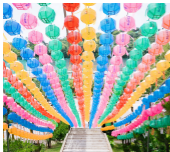


NEWSLETTER



Buddha's Birthday: A Radiant Celebration of Korean Culture

Every May, Korea is beautifully adorned with colorful lanterns to celebrate Buddha's Birthday (Seokga Tansinil). With a history spanning over 1,600 years, Buddhism has deeply shaped Korea's art, architecture, and philosophy. Today, this day is not just a religious holiday but a major national festival enjoyed by everyone.

The holiday falls on the 8th day of the 4th lunar month (usually in May) and is a national public holiday. If it falls on a weekend, the government provides an alternative holiday, reflecting its cultural importance.

The highlight of the season is Yeondeunghoe (Lotus Lantern Festival), a UNESCO Intangible Cultural Heritage. During this festival, tens of thousands of lanterns light up the heart of Seoul in a massive parade. These lanterns symbolize spreading wisdom across the world and dispelling the darkness of ignorance.

Regardless of their faith, many Koreans visit temples on this day to enjoy the peaceful atmosphere and share temple food like Bibimbap. It is a perfect occasion to reflect on the values of peace and compassion while experiencing the vibrant essence of Korean tradition.

Buddha's Birthday Meets Gen Z



Young Koreans are reimagining Buddha's Birthday as a hip pop-culture event. From EDM temple parties to "Buddha Birthday Cafes" with photo cards and meme merch, the holiday has become a trendy "fandom" for Gen Z, regardless of their religious beliefs.

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