

Starbucks Korea opens Gana Art Park collaboration store

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Starbucks Korea has launched its innovative 'Gana Art Park' store, quickly becoming a central attraction in the northern Gyeonggi region. The store, a collaboration with Print Bakery, Korea's largest art platform, combines the Starbucks Experience with unique artworks, creating a vibrant cultural experience.

As Starbucks Korea's ninth destination store, Gana Art Park offers customers a distinctive blend of art and coffee. On its opening day, the store attracted over 2,000 visitors, setting a new record for destination store attendance. The 187-seat venue was bustling with locals and tourists, eager to explore the new art-integrated concept.

As an art collaboration specialised store, visitors showed great interest in the artworks. They moved around the store to appreciate them and took photos with family and friends in the designated photo zones.

The store offers exclusive food and beverage items, including the 'Ganache House Cake' which sold out on the opening day, and the special drink 'Strawberry Glazed Cream Frappuccino,' with its art-like colours, was the second most popular item following the Americano.

Starbucks Korea has been creating successful collaborations with Print Bakery artists since 2023. Earlier this year saw the release of the Dodo Edition MD by artist Kim Sun Woo, the NFT Eco Project by artist Dadaz, and the Cheongshin Edition MD by artist Cheongshin, incorporating art into their stores through various online and offline collaborations.