

**FEEL THE FEELING: HYUNDAI N BRAND
NEW EXHIBITION IN THE HYUNDAI MOTORSTUDIO GOYANG**

Feel the Feeling: The new Hyundai N Brand exhibition in the largest centre of automobile culture in Korea, the Hyundai Motorstudio Goyang, has been open to visitors since 23 July. ATELIER BRÜCKNER created the setting for the company's sports brand in order to present and illustrate its various facets: from the rally car and touring car to the road vehicle.

The main design element is a dynamically staged race track on which there are four N Brand vehicles: They are just about to jump or are boldly leaning out of a banked turn, pulling a trail of light after them. The choreographed interplay of luminescent LED lines and film sequences, displayed behind the vehicles, creates an impression of movement and places the exhibits in context.

Visitors are immersed in a world of speed and thrills. They sit behind the wheel in a driving simulator, feeling a race-car driver's tense excitement and explosive rush of happiness. Photos on the winners' podium are made as an enduring memory of the occasion. And, during a pit stop, they slip into the role of a mechanic to change the tyres on a car – something that normally takes only a few seconds! Finally, an N Brand road vehicle takes the visitors on a ride through serpentine mountain sections and an urban landscape – a virtual scouting expedition from the driver's perspective.

At Hyundai, the N Brand stands for the feeling of sports-car driving. The abbreviation 'N' refers to the development centre in Namyang, Korea, and also to the Nürburgring, where Hyundai's European test centre is located. Here, the Hyundai i30 N, the sports car for everyday life, was developed further and made ready for the market. It has been seen on Europe's roads since 2018. The company's motorsport experience is poured into the streamlined road vehicles, whereby the 'N' in the logo 'Hyundai N Brand' is itself reminiscent of a chicane, a race track with tight curves in motor racing events.

In the Hyundai Motorstudio Goyang, the new brand line now has its first individual exhibition. The Motorstudio, a building designed by Viennese architects Delugan Meissl, was opened in 2017 and is situated near Seoul. The exhibition is spatially adjacent to the permanent 'brand world' exhibition, which was also designed by ATELIER BRÜCKNER. Visitors experience Hyundai N Brand at the end of a round tour of the premises. However, their curiosity is awakened as soon as they enter the building: visitors see the N Brand vehicles on the gallery of the foyer, arrested right in the middle of their movement.

ATELIER BRÜCKNER GMBH
KREFELDER STRASSE 32
70376 STUTTGART | GERMANY

PRESS AND PUBLIC RELATIONS

CLAUDIA LUXBACHER
T. +49 711 5000 77 126
PRESSE@ATELIER-BRUECKNER.COM

WWW.ATELIER-BRUECKNER.COM