

ENJOY ALL THAT SEOUL

# SEOUL FESTA 2024

서울페스타 2024

May 1~6, 2024

Seoul Plaza, Gwanghwamun Square,  
Noeul Park, Myeong-dong and all over Seoul



seoulfesta.com



## PARTY / SEOUL PLAZA

Day and night, parties will be held.  
A variety of people will get together  
to enjoy the charm of Seoul in full bloom.



### Opening Party

May 1, 2024 19:30~21:00

The opening performance will introduce the various charms  
of Seoul and announce the beginning of Seoul Festa.

- | **Seoul Stage** The beauty of Seoul, Seoul Medley
- | **K-POP Performance** Opening celebration performance

### Blossom Party

STORY IN SEOUL

May 2, 2024 11:00~21:00

- | **Tea Time Party** 14:00~17:00
- | **OST Party** 19:30~21:00

MOVING IN SEOUL

May 3, 2024 11:00~21:00

- | **Dance Challenge Party** 14:00~16:00
- | **Dance Battle Party** 19:30~21:00

### K-Star Challenge

May 2~3, 2024 11:00~18:00

Experience the programs and enjoy the challenges!

Dressing room | Dance classroom | Makeup room | Studio room

## PLAYGROUND / GWANGHWAMUN SQUARE

K-culture unfolds before you and you can  
experience the lifestyle of Seoul firsthand.



### Seoul Road Show

May 4, 2024 15:00~18:00

A large-scale road show where the charm and future of  
Seoul, leading the way in popular culture and  
lifestyle are displayed on the streets of Gwanghwamun.

### Seoul Style Road

May 1~6, 2024 11:00~21:00

- | **Welcome Zone**  
Seoul Factory, etc.
- | **Activity Zone**  
Gwanghwa Play Game, Gwanghwa Stemp Tour.
- | **Culture Zone**  
My K-NAME, Korean Handwriting, Seoul Coloring.
- | **Beauty Zone**  
Hair Styling, Make up, Nail art.
- | **Goods Zone**  
Selling Goods like Hatch, Seoul My Soul, and K-POP artists.
- | **Food Zone**  
Soul gourmet markets where you can experience the  
various flavors of Seoul.

### Gwanghwamun Play Game

May 1~3, 2024 11:00~21:00

Large-scale participation game in which visitors to  
Gwanghwamun Square compete against each other.



## PICNIC / NOEUL PARK

You can experience a variety of Korean  
barbecues amidst the beauty of nature  
and the Han River in Seoul.



### Self-barbecue Zone

May 4~5, 2024

11:00~13:00 / 14:00~16:00 / 17:00~19:00



K-barbecue grilling experience with fresh  
meats from all over the country.

### Barbecue Store & Table / Chef Special Zone

May 4~5, 2024 11:00~21:00



Selling a variety of Korean barbecues made by  
famous chefs, influencers, and culinary students.

### Donghaeng Market Zone

May 4~5, 2024 11:00~21:00



Local farmers' market that coexists with the  
community, selling agricultural and livestock products  
from all over the country at affordable prices.

### Stage Programs

- | **Gourmet Talk Show**  
"K-Barbecue, flavors come together in Seoul."

May 4, 2024 16:00~18:00

K-Barbecue & Life in the delicious city of Seoul

- | **Noeul Concert**

May 4~5, 2024 19:00~20:30

A performance enjoyed on mat seats in a picnic mode.

- | **Seoul Busking Live Performance Everywhere**

May 4, 2024 12:00~14:30

(For 30 minutes every hour on the hour, 3 times in total)

May 5, 2024 12:00~16:30

(For 30 minutes every hour on the hour, on the hour, 5 times in total)



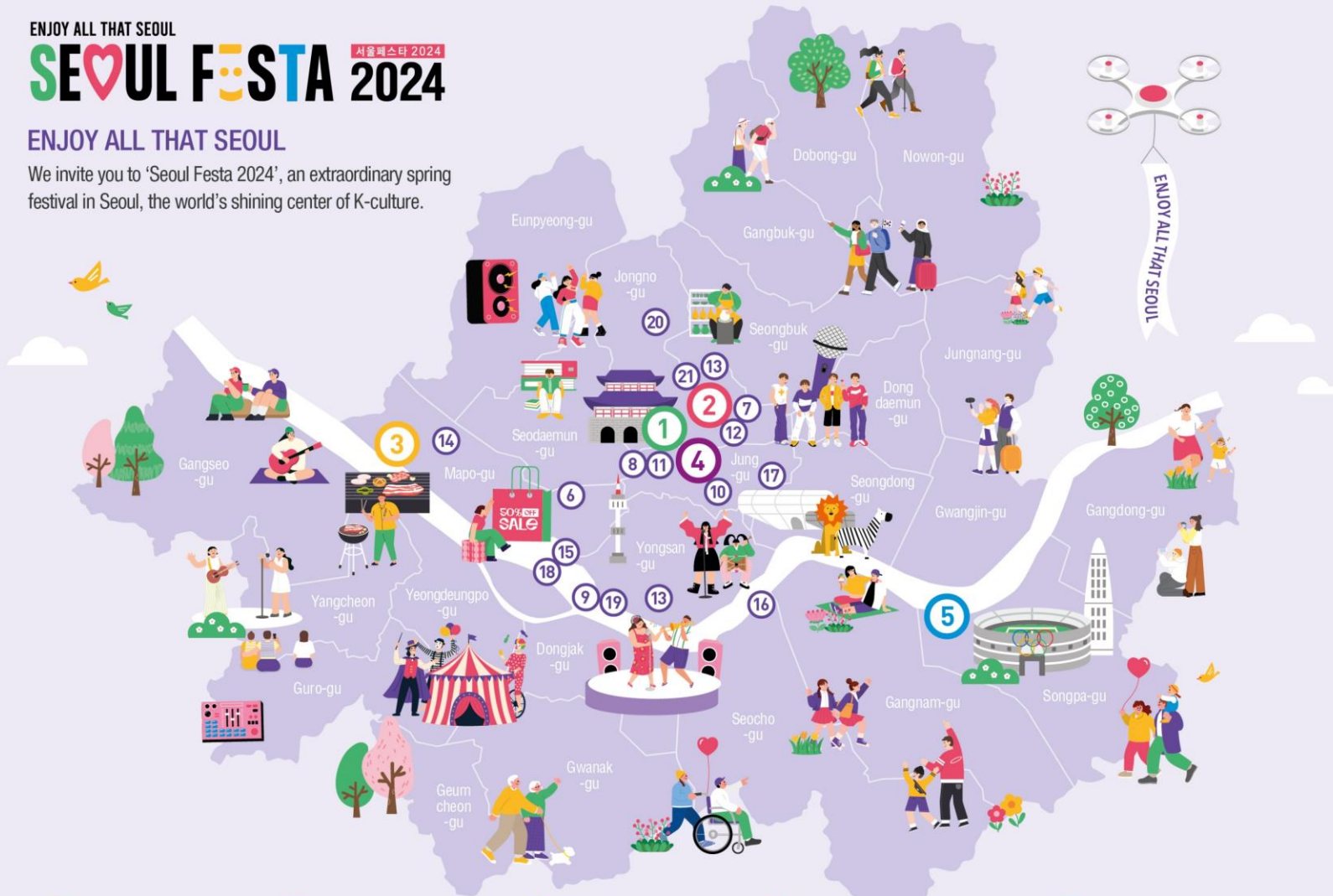
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## ENJOY ALL THAT SEOUL

We invite you to 'Seoul Festa 2024', an extraordinary spring festival in Seoul, the world's shining center of K-culture.



**1**  
**OPENING PARTY & BLOSSOM PARTY**  
 May 1~3, 2024  
 Seoul Plaza

**2**  
**SEOUL ROAD SHOW & SEOUL STYLE ROAD**  
 May 1~6, 2024  
 Gwanghwamun Square

**3**  
**K-BARBECUE FESTIVAL IN SEOUL**  
 May 4~5, 2024  
 Noeul Park

**4**  
**MYEONGDONG FESTIVAL**  
 April 26~May 6, 2024  
 Myeongdong street, Lotte Department Store main branch area

**5**  
**HANGANG DRONE LIGHT SHOW**  
 April 27, May 6, 2024  
 Jamsil Hangang Park

**6** **SEOUL SPRING SALE 2024**  
 May 1~22, 2024  
 All over Seoul, including Hongdae street

**7** **HIKING IN MT. BUGAKSAN WITH SEOUL FESTA 2024**  
 May 1~26, 2024  
 Gwanghwamun Square, Buk-ak Mountain

**8** **2024 SEOUL BUSKING LIVE PERFORMANCE EVERYWHERE**  
 May 2~5, 2024  
 Seoul Plaza, Noeul Park

**9** **SEOUL CIRCUS FESTIVAL**  
 May 4~5, 2024  
 Nodeul Island

**10** **2024 YOUNG KOREAN TRADITIONAL MUSIC CONCERT**  
 May 1~3, 2024  
 Seoul Namsan Gugak Theater's outdoor yard

**11** **OUTDOOR LIBRARY IN SEOUL PLAZA**  
 April 27~28, 2024  
 May 4~5, 2024  
 Seoul Plaza

**12** **SEOUL OUTDOOR LIBRARY IN GWANGHWAMUN**  
 April 27~June 7 2024  
 Gwanghwamun Chaek Madang, Gwanghwamun Lounge

**13** **KOREA DUTY-FREE FESTA 2024**  
 April 27~June 7 2024  
 Duty-free shop in the city, the airport, etc

**14** **DMC INDI-BUSKING**  
 May 3, 2024  
 Center of Sangam DMC

**15** **2024 HANGANG RIVER LIBRARY – BOOK MINGLE**  
 May 4, 2024  
 Yeouido Hangang Park Nokeumsu Square

**16** **2024 HANGANG DDOO-DDOO FESTIVAL (CAR-FREE JAMSUGYO BRIDGE OF CULTURE)**  
 May 5, 2024  
 Jamsil Bridge and Banpo Hangang Park area

**17** **DDP DESIGN ZOO**  
 May 3~6, 2024  
 DDP

**18** **2024 SAFE SEOUL FESTIVAL**  
 May 2~4, 2024  
 Yeouido Park Cultural Center

**19** **SEOUL JAZZ FESTA**  
 April 26~29, 2024  
 Nodeul Island

**20** **K-ROYAL CULTURE FESTIVAL**  
 April 27~May 5, 2024  
 Five major palaces including Gyeongbokgung Palace, Jongmyo Shrine

**21** **2024 GWANGHWAMUN FAMILY FUN FESTIVAL "POP UP! FUN UP!"**  
 May 4~6, 2024  
 Gwanghwamun Square Yookjo Madang

※ Events and performers are subject to change. For more information, please check the website for each event.