

SJ.KUNSTHALLE

MULTICULTURE SUPPORT PLATFORM

GUIDE BOOK

CONTENTS

01.

INTRODUCTION

Interior

Floor Guide & Space Proposal

LED / Exterior Branding

02.

RENTAL HISTORY

Rental History

Reference

03.

INFORMATION

Rental Fee Policy

Contact

28 MODULAR CONTAINER

"Kunsthalle," built with a container structure, means "Art Hall" in German.

Going beyond the limitations of a fixed space, it embraces diverse cultures and arts while creating an environment where free expression and creative experimentation can take place.

With a unique spatial composition created by 28 harmoniously arranged containers and a spacious sense of openness, the venue offers a space that delivers complex experiences within simplicity.

Centered on curation and artistic experimentation, SJ.KUNSTHALLE collaborates with global brands across various fields to create new cultural value.

As a platform connecting culture, art, and brands, it creates a space where differentiated branding and new experiences come to life.

ART · CULTURE · BRAND EXPERIENCE

A SPACE BUILT FOR CULTURE

Unique Design

With its striking exterior, glass cube, and stable black facade, the venue presents both dynamic and static visual impressions

Diversity

The space has been remodeled into a bright and flexible venue that embraces a wide range of cultures, from subculture to fine art.

Innovation

Beyond a rental venue, it is evolving into a Multiculture Support Platform where brands and cultural events grow together.



1st Floor.

The 1st floor is an approximately 110-pyeong, column-free space with a three-story ceiling height. It can accommodate approximately 500 guests and allows flexible stage installation and spatial direction tailored to each brand concept.

CAPACITY · APPROX. 500 PAX



OPEN HALL

A main hall suitable for a wide range of concepts, from parties, exhibitions, and brand events to pop-ups and performances.



FLEXIBLE STAGE

Flexible space operation, including large-screen setup, stage installation, and seating arrangements.

1st Floor.



4 ROOMS

The four divided individual spaces can be used as separate areas, such as themed sections, and can serve as spaces to communicate the brand's concept and values while engaging with visitors.



2nd Floor.

Overlooking the main hall, this space can be configured in various ways and can utilize LED glass for visual exhibitions.



2nd Floor.

With two separately divided spaces, the area can be flexibly used for brand exhibitions, experience zones, or VIP spaces.



3rd Floor.

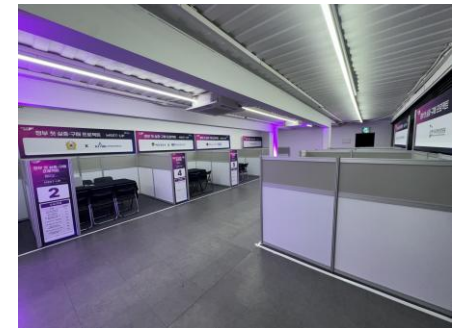
The 3rd floor consists of one separate room and a gallery space that can be used as an exhibition area. Separated from the main hall, it can be used for a separate breakout session or as an artist or VIP lounge.

Breakout Session



Experience Zone / Only VIP

A separate experience zone can be created to offer various experiences or to serve as a private space exclusively for VIPs.



Staff Area / Storage

LED DISPLAY

Through the dynamic movement of various visual content, the venue vividly expresses the brand's values and artistic vision.

Keynote



A platform that presents the future through the fusion of brand value and diverse cultural production.

STAGE



An immersive space that brings brand events and stories to life.

Large-Scale Impact



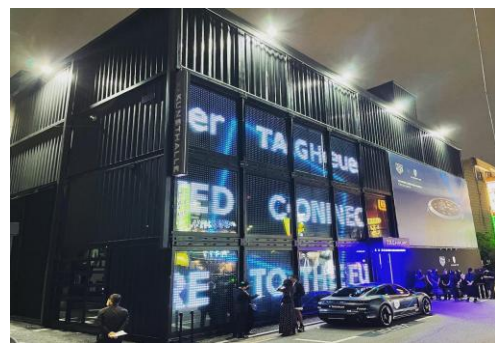
A large-scale display that highlights and enhances content.

BRANDING ON THE FACADE

Through LED glass capable of displaying vivid and diverse colors, the venue can showcase a brand's logo and values to all visitors, while also integrating with banner spaces located on the front left, front right, and side facades.



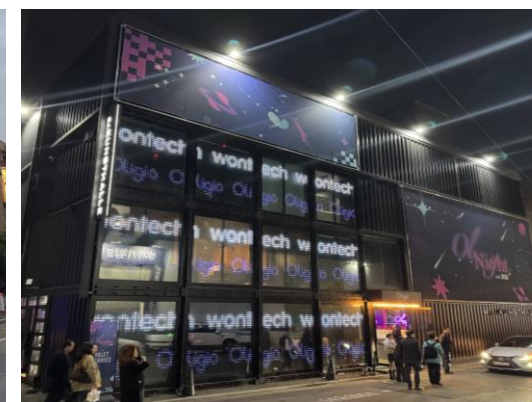
Day



Night

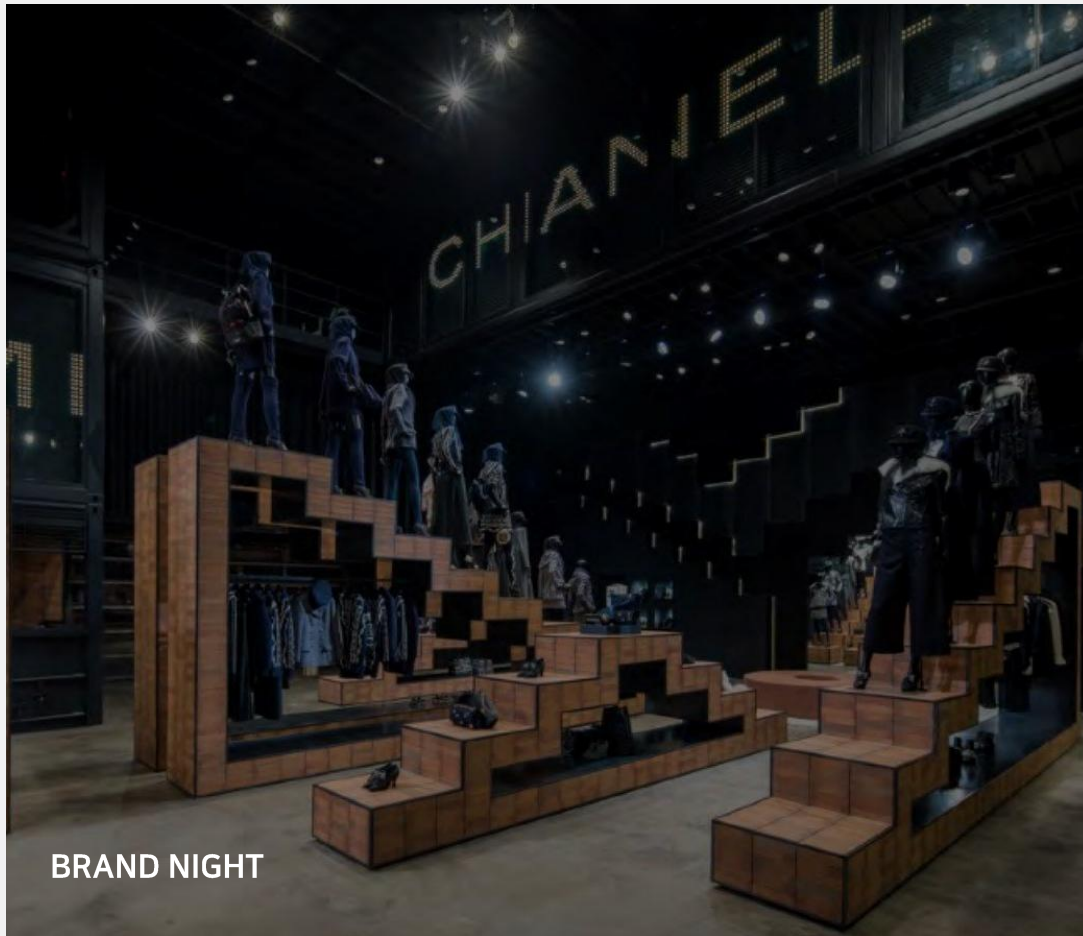
12 LED-ENABLED WINDOWS

Branding using the front LED windows.



Reference

01



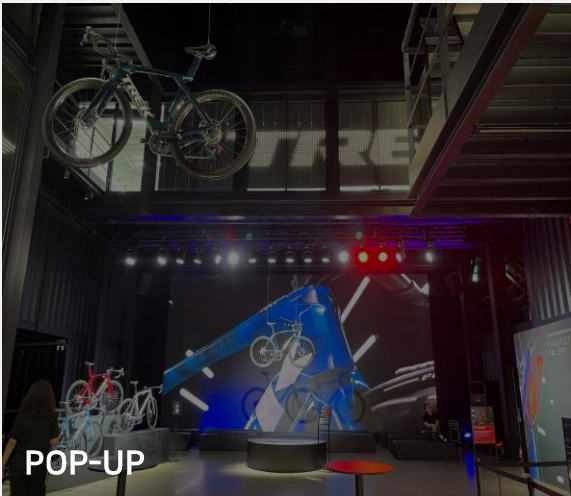
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02



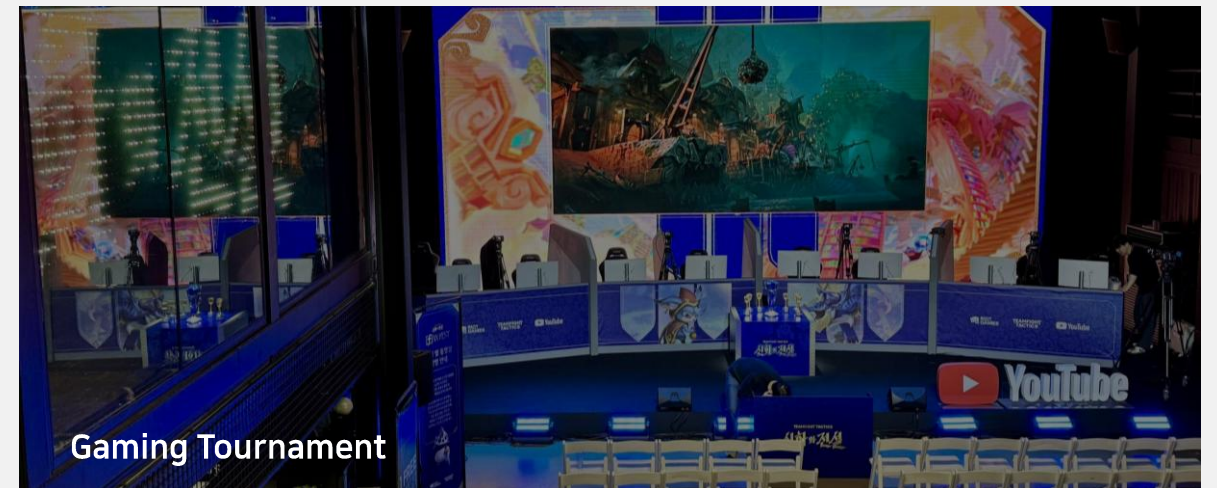
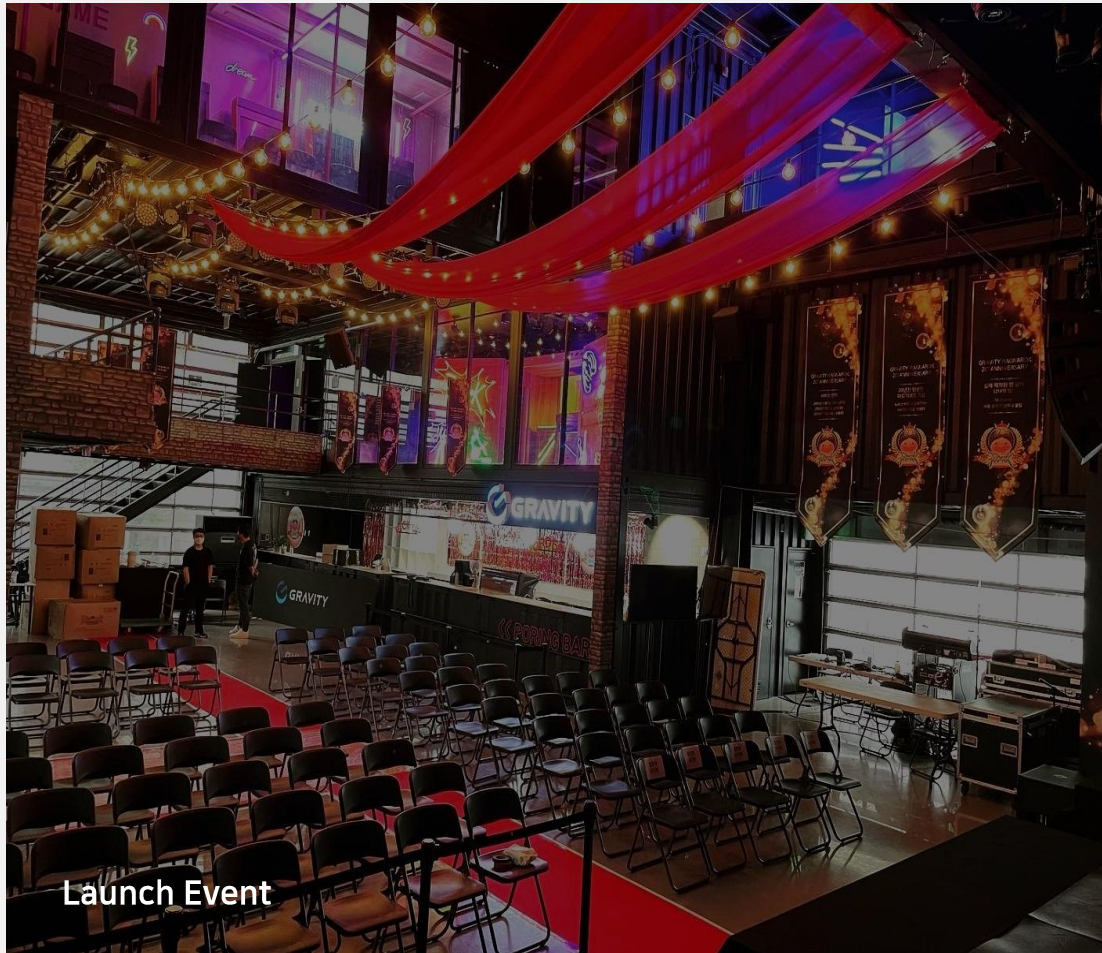
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03



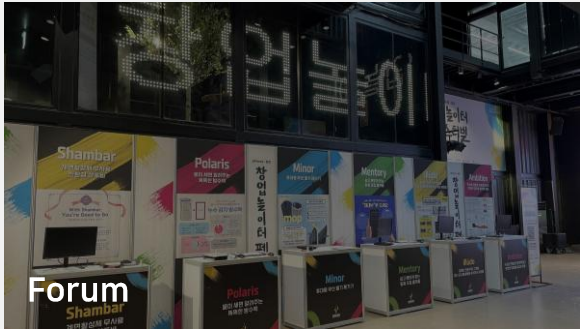
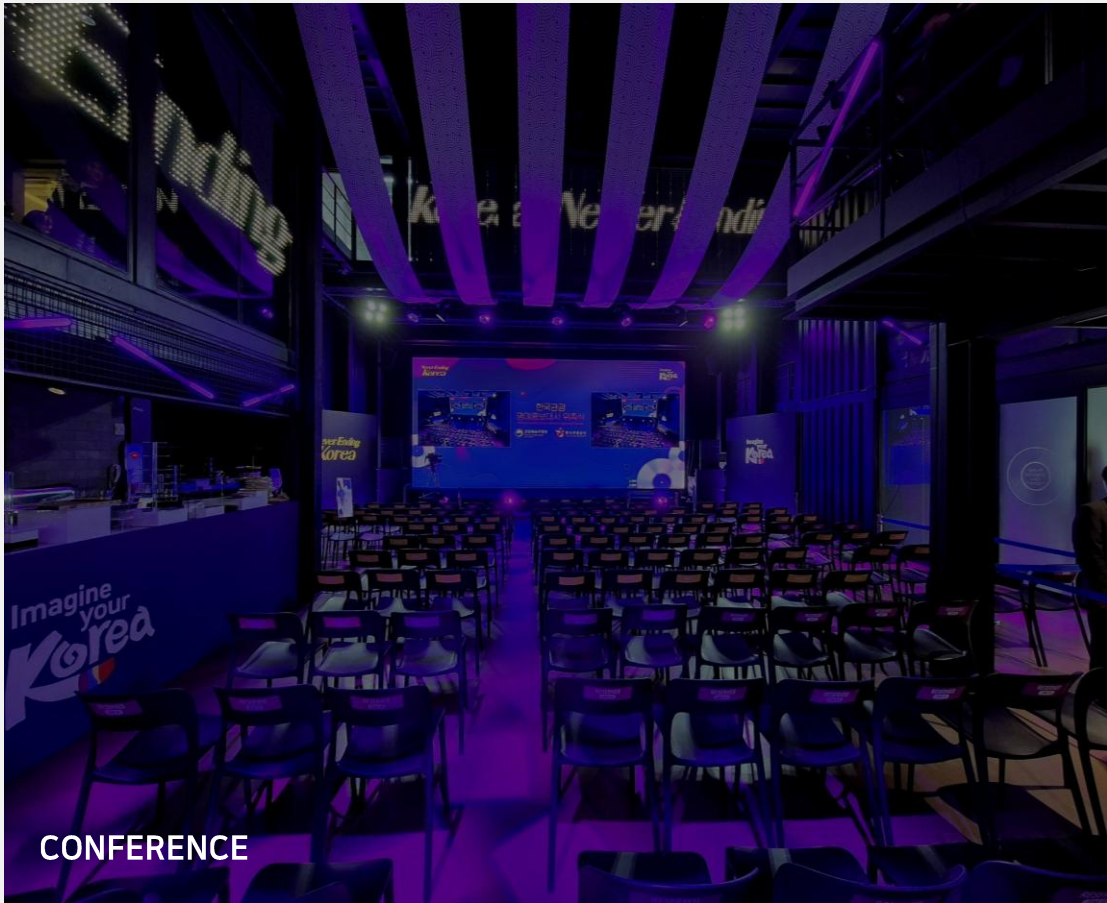
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04

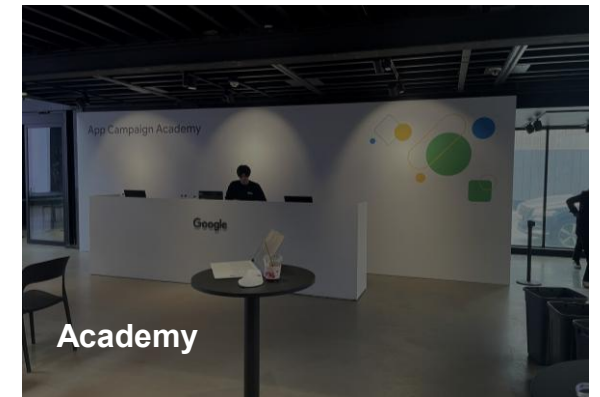
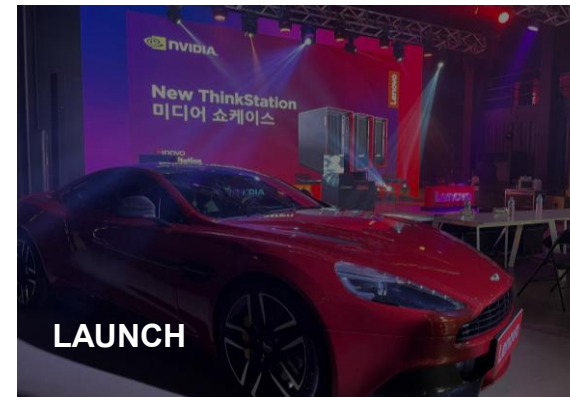


Reference

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Reference



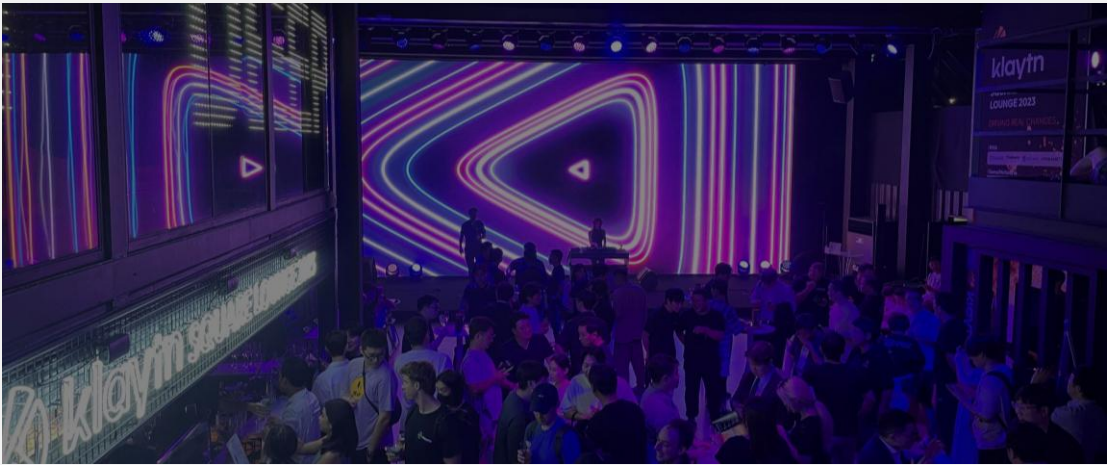
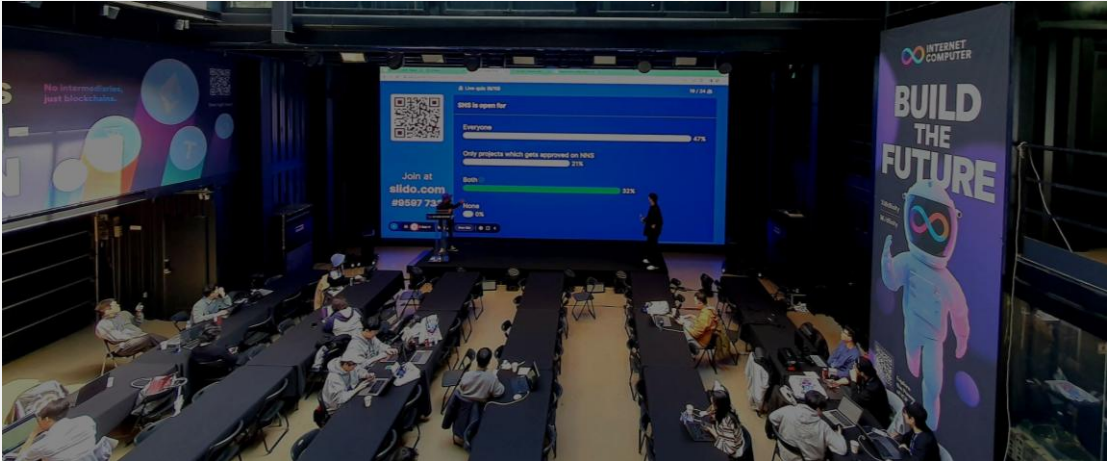
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07



Venue Rental Fee Policy

Culture Space Rent · Seminar Rent

Culture Space Rent

· LED Display charged separately
· VAT excluded

Full-day 24H · Weekend
(Wed, Thu, Fri, Sat) **15,000,000** Set-up 9,000,000

Full-day 24H · Weekday
(Sun, Mon, Tue) **10,500,000** Set-up 6,300,000

Half-day 12H · Weekend
(Wed, Thu, Fri, Sat) **10,000,000** Set-up 4,500,000

Half-day 12H · Weekday
(Sun, Mon, Tue) **7,000,000** Set-up 3,000,000

- * Based on the standard rental areas from the 1st to 3rd floors The 3rd-floor gallery space is subject to separate discussion. Please refer to the floor plan for details.
- * Half-day rentals include setup and breakdown within the contracted rental period.
- * Preparation rental applies to schedules where no event takes place and only setup and rehearsal are conducted.

LED screen usage fee: KRW 5,000,000 per day, VAT excluded.
- Size: 10m x 5m · Brightness: 1,100-1,200 · Pixel pitch: 3.81

Seminar Rent (Short-Term Rental)

4H **4,000,000** (VAT excluded)
Per additional hour 1,000,000

4H rental including LED Display
- KRW 6,000,000, VAT excluded.

Includes use of in-house furniture
and sound equipment.

Video/audio operator support is subject
to separate discussion upon request.

* Seminar rentals include setup and breakdown
within the contracted rental period.

CONTACT US

SJ.KUNSTHALLE

MULTICULTURE SUPPORT PLATFORM

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