

The Museum of Modern Art

HYUNDAI CARD AND MoMA OPEN THE FIRST MoMA BOOK STORE IN SEOUL

SEOUL, September 8, 2025— Hyundai Card announces the opening of MoMA Bookstore as part of its collaboration with The Museum of Modern Art (MoMA). MoMA Bookstore will offer a thoughtful selection of MoMA Publications and products from MoMA Design Store. Located in the Dosan Park area near other Hyundai Card branded spaces such as the Cooking Library, Iron & Wood and Red11, MoMA Bookstore is a testament to the nearly 20 years-long and fulfilling partnership between Hyundai Card & MoMA.

The new space will host over 1,100 copies of more than 200 different titles. The store will include an assortment of MoMA-published exhibition catalogues and books on art, design, and architecture, inspired by the Museum's collection. The space is designed for general consumers who seek to experience art in various ways, in addition to welcoming art professionals and design enthusiasts. With spatial design by Hyundai Card, MoMA Bookstore is a must-visit location for all visiting aesthetes, with the space itself becoming an artistic experience.

As a long-time partner and supporter of MoMA, Hyundai Card has collaborated on numerous key exhibitions in Korea such as *Humble Masterpieces* (2008), Hyundai Card Culture Project *Tim Burton* (2012), Young Architects Program (YAP) (2014-2017), and *Pervasive Light: Works from MoMA's Media and Performance Collection* (2022). Additionally, Hyundai Card has been the exclusive corporate sponsor for over 50 exhibitions and programs since 2008 at MoMA in New York including *Haegue Yang: Handles* (2019) and *Sung Hwan Kim: Temper Clay* (2021). Hyundai Card and MoMA have also worked on a carefully considered selection of books at Hyundai Card's Design Library and Art Library.

In 2024, Hyundai Card and MoMA jointly launched a new phase of their partnership with "The Hyundai Card Curatorial Exchange Program." The program focuses on increasing exchange and further research between MoMA curators and local Korean curators. The program creates opportunities for MoMA curators and curatorial affairs staff to travel to Korea, to gain a deeper understanding and awareness of Korean art and artists. Simultaneously, Hyundai Card also supports The Hyundai Card Exchange Visitor Program, a new position for a curator with expertise in Korean art to work at MoMA for a year on exhibitions and special programs.

In March 2025, "The Hyundai Card MoMA Digital Wall," a space for digital works and emerging technologies by contemporary artists, was set up in Hyundai Card headquarters, mirroring the same installation on view at MoMA in New York.

"Hyundai Card and MoMA have cultivated a nearly twenty year relationship, founded on trust, united by a shared mission to connect people from around the world to art," commented a Hyundai Card spokesperson.

MoMA

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