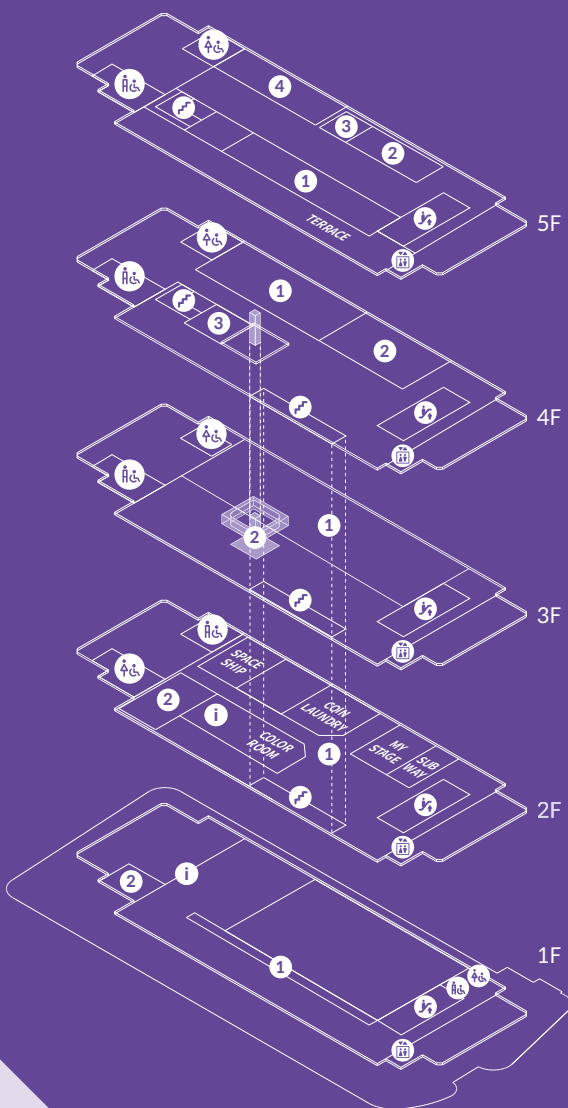


Hi from KoRea!
Welcome to
HiKR Ground!

To a HiKR, traveling is about being in tune with
one's self, and his/her daily life.
(Our) daily life + (My) experience
All those exploring new Korean tourism contents
beyond our daily lives are HiKRs.

HiKR Ground, a space for travelers
around the world who seek fun, clever
and dynamic travel ♥



HiKR Ground To Do List

- Enjoy the view of Cheonggyecheon Stream while relaxing at "HiKR Lounge" on the 5th floor.
- Experience the many tourism contents such as K-pop, Korean dramas, and regional festivals.
- Create your very own hallyu content at "K-pop Ground" on the 2nd floor.

Look for more events and fun things
to do on our official Instagram
[@hikrground_official](#)

HIKR GROUND

- | | |
|-----------|--|
| 5F | <ol style="list-style-type: none"> 1 HiKR Lounge <small>Traveler's rest area with great view of Cheonggyecheon Stream</small> 2 HiKR Challenge 3 Tourist Information Center 4 Knotted <small>Donut Café</small> |
| 4F | <ol style="list-style-type: none"> 1 HiKR Cave <small>Multi-experiential zone for domestic tourism</small> 2 Fest Cube <small>Regional festival digi-log experiential center</small> 3 Medical Tourism Information Center |
| 3F | <ol style="list-style-type: none"> 1 HiKR Artrium <small>Special exhibition hall</small> 2 HiKR Tower <small>Vertical media tower</small> |
| 2F | <ol style="list-style-type: none"> 1 K-pop Ground <small>Multi-media K-pop experience zone</small> 2 K-pop Lounge <small>Event zone</small> |
| 1F | <ol style="list-style-type: none"> 1 HiKR Wall <small>Panoramic media-wall</small> 2 PICKR <small>Tourism Startup Crowdfunded Products Gallery</small> |



HiKR Wall

Panoramic Media-wall

A large media wall that is the first impression of HiKR, a Korean tourism landmark, and expresses HiKR's spatial brand and identity.



PICKR

Tourism Startup Crowdfunded Products Gallery

A space that connects tourism companies that discover and plan tourism products with tourists who seek such products.

Operating hours: Tue - Sun 10:30-19:00
Instagram: @_pickr_



K-pop Ground

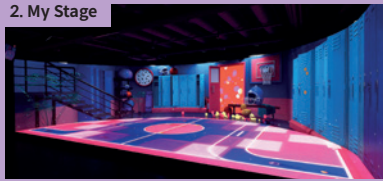
Multi-media K-pop experience zone

A playground where global K-pop fans can experience various K-pop concepts and create their own contents through XR technology such as live studios and music video stages.

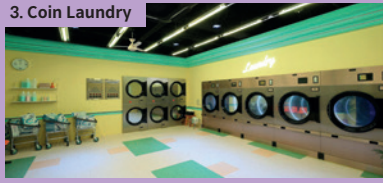
1. Subway



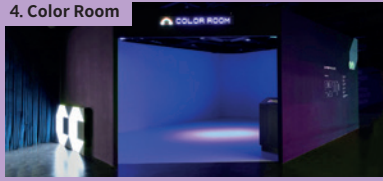
2. My Stage



3. Coin Laundry



4. Color Room



5. Space Ship



K-pop Ground is the only XR studio in Korea that lets you become a K-pop creator. Enjoy different colors of Korea and create your own hallway content using the various virtual backgrounds.

HiKR Artrium

Special exhibition hall

North Wall (2022), Do Ho Suh
Art piece that symbolizes Korean Tourism by Do Ho Suh, a well-known artist of Korea



Current Exhibition

① **HiKR Art Museum**
: A special exhibition of artworks by famous Korean artist that reinterprets the colorful aspects of Korean tourism.



② **HiKR Dramatic Trip**
: Discover Korean tourism through dramas and other video contents.

HiKR Tower

Vertical media tower

A vertical media art tower that links various Korean tourism contents. It stretches from the 3rd floor to the 4th floor.



HiKR Ground Docent Program

Korean: Tue-Sun 10:30 & 15:30
English, Chinese & Japanese: TBA
Duration: Approx 40 minutes

*Subject to change, so be sure to check in advance.

*Inquiries: 02-729-9497

4F

HiKR Cave

Multi-experiential zone for domestic tourism

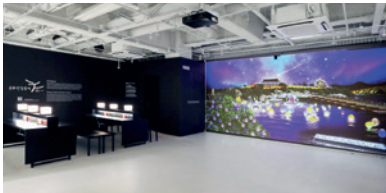
A multi-experiential zone where you can “feel” local tourist attractions in Korea such as wellness attractions and tourist hub cities using all five senses.



Fest Cube

Regional festival digi-log experiential center

A digital and analogue experience space where you can learn about various local festivals through interactive coloring art.



Medical Tourism Information Center

Provides medical tourism information and serves as the medical tourism complaint center. It also offers a tea therapy experience program.
Operating hours: Tue-Sun 10:00-19:00 / Inquiries: 02-752-2102-3

5F

HiKR Lounge

Traveler's rest area with great view of Cheonggyecheon Stream

HiKRers from around the world who love Korea can mingle and interact at HiKR Lounge. The terrace with exceptional views of Cheonggyecheon Stream is a must-visit photo spot!



HiKR Challenge

Where, what, and how are HiKRers leading Korean tourism trends having fun?! To be a HiKR, spin the roulette and complete your mission!



Tourist Information Center

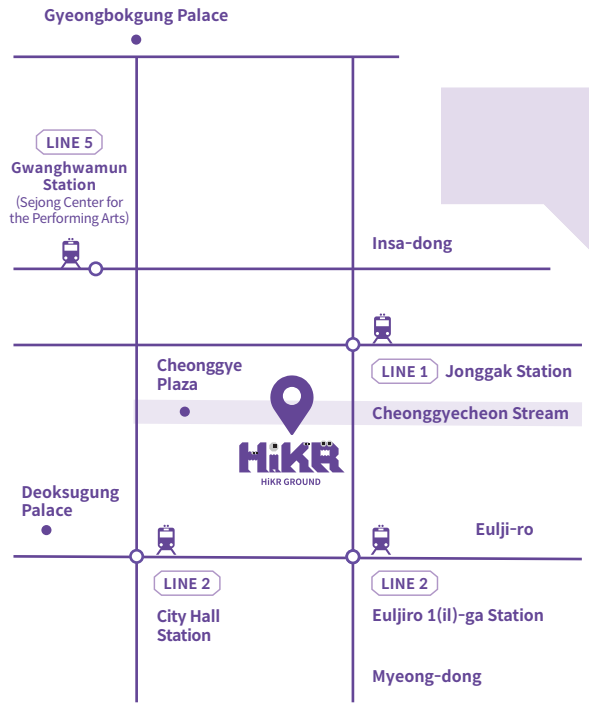
This is your “to go” place for information on traveling around Korea.

Operating hours: Mon-Sun 10:00-19:00
Inquiries: 02-729-9497~9

Knotted Donut Café

Special menus only available at the HiKR Ground branch.
Operating hours: Mon-Sun 10:00-21:00

Directions



Operating hours

1st floor: Mon-Sun 10:00-21:00
2nd floor: Tue-Sun 10:00-19:00
3rd floor: Tue-Sun 10:00-19:00
4th floor: Tue-Sun 10:00-19:00
5th floor: Mon-Sun 10:00-21:00
*Last admission until 20 minutes before closing time.

Admission fee

Free (Paid programs will be notified separately)

Inquiries

HiKR Ground Operations Office
Tel. | 02-729-9594
Email | hikir@knto.or.kr

Instagram

@hikrground_official

Address

40 Cheonggyecheon-ro,
Jung-gu, Seoul

Website

hikir.visitkorea.or.kr

Public transportation

By subway

Line 1: 2-minute walk from Exit 5 of Jonggak Station
Line 2: 4-minute walk from Exit 2 of Euljiro 1(il)-ga Station
Line 5: 8-minute walk from Exit 5 of Gwanghwamun Station

By bus

3-minute walk from “Euljiro 1(il)-ga Station Gwanggyo Bridge” stop
4-minute walk from “Woori Bank Jongno Branch” stop

Seoul City Tour Bus

Get off at “Jonggak/Street of Youth” stop

Parking

Capacity: 100 spaces

*Basic fare is KRW2,000 for up to 30 minutes, and then KRW1,000 for every 10 minutes thereafter. Maximum KRW 30,000 /day

*Entrance height limit 1.7m



Published on
September 30, 2022

FOR THE
FUTURE

