013

Video installation at the Lebanese Pavilion in Venice.  
photo credit: Marco Milan.

# Abraham Cruzvillegas

5th Yanghyun Prize winner (2012)  
Mexico

“

I would like to thank my fellow artists, curators,  
judges, the Foundation, and my family.

My wife Alejandra is expecting our child and couldn't  
be here today, but I would like to thank her too.

”



**Tsunami Disaster, 2017**  
Installation view at Maison  
Ginza Hermès, 2017  
Image courtesy of the artist  
and Fondation d'entreprise  
Hermès, Tokyo, 2017.  
Nacása & Partners Inc  
Abraham Cruzvillegas (1968)  
Tsunami  
Disaster, 2017  
Mixed media  
Variable dimensions  
AC13314



**Empty Lot, 2015**  
Installation view at TATE  
Modern, 2015.  
Image courtesy of the  
artist and TATE Modern,  
London, 2016.  
Hyundai Commission 2015.  
Photo by Andrew Dunkley.

# Rivane Neuenschwander

6th Yanghyun Prize winner (2013)  
Brazil



My heartfelt thanks to the Foundation, the judges, Michel who made the introduction, my friends, and everyone here in the audience. The Yanghyun Prize is especially meaningful because it gives artists boundless freedom. This makes me even happier to have received the award.



**The Name of Fear |  
Rio de Janeiro  
(Monster/Stranger), 2017**  
Rivane Neuenschwander  
in collaboration with Guto  
Carvalhoneto.  
Photo: Pedro Agilson.



# Apichatpong Weerasethakul

7th Yanghyun Prize winner (2014)  
Thailand



I greatly respect the Yanghyun Foundation for its efforts to support global diversity and progress. To be recognized by such a foundation is a tremendous honor. Sometimes I tell myself, 'This is not reality. Everything happening around you is the work of ghosts.' Maybe we need to tell each other to wake up and pay attention. So I take this award as a sign telling me to wake up and see what's possible. I hope that one day, everyone will be free from the ghosts of their fears.



**Phantoms of Nabua, 2009**  
Part of Primitive project.  
Credits: Courtesy of  
Apichatpong Weerasethakul.



**Ashes, 2012**  
Credits: Courtesy of  
Apichatpong Weerasethakul.

# Otobong Nkanga

8th Yanghyun Prize winner (2015)  
Nigeria



I am proud to receive this prize, and happy to represent Africa and Nigeria. I was moved to learn my works are appreciated in Asia, especially Korea. This is my first time in your country but I have met and connected with so many people. I'm about to cry with joy.

As I understand it, the Yanghyun Prize is given to artists who persist in asking questions about the nature of art and the way we see the world. With this award, I will work even harder to create art that brings us closer to a clear-eyed view of the world.



## From Where I Stand: Constellation, 2015 - 2016

Performance - Duration 45 minutes.

Otobong Nkanga / MATRIX 260 at the UC Berkeley Art Museum and Pacific Film Archive, May 11, 2016.

Commissioned by the UC Berkeley Art Museum and Pacific Film Archive.

Photo: Charlie Villyard.



## Taste of a Stone - Ikq, 2016

Installation view,  
Nottingham

Contemporary,  
Nottingham, UK.

Photo by Stuart Whipps.



## The Encounter That Took a Part of Me, 2016

Installation view,  
Nottingham

Contemporary,  
Nottingham, UK.

Photo by Stuart Whipps.



# Hito Steyerl

9th Yanghyun Prize winner (2016)  
Germany

“

I am extremely grateful and humbled to be chosen for the 2016 Yanghyun Prize, and would like to thank all members of the jury for their recognition. It's a great honor to have my practice acknowledged alongside an esteemed group of past honorees, and I look forward to using this platform to further my work.

”



## **Factory of the Sun, 2015**

Single channel high definition video,  
environment, luminescent LE grid, beach chairs  
23 minutes

Image CC 4.0 Hito Steyerl  
Image courtesy of the Artist and  
Andrew Kreps Gallery, New York

Installation view,  
Venice Biennale  
German Pavilion, 2015  
Image courtesy of the Artist and  
Andrew Kreps Gallery, New York  
Photography by Manuel Reinartz

## OUR STORIES

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Letters from sponsors and partners  
of the Yangyun Foundation

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Letters from individuals sponsored  
by the Yangyun Foundation

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9

Tell us about  
some of the  
lives  
that Yanghyun  
has touched  
over the years .

“

The various projects that we have undertaken over the past 10 years have connected us to countless precious lives. We are always encouraged to hear from those who generously gave what they could to help us as well as those who found hope and were able to grow through our interest and support. The greatest satisfaction comes from knowing that their stories are leading to other stories of sharing and happiness. We are optimistic that this spirit of generosity will continue to grow and spread throughout society.

”



## Letters from sponsors and partners of the Yanghyun Foundation

Ikjoong Kang ,  
Artist

### Medical Assistance Program – ‘Wall of Hope’ Project

[More on page 66](#)

Walls are typically used to separate spaces, but ‘Wall of Hope’ is special because it connects and heals rather than divides people. ‘Wall of Hope’ began in December 1999 as an art project called ‘Dream of 100,000’ in the fields of Heyri, Paju-si, Gyeonggido. The project involved installing 100,000 artworks by North and South Korean children in a vinyl greenhouse measuring 1 km long. The goal was to picture a unified Korea through the imagination of children. Unfortunately, half the greenhouse remained vacant as the 50,000 pieces from North Korea never arrived.

Since then, we decided to take the project global, in an effort to display the dreams of children from all over the world. At times, the Wall has witnessed chaos and destruction. On September 11, 2001, as a wall was being installed under the title ‘The Wondrous World’ with 34,000 artworks from around the world at the UN Headquarters in New York City, the World Trade Center collapsed. The ‘Wall of Hope’ continued to collect pictures of children’s dreams from around the world and was installed in Iraq, Yemen and Afghanistan to offer those affected by war a chance to heal.

Partnering with the Yanghyun Foundation in 2010 empowered us make another leap forward. Our collaboration is possible because we believe children are the hope of the future and we wanted to help children fighting illness to dream, have courage, and never lose hope. It is the children of the world who make our ‘Wall of Hope’ possible.



When we started out, the wall represented the dreams of 100,000 children living in a divided country. Now it has evolved into a project that inspires hope in sick children. I believe we can start to heal wounds when we open our heart and realize that you and I are not different, that we are all connected, and that we are all branches of the same tree.

Byungik Ahn ,  
Principal of Dream Love School

### Scholarship Program – Support for Children with Health Problems

[More on page 59](#)



In 2007, we had a visitor from the Yanghyun Foundation. He said he came a long way to see us because the Foundation was interested in our work offering online classes to help children fighting illnesses continue their education from the hospital or from home. At the time, we were renting a small commercial office as a school. Fortunately, the representative from the Foundation didn't seem to mind and asked us earnestly about our operation and took detailed notes about what we do.

I was really surprised when I received a call a few days later saying the Yanghyun Foundation had decided to sponsor our school. The Foundation even took the school's circumstances into account and scheduled the date for delivering the scholarship accordingly. I was moved when I first met Chief Director Choi in Seoul. She listened for a long time about how our students, although very sick, were not giving up the desire to learn and pursue their dreams. Then she told me about the founding spirit of the Foundation. She said the Foundation had searched far and wide for an organization that best represented the Yanghyun spirit. More than three months later, they had found our school.

Since then, Yanghyun has continued its support for ten years, which is vastly different from other foundations that typically offer only limited support. Rare diseases such as leukemia and cancer place child patients and their families under enormous strain. They are thrust into new routines that make ordinary



home and school life almost impossible. Along with treatment, they need a variety of programs to help them find psychological and emotional stability and prepare for their return to school. That's where the Yanghyun Foundation's help proves most helpful.

If it hadn't been for a generous partner like Yanghyun, we would have never gotten the trust and support of our students, their parents, the Ministry of Education and the local office of education. Thanks to the partnership, we were able to do more for children struggling to recover. I hope the good work that the Foundation is doing spreads throughout our communities so that we can create a happier and healthier society.

Eunsook Kim  
Sponsor

**Social Welfare Program,  
Yanghyun Foundation Sponsor Group**

[More on page 75](#)

I have been a sponsor since the beginning of the Yanghyun Foundation. I went to Sungshim High School with Eunyoung Choi, Chief Director of the Foundation, where we learned the value of volunteering. Eunyoung and her late husband's commitment to a life of giving was well known among our friends, so I was happy and willing to become a sponsor of the Foundation created to carry on his legacy. In fact, the sponsor group came about organically through the participation of people like me who knew the couple and their mission. Many of us, although we always wanted to be more giving, didn't know how

and where to start. We are grateful to the Foundation for giving us an opportunity to give back to society. The sponsor group meets regularly once a year to suggest and decide on charitable projects. We also participate directly three to four times a year. Depending on the project, sponsors volunteer their time and expertise in cooking, purchasing, location scouting, and more. We learn and gain so much when we help others. Whereas I had a vague idea before, now I witness people's needs firsthand and understand the pressing nature of our work. I am also very pleased that my family, especially my children, are taking an active interest in charitable works and that volunteering is becoming a regular part of our family life.





Dr .

Sookkyung Lee Senior Research Curator, Tate

### Arts and Culture Program, Yanghyun Prize

[More on page 78](#)

My role is to help the judges and nomination committee understand the Yanghyun Prize's founding vision and goals, and to support them in the search for artists that best represent the award's spirit. The Yanghyun Foundation is a non-profit organization that supports not only arts and culture but a wide range of fields. My job is to maintain the integrity of the prize as an art award by sharing my knowledge of modern art and my global network in the art industry.



Since its establishment, the Yanghyun Prize has solidified its standing as a global art award. The fact that a private foundation from Korea looked beyond its borders to actively follow international trends in contemporary art is a key characteristic. It is also noteworthy that from early on, the Prize focused on artists from regions such as the Middle East, Latin America, Africa, and Asia, unlike other established arts awards that largely favor artists from North America and Western Europe. With its unique approach, Yanghyun Prize continues to solidify its prominence. The ripple effect of the Prize is made even more evident because the award is given to mid-career artists at the most prolific time in their careers, rather than emerging or established artists. One benefit that sets the Yanghyun Prize apart is that in addition to the prize money, it supports the winning artist's future exhibition and project.

Our past judges were directors of major galleries in Germany, Japan, the United Kingdom and the United States, and they played a big role in generating quality winners. The nomination committee is formed by curators active in the global art scene. They agree that thanks to the prestige of the Prize, it is not difficult to nominate deserving artists.

During the past ten years, the Yanghyun Prize has effectively positioned itself as one of the most influential prizes in the global art scene. It has helped build the reputation of Korean art industry and encouraged international exchanges. I hope that it will continue to support artists reach global success and offer opportunities for Korean art enthusiasts to connect with the international art world.

## Letters from individuals sponsored by the Yanghyun Foundation

Participants  
in overseas training programs  
to nurture specialists  
in rare and difficult diseases

We work as part of the nursing team of the Cancer Center and at the Oncology department at Asan Medical Center. We were thrilled to learn that we had been selected for the overseas training program sponsored by the Yanghyun Foundation.

We're currently receiving our training in the chemotherapy department. They teach us about the specialized duties of nurses in this department, including the training process, education for patients, safety systems, computer programs and other related operations.

The biggest difference between Korea and the US is not the treatment for cancer, but the deep consideration for patients that is reflected throughout the treatment process, such as the attitude of medical personnel, hours of operation, and even the location of the chemotherapy rooms. The patients here don't have to endure treatment by themselves. Instead, they are in constant communication with their families and the hospital's medical staff, who all support the patient throughout the process.

Even though we work as nurses looking after cancer patients, we realized that we had focused only on treatment. We felt ashamed for not having empathized with all that the patients and their families were going through. After our return to Korea, we will do our best to pay attention to even the smallest details so that we can see happy patients, like the ones we met here. We will absorb as much as we can for the rest of our stay, and share our knowhow and experience with our colleagues.

July 1, 2008 | Jiyeon Kim and Youngae Baek, nurses  
(Dana-Farber/Harvard Cancer Center, Boston, USA)

I work at Asan Medical Center as a pharmacist. Right now, I'm on a training course at a hospital in Madison, Wisconsin. It's been a great learning experience to see that most pharmacists here visit patients in the wards to provide a higher standard of service. There aren't many clinical pharmacists in Korea who go up to the wards, personally meet with patients, and regularly talk with doctors. I was impressed by the fact that here in Wisconsin, once a doctor prescribes medicine, the pharmacist checks the order, prepares the prescription, and then frequently communicates with patients to reduce prescription errors and ensure that they are taking their medicine properly.

Automated medication dispensing systems have taken over most of the preparation process at this hospital. Our hospital in Korea is also planning to bring in such systems in the near future, so my experience here will be very useful. When I return, I will try to be a better pharmacist, share what I learned with my colleagues, and do my best to improve patient treatment in whatever way I can.

Dec. 5, 2010 | Yoojin Kang, pharmacist (UW Carbone Cancer Center, Madison, USA)

I'm a clinical nutritionist responsible for managing the nutrition of cancer patients at our hospital.

I'm grateful for all that I get to learn and experience every day. This covers not only the nutritional management of cancer patients but also the system for managing the nutrition of all hospitalized patients. While Korea is more focused on direct treatment for cancer patients, this hospital is getting ready to implement a 'Cancer Survival-ship Program' that helps post-chemotherapy patients with their return to normal life as well as their nutrition, rehabilitation, and psychological stability. I was very impressed by how experts from various fields worked together to form a multidisciplinary approach.

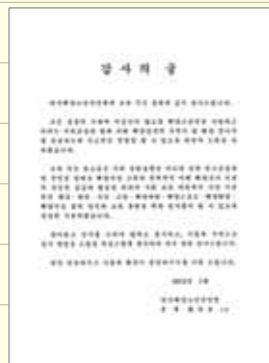
I am grateful for this opportunity, which has allowed me to grow from someone only focused on what was given to me, to someone who is now able to see the bigger picture.

July 2011 | Shinsook Kang, nutritionist (UW Carbone Cancer Center, Madison, USA)

Sea Explorers of Korea

The funds we receive will be used to educate not only our members but also other youths and the general public on the importance of the oceans and to build consensus on the need to build a progressive maritime industry. To this end, we will propagate information and conduct training sessions on waterways, marine products, ocean science, marine sports, marine environment and other marine functions. We promise to all our supporters and sponsors that we will work hard to nurture future leaders of a maritime powerhouse.

Jan. 2012 | Gyuho Whang, President of Sea Explorers of Korea



Angels' Haven

Thanks to the Yanghyun Foundation's sponsorship, we were able to install a clinic within the Child Welfare Center and pay for its operations. We are very proud to have created a center that can contribute to the health and emotional development of children in our community.

The warm light generated by the support will help guide youths, who can sometimes be led astray, along the right path. Dedicated social workers, psychotherapists and nurses will help us to ensure that our charges adapt well to life in our home and are able to form healthy social relationships.

I am confident that the Child Welfare Center will play a big role in lighting the way for many more youths in the future. Thank you once again for all your support and consideration.

Sept. 28, 2010 | Gyuwhan Cho, Head of Angels' Haven



Heymyung Children's Welfare Center

Although the children appear to be bright and cheerful, they feel the emptiness inside. I am thankful for the Foundation's help in filling that emptiness with love.

There is no doubt in my mind that the happy memories of the picnic will help them get through difficult days in the future.

Nov. 3, 2010 | Heyeun Choi, nurse



## OUR IDEAL

**118**

After 10 years,  
continuing on the Yanghyun road

**119**

Interview with Chief Director Eunyoung Choi

理想  
心





10

What	do	you
	envision	
	for	the
future	of	
	the	
	Foundation	?



The Yangyun Foundation will maintain focus on its founding philosophy. While we will embrace the changes that come with the passage of time, we will not pursue change for the sake of change. Our aim is to grow like a tree that plants deep, strong roots and stands tall, providing cover and comfort for more people. We hope to further solidify our role as a caring foundation that can always be a source of strength to our neighbors.



# After 10 years, continuing on the Yanghyun road

Yanghyun is observing its 10th anniversary by reflecting on past activities to plan our way forward. Our greatest achievement is the connections we helped forge between people over the years. People discovered they were not alone and could depend on their neighbors in times of need. Our sponsors gave us their unwavering trust through the years and supported us through numerous challenges.

Countless individuals volunteered their time and efforts to make a difference. We believe these people working behind the scenes are more valuable than publicized events, and that they will do more to help Yanghyun change the world for the better. Going forward, the Foundation will continue to support meaningful projects that encourage sharing and bring warmth to our society.

## INTERVIEW

Chief Director Eunyong Choi

Yesterday ,  
today  
and tomorrow ,  
Yanghyun will stay true  
to its founding  
mission



Photo by dongA Ilbo

The late Chairman Sooho Cho always stressed the importance of sharing and took it upon himself to put this belief into action. He would often say, 'Let's help our neighbors once we retire' and 'We should lead a life of sharing.' I was more than happy to join him, having made volunteering a part of my life since my school years.

During his fight with cancer, there was a time when treatment was going well and we had hopes for a full recovery. Unfortunately, those hopes did not last long. Preparing for the worst, he asked me and many others to carry out his last wishes.

They included continued interest and support for the maritime and logistics industry, assistance for children suffering from difficult diseases, and contributing to society through the arts as a nod to his childhood dream of becoming an artist. In accordance to his wishes, the late chairman's shares were used to fund the establishment of Yanghyun Foundation.

Yanghyun does not select or support programs for publicity or to support Hanjin Shipping's operating costs; to do so would deviate from our founding mission. Providing support for research and medical assistance for difficult diseases are projects that receive hardly any outside attention. Likewise, the Yanghyun Prize was not created to wield any influence over, or benefit from, the Korean art scene.

For this reason, it is said to enjoy greater international recognition and trust. I am also only a sponsor, and do not exercise any further rights.

Going forward, Yanghyun Foundation will continue to do what it does best. We will not pursue public recognition for the work we do. While we will always have our eyes, ears and hearts open to the world and the changing times, our aim is to stay on the same road that we have traveled down in the past ten years.

We have worked hard, without seeking the limelight, and we will continue to do so in the future. The greatest satisfaction comes from knowing that we are supporting our neighbors and sharing our good fortune. When we plant a seed of giving, the lives we touch go on to plant more seeds. This is the power and reward of giving.

We see this in practice in so many ways. The medical personnel who go on overseas training programs learn how to improve treatment for rare and difficult diseases. Upon their return, they share their knowhow with other hospital staff through lectures and

Sharing helps spread hope and kindness. It is our wish that the seeds of sharing that we planted will spread to many others.

When the people we meet along the road remember the Yanghyun Foundation as a good neighbor that always lent a helping hand, we are overjoyed, and that is all the recognition we could hope for.

practical training. The winners of the Yanghyun Prize are given a valuable opportunity to grow but also to inspire other artists and the general public through lectures. Researchers and scholarship students take it upon themselves to move forward by helping others and contributing to a better society.

Sharing helps spread hope and kindness. It is our wish that the seeds of sharing that we planted will spread to many others. We will stay true to our mission so that more people can join us on this road and plant their seeds.

When the people we meet along the road remember the Yanghyun Foundation as a good neighbor that always lent a helping hand, we are overjoyed, and that is all the recognition we could hope for. That is our goal for the next ten years and thereafter. It is our promise to you and our road going forward.



'We are the Dream Team'  
Last handwritten note by the late Chairman Soho Cho.  
His last wish continues to guide the Foundation.



EPILOGUE

## Looking forward to the next 10 years

We will not hesitate when the road is long  
nor despair when it is demanding,  
and when the road comes to an end,  
we will not give up.

We will look for another path and pave the way,  
connecting new and old roads together.  
We will continue  
guided by our purpose  
to realize the Yanghyun vision.

To all those who join us  
on this journey,  
we extend our deepest thanks.



**Current  
Directors**



**Chief Director**  
**Eunyoung Choi**  
Chairwoman & CEO,  
Eusu Holdings Co., Ltd.



**Director**  
**Youngmoon Kim**  
C.E.O, KumPoong Co.



**Director**  
**Eunsun Kim**  
Chairman, Boryung  
Pharmaceutical Co., Ltd.



**Director**  
**Jooheon Yi**  
Art Critic



**Director**  
**Kyoungsoo Im**  
Professor, Department of  
Emergency Medicine, Ulsan  
University / Director of Emergency  
Center, Asan Medical Center



**Auditor**  
**Wonwoo Lee**  
Korea Representative, Eurogate  
Group & CEO, WW Corp, Ltd.



**Auditor**  
**Changha Jeon**  
Director, GT Daejoo Accounting  
Corporation

**Former  
Directors**

**Director**  
**Changil Kim**  
Nov. 30, 2006 ~  
Mar. 31, 2010

**Director**  
**Hyungkyu Yoon**  
Nov. 30, 2006 ~  
Apr. 8, 2009

**Auditor**  
**Allan Lubin Suh**  
Nov. 30, 2006 ~  
June 15, 2008

**Auditor**  
**Alex Park**  
June 16, 2008 ~  
June 30, 2015

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