

# SEVENTEEN Turns Los Angeles into a K-Pop Playground with “The City”

This article underscores how SEVENTEEN is transforming their U.S. tour into a city-wide festival that blends music, lifestyle, and local culture—an approach that illustrates how K-pop IP can create immersive urban experiences with global commercial partners.

## □ **City-Wide Festival Transforms LA Experience**

- SEVENTEEN hosts “The City LA” from Oct. 11-19 alongside world tour, expanding beyond concerts into comprehensive citywide events
- BMO Stadium area near concert venue transforms into meeting space for CARATs, creating community hub for fans

## □ **Airbnb Partnership Offers Immersive Fan Experiences**

- Collaboration features K-pop performance workshops, K-beauty experiences, SEVENTEEN music DJ parties exclusive to LA
- Hands-on activities include studio recording, remix workshops, pottery painting, cake making, and shirt customizing

## □ **Landmarks and Public Spaces Become K-Pop Stages**

- Santa Monica Ferris wheel lights up with SEVENTEEN and CARAT logos Oct. 15-17, Universal Studios hosts sing-along party Oct. 14
- Campaign visuals broadcast across 55 subway station digital screens and 157 large billboards throughout LA

## □ **Pop-Up Store and F&B Collaborations Expand Reach**

- Downtown west LA pop-up store “SEVENTEEN ON COMPLEX” offers exclusive merchandise and photo zones
- Multiple F&B brands launch SEVENTEEN-themed menus, extending IP into lifestyle consumption across restaurant partners

### *Source*

Yonhap News Agency. (2025. 9. 24) <https://www.yna.co.kr/view/AKR20250924049300005?section=entertainment/all> (Korean version only)