# Fold and Tie

### Wrapping and delivering blessing

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In Korea, "bojagi" (wrapping cloth) is a symbol of "blessings." The Chinese character "bo" which means bojagi is similar to the Chinese character "bok" (blessing) in pronunciation. So it is commonly understood that wrapping something with bojagi represents "blessings."

The use of bojagi by the Korean people is as wide as the meaning behind its name Traditionally, when people gave a gift to someone important,

bojagi was the finest wrapping that the gift could be presented in. The culture of bojagi is recognized as one of the most quintessential beauties of Korean culture.



### "Fold and Tie" is a gift-packaging artisan that specializes in bojagi Our name means

"wrapping around and connecting people."

tourists interested in bojagi and traditional wrapping has been increasing, so we are now offering one-day classes.

The number of international





into a beautiful gift package. During this class, after you finish wrapping your package, you will also

Many non-Koreans are fascinated by

how a piece of cloth can be transformed

learn the traditional etiquette of presenting your gift to another person.

### Fact 1 We're located in a part of Cheongdam-dong

Tid you know?

known as the "Wedding Street," which is a favorite shopping destination for brides-to-be. This area has a host of beauty and wedding shops, making it the ideal place to develop your inner and outer beauty.

Fact 2

Department Store, some 40 flagship stores, and a host of other stores selling all kinds of fashion items including apparel, footwear, and accessories. This street is the perfect place to go and buy a gift for someone special and wrap it in your bojagi!

"Cheongdam Luxury Street" is located just 10

minutes away on foot and boasts the Galleria

# good wrapping fold and tie

The value of









### +82-10-9019-3687 **Phone number** Website https://www.yangseon.com/fold-and-tie

**Address** 

**Business hours** 

**Parking facility** 

**Public** 553m (10 minutes' walking distance) transportation from Exit 4 of Gangnam-gu Office Station on Line 7 or Suin-Bundang Line

Not available

F1, 54, Seolleung-ro 146-gil

By reservation only

(Cheongdam-dong), Gangnam-gu, Seoul

(accessible on foot from the main road)

**Program Activities** 

By reservation only **Program hours** Minimum of 4, maximum of 8 (flexible) Capacity

**Address** 





Traditional bojagi class [50 min]

seasonal flowers

etiquette of gift-giving in Korea

<sup>02</sup> Learn how to wrap an item with bojagi

<sup>03</sup> Learn how to decorate bojagi with Korean

# Traditional Bojagi Class 60 min



Introduction: Welcome tea (seasonal) [10 min]

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<sup>01</sup> Learn about the meaning of bojagi and the

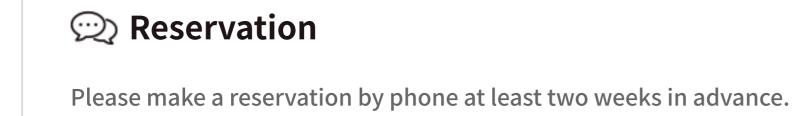
- Traditional bojagi class [50 min] <sup>01</sup> Learn about the meaning of bojagi and the
  - etiquette of gift-giving in Korea <sup>02</sup> Learn how to wrap an item with bojagi <sup>03</sup> Learn how to decorate bojagi with Korean seasonal flowers
  - Enjoy traditional Korean tea (two types available) in traditional Korean porcelain ware <sup>01</sup> Ha-dong Green Tea (organic)

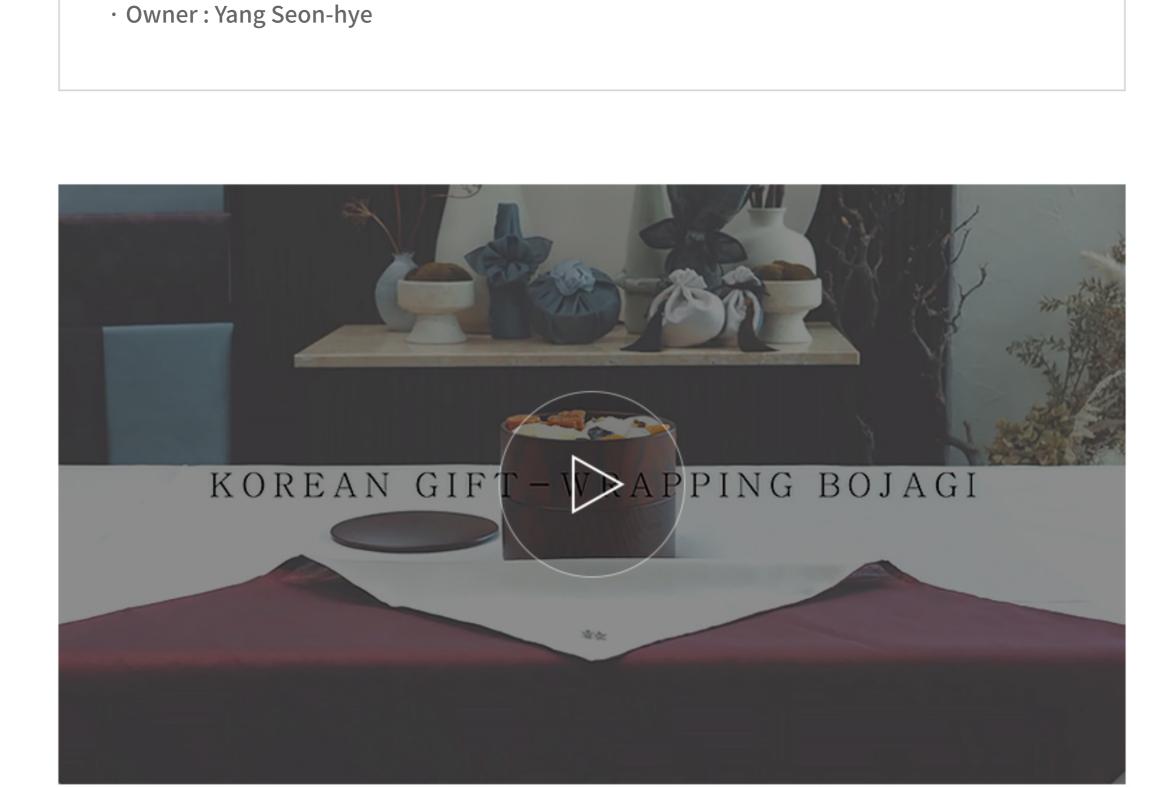
<sup>02</sup> Dong Jang Yoon Da (yellow tea from Jiri Mountain)

Traditional Korean tea ceremony [40 min]

(HA-DONG GREEN TEA)

(DONG JANG YOON DA)





go!

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