



‘Discover NEOM: A New Future by Design’ to Open in Seoul

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- Discover NEOM: ‘A New Future by Design’ to open in Seoul for the first time in Asia, showcasing NEOM’s revolutionary designs for livability

NEOM, a region in northwest Saudi Arabia currently being built from the ground up to redefine sustainability and livability, will open **Discover NEOM: A New Future by Design** in Seoul from 26 July to 3 August 2023, at the **Dongdaemun Design Plaza (DDP)** marking that the first time THE LINE exhibition is open to the public outside of the Kingdom of Saudi Arabia.

Co-hosted by the Ministry of Land, Infrastructure and Transport (MOLIT), the exhibition will enable visitors to better understand the vision of NEOM and the scope and innovation of the groundbreaking linear city, The LINE, that is a central feature of NEOM. From construction to transportation, multinational Korean companies such as Samsung C&T Corp, LG Corporation and Hyundai Engineering and Construction continue to contribute to the developments across NEOM.

MOLIT Minister WON Hee-ryong said, “We are thrilled to host THE LINE’s inaugural exhibition in Asia, marking a significant milestone in our shared vision for sustainable urban development. We are also very proud to have some of our best multinational Korean companies, such as Samsung C&T Corp, LG Corporation, and

Hyundai Engineering and Construction, play a pivotal role in the development of THE LINE in particular and larger NEOM in general.”

NEOM CEO Nadhmi Al-Nasr said, “We are honored to introduce Korea to NEOM and present THE LINE Exhibition in Seoul. We thank the Ministry of Land, Infrastructure and Transport for their collaborative efforts to make this happen. The exhibition offers visitors an engaging experience that enables them to learn first-hand about NEOM and how the urban planning we are undertaking will redefine livability in THE LINE. The exhibition brings to life the work of 23 of the world’s leading architects, all contributing to a true engineering wonder that is now becoming a reality.”

Ambassador of Saudi Arabia to the Republic of Korea, H.E Sami M. Alsadhan said, “We are proudly looking forward to holding this exhibition, as the first exhibition to be held in Asia, which will be a platform for Korean companies to learn more about the investment opportunities of the NEOM projects. This exhibition will also provide a wonderful opportunity for Korean citizens to explore various segments of these future cities of the NEOM project closely.”

Discover NEOM: A New Future by Design offers visitors the opportunity for members of the public to immerse themselves in what the future of NEOM will be and experience the LINE, which is 170 kilometers in length, 200 meters wide and rises 500 meters above sea level.

The exhibition will run from 26 July 2023 for 9 days. Open daily from 10 am to 11 pm, attendance is free but advance booking is required. More information on reserving tickets for **Discover NEOM: A New Future by Design** in Seoul will be released shortly.

A key aspect of NEOM, THE LINE is an urban development currently being constructed to address some of the globe's most profound challenges, including the impact of climate change, urbanization, legacy infrastructure, pollution and traffic. It will accommodate up to 9 million inhabitants with a land footprint of 2% of that of cities with a similar population and allows nature to thrive and contributes to protecting 95% of NEOM's 26,500 km² land area. THE LINE also serves as a model for a city fully powered by renewable energy and supported by sustainable water and food production.

With 3-dimensional organization of private and public space, THE LINE will provide universal and equitable access to amenities and services. It will also ensure all residents have direct views and immediate access to nature. The city is car-free and is composed of hyper mixed-use walkable communities providing 5-minute access to daily needs.

NEOM is developing an entire ecosystem from scratch through 14 economic sectors that include Design and Construction, Technology and Digital, Water, Manufacturing, Education, Energy, Sport, Health and Wellbeing, Financial Services, Tourism, Media, Mobility, Food, and Entertainment and Culture.

THE LINE is one of NEOM's growing portfolio of flagship projects, which also includes Sindalah, NEOM's luxury island destination set to open in early 2024; Trojena, a year-round mountain tourism destination that will be the Arabian Gulf's first outdoor skiing retreat; and Oxagon, a manufacturing and innovation city.



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About NEOM

NEOM is an accelerator of human progress and a vision of what a New Future might look like. It is a region in northwest Saudi Arabia on the Red Sea being built from the ground up as a living laboratory – a place where entrepreneurship will chart the course for this New Future. It will be a destination and a home for people who dream big and want to be part of building a new model for exceptional livability, creating thriving businesses and reinventing environmental conservation.

NEOM will include hyper-connected, cognitive cities, ports and enterprise zones, research centers, sports and entertainment venues and tourist destinations. As a hub for innovation, entrepreneurs, business leaders and companies will come to research, incubate and commercialize new technologies and enterprises in groundbreaking ways. Residents of NEOM will embody an international ethos and embrace a culture of exploration, risk-taking and diversity.

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