

Inaugural Define: Seoul brings design, fine art to youthful Seoul neighborhood



By Park Han-sol

Amid a sea of fashionable pop-up stores and cafes attracting youthful trendsetters, a new boutique fair, Define: Seoul, has debuted this week in Seongsu-dong, eastern Seoul.

Launched by Art Busan, one of Korea's leading art fairs based in the southeastern port city, the fair brands itself as marrying fine art with design – including decor, furniture and crafts – to attract a visibly growing number of young collectors in the country.

The five-day event is anchored around three experimental studio venues in the vibrant neighborhood – Layer 27, Layer 41 and Andy's 636 – inviting 25 galleries and design brands from home and abroad.

As the fair kicked off on Wednesday afternoon, a stylish crowd of young visitors clad in autumnal shades of beige and black arrived in groups by van taxis or on foot.