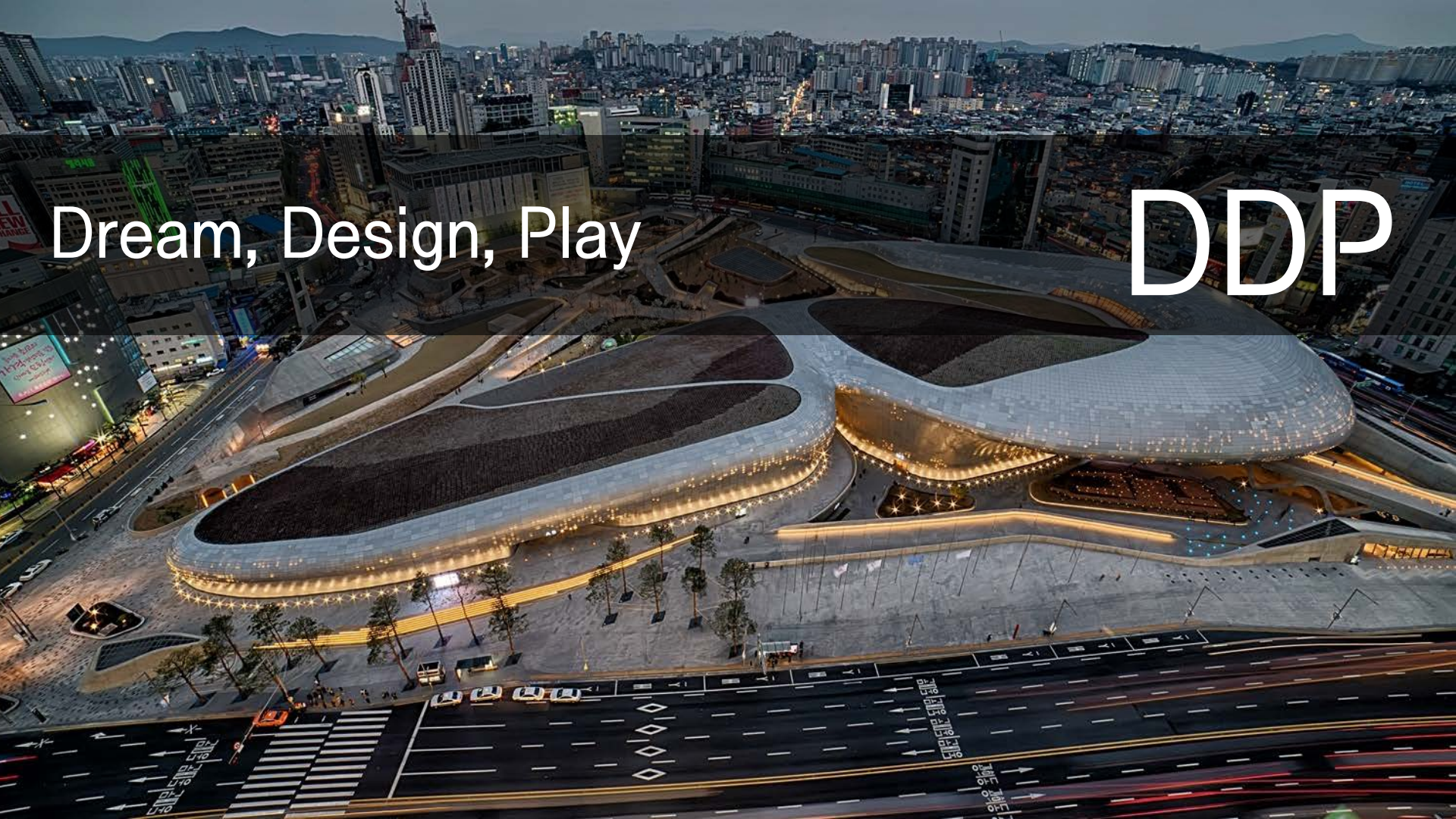


Dream, Design, Play

DDP



Dongdaemun Design Plaza (DDP)



Designed by Zaha Hadid, an Iraqi-born British architect.

The world's largest atypical building.

The New York Times' selection of 52 places to go in 2015.

DDP presents the world's newest products and fashion trends, spreads knowledge through new exhibitions, and maintains content that allows the experience of diverse designs. These activities will make DDP a disseminator for the fashion and design industry, leading the way into Asia, and further into the world. The world's leading pioneer, DDP is a "First Mover" as a standard-setter of trends.

Seoul Bamdokkaebi Night Market

Online promotion

143

Daily visitors

30,000

Press release

52

'Bamdokkaebi' is a 'night goblin' that only comes out at night

OVERVIEW

Title : Seoul Bamdokkaebi Night Market @DDP

Date : Every Friday and Saturday
from March 24 to Oct 28, 19:00 - 24:00 pm

Venue : DDP (Oullim Square, Eight Junction and
Dongdaemun History & Culture Park)

Program : 30 Food trucks,
2 Local vendors (Food trucks),
60 Handmade crafts vendors





MY SOUL FOOD IN DDP

Purpose of the Event



Promoting food culture and local food of each country.
Serving dishes from all over the world.

PROGRAM

Title : MY SOUL FOOD IN DDP

Date : Every Friday and Saturday, from May 5 to Oct 28, 19:00~24:00

(One week will be allotted to each country.)

Multiple participations may depend on the situation.)

Venue : Eight Junction, DDP

DDP provides : A Food truck (made by Seoul Design Foundation with a guideline)

How to register

1. Fill out the attached file (Registration form) from your email, and mail it to us **by April 21, 2017**
2. After registration, we will notify you of the arranged program schedule

Admission Fee : ₩340,000 (₩170,000/1 day)

- **Payment due date :** 2 days prior to the date you participate in this event (till 23:59)
- **Deposit name :** The name of your country (e.g. Korea)
- **Account payable :** Shinhan Bank (신한은행) 140-009-543370 기분좋은큐엑스(주)

* Please make sure that the account name and number are correct.



VENUE

Operation
BOOTH

32 FOOD TRUCKS

Designated zone for the
Food Truck

Provided food truck

“채소에
무는 짓을
한대야?”

Salading
Tasty Green Habit

농장에서 온 수제샐러드

SIZE

W1630 x L3110
X H2920

Salading



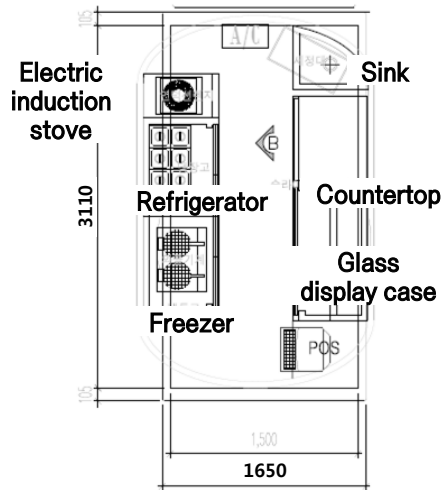
#샐러딩
인스타그램 이벤트
인스타그램에 사진 인증하면
샐러딩 한 끼 무료증정!

#샐러딩
인스타그램
이벤트
인스타그램에 사진 인증하면
샐러딩 한 끼 무료증정!

We provide you a newly wrapped food truck, suitable for all global foods that you want to serve or promote

FOOD TRUCK EQUIPMENT

1. Sink
2. Refrigerator & freezer
3. Electric induction stove
4. Glass display case
5. 46 inch Monitor 1EA
6. Canopy
7. Wood banner 1EA
8. Floor mat 2EA



RULES & RESTRICTIONS

1. Electricity

- Power allowance 3kw
(if you need extra electricity, you should let us know in advance)

2. Fire protection

- No flammable materials in DDP
- LPG is not allowed, charcoal is permitted but please take it away with you.
- No smoking in DDP

3. Display layout & promotion

- To promote your food with pictures, movie clips or any other formats by the provided monitor is available
- Soliciting business is prohibited
- Bringing your own additional tables and chairs for the promotion is possible

4. Program Notes

- Vending content
 - Food price must be under ₩10,000 (This is not a commercial event)
 - Please serve the items that you have indicated in the form
- Weather condition
The event will be canceled
 - If the weather forecast (1 day before) officially calls over 60% chance of precipitation between 15:00~18:00 or over 1mm of rainfall between 18:00~21:00 (on that day)
- Sanitation control
 - Put on a hygiene cap and mask ,and wear tidy clothes

RULES & RESTRICTIONS

5. Operation schedule

- Hour for loading/unloading : 15:00PM ~ 01:30AM
- Power distribution: 17:00PM
- Final check : 18:30PM
- Operation hour : 19:00PM ~ 24:00PM

6. Parking : DDP Design shop B2 (only one parking space available)

7. Garbage disposal

- Food waste : Please take the food garbage with you when you leave
- General waste & recyclable waste : Dispose of trash properly at the marked trash bin spots





CONTACT INFORMATION

Name : Park Yunju

Tel : 02-2153-0035

E-mail : play@seouldesign.or.kr