

ENJOY ALL THAT SEOUL

SEOUL FESTA 2024

서울 페스타 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 11:00~21:00

Experience the programs and enjoy the challenges!

Dress room | Makeup room | Studio room | Dance class

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 performance 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, Seoul Urban Hiking Tourism, etc.
- Activity Zone**
A stamp rally exploring hidden missions around Gwanghwamun
Square, etc.
- Culture Zone**
My K-NAME, Korean Handwriting, Seoul Coloring, etc.
- Beauty Zone**
Hair Styling, Make up, Nail art, Seoul Festa Photoshoot, etc.
- 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 1~6, 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

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, 5 times in total)

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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 4~5, 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. BUKAK WITH SEOUL FESTA 2024**
May 1~6, 2024
Gwanghwamun Square, Buk-ak Mountain

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

9 **2024 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 **SEOUL OUTDOOR LIBRARY IN SEOUL PLAZA**
April 27~28, 2024
May 4~5, 2024
Seoul Plaza

12 **SEOUL OUTDOOR LIBRARY IN GWANGHWAMUN**
May 1~5, 2024
Gwanghwamun Chaek Madang
Gwanghwamun Lounge

13 **KOREA DUTY-FREE FESTA 2024**
April 26~June 7, 2024
Duty-free shop in the city, the airport

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 26~27, 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.