

## Rise of K-pop and the Road of Peace to Pyongyang

**HALLYU WAVE**

10<sup>th</sup> of April  
12:00 (EEST)

**rise of k-pop and the road of peace to pyongyang**

Moderator: **Avo Martinson**  
Universal Peace Federation/Estonia  
Secretary General

Speakers:

**Maari Hinsberg**  
Researcher of South Korean popculture

**Dmitry Samko**  
Chairman of Universal Peace Federation/Moscow

Register here [https://zoom.us/meeting/register/tJUrcumpri0qEtDUwHjs\\_HdqrLYEMkut6mII](https://zoom.us/meeting/register/tJUrcumpri0qEtDUwHjs_HdqrLYEMkut6mII)

Webinar languages:

- English
- Russian
- French
- Estonian

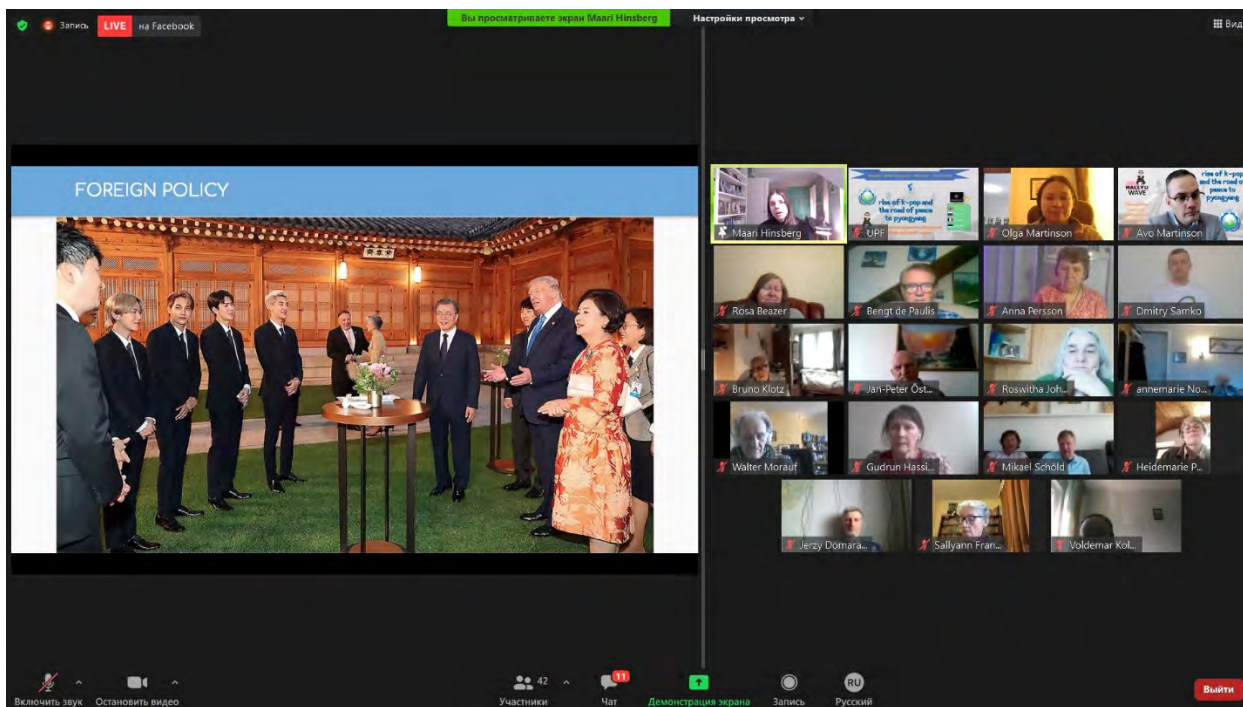
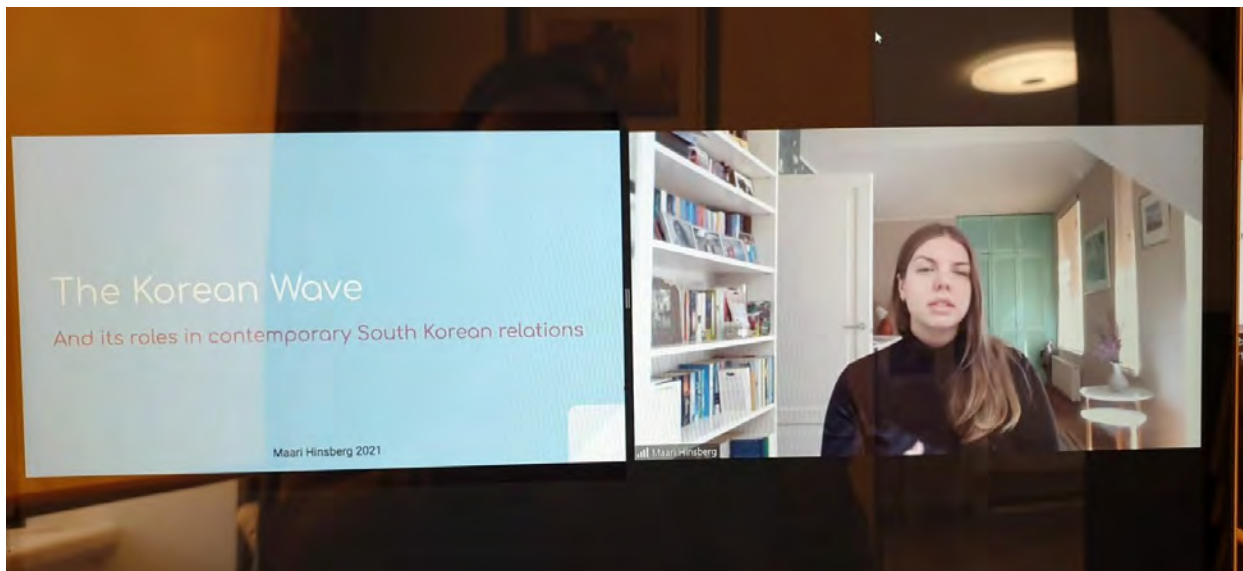
Universal Peace Federation MTÜ

This webinar supports unification of South and North Korea!

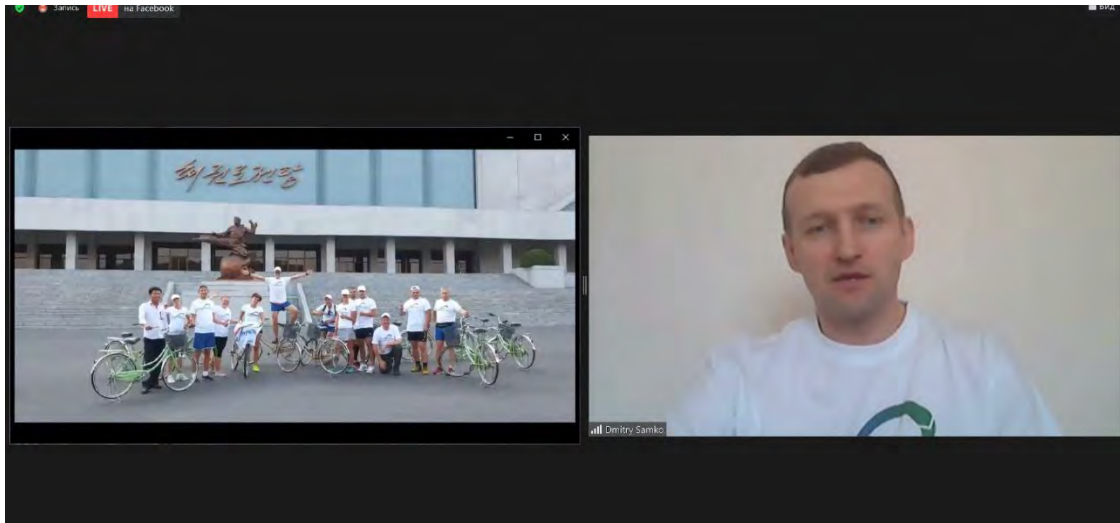
Universal Peace Federation Estonia had its third webinar on the topic of “Rise of K-pop and the Road of Peace to Pyongyang” on the 10<sup>th</sup> of April 2021.

As this webinar series promotes the peaceful unification of North and South Korea, it also seeks for possible ways that can help unification to take place.

In this webinar first panelist, Ms. Maari Hinsberg, researcher of the South Korean music, shared how the historical background of K-pop and how it has developed and explaining how big role the pop culture in South-Korea has and how it is connected with other aspects of human life! Especially was great to hear the words of the president that “in the 21st century, culture is power” and how the music can play such an vital role in the unification of North and South Korea.



Second panelist Mr.Dmitry Samko, chairman of UPF Moscow, shared their Peace Road project in the heart of Pyongyang in the autumn of 2019.



Audience had opportunity to ask “live” their questions from panelists.

Webinar concluded with the introduction of Mount Kumgang, located in North Korea, and the thoughts of UPF founder Dr. Moon about it as a common treasure of Korea. “Mount Kumgang is a national-level project.” If this project moves forward, Russia and China will unite with other Asian countries to build an airport, a hub for major cities throughout the world. By opening this airport, tourists will flock to Asia from the Middle East and everywhere, and new air routes will open up across Asia, Europe and the Americas.”

• Peak 1,638 m (Birobong)

• More than 60 peaks over 1000 m

Mount Kumgang has been known for its scenic beauty since ancient times and is the subject of many different works of art.

Eiffel tower (324 m)

Bibong waterfall (139 m)

The infographic features a large red silhouette of Mount Kumgang. To its left, two bullet points list its peak height and the number of peaks over 1000m. Below these is a small icon of the Eiffel Tower for comparison. To the right of the silhouette are three photographs: a misty mountain peak, a wide waterfall cascading over rocks, and a closer view of the Bibong waterfall with people on a viewing platform.

In the end of the webinar there was a lottery to present three presents to the participants as a sign of gratitude.

Webinar concluded with the song "*Huimangga*" (희망가, The Song of Hope). This song was performed by Mr. Kim Myung-gon, a South Korean actor, screenwriter and music director and a former South Korean minister of culture and tourism.



All feedbacks from audience were very positive.

Report by Avo Martinson,  
Secretary General of Universal Peace Federation Estonia  
10.04.2021