Dongdaemun Design Plaza

Conference, Exhibition, Business Meeting, Launching Show, Marketing Event, Banquet

The Dongdaemun Design Plaza is a new unique venue in the heart of Seoul’s fashion district. Scheduled to be fully opened in 2014, the DDP will be a multipurpose cultural complex where knowledge and information on the latest trends shaping all aspects of design are generated, gathered, and disseminated. As a meeting venue, the DDP, which covers a floor area of 83,368 square meters, will feature two convention halls and a variety of design-related facilities – including exhibition halls, 20 meeting rooms, a museum, library, and resource center. The DDP will also be a public facility dedicated to the promotion of culture and enhanced by nature.

• From Incheon Int’l Airport: 80min. / 63.23km
• Subway Station: Line #2, 4, 5 Dongdaemun History & Culture Park Station
• Nearby Hotels
  – Within 1km: The Shilla Seoul
  – Within 3km: Lotte, The Plaza, Westin Chosun Hotel
  – Within 4km: Grand InterContinental Seoul Parnas

Facilities

<table>
<thead>
<tr>
<th>Name of Hall</th>
<th>Size (m²)</th>
<th>Booth</th>
<th>Theater</th>
<th>Classroom</th>
<th>Banquet</th>
<th>Height (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Hall 1</td>
<td>1,216</td>
<td>Flexible space available to hold exhibitions and various events.</td>
<td>8.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibition Hall 2</td>
<td>1,882</td>
<td>Flexible space available to hold exhibitions and various events.</td>
<td>3.3~3.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convention Hall 1</td>
<td>1,548</td>
<td>58</td>
<td>1,257</td>
<td>432</td>
<td>648</td>
<td>16.5</td>
</tr>
<tr>
<td>Convention Hall 2</td>
<td>2,002</td>
<td>111</td>
<td>1,283</td>
<td>804</td>
<td>1,152</td>
<td>16.5</td>
</tr>
<tr>
<td>Conference Hall</td>
<td>414</td>
<td>-</td>
<td>264</td>
<td>177</td>
<td>144</td>
<td>5.6</td>
</tr>
</tbody>
</table>

Special Features  
A multipurpose cultural complex for exhibitions, conventions and other cultural activities. The futuristic but eco-friendly building was designed by world-renowned architect Zaha Hadid. Cutting-edge digital facilities to showcase future design trends and lifestyles. Located in Dongdaemun, Korea’s leading fashion district.

Nearby Attractions

• Street: Insa-dong, Samcheong-dong, Gwanghwamun, Cheonggyecheon Stream, Myeong-dong
• Shopping: Chungmu Art Hall, N Seoul Tower, Seoul Museum of History, Seoul Museum of Art

OPENING MARCH 2014

Exhibition, Party, Reception

This 4-story gallery displays works by some of the world’s renowned artists, as well as those by famous Korean artists. Each floor is a completely independent space, and their wide and spacious interiors make this venue popular for dinner parties and launching shows.

• From Incheon Int’l Airport: 54min. / 67.876km
• Subway Station: Line #3 Apgujeong Station
• Nearby Hotels
  – Within 1km: Imperial Palace Hotel, The Hotel Ellui, Hotel Rivera Seoul, Grand InterContinental Seoul Parnas
  – Within 4km: Seoul Palace Hotel

Facilities

<table>
<thead>
<tr>
<th>Name of Hall</th>
<th>Location</th>
<th>Size (m²)</th>
<th>Theater</th>
<th>Banquet</th>
<th>Cocktail</th>
<th>Height (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Hall #1</td>
<td>1F</td>
<td>G7, 8, 12, 17</td>
<td>30</td>
<td>40</td>
<td>40</td>
<td>2</td>
</tr>
<tr>
<td>Exhibition Hall #2</td>
<td>B1</td>
<td>69.5</td>
<td>30</td>
<td>40</td>
<td>40</td>
<td>2.7</td>
</tr>
<tr>
<td>Exhibition Hall #3</td>
<td>B2</td>
<td>100.01</td>
<td>40</td>
<td>50</td>
<td>50</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Special Features  
Located in Cheongdam-dong, the hub of culture and art in Korea. Convenient access to transportation. Both special and grand exhibitions events are available, and organizers are allowed to choose a catering service provider in person. Venue is well-prepared for business presentations and launching shows.

Major Events
- The 30th Anniversary of WON Collection Since 1979 - Apr. 2008
- Park Dae-jo Exhibition – Jul. 2008
- MINE’s 20th Anniversary Exhibition – Sep. 2008

Nearby Attractions

• Street: Apgujeong Road Street, Garosu-gil in Sinsa-dong, Cheongdam-dong Luxury Street
• Art & Museum: Atelier Hermes, Entertainment: Apgujeong CGV, Gangnam CGV
• Sightseeing: The Museum of Korean Embroidery

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