
Expanding Performance Venues as an Urban Hub of Cultural and Artistic Sensibilities

Direction

- Enhancing the appeal of Seoul as a global cultural city by expanding high-quality venues for popular performances like K-pop and traditional Korean music, catering to both domestic and international tourists

□ Seoul's Performance Venue Expansion Policy

- Expansion of diverse performance venues
 - Seoul City is committed to realizing its vision of becoming an "Attractive Cultural City, Seoul," where citizens and domestic and international visitors can enjoy performances year-round, right in their vicinity.
 - As of April 2024, Seoul has 20 large performance venues with over 1,000 seats. Mayor Oh Se-Hoon, elected in the mayoral election in June 2022, pledged to actively promote the expansion of performance venues to enhance cultural experiences for locals and tourists alike. This includes the establishment of the **Mapo Hallyu Performance Tourism Complex** and the **Seoul Arena** multipurpose cultural facility, as well as the rebuilding of the **Sejong Center for the Performing Arts**.
 - **The Mapo Hallyu Performance Tourism Complex** is set to become a popular K-pop performance destination for tourists, with a large performance hall (1,350 seats) and a versatile performance hall (approximately 500 seats).
 - **Seoul Arena**, located near Changdong Station on a spacious 50,000 square meter site, boasts a total floor area of 119,096 square meters and can host up to 28,000 people simultaneously, making it Korea's largest K-pop performance venue.
 - **The Sejong Center for the Performing Arts rebuilding** project plans to preserve the iconic exterior design of the main theater while undergoing a complete remodeling of the interior space with state-of-the-art stage systems, positioning it as a central hub for classical and other performing arts.



**Mapo Hallyu Performance
Tourism Complex**
(scheduled to open in 2026)



Seoul Arena
(scheduled to open in 2027)



**Sejong Center for the
Performing Arts**
(scheduled to open in 2031)