

KOREA Report

November 2025

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1. MoMA Bookstore

Project Overview

The MoMA Bookstore embodies the more than two-decade-long partnership between Hyundai Card and the Museum of Modern Art (MoMA). Strategically conceived not merely as a design shop, but as a “bookstore” that offers an artistic experience in its own right, the space features a curated selection of approximately 1,100 titles across more than 200 categories spanning art, design, and architecture, along with lifestyle goods from the MoMA Design Store. It strikes a careful balance between expertise, rarity, and accessibility.

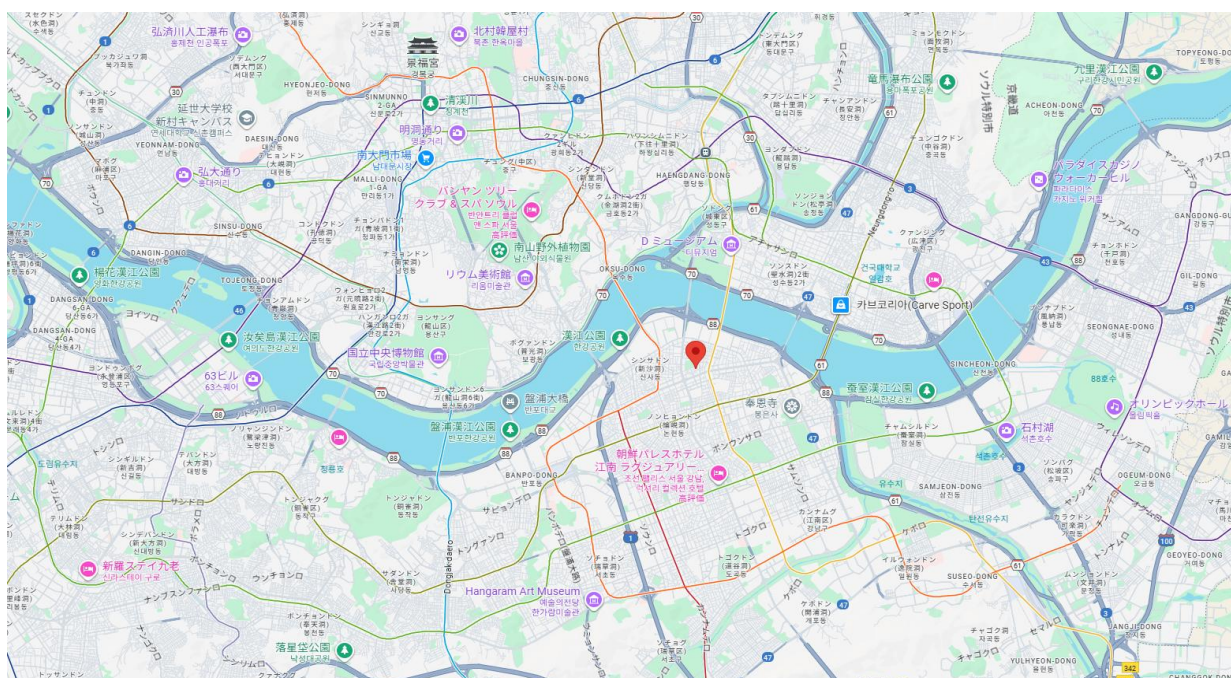
The interior is divided into two distinct zones: a quiet, immersive library area finished in muted gray tones, and a vibrant retail area accented with bright yellow and orange. These zones are seamlessly connected, allowing visitors to move fluidly between reading and browsing design goods. Near the entrance, a wall-mounted digital screen streams real-time content from MoMA’s current exhibitions in New York, creating an art experience where physical and digital elements merge.

Translated into the format of a bookstore, the space reflects the trust and long-standing collaboration between Hyundai Card and MoMA. By encouraging engagement through cardholder benefits and positioning each visit as an event, it demonstrates the potential to function as more than a retail space—a true hub for brand-driven cultural experiences.

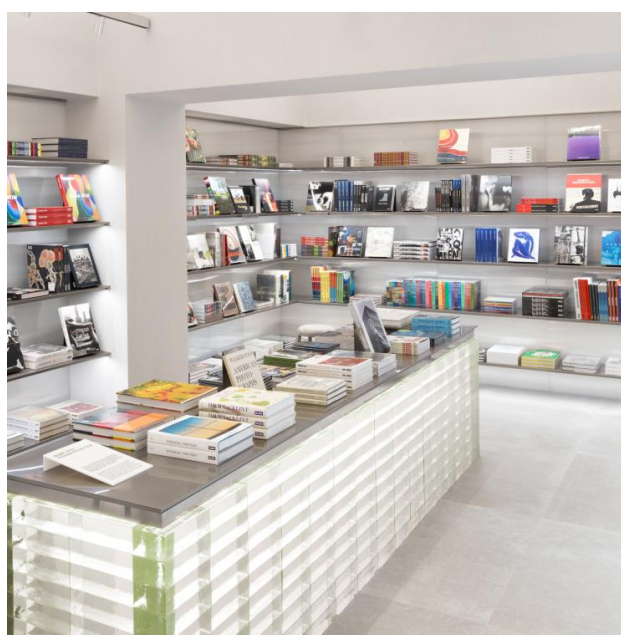
Project Details

1. Brand: MoMA Bookstore
2. Type of Business: Retail Store
3. Open Date: 09/2025
4. Size: 87 m²
5. Location: 18-10, Dosan-daero 45-gil, Gangnam-gu, Seoul, Republic of Korea

Location MAP







2. Wooyoungmi Itaewon Flagship Store

Project Overview

The Wooyoungmi Itaewon Flagship Store was realized through a collaboration with a Swiss architectural firm and Stocker Lee Architetti, based on the concept of a cultural complex where fashion, architecture, gastronomy, and music coexist in harmony. The exterior combines concrete and glass blocks, finished with mineral paint that subtly shifts in color with changes in natural light and over time.

Inside, a split-level design allows sightlines and circulation to connect organically as visitors move upward through the building, gradually revealing a sense of depth and spatial openness. The ground floor features metal art objects, fitting rooms, and a curated selection of furniture by artists. The second and third floors house the women's boutique and a space dedicated to presenting key looks from the Paris collections, where glass block walls and curtains create striking visual contrasts.

The fourth floor is home to Café de Wooyoungmi, offering signature drinks and desserts, while a rooftop garden—designed in collaboration with landscape architects—introduces the rhythm of nature into the urban environment. A restaurant developed in collaboration with Michelin-starred chef Alain Ducasse is also scheduled to open in the basement.

Every element reflects Wooyoungmi's design philosophy: "Horizontal planes are functional; vertical planes are sensory." Through its architectural structure and materiality, the space expresses light and sound, delivering a rich and immersive sensory experience.

Project Details

1. Brand: Wooyoungmi Itaewon Flagship Store
2. Type of Business: Flagship Store
3. Open Date: 10/2025
4. Size: 995 m²
5. Location: 34-1, Itaewon-ro 27-gil, Yongsan-gu, Seoul, Republic of Korea

Location Map



