

HOBBY FAIR

The biggest miniature festival in Korea



A world you've never seen Miniature Modeling Festival



About the Event

Hobby Fair is the largest event dedicated to miniature modeling, hosted and organized by M&M Studio, which operates MMZ (Miniature & Modeling Zone) — the longest-running scale modeling community, established in 1998.

Since its first edition in 2009, the fair has been held annually and is set to mark its 16th edition in 2026, continuing to grow in both scale and influence. Every year, leading model manufacturers and many companies from overseas take part, along with active participation from both local and international hobby clubs. Exhibition slots for clubs often fill up within a day of opening, showing the high level of enthusiasm and ongoing demand for expansion.

The fair has evolved into a comprehensive event that goes beyond scale modeling, embracing a wide range of genres including character models, papercraft, and original creations — becoming a broader celebration of miniature culture.

With steady involvement from international participants, the fair continues to build its reputation as a global platform for creative exchange. It provides opportunities for brand promotion, sales, and curated showcases that support business growth, while also inspiring creativity and connection through contests, demonstrations, exhibitions, and flea markets. Hobby Fair has established itself as a dynamic space where industry and culture come together.

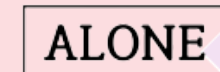


Hobby Fair History

- Dec 2009 – 1st Hobby Fair at AT Center (Yangjae, Seoul)
- Aug 2010 – 2nd Hobby Fair at Textile Center Convention Hall (Samseong-dong, Seoul)
- Jul 2011 – 3rd Hobby Fair at Textile Center Convention Hall
- Apr 2012 – 4th Hobby Fair at Dongdaemun Design Plaza (DDP)
- Mar 2013 – 5th Hobby Fair at Sindorim TechnoMart Special Exhibition Hall
- Apr 2014 – 6th Hobby Fair at Sindorim TechnoMart Special Exhibition Hall
- Apr 2015 – 7th Hobby Fair at Sindorim TechnoMart Special Exhibition Hall
- Apr 2016 – 8th Hobby Fair at Sindorim TechnoMart Special Exhibition Hall
- Apr 2017 – 9th Hobby Fair at Korea Institute of Design Promotion Exhibition Hall (KIDP)
- Mar 2018 – 10th Hobby Fair / MMC at Korea Institute of Design Promotion
- Mar 2019 – 11th Hobby Fair / MMC at Korea Institute of Design Promotion
- Jun 2022 – 12th Hobby Fair at Korea Institute of Design Promotion
- Mar 2023 – 13th Hobby Fair / MMC at Korea Institute of Design Promotion
- Mar 2024 – 14th Hobby Fair at Korea Institute of Design Promotion
- Mar 2025 – 15th Hobby Fair at SETEC, Hall 2 (Seoul Trade Exhibition & Convention Center)



Participating Companies & Brands



Booth Layout

2025

A1 올프팩 디자인
A2 MS Model
A3 더 모델러
A4 실스타
A5 디토스튜디오
A7 케이에치위즈

B1 Nuts Planet
B2 Model Art
B3 DEF Model
B4 C&Craft
B5 넷헬아틀리에
B6 아토 프로덕션
B7 선스 하비

C1 프라마크
C2 알론
C3 좌수공방
C4 갈라파고스
C5 영미니어처
C6 아담스프라

D1 Life Miniatures
D2 HS-models
D3 미니홈
D4 토리 팩토리
D5 PONTOS
D6 카라운드

E1 AK Communications
E2 테트라 모델
E3 H3 Models
E4 루비콘 모델링
E5 Style X (Stedi)
E6 아셈하비

F1 M.F.F.
F2 HOM
F3 프라메이슨
F4 꼭두나라
F5 종이와 로봇의 관계
F6 Tiger's Alliance
F7 김팽장
F8 대구 봉프라
F9 홍성한

G1 YPC
G2 피겨링
G3 아주르무스
G4 모형 해적단
G5 모형 삼합회
G6 Creepology
G7 짱구와 투투
G8 비모사모

H1 현용 AFV 모델링 클럽
H2 Cross Road
H3 Worker's Holyday Proj
H4 오리 너구리 79
H5 키위맨 모형아카데미
H6 이상백
H7 언제나 연습중
H8 TOYDOLKONG

I1 이스케이프
I2 수원모임
I3 GMC
I4 스탠스오토
I5 튜닝 타임즈 강좌
I6 프라웍스
I7 대한인형협회

J1 독수공방x헬게이트
J2 바우 공방
J3 피규어 아틀리에
J4 슈구리
J5 WULF
J6 활동인형공방
J7 조이더즈
J8 Warhammer Adeptus
Titanicus

K1 TEAMZEONIC
K2 우왜다
K3 사막의 여우
K4 김민중 디오라마
K5 디씨인사이드 모형 갤러리
K6 짜이왈라
K7 BEYONDERS

M1 모형전자공작
M2 다이스갓
M3 Happy Modeler
M4 Hardcraft
M5 잡동사니
M6 늦동이 버룩
M7 레트로 하비
M8 몰퍼토이

N1 R.O.K. RESPONDERS
N2 777 모형 & 도색 공방
N3 다음 프라모델 카페
N4 데시그나레
N5 안치홍
N6 프라창고
N7 도착아재
N8 위클리 모델

L1 아재의 취미
L2 레고 메카닉 동호회
L3 송정근
L4 레진이터
L5 이리인데 왜블붕이냐고
L6 금테양
L7 GD Story
L8 광주 전남 모임
L9 재활용품 할리데이비슨
L10 BANDIT MODELS
L11 Scrape that Mad
L12 구아보아
L13 BLEN STUDIO

Z1 마스터 초청전
Z2 Plamodel Garage
Z3 Rail & Wheels

X1 아카데미 과학
X2 편포지

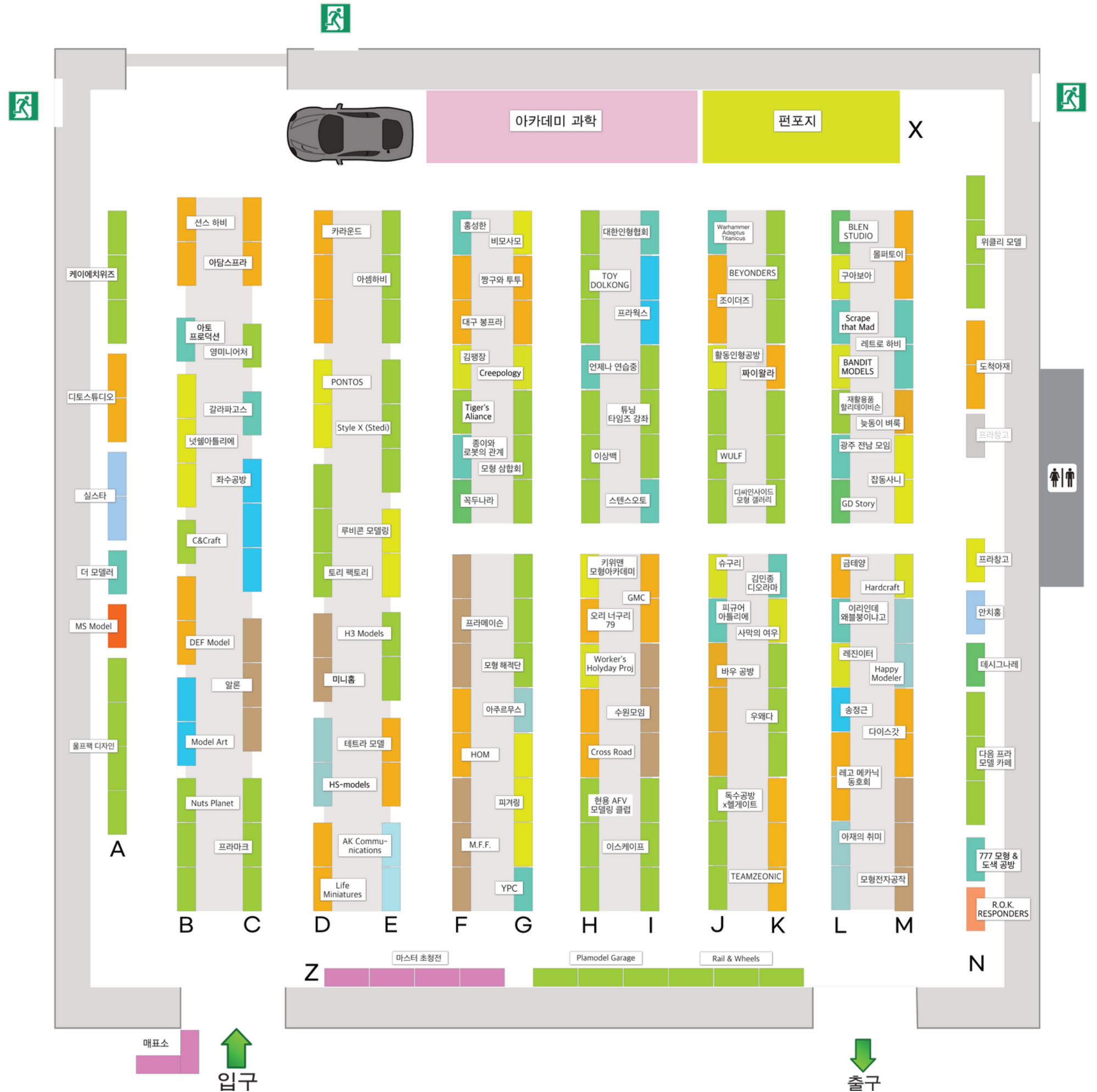


Photo Gallery



Photo Gallery



Contact Us

Official Website

www.hobbyfair.co.kr

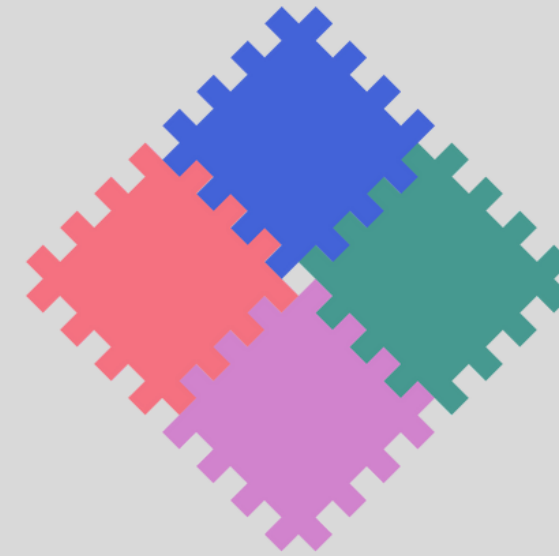
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하비페어



M&M Studio
MINIATURE & MODELING CREATIVE STUDIO