

SEOUL INDUSTRIAL TOUR GUIDE



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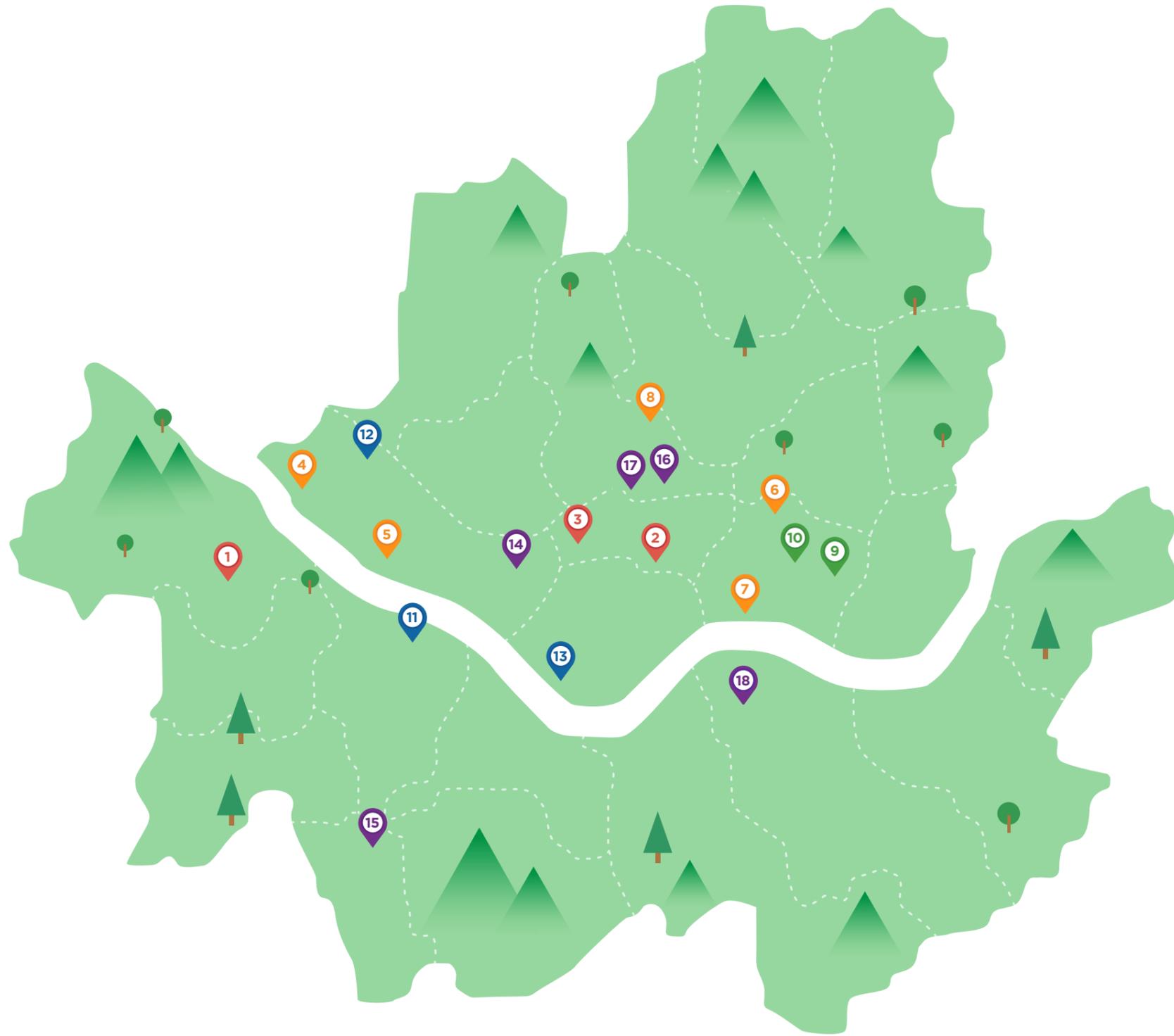
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INDUSTRIAL TOUR

SEOUL MAP



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01 Industrial Heritage

National Aviation Museum of Korea
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National Aviation Museum of Korea

Ministry of Land, Infrastructure and Transport



Fittingly located near Gimpo International Airport, the National Aviation Museum of Korea makes a perfect day-trip for anyone interested in the aviation industry! The museum showcases Korea's outstanding aviation technology and presents exciting programs for hands-on industrial training. Don't miss your chance to get in a mock control tower and to become a pilot for a day. The museum creatively introduces next-generation aviation technologies via VR and AR experiences. In addition, visitors can learn about the leading figures and real aircrafts from Korean aviation history. Meet the nation's first aviator, Ahn Changnam (1900-30) as a replica statue in the outdoor exhibition. Inside the beautiful glass dome, retro vehicles are on display that represent the different stages of technological development in the industry.

Find Benchmarks

- 1 Education about the history of the aviation industry
- 2 Korea's advancements in flight and aviation technology
- 3 Industrial training for the aviation industry

Main Program

- 1 Black Eagle VR Experience
- 2 Flight Control System Experience
- 3 In-flight Training Experience
- 4 Aviation Leisure Sports Experience
- 5 Airport Experience for Children

Address	Contact
177, Haneul-gil, Gangseo-gu, Seoul, 07505, Rep. of KOREA	82-2-6940-3198
Operating Hours	
Tues.-Sun. 10:00AM-18:00PM (closed on Mondays, public holidays)	
Website	
https://www.aviation.or.kr/eng/index.do	

Duration	Max. Visitor
 3 hrs.	 30
Docent Service	Advance Reservation
Korean English Japanese	

Money Museum

Bank of Korea



Do you know which bank is responsible for printing and minting the Korean Republic Won? Find out the answer at the Bank of Korea Money Museum, located in the heart of downtown Seoul. This beautiful classical architecture was originally established as the first central bank of Korea and later designated as a National Historic Site. The Bank of Korea has seen the economic journey of the Korean Public Won since its humble beginning in 1950. Repurposed in 2001 to commemorate the 50th anniversary of the Bank of Korea, the museum offers a wide range of cultural experiences from historic artifacts to modern arts. There are guided tours in English, Japanese and Chinese and special exhibitions to educate yourself about the history of money, finance, economy and currency. If you want to view their permanent exhibitions virtually, visit their website to experience high-tech online VR exhibitions.

Find Benchmarks

- 1 Education about the history of currency and mintage
- 2 Korea's technological advancements in relation to currency/mintage
- 3 Content based on interactive exhibitions and VR/AR exhibitions

Main Program

- 1 Guided tours
- 2 Special lecture programs for children & adults

Address 39, Namdaemun-ro, Jung-gu, Seoul, 04531, Rep. of KOREA	Contact 82-2-759-4114,4125 museum@bok.or.kr
Operating Hours Tues.-Sun. 10:00AM-17:00PM (closed on Mondays, public holidays, Dec.29-Jan.2)	
Website https://www.bok.or.kr/eng/main/contents.do?menu-No=400267	

Duration 1-2 hrs.	Max. Visitor 25 (groups limited to 4 people)
Docent Service English Chinese Korean Japanese	Advance Reservation

Korea Territorial Development Museum

Ministry of Land, Infrastructure and Transport



How has South Korea overcome the devastating aftermaths of the Korean War and become one of the most technologically advanced nations in the world?

Korea Territorial Development Museum presents the history of South Korea's rapid development in architecture and urban infrastructure. Korea's transportation systems including highways, high-speed trains and airways are thoroughly displayed in this 4-story building. There are year-round exhibitions and interactive exhibitions like taking Chroma-key photos at world's famous landmarks. Korea has not only accomplished an architectural feat within the nation, but also expanded to the global market. Future Technology and Overseas Construction exhibition on the second floor showcases world-famous construction projects managed by Korean companies. It's a great industrial tour site to drop by near Deoksugung Palace.

Find Benchmarks

- 1 Education about the history of territorial development
- 2 Korea's technological advancements in transportation and construction
- 3 Content based on interactive exhibitions and VR/AR exhibitions

Main Program

- 1 Guided tours
- 2 Special educational programs-bus tours, global fellowship, etc.

Address 18, Jeongdong-gil, Jung-gu, Seoul, 04516, Rep. of KOREA	Contact 82-2-3425-8900, 8901
Operating Hours Tues.-Sun. 09:30AM-17:30PM (closed on Mondays, public holidays)	
Website http://www.molit.go.kr/molitum/intro.do	

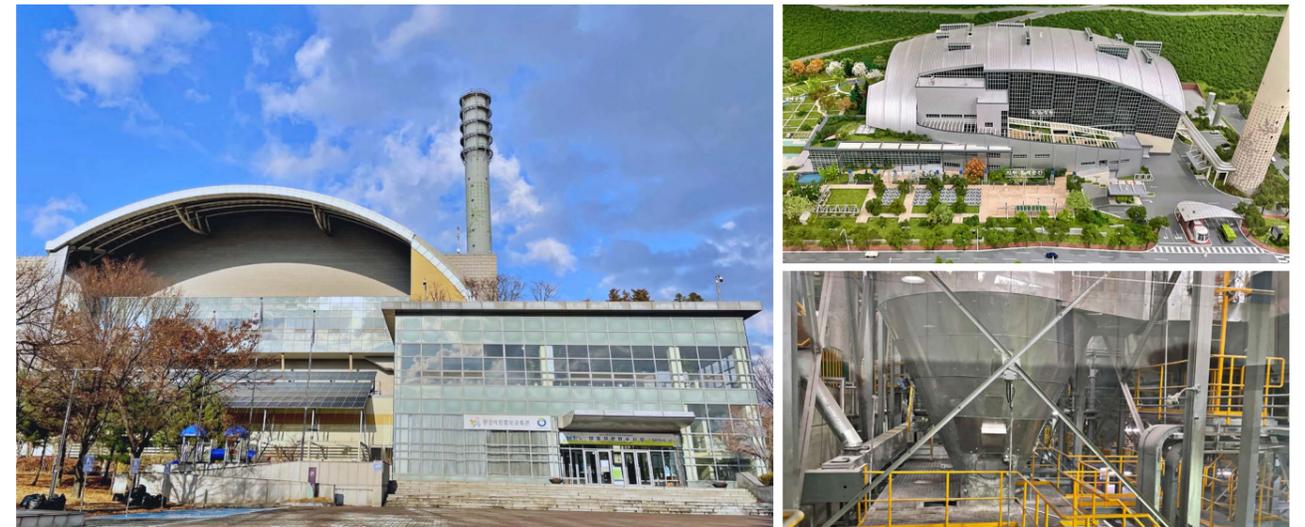
Duration 1 hr.	Max. Visitor 4
Docent Service English Chinese Korean Japanese	Advance Reservation (Reserve 3 days prior to visit)

02 Eco Space

Mapo Resource Recovery Facility
 Seoul Energy Dream Center
 Seoul Upcycling Plaza
 Ttukdo Arisu Water Purification Center / Waterworks Museum
 Innisfree Green Upcycle Store

Mapo Resource Recovery Facility

Seoul Metropolitan Government



Recycling and waste treatment plants are often shunned by the local citizens due to its stereotypes. Visit the Mapo Resource Recovery Facility and witness the hygienic transformation of waste into valuable resources. Watch a massive crane picking up garbage and dropping them into Waste Bunker. Recovery facilities incinerate household waste, collect the heat generated in the process and turn it into eco-friendly resources. The Mapo Resource Recovery Facility treats waste from five regions in Seoul : Jongno, Jung-gu, Yongsan, Seodaemun, and Mapo. The facility produces enough electricity to provide for the district heating system in the local neighborhood. Environment Love Exhibition Hall provides educational programs for visitors to become familiar with the resource recycling process and to promote recycled products such as pavement blocks, cement, and junk arts. Visit their website to check out their educational programs!

Find Benchmarks

- 1 Education about waste treatment and resources recycling process
- 2 Promotion of recycled products and resources

Main Program

- 1 Guided tours
- 2 Educational programs about resources recycling process

Address 86, Haneulgongwon-ro, Mapo-gu, Seoul, 03900, Rep. of KOREA	Contact 82-2-374-8181
Operating Hours Mon.-Sun. 10:00AM & 14:00PM (closed on public holidays)	
Website http://rrf.seoul.go.kr/content/fccob621.do	

Duration  1 hrs.	Max. Visitor  100
Docent Service Korean	Advance Reservation 

Seoul Energy Dream Center

Seoul Metropolitan Government



Saving the environment doesn't have to be boring. Come to Nanjido to gain a deeper understanding of the renewable energy industry. Seoul Energy Dream Center is Korea's first Zero-Energy Building (ZEB), which means an energy self-sufficient building that generates energy on-site and consumes less energy than traditional buildings. Professional docents will guide visitors through diverse exhibitions covering a wide range of energy-related topics, from household energy conservation to global energy crisis. The center is surrounded by Nanjido's greenery, providing a green space to run around with your group. Learn about climate change and green energy by playing exciting team-building activities like Energy Running Man. Also, visitors can make an advance reservation to get on an electric bus and go on an Eco Tour around Seoul's energy facilities. Keep up to date with Korea's energy conservation technology!

Find Benchmarks

- 1 Education about renewable energies and energy conservation
- 2 Education about climate change and environmental protection
- 3 Korea's alternative energy and future energy technologies

Main Program

- 1 Exhibitions
- 2 Eco tours and games (Energy Running Man Program)
- 3 Building a Solar Powered Car

Address	Contact
14, Jeungsan-ro, Mapo-gu, Seoul, 03901, Rep. of KOREA	82-2-3151-0562 seouledc@seouledc.or.kr
Operating Hours	
Tues.-Sun. 09:30AM-17:30PM (closed on Mondays, public holidays and Dec. 12)	
Website	
https://eng.seouledc.or.kr/	

Duration	Max. Visitor
40-50 min.	20
Docent Service	Advance Reservation
English Korean	 (Reserve 7 days prior to visit)

Seoul Upcycling Plaza

Seoul Design Foundation



Upcycling means much more than simply reusing things. It is a whole lifestyle. The Seoul Upcycling Plaza (SUP) is Korea's largest upcycling center welcoming all businesses, artists and citizens to the upcycling way of life. Visit this stylish multi-storey building and become a part of "Seoul Vision 2030 for a Zero Waste City". There are tenant businesses and workshops for craftspeople to focus on creative artistic projects. Here, waste is transformed into cool upcycled products. Glass bottles into decorative items and used clothes into new fashion items. This upcycling ecosystem is made possible by Material Bank which sorts, cleans and stores used materials. The SUP also aims to keep its doors wide open for citizen engagement by hosting flea markets, hands-on educational programs and special exhibitions.

Find Benchmarks

- 1 Promotion for upcycling businesses and creative studios
- 2 Establishing an ecosystem for consumers and creators of upcycled products and designs
- 3 Hands-on industrial training for citizens

Main Program

- 1 Special Art Exhibitions
- 2 Upcycling experience programs

Address	Contact
49, Jadongchasijang-gil, Seongdong-gu, Seoul, 04807, Rep. of KOREA	82-2-2153-0400 sam@seoul-design.or.kr
Operating Hours	
Tues.-Sun. 10:00AM-18:00PM (closed on Mondays, public holidays)	
Website	
http://www.seoulup.or.kr/eng/index.do	

Duration	Max. Visitor
1 hr.	30
Docent Service	Advance Reservation
English Korean	

Ttukdo Arisu Water Purification Center / Waterworks Museum

Seoul Waterworks Authority



Did you know that Korea's tap water, Arisu, is one of the cleanest tap water in the world? Ttukdo Arisu Water Purification Center, originally Ttukdo Reservoir Purification Plant 1, marked the beginning of modern waterworks service in Korea. The center continues to produce Arisu water to this day with Korea's world-renowned water treatment technology. Including Ttukdo Center, multiple water treatment plants in Seoul are serving safe and healthy drinkable water to its citizens. A part of the Ttukdo Water Plant has been renovated as the Seoul Waterworks Museum. Inside the historic architecture built with granite and red bricks, Seoul Waterworks Museum presents the history and modern technologies of waterworks in Korea. The water filtration system using sand and gravel was built in 1908 and designated as a cultural heritage. Along with the historic waterworks system, the museum offers various hands-on programs for children and adults. Drink a cup of cool, refreshing Arisu and learn about Korea's water treatment industry's 110 years of history!

Find Benchmarks

- 1 Education about the history of Korea's waterworks
- 2 Water treatment and purification process for Arisu
- 3 Korea's technological advancements in the water treatment industry

Main Program

- 1 Guided tours
- 2 Educational experiences about waterworks

Address 27, Wangsimni-ro, Seongdong-gu, Seoul, 04770, Rep. of KOREA	Contact 82-2-3146-5936
Operating Hours Tues.-Sun. 09:00AM-18:00PM (closed on Mondays, public holidays)	
Website https://arisu.seoul.go.kr/sudo_eng/index.jsp	

Duration 80 min.	Max. Visitor Group program requires more than 10 people
Docent Service Korean	Advance Reservation

Innisfree Green Upcycle Store

Innisfree



What do you do with your empty cosmetic bottles?

With a global K-beauty brand Innisfree leading the green beauty movement, we can save our planet effortlessly. If you just throw the bottles in the recycling bin, Innisfree's Green Upcycle Store has greener and more beautiful solutions. The Green Upcycle Store in a modified Hanok building is located in the traditional Bukchon village. In line with the brand's motto 'upcycling beauty', empty bottles comprise 70% of the building's interior finishing materials. Bottle crushers placed within the store provide a first-hand experience of upcycling. You can make a reservation to show your creativity at the atelier by painting with expired cosmetics and transforming empty bottles into upcycled items. Also, the store becomes a venue for eco-friendly events and sells partnering brands' diverse sustainable products.

Find Benchmarks

- 1 The global cosmetic industry's environmental efforts
- 2 Brand strategies to communicate eco-friendly messages with the public and increase participation

Main Program

- 1 Upcycling atelier (painting, handicraft)
- 2 Play green class about environmental facts

Address 73, Yulgok-ro 3-gil, Jongno-gu, Seoul, 03062, Rep. of KOREA	Contact 82-2-737-0585 innisfree@innisfree.com
Operating Hours Mon.-Sun. 11:00AM-20:00PM	
Website https://www.innisfree.com/kr/ko/GreenCycle.do	

Duration 1 hr.	Max. Visitor 6
Docent Service English Korean	Advance Reservation

03 K-Beauty

AMORE Seongsu
Seongsu Handmade Shoes Street

AMORE Seongsu

Amorepacific



K-beauty has been drawing a lot of global attention these days. AMORE Seongsu is a must-visit industrial tour site for anyone interested in Korea's cosmetic industry. Their Beauty Library showcases 30 brands under Amore Pacific and offers 2,300 cosmetic products. If a wealth of pre-made products is not enough to satiate your thirst for K-beauty, you can make advance reservations to experience the digital beauty customizing system. Also, there are makeup lessons by a professional makeup artist. Learn how to do your makeup like K-pop idols! After having fun with all the makeup, relax with a cup of tea enjoying the view of Seongsu Garden's lush greeneries. Come to Seongsu-dong to experience the height of K-beauty, setting new trends in the Asian beauty industry.

Find Benchmarks

- 1 Leading K-beauty brand's brand heritage
- 2 Digitalization of Korea's cosmetic industry
- 3 Excellent K-beauty product lines and makeup techniques

Main Program

- 1 Digital beauty customizing system
- 2 Free trial of cosmetic, beauty, and health products

Address 7, Ahasan-ro 11-gil, Seongdong-gu, Seoul, 04797, Rep. of KOREA	Contact 82-2-469-8600 support_kr@amoremall.com
Operating Hours Tues.-Sun. 10:30AM-20:30PM (closed on Mondays, public holidays)	
Website https://www.amore-seongsu.com/main	

Duration  1 hr.	Max. Visitor  N/A
Docent Service Korean	Advance Reservation 

Seongsu Handmade Shoes Street

Small and Medium Business Administration



A well-fitting pair of shoes can save you from a world of hurt. If you don't know where to go for some handmade shoes, let us take you to Seongsu Handmade Shoes Street. This street saw the fashion and shoemaking industry in Korea flourish in the 1900s and still preserves the old architecture from the era. In recent years, the classic shoemaking tradition was revived along with other retro trends in the Seongsu Dong neighborhood, Seoul's exemplary case of urban regeneration. Workshops and studios on the street give visitors a chance to watch a master shoemaker design and craft custom shoes. The street itself is a living industrial heritage, passing down the custom shoemaking traditions from generation to generation. Once you step in those comfortable and stylish handmade shoes, you will definitely come back for more!

Find Benchmarks

- 1 Appreciate master shoemakers' techniques and works
- 2 Custom shoemaking tradition and industrial heritage

Address	Contact
Seongsui-ro, Seongdong-gu, Seoul, 04798, Rep. of KOREA	82-2-6956-4049
Operating Hours	
Mon.-Fri. 09:00AM-18:00PM	
Website	
https://seongsushoes.or.kr/html/	

Duration	Max. Visitor
 1 hr.	 N/A
Docent Service	Advance Reservation
	

04

K-Culture & Entertainment

KBS On
Esports Hall of Fame
HYBE INSIGHT

KBS On

KBS



Do you want to see the story behind the television productions? KBS On is Korea's first broadcasting exhibition hall located inside KBS's Yeouido station. The hall has a small museum dedicated to KBS's TV and radio programs and interactive zones illustrating Korea's advanced broadcasting technology. Make a reservation to watch the radio shows being broadcasted live at KBS's open studio. For hands-on industrial training, try voice-over dubbing in the recording booth and report news stories on realistic sets. The exhibition also introduces cutting-edge technologies such as chroma key, hologram and 3D television. Visitors can get a first-hand experience of the broadcasting and streaming devices that are currently used by professionals. Here, you can get an up-close look at Korea's broadcasting industry!

Find Benchmarks

- 1 Education about the history of Korea's broadcasting industry
- 2 Korea's representative broadcasting station, KBS's industrial heritage
- 3 Korea's technological advancements in TV and radio broadcasting

Main Program

- 1 News anchor and weathercaster experience
- 2 Voice dubbing experience
- 3 Watching a live radio show

Address 13, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul, 07235, Rep. of KOREA	Contact 82-2-781-2224-2225
Operating Hours Mon.-Fri. 09:30~17:30 (closed on weekends, public holidays)	
Website https://office.kbs.co.kr/kbson/	

Duration 40-50 min.	Max. Visitor 15
Docent Service 	Advance Reservation

Esports Hall of Fame

Ministry of Culture, Sports and Tourism



Global esports powerhouse, South Korea, has produced many talented esports pro-gamers with an international fanbase. What better way is there to celebrate esports' history than to visit the Esports Hall of Fame in Seoul, Korea?

The Esports Hall of Fame aims to collect and preserve diverse items from the esports industry. The exhibitions are categorized under 4 themes: History, Honors, Stars, Heroes. Esports fans can remember and honor the legendary tournaments and enjoy cool permanent displays such as the giant color-changing keyboard. Also, there are diverse esports related interactive exhibitions such as photo zone and VR zone. The Hall is equipped with an esports stadium and gigabit broadcasting system to host esports events as well. Meet the past and future of digital culture at the Esports Hall of Fame!

Find Benchmarks

- 1 Education about the history of the digital content industry
- 2 Korea's global influence in the esports industry
- 3 Content based on interactive VR exhibitions

Main Program

- 1 Guided Tour
- 2 Exports VR experience
- 3 Special exhibitions and events in 3D theater

Address 31, Maebongsan-ro, Mapo-gu, Seoul, 03909, Rep. of KOREA	Contact 82-70-4225-0975
Operating Hours Tues.-Sun. 11:00AM-18:00PM (closed on Mondays, public holidays)	
Website https://esportshistory.kr/index.php	

Duration 40 min.	Max. Visitor N/A
Docent Service English Korean	Advance Reservation (Advance reservations for group tour)

HYBE INSIGHT

HYBE



How did BTS become the world's biggest boy band? Come to the birthplace of international K-pop sensation! HYBE INSIGHT is a cultural complex where you can discover the behind stories of your favorite K-pop artists. The museum and exhibition halls are located on the basement floors of HYBE's new headquarters in Yongsan, central Seoul. There are special artistic exhibitions to allow HYBE's artists and fans to communicate and share music. This K-pop industrial tourist attraction is the perfect place to quench your thirst for music, but there's much more to it than just music. This space allows you to have a holistic, stimulating experience consisting of sound, movement, and story. You can choose to listen to different artists for your guided docent tours, including RM from BTS. Also, don't miss your chance to shop unique K-pop merchandise, upcycling products and Bang&Bakery goods at HYBE INSIGHT!

Find Benchmarks

- 1 Education about the current status and history of the K-pop culture content industry
- 2 Complex cultural experience based on music's diverse aspects
- 3 Competitive global IP content in the music & entertainment sector

Main Program

- 1 Artist Docent Tour
- 2 B1 Music Sensory Experience

Address B1/B2, HYBE YONGSAN, 42, Hangang-daero, Yongsan-gu, Seoul, 04389, Rep. of KOREA	Contact insight_contact@hybeinsight.com
Operating Hours Tues.-Sun. 11:00AM-21:00PM (last admission at 18:55PM) (closed on Mondays)	
Website hybeinsight.com	

Duration 2 hrs.	Max. Visitor 50
Docent Service Korean (Bring personal earphones)	Advance Reservation (Advance reservation through Weverse ticketing service)

05

Digital Technology

T Factory
G Valley 4th Industrial Experience Hall
T.um
Smart Seoul Exhibition Center
Hyundai Motorstudio Seoul

T Factory

SK Telecom



T Factory proudly represents Korea's flourishing new generation of the ICT industry and inspires future innovations. SK Telecom's flagship store, T Factory welcomes everyone to their trendy cultural complex on the Hongdae main street. Cheerful staff introduce and explain Korea's unrivalled information and communications technology. Targeting the younger generations, this space is filled with exciting VR/AR games, creative phone accessories and special art exhibitions. Visitors can enjoy diverse K-media contents that incorporate ICT. In Factory Garden on the 1.5 floor, AI-curated music fills the green natural space. On the 2nd floor, an entire wall is made of augmented reality (AR) mirror, reflecting minute changes on the display screen. In addition, the digital kiosks allow visitors to discover and purchase mobile devices and online services easily in a contact-free process.

Find Benchmarks

- 1 Technological advancements in Korea's ICT industry
- 2 Contact-free consultation and purchase of services
- 3 Content based on VR/AR and AI technology

Main Program

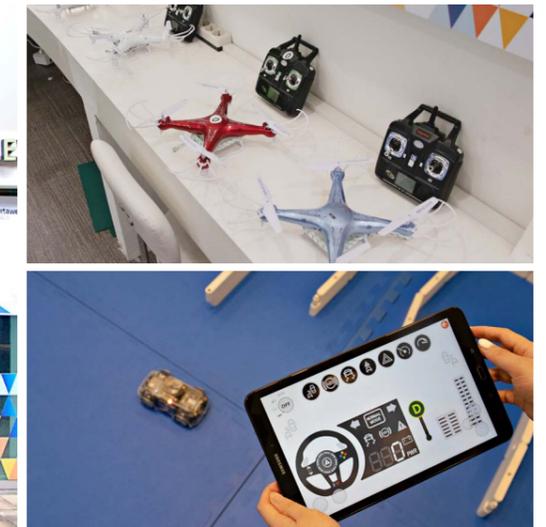
- 1 VR/AR games, entertainment services
- 2 Special art exhibitions
- 3 AI-curated music booth

Address	Contact
144, Yanghwa-ro, Mapo-gu, Seoul, 04050, Rep. of KOREA	82-70-7470-0001 admin@tfactory.kr
Operating Hours	
Mon.-Sun. 10:30AM-22:00PM (closed on public holidays)	
Website	
https://www.tfactory.co.kr/	

Duration	Max. Visitor
1 hr.	N/A
Docent Service	Advance Reservation
English Korean	

G Valley 4th Industrial Experience Center

Metaweb Space



The fourth industrial revolution has blurred industrial boundaries globally. Now, understanding and adapting to the digital transformation became crucial in every field of expertise. Visit G-Valley 4th Industrial Experience Center in Guro, Seoul's largest digital industry district. Skilled experts provide hands-on industrial training on softwares and hardwares that are currently employed by professionals. This educational space is divided into 5 zones. 3D print an Eiffel Tower miniature, code Robot Car Altino to drive itself, play exciting VR games, and fly a drone through obstacles! A new addition is Content Creator Zone with chroma key background, streaming devices and video editing softwares. Open to all buyers, tourists, and local citizens, G-Valley 4th Industrial Experience Center is a must-visit tour site to learn about Korea's advanced digital technologies.

Find Benchmarks

- 1 Education on the 4th industrial revolution
- 2 Hands-on industrial training in digital technologies and tools

Main Program

- 1 3D printing
- 2 Robot Car coding
- 3 VR/AR simulation
- 4 Drone flying
- 5 Content creator experience

Address	Contact
111, Digital-ro 26-gil, Guro-gu, Seoul, 08390, Rep. of KOREA	82-70-4756-4241 gglobal2@naver.com
Operating Hours	
Mon.-Fri. 09:00AM-17:00PM (closed on public holidays)	
Website	
http://gtour.or.kr/index.php	

Duration	Max. Visitor
2 hrs.	6
Docent Service	Advance Reservation
Korean	



As the forerunner in the global telecommunication industry, SK Telecommunications Company introduces an interactive ICT exhibition venue for both children and adults. This exhibition is a comprehensive industrial tour showcasing SK's VR/AR integrated platform 'T real', holograms, biotechnology, robotics, and IoT. A real-time online docent tour is now available in English. Take the T.um spaceship to go on a virtual expedition to the future! HI-land is an imagined world set in 2051 where the most advanced technologies in urban agriculture, healthcare and energy facilities are applied in people's daily lives. In the futuristic city, "HI-land", visitors can witness and directly interact with all aspects of the future lifestyle. Don't miss your chance to step inside and take part in the future.

Find Benchmarks

- 1 Advanced technology of SKT
- 2 On/off-line hybrid tour program

Main Program

- 1 Interactive VR/ AR exhibition
- 2 Youtube online docent tour

Address	Contact
65, Eulji-ro, Jung-gu, Seoul, 04539, Rep. of KOREA	82-2-6353-6665 t.um@sk.com
Operating Hours	
Mon.-Fri. 09:00AM-18:00PM (closed on the last Monday monthly, public holidays)	
Website	
https://tum.sktelecom.com/eng/main.do	

Duration	Max. Visitor
 1 hr.	 100
Docent Service	Advance Reservation
English Chinese Korean	



As one of the e-leaders among OECD countries, South Korea leads the sustainable digital transformation. Located in the Seoul City Hall, the Smart Seoul Exhibition Hall showcases Seoul's outstanding e-governance and digital administration system. The exhibition has 4 sections: Collecting Seoul, Watching Seoul, Changing citizens' lives, and Making it together. Each section uses cutting-edge technology to inform citizens and encourage their participation in public decision making. "S-Map" allows visitors to explore Seoul's environmental information on a 3D touch screen. Watch a day in Seoul in the eyes of an imaginary character, "Mr. Seoul". "Digital Mayor's Office" displays comprehensive administrative information in real time. Visitors can install the official app or borrow a tablet for contact free exhibition guide service. Discover how Seoul's transforming citizens' lives through technological innovation!

Find Benchmarks

- 1 Korea's e-governance and digital administration system
- 2 Two-way communication between the government and citizens
- 3 Citizen participation in policy making

Main Program

- 1 Online docent tour
- 2 S Map touch screen e-governance participation
- 3 Interactive exhibitions using AR, motion capture and hologram
- 4 Unmanned digital kiosk practice

Address	Contact
110, Sejong-daero, Jung-gu, Seoul, 04524, Rep. of KOREA	82-2-2133-7874
Operating Hours	
Mon.-Sun. 10:00AM-18:00PM (closed on the last Sunday monthly, public holidays)	
Website	
https://smart.seoul.go.kr/index.do	

Duration	Max. Visitor
 140 min.	 N/A
Docent Service	Advance Reservation
English Korean	

Hyundai Motorstudio Seoul

Hyundai Motor Company



Looking at Hyundai Motorstudio Seoul's bold display of 360° Car Rotator, you get an idea of Hyundai Motor Company's technical prowess. The car rotators are adjusted to show every angle of Hyundai's stylish vehicles. Hyundai Motorstudio Seoul is one of Korea's top industrial tour destinations that showcases Hyundai mobility's state-of-the-art technology. At this unique cultural complex, you can test-drive Hyundai's newest vehicles, consult a trained specialist about a car purchase and explore innovative automotive technologies. The building also serves as an art gallery displaying creative digital art works. Here, car is more than just a means of transport. Visit Auto Library to read up on the automobile industry and shop diverse recycled goods at Ioniq Lifestyle Store. This artistic exhibition hall is the perfect place to celebrate car culture!

Find Benchmarks

- 1 Korea's advanced technologies in the automobile industry
- 2 Hyundai vehicles' cutting-edge technology and test driving service
- 3 Hyundai Motor Company's cultural involvement via creative cultural content and displays

Main Program

- 1 Hyundai Motor Company's service/product docent tour
- 2 Special art exhibitions
- 3 DIY kit class using reusable automobile materials

Address	Contact
738, Eonju-ro, Gangnam-gu, Seoul, 06054, Rep. of KOREA	82-1899-6611
Operating Hours	
Mon.-Sun. 09:00AM-21:00PM (closed on the first Monday monthly, public holidays)	
Website	
https://motorstudio.hyundai.com/seoul/ln/main.do?lang=en	

Duration	Max. Visitor
 1 hr.	 20
Docent Service	Advance Reservation
English Korean	

SEOUL INDUSTRIAL TOUR GUIDE

