

Suggestion for World class Mobility Theme Park in Busan

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1. Introduction

The theme park is the most popular cultural space for people to enjoy. However, in the case of Korea, except for amusement parks, no other theme parks are noticeable. This is because there is no creative "Theme" to give people fun. In the case of the United States, the automobile industry, which has evolved over 130 years of history, is being reborn as a complex experience cultural space where you can see, feel, and experience directly beyond simple car exhibitions and sales.

The background of the automobile museum is various. Automobile manufacturers operate with the aim of promoting their car brands and marketing strategies using culture, while some companies build theme parks as part of their social contribution activities.

2. World Automobile Museums

General Motors (GM) in the U.S. operates the "GM Heritage Center" in Detroit, which is famous as a city of automobiles, and is famous for a space where you can see GM's history at a glance. Ford's "Henry Ford Museum" and Chrysler's "Chrysler Museum" here are well-known automobile history theme parks.

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In Germany, the "Bentz Museum" and "BMW Belt" are playing a role as local landmarks in Stuttgart and Munich, where Mercedes-Benz and BMW headquarters are located, respectively. Wolfsburg, Germany, is also home to Autostadt, an automobile theme park run by Volkswagen.

In Japan, Toyota Motor Corporation also operates the "Toyota Motor Museum," "Toyota Museum of Art," and "Toyota Industrial Technology Memorial Hall" in Nagoya. Honda Motor Company has also established and operated the "Honda Collection Hall" in Haga City.

If the existing automobile museum captures the great brand history of the past, there are also brand theme parks with rides like real theme parks. It is Ferrari Land, an Italian supercar brand. There are 11 rides on the 70,000m² site, and you can also enjoy various performances and exhibitions where you can feel the history and philosophy of Ferrari. The Red Force, which falls vertically from a height of 112 meters and reaches 180 kilometers per hour from rest in just five seconds, offers special experiences for visitors and F1 fans looking for thrilling thrills with tremendous speed.

The most representative theme park in Korea is Hyundai Motor Studio Goyang in Goyang City, Gyeonggi Province. It opened in March 2017 and has various exhibitions on automobile-related topics, as well as experience facilities and test-drive programs. The building, which consists of a total of 14 floors, contains Hyundai Motor's unique brand direction and sensibility in detailed areas such as design, fashion, exhibition contents, and shops. In particular, in order to create a complex cultural space with artistry, various facilities, as well as inside and outside the building, were conducted in collaboration with world-class artists.

The world's largest aerospace museum was built in Tucson, Arizona USA. The Pima Air & Space Museum here has created another miracle in the wilderness of western America. More than 4,000 planes are on display here, ranging from World War II planes to North Korean MiG used in the Korean War. In addition, there are various aviation museums, including the

Royal Air Force Museum of UK, the Canadian Aerospace Museum, and the Air Force Museum under the New Zealand Museum.

3. Implications and Suggestions to Korea

Busan, Ulsan, and Gyeongnam area in Korea, which aim for mega-city, have industrial infrastructure that can be the center of the world's rare mobility industry that encompasses land automobiles, marine ships, aircraft, and space. Mobility companies such as Hyundai Motor, Samsung Heavy Industries, Hyundai Heavy Industries, KAI, and Hanwha Aerospace are already located in this area.

Recently, Hyundai Motor acquired Boston Dynamics, a leading U.S. robotics company, to incorporate robots into mobility, and is positioning Hyundai Group's future as a mobility company. China is also intensively fostering the urban mobility (UAM) industry with DJI, the world's No. 1 drone company.

Hyundai has emerged as a world-class car maker since it recruited global car designers such as Peter Schreyer as its management team to advocate design first management. Therefore, it can be proposed to attract or collaborate with Busan to create world-class design schools that maximize the competitiveness and added value of related companies in Busan, Ulsan, and Gyeongsangnam-do, which have the base of mobility equipment manufacturing, including land, sea, and space mobility industries.

Traditionally, global design schools for transportation design include Art Center College of Design in the United States, Royal College of Art in the United Kingdom, and Domus Academy in Italy. The Red Dot Design Awards, a world-renowned design award, also has a mobility design field in the product design section. The same is true of the IF Design Awards. When such a global design award meets a mobility industry cluster in Busan, the area will also be able to have an industry-academic cooperation theme park where design, mobility industry, and hands-on products meet.

Within an hour's radius, the region, home to the world's No. 1 shipyard Daewoo Shipbuilding & Marine Engineering Co., global carmaker Hyundai Motor Co., and aerospace manufacturer KAI Co., should go beyond just a factory area that manufactures mobility devices. Then, the high value-added design industry should be fused with the traditional manufacturing capabilities that have strengths, and furthermore, tourist-type facilities such as theme parks and museums should be combined.

References

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