

- -

Transfiguration of intangible cultural assets due  
to activation of Folk Festival  
- Gangneung Danoje as the pivot -

黃纒詩

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

가

가

가

1)

가

17

[惶

所覆 藁]

[ ]

1933 [

]가

4 15 戶長

國師神

. 5 1

가

가

가

가

가

2)

---

1)

10

5

가



6

가 가 가 가 가

가

가 가

가

가

前導巫覡

가

가

가

가

가

1.

3) 沈一洙  
 豚湖遺稿 1909 3 가 가  
 . 1928  
 가 4) 가  
 가  
 가  
 가  
 가 가 가  
 5)  
 가  
 6)  
 가

---

3) (1953), [朝鮮民俗誌], ( ) ( : , 1993), 194 .  
 4) (1972), [ ] ( : ), 128 .  
 5) (1953), 198  
 6) , 1992 .

7)

가

가

가

가

가

가

## 2. 가

가

가

1967

가

13

가

3

가

---

7) (1972), 114 .



11)

가

3.

1993

1994

450

10

93

가

가

가

가

---

11) (1993), “ ( ), 43 .

가 가

가 .가

1993

가

1994

가

가 2  
가

1995

가

1996

1997

1999

3

1996

가

3 , 10

7 가 가

1999

가

가

가

가

4.

21

가

가

2004

가

2000

가

가가

가

가

가

50

가

가

가

가

가

2001

2001

가

가

가

가

가

가

가

가

2002

가

가가

가

晝夜群聚飲酒歌舞

2003

2003 11

2004

2003

2002 9

2004

가

17

2004

가

가

가

170

25

, 가

2003

2005

1

가

3

“ ”

9

가

가

18

2003

가

가 가

30

1974 12

1999

58

가

가

가

19993

1994

1999

가

가

.21

가

가 2004

가

## ABSTRACT

### **Transfiguration of intangible cultural assets due to activation of Folk Festival - Gangneung Danoje as the pivot**

Hwang, Ru-Shi  
Professor, Kwandong University

Gangneung Danoje does not only have the longest history but also is the largest folk festival in Korea. However, during its long history Gangneung Danoje has not always been the way as it is today. As records reveal, since the Chosun dynasty and through Japanese rule, it has gone through numerous variations and registration processes in order to become a national designated major intangible cultural asset.

Especially after it has been appointed as a national major intangible cultural asset Gangneung Danoje has under gone through variety of transformations. First of the few changes is the citizen-lead characteristic. As Gangneung Cultural Center took charge of Danoje this trait has become prominent. Hereby Chosun dynasty 's government lead system has transformed into a civilian lead festival. Second alteration is the enormous scale of expansion and the variations of the characteristic of the festival because of it. Dano event has increased annually from 12 events in 1974 to 58 events by 1999. As the scale of Danoje enlarged the promoters found solutions by providing diversified events in order to satisfy peoples ' various aspirations from the festival. However this solution lead to a diversion - from participating festival to a spectating festival. And the last change that occurred is the awareness of the need to develop Danoje into an international festival. This is rather a desire from the government than of the people. In 1994, Korea visiting year as an opportunity this consciousness grew active. For instance, the invitation of mass foreign folk performance in 1999 seems to conform to this policy. The intention to make Gangneung Danoje not only to represent Gangneung but also to represent Korea 's folk event can be witnessed. As we enter 21st Century this inclination for international festival has strengthened. Gangneung government has shown enthusiasm to find the future of Danoje by inviting external service corps to assess Danoje. The current inclination appears to be increase its value as an international festival through UNESCO cultural property registration and having this as a foundation make Danoje become an international cultural tourist product. The judgment of this will be made after Gangneung International Folklore Festival 2004.