



함께한 도약의 70년
 하나된 글로벌 강릉
 GANGNEUNG, A UNITED GLOBAL CITY

20th Anniversary of
 UNESCO Intangible Cultural Heritage

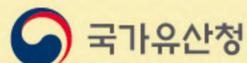
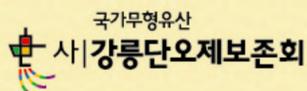
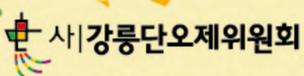
2025 Gangneung Danoje Festival

다노제

20-year-old, Dano

THE
 TIMELESS
 FESTIVAL

5.27. Tue ~ 6.3. Tue





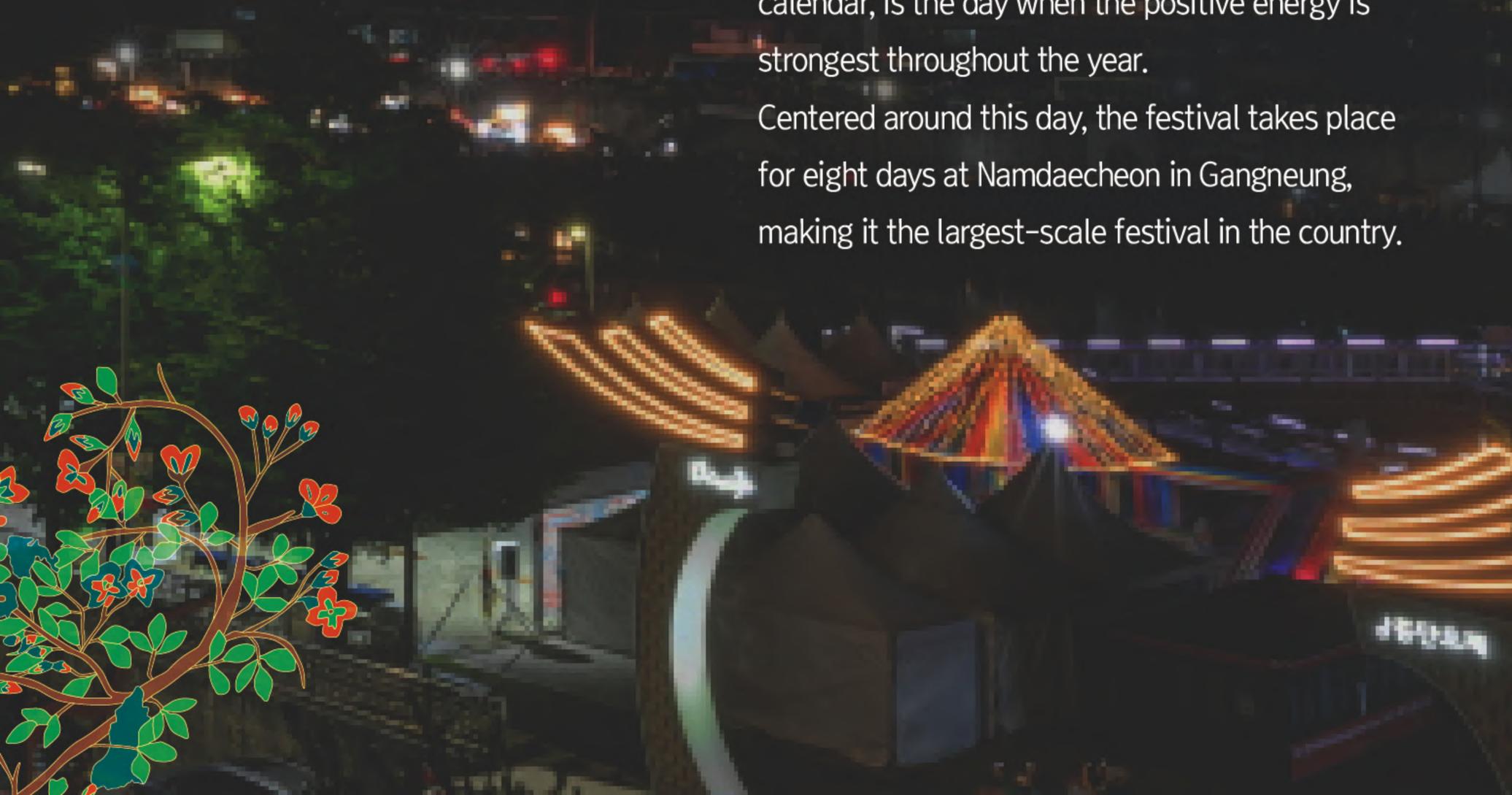
Dano,

The Day to Encounter
1 Thousand Years
of Gangneung



Gangneung Danoje Festival is a thousand-year-old festival that has continued its legacy despite the Japanese colonial era and the Korean War. The Dano day, which falls on May 5th of the lunar calendar, is the day when the positive energy is strongest throughout the year.

Centered around this day, the festival takes place for eight days at Namdaecheon in Gangneung, making it the largest-scale festival in the country.



Gangneung Danoje Festival, Viewed through keywords

UNESCO Intangible Cultural Heritage

Gangneung Danoje, designated as the National Intangible Cultural Heritage in 1967, was selected as a UNESCO Intangible Cultural Heritage in 2005.

Lunar May 5th

Dano is the 5th day of the fifth lunar month, and the most positive energy since ancient times has been considered a good day. It is a time when farming activities have finished, and people pray for a bountiful harvest, ancestral rites, and enjoy festivities.

Suritnal

Suritnal is another name for Danoje, and "surit" refers to noble and majestic things. It represents eagles, falcons, royal herons, and wheels.

A Thousand Years of History

The record from the Goryeo Dynasty states, "In the year 935, Wang Sun-sik from Gangneung performed a ritual to the mountain deity at Daegwallyeong Pass while assisting King Taejo in subduing a rebellion.

" This record serves as the foundation for the thousand-year history of Danoje in Gangneung.

Ceremonies and Performances

Gangneung Danoje is characterized by the coexistence of Confucianism, Buddhism, and indigenous shamanism. Confucian rituals called Jojeonje and Da no Gut(Dano Shamanistic Ritual), which are held to wish for local prosperity, take place together at the Danoje altar.

Shinju and Surichwitteok

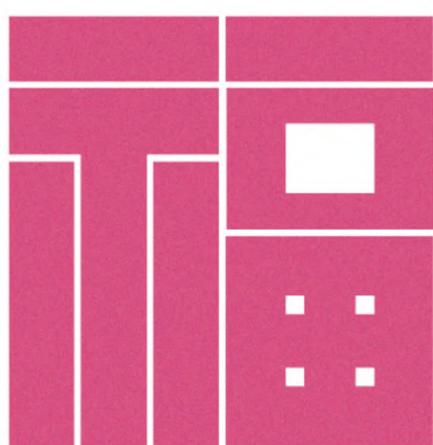
During Gangneung Danoje Festival, the citizens of Gangneung gather rice, wishing for the well-being and abundance of their households. With the collected rice, they make Shinju, a type of rice wine, and Surichwitteok, a rice cake made with mugwort or wormwood, to prevent summer illnesses and ward off evil spirits. The Shinju and Surichwitteok, made with the heartfelt efforts of the citizens, can be tasted at the Danoje Festival Experience Village in Gangneung during the Dano period.

Yeongsin Haengcha

May 3rd of the lunar calendar marks the official start of the festival. On this day, the ritual called Yeongsin Haengcha takes place, where the shrine and shamans carry the tablets of the national male and female deities to the Namdae-cheon Dano Altar. Following the Yeongsin procession, a parade called "Sintongdaegil Gilnori" unfolds, in which residents of Gangneung's neighborhoods and villages directly participate, showcasing the unique characteristics of their communities.

20-year-old Dano

<20 Years old, Dano> celebrates the 20th anniversary of the selection of the UNESCO Intangible Cultural Heritage of Humanity at the Gangneung Danoje Festival, and at the same time, based on the image of a 20-year-old, the will to devote himself without being complacent like a 20-year-old who is not afraid of change, and the aspiration to grow strong in preparation for a thousand years in the future like a 20-year-old freshman who starts anew.



Object Dano

Gangneung Danoje Festival
Official Souvenir Sale

Meet Dano in your everyday life through the Object Dano, the official merchandise of Gangneung Danoje Festival

Gangneung Danoje Goods Shop

Located next to the Meeting Plaza(across from the Information Center)

*"I'll hold onto
your luck
passing by!"*



Object Dano



Dano Gut

Gangneung Dano Gut is one of the core events and highlights of the Gangneung Danoje Festival. During the festival period, from the evening of May 3rd of the lunar calendar to the last day of the event, the Dano Gut are presented at the Danoje Altar for six days. Through the Dano Gut, which contain various wishes, you can enjoy dazzling props and performances.

Order of Dano Guts

Bujeonggut (Shamanistic Ritual for Purification) - Daegwallyeong Seonghwanggut (Shamanistic Ritual to Daegwallyeong Tutelary Deities) - Cheongjwagut(Shamanistic Ritual to Welcome Gods) - Hwahoedongcham- gut (Shamanistic Ritual for Male and Female Tutelary Deities* Harmonious Union) - Sejongut (Shamanistic Ritual for Descendants) - Seongjugut(Shamanistic Ritual to Household Guardian Spirits) - Gunungjangsugut (Shamanistic Ritual to Generals) - Simcheonggut(Shamanistic Ritual for Eye Health) - Chilseonggut(Shamanistic Ritual for Longevity and Health) - Jisingut(Shamanistic Ritual to a Land Deity)- Cheonwanggut(Shamanistic Ritual to a Celestial Deity) - Jitalgut (Shamanistic Performance with Paper Masks) - Sonnimgut (Shamanistic Ritual for Disease Prevention) - Jemyeongut (Shamanistic Ritual to Grandma Jemyeon) - Shamanic Performances of Kkonnorae (FlowerSong) / Deungnorae (Lantern Song)/ Baennorae(BoatSong) - Hwanugut (Shamanistic Send-Off Ritual) - Soje (Incineration Ritual)



Dano Experience

5/27(Tue)-6/2(Mon)

10:00-21:00

6/3(Tue)

10:00-16:00

Experience Zone

Taste of Shinju and Surichwitteok



Free of charge

Taste the Shinju and Surichwitteok made with care by the Gangneung citizens.

Wash one's hair in boiled Chagpo water



KRW 3,000

Try washing your hair with Changpo, believed to ward off bad luck.

Dano Fan Drawing



Small : KRW 5,000
Large : KRW 7,000

Draw a fan that will keep you cool in the summer heat.

Making mother-of-pearl Gwannomask keyring



KRW 5,000

It's a character of a Gwanno Mask Drama with your own personality Making a key ring with mother-of-pearl

Wearing Dano Hanbok



1hr 5,000 / 2hr 7,000
*Modern Hanbok
1hr 7,000 / 2hr 10,000

Wear a beautiful Dano Hanbok and enjoy the Danoje festivities.

Dano Makeover



KRW 5,000

Make a Jangmyeongru (bracelet) to wish for a long and healthy life, and adorn yourself beautifully while dyeing your nails with balsam flower sap.

Coloring Dano Postcards



Free of charge

Enjoy coloring on picture postcards featuring Dano-themed illustrations.

Making Dano Badges



KRW 3,000

Create special Dano badges that capture precious moments. (two badges provided)

Traditional Tea Tasting



KRW 3,000

Taste traditional tea and learn about tea etiquette while enjoying tea.

Shinju Exchange - Dano Square



Shinju exchange ticket

Exchange the Shinju that can only be tasted at the Gangneung Danoje Festival.

Valid for those who have the Shinju exchange ticket. Exchange at the Shinju Exchange Counter in the dano square.

Venue

| Event Names | Duration | Location |
|--|---|----------|
| Gangneung Danoje History Booth | 5.27(Tue)-6.3(Tue) 9:00-21:00 | Danoiang |
| Memory Zone : Dano of the Past | 5.27(Tue)-6.3(Tue) Weekdays) 13:00-21:00 / Weekends) 10:00-21:00 | Danoiang |
| Bangjja Spoon and Chopstick Buddhist wood carvings Traditional Embroidery | 5.27(Tue)-6.3(Tue) 10:00-21:00 | Danoiang |

Dano Folk Game

| Event Names | Duration | Location | Organizer |
|--|--------------------|--------------------------------------|---|
| Ssireum Korean Wrestling Competition | 5.27(Tue)-6.3(Tue) | Danoiang (Korean Wrestling Field) | Gangneung Youth Center, Gangneung Ssireum Association |
| Swing Competition | 5.27(Tue)-6.3(Tue) | Danoiang(Swing Field) | Rotary Club of International Rotary Zone 3 |
| Tuho Competition | 5.27(Tue)-6.3(Tue) | Danoiang(Tuho Field) | Imyeong Cultural Heritage Preservation Society |
| Tug-of-war Competition | 5.31(Sat) | Noam Elementary School Field | Lions Club International, District 354-E, Zone 8 |
| Yutnori Competition | 6.1(Sun) | Noam Elementary School Field | Gangneung Central District Residents' Self-Governing Council |

Overseas Invitational Performances

| Event Names | Duration | Location |
|-----------------------------------|-----------------|--|
| Latvia, Botswana, Slovakia | 5.29(Thu) 15:00 | Surimadang |
| Mongolia | 5.30(Fri) 11:00 | Surimadang |
| Latvia, Botswana, Slovakia | 5.30(Fri) 13:00 | Gangneung Danoje Transmission Education Center |
| Japan | 5.31(Sat) 13:00 | Surimadang |

Youth Festival

| Event Names | Duration | Location |
|------------------------------------|---------------------------|--|
| 26th Youth Song Festival | 6.1(Sun) 16:00 | Surimadang |
| Youth Dance Festival | 6.1(Sun) 19:00 | Surimadang |
| Youth Danoje Festival D.Y.F | 6.1(Sun) 11:00-16:00 | Dano Park |
| Dano Class | 5/29(Thu)-5.30(Fri) 16:00 | Gangneung Danoje Transmission Education Center |

Competition Festival

| Event Names | Duration | Location |
|--|-----------------|---|
| 42nd Gangneung Nongak Competition | 5.31(Sat) 10:00 | Arimadang |
| 32nd Gangneung Dialect Competition | 5.31(Sat) 18:00 | Surimadang |
| 11th National Folk Song "SolhyangArirangje" | 6.1(Sun) 10:00 | Gangneung Danoje Transmission Education Center |
| 7th National Korean Traditional Dance Competition | 5.31(Sat) 11:00 | Gangneung Danoje Transmission Education Center |
| 54th National Poetry Singing Competition | 6.1(Sun) 09:00 | Gangneung Hyang-Gyo |

Please note that the schedule is subject to change due to circumstances.

Citizen Participation

| Event Names | Duration | Location |
|---|-------------------------------|---|
| Shinjumi Bongjeong Event | 4.9(Wed)-5.2(Fri) | 21 towns and neighborhoods, online |
| | 4.9(Wed)-5.2(Fri) 10:00-18:00 | Chilsadang |
| A stage performed by the residents of Gangneung | 5.27(Tue) 18:00 | Surimadang |
| Hanging a Dano Wish Lamp | 5.27(Tue)-6.2(Mon) | Gangneung Danoje Transmission Education Center Square |

Celebratory Cultural and Artistic Events

| Event Names | Duration | Location | Organizer |
|---|---|--|--|
| Gangneung Danoje Festival National Student Art Competition | 5.31(Sat) 10:00 | Dano Park | Korean Art Association, Gangneung Branch |
| Gangneung Danoje Festival National Essay Contest | 5.31(Sat) 10:00 | Dano Park | Gangneung Literary man Association |
| Gangneung Danoje Flag Photo Exhibition | 5.27(Tue)- 6.3(Tue) | Changpo Bridge | LimYoung Folklore Research Society |
| JoongAng High School vs. Jeil High School Annual Soccer Match | 6.1(Sun) Pre-event 15:00 Main Match 18:00 | Gangneung Sports Complex | JoongAng High School Alumni Association |
| Korea Dano Changpoju Selection Competition | 5.31(Sat) 14:00 | Gangneung Danoje Transmission Education Center | Gangwon domin Ilbo |

Sub Events

| Event Names | Duration | Location | Organizer |
|--|--------------------|---|---|
| Yeongsanhong Challenge | 4.1(Tue)-4.28(Thu) | Online | Gangneung Danoje Festival Committee |
| Gangneung Danoje Photo, Short-form Video Contest | 5.2(Fri)-6.5(Thu) | Online | Gangneung Danoje Festival Committee |
| Stamp Rally | 5.27(Tue)-6.3(Tue) | Gangneung Danoje Transmission Education Center Square | Gangneung Danoje Festival Committee Participation is available after receiving a stamp rally sheet at the booth in the plaza of the Gangneung Danoje Festival Transmission Education Center. |
| Dano 1,000 Tiles, Remind <Connecting Memories> | 5.27(Tue)-6.3(Tue) | Gangneung Danoje Transmission Education Center Square | Gangneung Danoje Festival Committee |
| Prize Lottery Event | 6.3(Tue) 19:00 | Surimadang | Gangneung Danoje Festival Committee |
| Fireworks | 5.27(Tue) 21:30 | Wolhwagyo Bridge | Gangneung Danoje Festival Committee |
| | 6.3(Tue) 21:00 | Wolhwagyo Bridge | Gangneung Danoje Festival Committee |

Please note that the schedule is subject to change due to circumstances.

The dress code for the 2025 Gangneung Danoje Festival is Hanbok.

1. Free photo printing or badge provided when visiting Gangneung Danoje Festival Experience Village in Hanbok. (Location: Hanbok Badge making booth in the Experience Zone)
2. Additional gifts provided for successful completion of the stamp rally in Hanbok.
3. 10% discount when using food trucks in Hanbok. (Location: Food Truck Zone)





2025 Gangneung Danoje Festival

Stamp Rally

ACHIEVEMENT, SUCCESS, LOVE,
HAPPINESS, HEALTH

Gift

2,000 people over 8 days

An amulet to prevent bad luck

8,000 people over 8 days

Dano 1,000 Tiles Reminder <Connecting Memories>

Targeting 500 people over 8 days

추억을 잇자

We are looking for participants who took part in the Dano 1,000 Tiles Drawing event held at the Gangneung Danoje Festival Experience zone from 2006 to 2015.

Take a look at the Dano tiles you drew and reminisce together. We will provide beautiful souvenirs that can help preserve our memories.

If you visit the dedicated booth for "Connecting Memories" at the Gangneung Danoje Festival Transmission Education Center Plaza, you can receive explanations and find your tiles more quickly!

Participate in the stamp rally by crossing the five bridges of Namdaecheon at the Danojang and greet the wishful amulets containing the blessings of health, success, love, happiness, and achievement.

Take photos and make wishes while collecting stamps, and receive the auspicious charms and Gangneung Danoje Festival merchandise to seek blessings and ward off misfortune.

Visit the dedicated booth for the "Stamp Rally" at the Gangneung Danoje Transmission Education Center Plaza to receive the stamp card, listen to the instructions, and start the stamp rally.

Only stamp rally paper distributed on the same day is valid.



2025 Dano Tile Drawing Participation

In celebration of the Gangneung Danoje Festival, participants are invited to create new Dano tiles for 2025. All submitted designs will be archived on the official Gangneung Danoje website, making them accessible to the public.

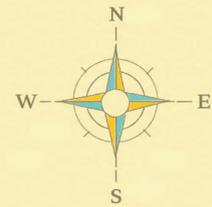
Participation is limited to the first 1,000 people on a first-come, first-served basis.

We look forward to your creative contributions as we honor tradition and celebrate the future!

Join us for the 2025 Gangneung Danoje Festival

2025 Gangneung Danoje Festival

20-year-old, Dano



- Restrooms
- ATM
- Taxi Pick-up Point

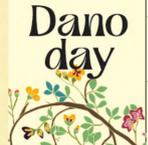


Shuttle Bus Service

Operating Hours
10:00 AM - 9:00 PM (Runs every 20 minutes)

Seo-Gangneung Parking Lot Dano Venue

12 Gyeonggang-ro 1804beon-gil
Gangneung-si
Gangwon Special Self-Governing Province

| Date | Venue | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | 18:00 | 19:00 | 20:00 | 21:00 | Other Events | |
|---|-------------------------------|---|--|---|--|--|---|---|---|--|---|--|--|---|---|
| 5/27 Tuesday | Surimadang | | | Haslla Rhapsody(performed by: Gangneung Brothers Wind Orchestra, Performance Group Doore Nanta, Gangneung Pine Dance Company, Woori Garak Art Institute, Geulsori Vocal Ensemble, Global Practical Dance Association- SB Belly Dance, Hassla Accordion Ensemble, Gangneung Solhyang Silver Arts Troupe) | | | | | | A stage performed by the residents of Gangneung | | | | Fireworks Wolhwa Bridge 21:30 | |
| | AriMadang | | | Gangneung Lifelong Learning Center - Gwanno Mask Drama | | Yeongok-Myeon Nongak Band | | | JOM Ara (Youth) Gwanno Mask Drama | | | Samgaesa Gwanno Mask Drama | | | |
| | Transmission Education Center | | | | | | | | | | | | | | |
| 5/28 Wednesday | Surimadang | | | National Gangneung-Wonju University & Catholic Kwandong University Club Union | | | | The MUNHWAROUM | | Hansori Traditional Arts Group | | Gangneung City Choir | | Plot Amor | |
| | AriMadang | | | Dalmaji Nongak Troupe | | Okhyang Pungmul Troupe - Gwanno Mask Drama | | Jeju Tamra Culture Festival Exchange ILDo Idong Folklore Preservation Society | | Gangeung Haksan Odoktengi Preservation Association | | Sacheon-Myeon Nongak Troupe | | | |
| | Transmission Education Center | | Gwanno Mask Puppet Show | | | | | | | | | Special Performance < Dano Byeolgok > | | | |
| 5/29 Thursday | Dano Altar | | | | | | | | | | | Mungut | Cheongjwagut | Gangneung City Symphony Orchestra Performance Surimadang 19:30 | |
| | Surimadang | | | | Jeongseon County Arirang Performing Arts Group | | Overseas Invitational Performances | | | | Sintongdaegil, Street Parade Route from Gangneung Daedohbu Government Complex to Okcheon Intersection, Geumseong Road, to Seongnae-dong Plaza. | | | | |
| | AriMadang | | | | Jumunjin Cultural Education Center - Gwanno Mask Drama | | | Gangeung Haksan Odoktengi Preservation Association | | | | | | | |
| | Transmission Education Center | | Gwanno Mask Puppet Show | | | | | Dano Class(Gangneung Solhyang Youth Gugak Performing Arts Center, Power Dance, SPT Tiger Taekwondo SongJeong) | | | | | | | |
| 5/30 Friday | Dano Altar | Jojeonje | Bujeonggut | Hwahoedongchamgut | Josanggut | Sejongut | Jungjaebigut | Sansingut | Chukwongut | | | | | Gangneung Sacheon Hapyeong Dapgyo Play Dano Park 20:00 | |
| | Surimadang | | Mongolian School of Culture and Arts | | Fusion Gugak Bidan | | Gangneung Arts Association (Traditional Dance Association, Korean Traditional Music Association) | | Jeonju World Sound Festival Exchange Modern Gugak Project Chaorim | | | Special Performance <Women's Gukgeuk> | | | |
| | AriMadang | | | | Gangnamdong Nongak Troupe | | Hongseong Gyeolseong Tadtional Farming Songs Preservation Society | | Catholic Kwandong Univ. Gwanno Mask Drama | | Gangneung Dano Festival Preservation Society Gwanno Mask Drama | | JOM Ara (Youth) Gwanno Mask Drama | | |
| | Transmission Education Center | | Gwanno Mask Puppet Show | | Overseas Invitational Performances | | | Dano Class(Dance Plus, Schumann Music Academy & Kim Soojin Piano Academy) | | | | | Esija Osija | | |
| 5/31 Saturday  | Dano Altar | Jojeonje | Gunungjangsugut | Simcheonggut | | | Seongjugut | Jisingut | Chukwongut | | | | | Student Art Competition Dano Park 10:00 On-site essay contest Dano Park 10:00 Gangneung Sacheon Hapyeong Dapgyo Play Dano Park 20:00 | |
| | Surimadang | | Dream Dance Troupe Gangneung | | | Japan Yineungja Dance Troupe & Ryukyu Nakamura Ito Dance Company | | Hwarim Art Troupe (Korea Chinese Community) | | 32nd Gangneung Dialect Contest | | | Esija Osija | | |
| | AriMadang | 42nd Gangneung Nongak Competition | | | | | | | | Yecheon Cheongdan Noreum Preservation Society | | Gangneung Dano Festival Preservation Society Gwanno Mask Drama | | | Gangneung Geongeum Village Yongmul-Dalgi Preservation Society |
| | Transmission Education Center | 7th National Korean Traditional Dance Competition | | | | | | | | | | | Balgwang Entertainment | | |
| 6/1 Sunday | Dano Altar | Jojeonje | Chilseonggut | Sonnimgut | Cheonwanggut | Cheonwanggonban | Commemorative Blessing Ritual Marking the 20th Anniversary of UNESCO Intangible Cultural Heritage Designation | Chukwongut | | | | | | Jungang vs. Jeil High School Annual Soccer Match Gangneung Sports Complex 15:00 - 18:00 54th National Poetry Singing Competition Gangneung Hyanggyo 09:00 - 16:00 (Opening Ceremony 11:00) DYF Dano Park 11:00-16:00 | |
| | Surimadang | | Department of Traditional Performing Arts, Korea National University of Arts | | Rockdream | | | 26th Youth Song Festival | | | 2025 Youth Dance Festival | | | | |
| | AriMadang | | Traditional Wedding Ceremonies | | Gwaneumsa Gwanno Mask Drama | | National Intangible Cultural Heritage - Miryang Baekjung Nori Preservation Society | | Gangneung Dano Festival Preservation Society Gwanno Mask Drama | | Gangneung Nongak Preservation Society | | Gangeung Haksan Odoktengi Preservation Association | | |
| | Transmission Education Center | 11th National Folk Song <SolhyangArirangje> | | | | | | | | | | Yeonhui maker withta | | | |
| 6/2 Monday | Dano Altar | Jojeonje | Jemyeon gut | Chukwongut | Sejongut | Chukwongut | Chukwongut | Chukwongut | Jtalgut | | | | | | |
| | Surimadang | | Cultural Content Institute | | Shinmudan | | Gangneung Branch of the Korean National Union of Ethnic Artists | | Cotmu Gangneung | | Joohee Yoon Souju Ensemble | | Gugak Band Harang | | |
| | AriMadang | | | Gujeongcho Haksan Odoktengi | | Kyodong Nongak Troupe | | Jindo Cultural and Urban Support Center Dasiraegi | | | Gangneung Dano Festival Preservation Society Gwanno Mask Drama | | Songdeok-dong Nongak Troupe | | |
| | Transmission Education Center | | Gwanno Mask Puppet Show | | | | | | | | | Special Performance <Yeongsanhong> | | | |
| 6/3 Tuesday | Dano Altar | Jojeonje | Yongwanggut | Chukwongut | Chukwongut | Kkotnoraee gut, Baetnoraee gut, Deungnoraee gut | | | Songsinje | Hwanugut, Soje | | | | Fireworks Wolhwa Bridge 21:00 | |
| | Surimadang | | Korea Senior Model Council | | Traditional Performing Arts Troupe Dodo Pandori | | The Piano | | | Gangneung Green Silver Orchestra | Prize Lottery Event | | | | |
| | AriMadang | | | Gangdong-Myeon Nongak Troupe | | Pogyosadan Gwanno Mask Drama | | Gangneung Dano Festival Preservation Society Gwanno Mask Drama | | | | | | | |
| | Transmission Education Center | | Gwanno Mask Puppet Show | | | Traditional Culture Class Presentation | | | | | | | | | |