

A photograph of a modern residential building with a dark, textured, scale-like facade on the left and a lighter, pebble-like facade on the right. A grey concrete wall is in the foreground, and a paved road is at the bottom. The text "FRIEZE HOUSE SEOUL" is overlaid in the center.

# FRIEZE HOUSE SEOUL



# FRIEZE HOUSE SEOUL

Following the success of No.9 Cork Street, which opened in London in 2021, Frieze House Seoul is Frieze's second permanent gallery space, located in the Yaksu neighbourhood at 17 Dongho-ro 15-gil in Seoul's Jung District.

Designed by architectural studio Samuso Hyoja, the space spans three floors and includes two dedicated gallery spaces, along with a garden available for dry-hire use.

Created as a flexible and collaborative setting, Frieze House Seoul offers a year-round opportunity for some of the world's most forward-thinking galleries to engage with Seoul's dynamic art scene. Participating galleries are provided with fully equipped spaces, private viewing areas, and tailored digital and social media support to amplify their presence.

The venue features a prep kitchen and integrated AV infrastructure and is available for hosting a range of programming – from artist talks and dinners to screenings and receptions.



# FRIEZE HOUSE SEOUL

Frieze House Seoul is centrally located in the Yaksu neighbourhood, offering connectivity across the city — linking the southern districts of Gangnam with the creative hubs of Hannam and Itaewon to the west, and the more historic northern areas.

Nestled just below the Fortress Wall and near landmarks such as the Shilla Hotel and Dongdaemun Design Plaza, the area is home to a growing number of design studios, artist workspaces, and architecture practices. With the upcoming opening of the Paradise Hotel and new art museums, Yaksu is fast emerging as one of Seoul's most vibrant cultural quarters.





# GALLERY SPECIFICATIONS





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Frieze House Seoul spans 208m<sup>2</sup> and comprises two gallery spaces: Gallery 1 on the ground floor, with access to a meeting room upon request, and Gallery 2 across the second floor, featuring a dedicated viewing room.

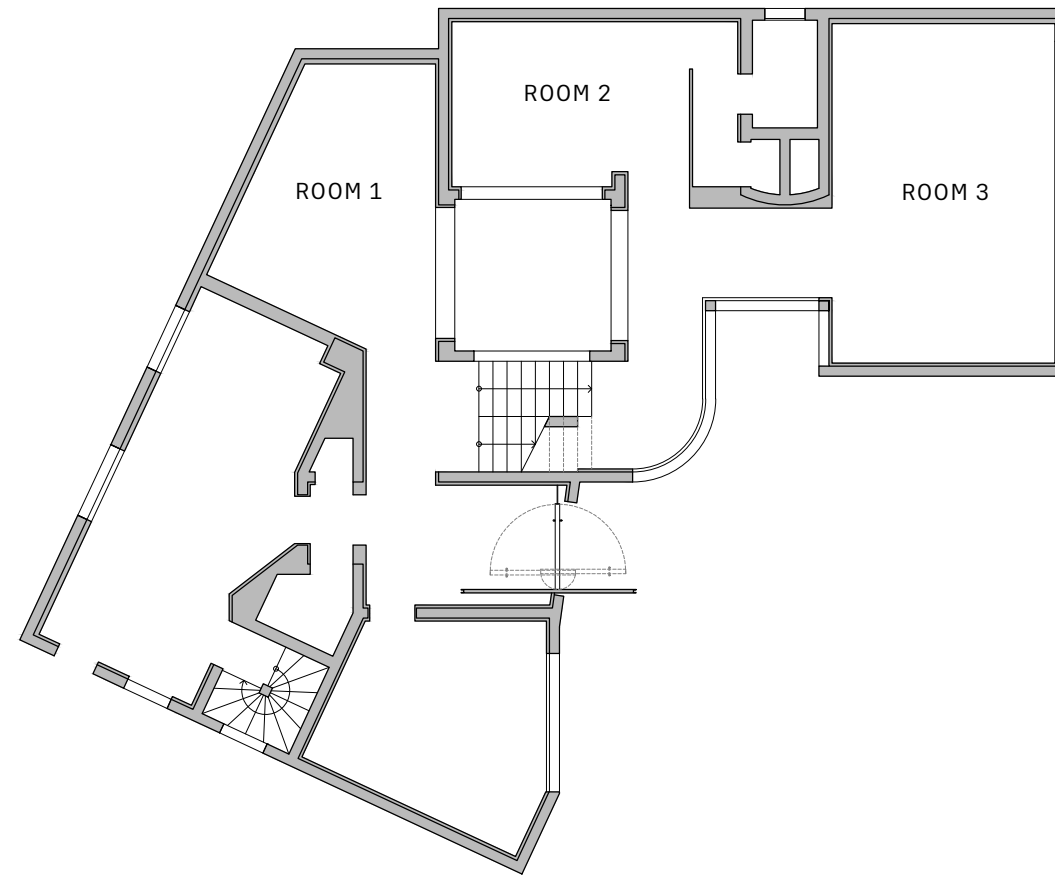
The space is designed to support exhibitions and presentations, and the full house is also available for private hire upon request, subject to availability.

## LIGHTING

- Gallery-grade track lighting and white spotlights are included in the standard participation fee (lighting specification are available upon request)
- Additional bespoke lighting is available upon request and at an additional cost

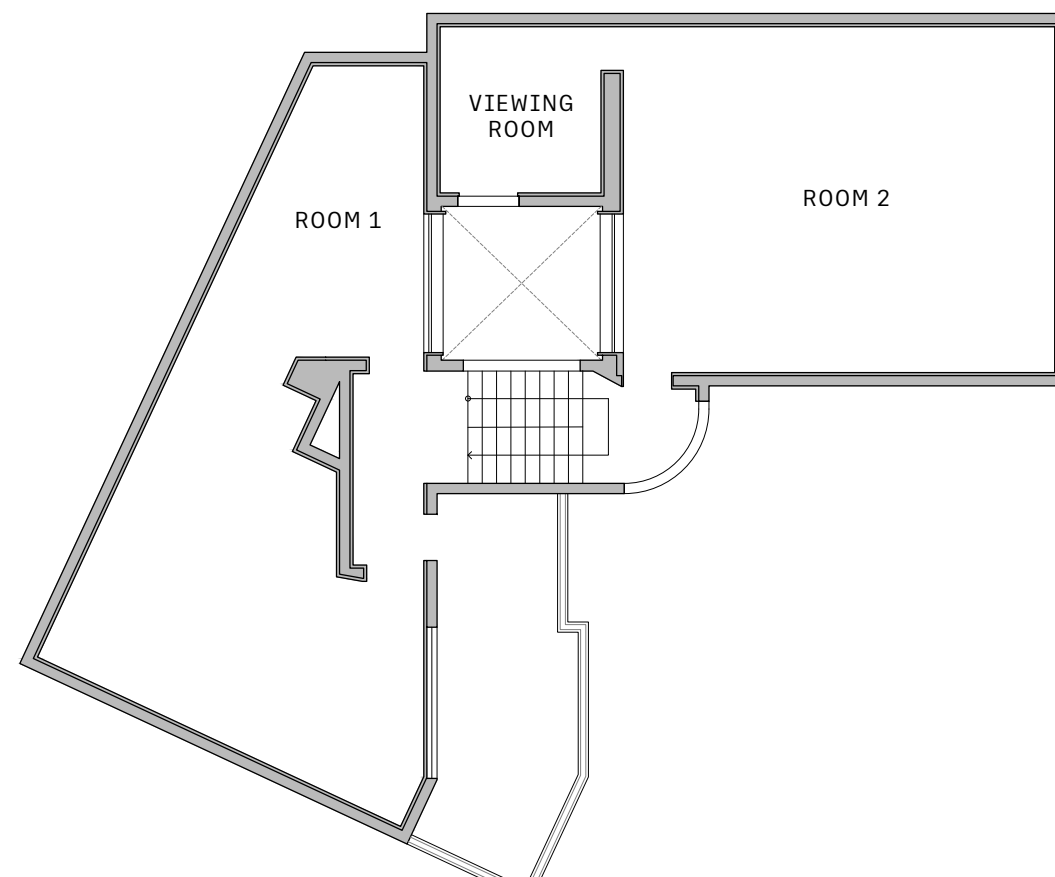
## SECURITY

- Live and recorded CCTV system with coverage of entrances and critical internal areas in each gallery space.
- Intruder alarm system with keypad activation.
- Front and internal doors with access control via RFID fob/card reader.



## GROUND FLOOR

Gallery 1 &  
Meeting Room  
Office Space  
WC



## SECOND FLOOR

Gallery 2 &  
Viewing Room  
Terrace

# GALLERY 1

Location: Ground Floor

Total Size: 68.6 m<sup>2</sup>

Rooms included:

- Room 1: 20.66 m<sup>2</sup>

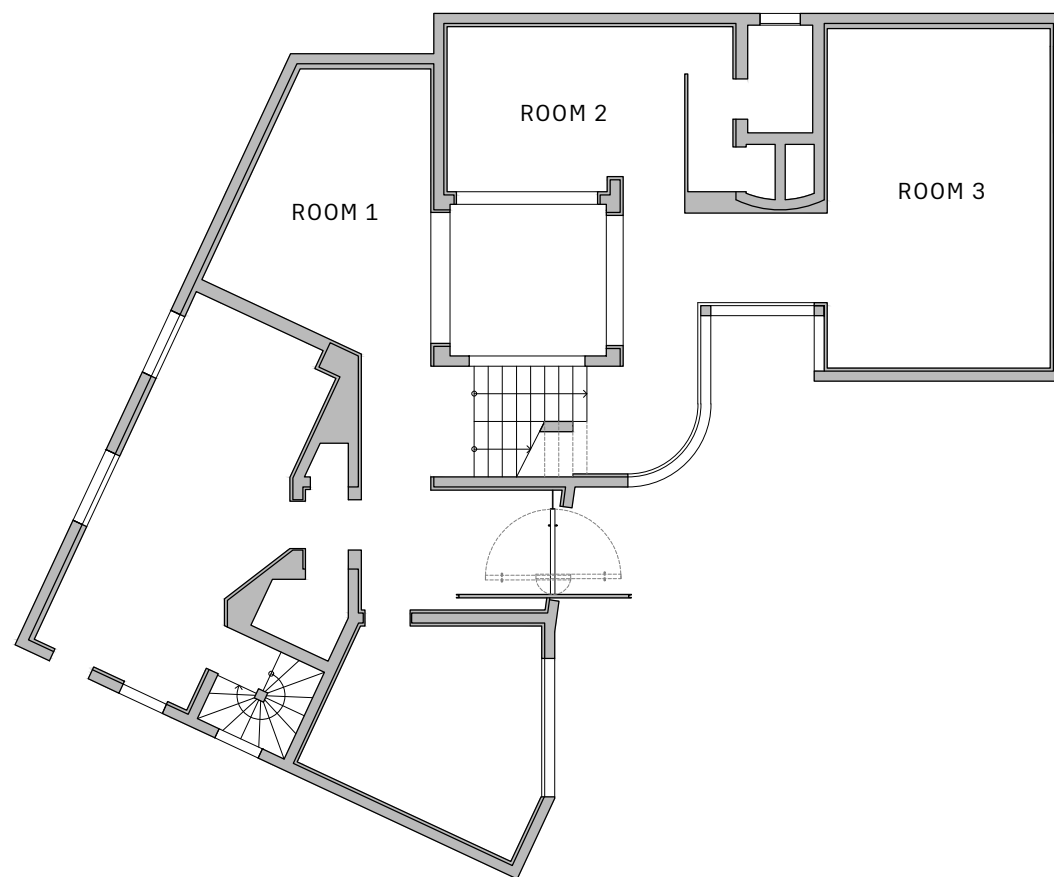
- Room 2: 16.49 m<sup>2</sup>

- Room 3: 31.40 m<sup>2</sup>

Ceiling height: 2.57 m – 2.77 m

Viewing Room: Not included

\*Access to meeting room upon request





# GALLERY 2 & VIEWING ROOM

Location: Second Floor

Total Size: 139.4 m<sup>2</sup>

Rooms Included:

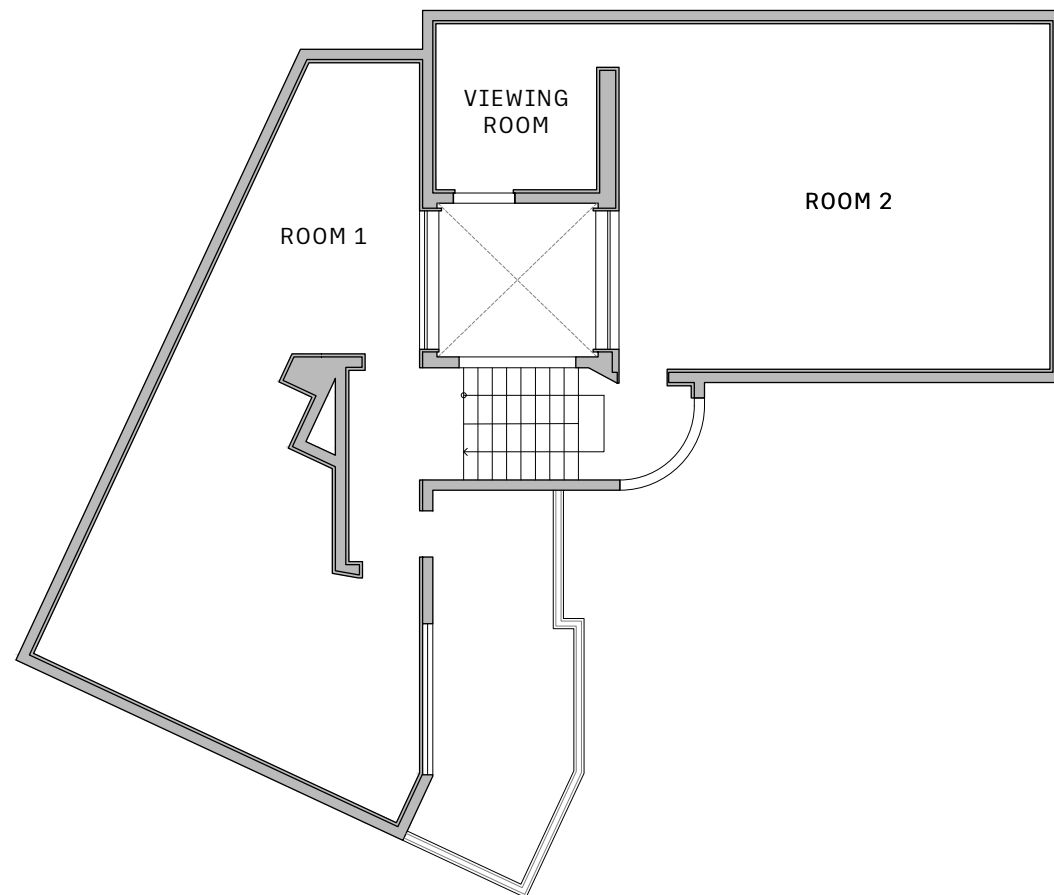
- Room 1: 68.19 m<sup>2</sup>

- Room 2: 59.34 m<sup>2</sup>

Viewing Room: Included (11.9 m<sup>2</sup>)

Ceiling Height: 2.39 – 2.45 m

\*Includes access to terrace





EVENT HIRE





# EVENT SPACE

Frieze House Seoul is purpose-built to accommodate a dynamic range of programming for galleries exhibiting with us. Spanning 278m<sup>2</sup> across three adaptable floors, the space includes two dedicated gallery levels; a basement with storage and a fully equipped prep kitchen; and a garden ideal for outdoor activations. The layout can be configured to support a variety of event formats that complement gallery presentations, subject to availability.

## AUDIO VISUAL

Integrated AV equipment includes speakers and flexible lighting. Additional AV equipment and technical support are available upon request and at an additional cost.

## PREP KITCHEN

Our prep kitchen is equipped with a range of appliances and designed to host external caterers. Our team can provide support in planning and delivering events such as cocktail receptions or dinners.





# PRICES & BENEFITS





# PRICES

All prices are based on a 4-week rental period.

## **28 AUGUST – 28 SEPTEMBER**

\*During Frieze Week Seoul

Gallery 1: \$30,600

Gallery 2: \$59,500

## **OTHER PERIODS**

Gallery 1: \$21,300

Gallery 2: \$41,300

Please note that space may no longer be available during your preferred exhibition period(s). If your application is successful but the requested gallery or period is unavailable, we will offer alternative dates and spaces.

Participation fees above are all subject to VAT



# PARTICIPATION BENEFITS

Participation fees include gallery hire, as well as a range of digital and social media services designed to enhance the visibility of your project at Frieze House Seoul, valued at over \$15,000. These include:

- A dedicated post and inclusion in further posts on our Instagram with a link to frieze.com content (approx. 1.1M followers)
- Inclusion in online content on frieze.com (650,000 monthly page views)
- Inclusion in Frieze monthly VIP e-newsletter and monthly Frieze members e-newsletter (9,400 recipients)
- Inclusion in the Frieze House Seoul mailing list (2,600 recipients) and Frieze Connect Members' Programme webpage placement on the Frieze VIP and Membership portals
- Listing in 'On View' for the duration of the exhibition at Frieze House Seoul

\*Benefits apply to gallery hires only, not event bookings.

## ADDITIONAL SERVICES

Available upon request and at an additional cost

### OPERATIONS

- On-site storage
- Event space hire
- Art handling
- Catering and events management

### MEDIA

- Video by Frieze Studios
- Advertising in Frieze Magazine, Frieze Week
- Advertising on frieze.com, Frieze editorial e-newsletters



# HOW TO APPLY

The online application form for projects taking place from September to December 2025 is available [HERE](#). The deadline to apply is August 2025.

The online application procedure requires that you complete the following information

- Gallery details
- Preferred exhibition dates and gallery space
- A list of artists represented by the gallery (for contemporary art galleries)
- A list of exhibitions from the last two years or for 2025
- A brief history of the gallery
- A written proposal for your project
- Five small JPEGs to illustrate your project proposal
- Five small JPEGs which are representative of your gallery programme

We welcome exhibition proposals focusing on contemporary and modern art. Applicants must be a commercial venture and present a regular programme of exhibitions.

We will prioritise proposals from galleries who have recently participated in Frieze Seoul, Frieze London, Frieze Masters, Frieze New York or Frieze Los Angeles.

We accept joint proposals from galleries who wish to share their space. Depending on availability, we may consider proposals for exhibitions across multiple gallery spaces and calendar cycles.

Frieze House Seoul also welcomes proposals for public events organised in conjunction with a proposed exhibition, such as artist talks, performances and film screenings.

For additional information or questions, or if you would like to register your interest for 2026, please email: [friezehouseseoul@frieze.com](mailto:friezehouseseoul@frieze.com)