

# **ATELIER BRÜCKNER**

## PRESS RELEASE

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### **HYUNDAI FUTURE MOBILITY EXHIBITION IN THE HYUNDAI MOTORSTUDIO GOYANG**

From 30 June onwards, the Hyundai Motorstudio Goyang is showing a new permanent exhibition entitled "Hyundai Future Mobility". The globally active company provides insights into its vision of mobility in the future. ATELIER BRÜCKNER planned, designed and implemented the exhibition.

The trilingual exhibition (Korean, Chinese and English) begins with an introduction on the current challenges mankind is facing in the area of mobility: the automotive industry is undergoing a transformation; creative approaches, visionary thinking and, above all, alternative drive technologies are called for. One possible solution can be discovered by visitors in the brightly designed "Lab": the hydrogen drive. The room is occupied by a large interactive media table. Here, visitors work with the head of the laboratory "Dr. H." to build a miniature fuel cell. The components are on shelves placed against the wall. On the opposite wall, the life-size counterparts of the miniature components can be seen, placed in a setting and explained by means of an animation. During the assembly process, the media table shows additional information on the technical details and how they work.

In the adjacent "NEXO Room", visitors learn about the functional effectiveness of the "air purification" system, which is associated with the combustion process. The NEXO is the first mass-produced vehicle with fuel-cell technology. When it is being operated, it does not produce any emissions but filters and purifies the air. Behind glass, visitors discover a copper metallic NEXO, enveloped in a dense mist – a symbol of the polluted air of our cities. The mist is sucked in through the radiator grille of the car. The NEXO filters the ambient air and the mist gradually clears.

The "Activity" section, which is the next area of the exhibition, is dedicated to the topic of "autonomous driving". In futuristic vehicles called "S-Link", visitors set off on a virtual journey to a national park. Accompanied by artificial intelligence and an imaginary family, they experience the level of convenience and comfort that will be possible in future: the seats can be turned to face each other and an interactive table comes out of the wall. Passengers can play games with each other, relax during a health check or engage in mobile shopping during their journey by car.

The exhibition ends with an immersive, aesthetic experience relating to the topic of "Connectivity". Inside a darkened room, 73 luminous pendulums are presented in a staged show. The interplay of movement, light and sound serves as a metaphor for networked communication in future mobility systems. After

**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](http://WWW.ATELIER-BRUECKNER.COM)

the show, the three-dimensional installation can be walked through, whereby visitors stride through the pendulum field. With the help of sensors, the rods hanging from the ceiling react to the movements of the visitors. They pull away and, one after the other, open up a pathway through the room. The visitors feel motivated to try out new directions themselves.

The "Hyundai Future Mobility" exhibition serves as a supplement to the Motorstudio in Goyang, adding new future-oriented topics relating to all aspects of individual mobility. The Motorstudio, a building planned by Vienna architects Delugan Meissl, was opened in 2017 with a permanent exhibition created by ATELIER BRÜCKNER. It is located near Seoul in South Korea.

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