

Hyundai to deliver Korean cuisine at Group's global innovation hub in Singapore

14 May 2024 | News

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In a groundbreaking collaboration between world-renowned three-Michelin-star Chef Corey Lee and Hyundai Motor Group Innovation Centre Singapore (HMGICS), Na Oh, a new restaurant concept, is set to add a unique offering to the rich culinary landscape in Singapore.

Na Oh â?? which means 'moving from inside out' in Korean â?? will be more than just a restaurant. It will be a destination in Singapore that stands as a cultural hub for Korean cuisine, craft and design.

Led by the culinary vision of San Francisco-based Chef Corey Lee, Na Oh explores traditional Korean cuisine through a modern lens. Na Oh marks Chef Corey Lee's first project in Southeast Asia, adding an exciting dimension to the city's culinary offerings.

HMGICS will be at the core of Na Oh's concept. Integrating Na Oh at HMGICS will further extend the hub's customer experience beyond a conventional automotive production facility, transforming it into a unique hospitality destination in Singapore.

Utilising cutting-edge automation and robotics technology, HMGICS operates a two-story vertical smart farm with the capacity to produce over 30kg of fresh produce daily. It is the world's first robotics smart farm for customer experience and the first of its kind in the world to be open to visitors. Na Oh will source ingredients directly from this facility, establishing a direct connection between food and innovation to offer a unique and refined farm-to-table experience.

Under the guidance of Chef Corey Lee, Na Oh's culinary team will deliver exquisite Hansik cuisine calibrated for the modern palate. Drawing inspiration from Korean traditions, Na Oh will not only tantalise taste buds but also provide cultural insights through its curation and collaboration with many of Korea's master artisans. Na Oh is set to open to the public in June 2024.