

The top must see sights of the city!

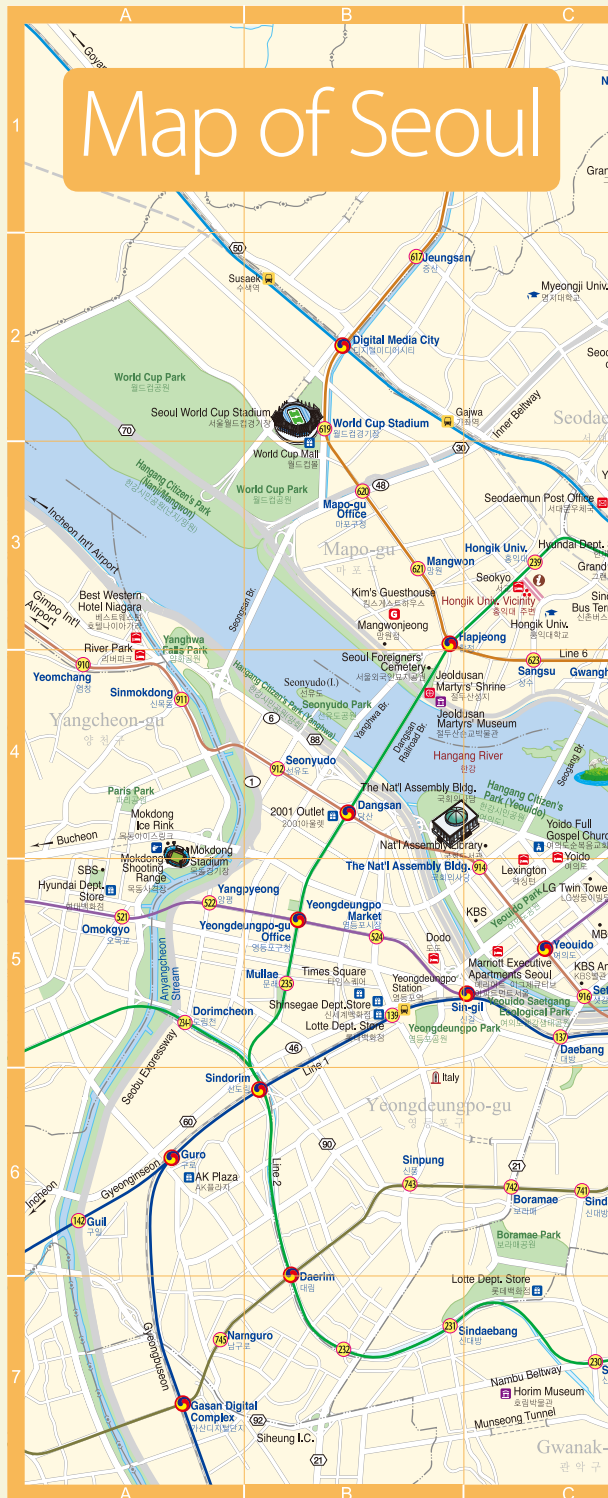
SEOUL BEST 100

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www.SEOUL.GO.kr
www.visitseoul.net



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- Bank
- Money Exchange
- Shopping Center
- Duty Free Shop
- Museum, Gallery, Exhibition Hall
- Club
- Live Performance Hall
- Jazz Bar
- Casino
- Movie Theater
- Shooting Range
- Mountain
- Hot Spring
- World Cultural Heritage Site
- Fortress
- Royal Tomb
- Temple
- Temple with Templestay Program
- Church
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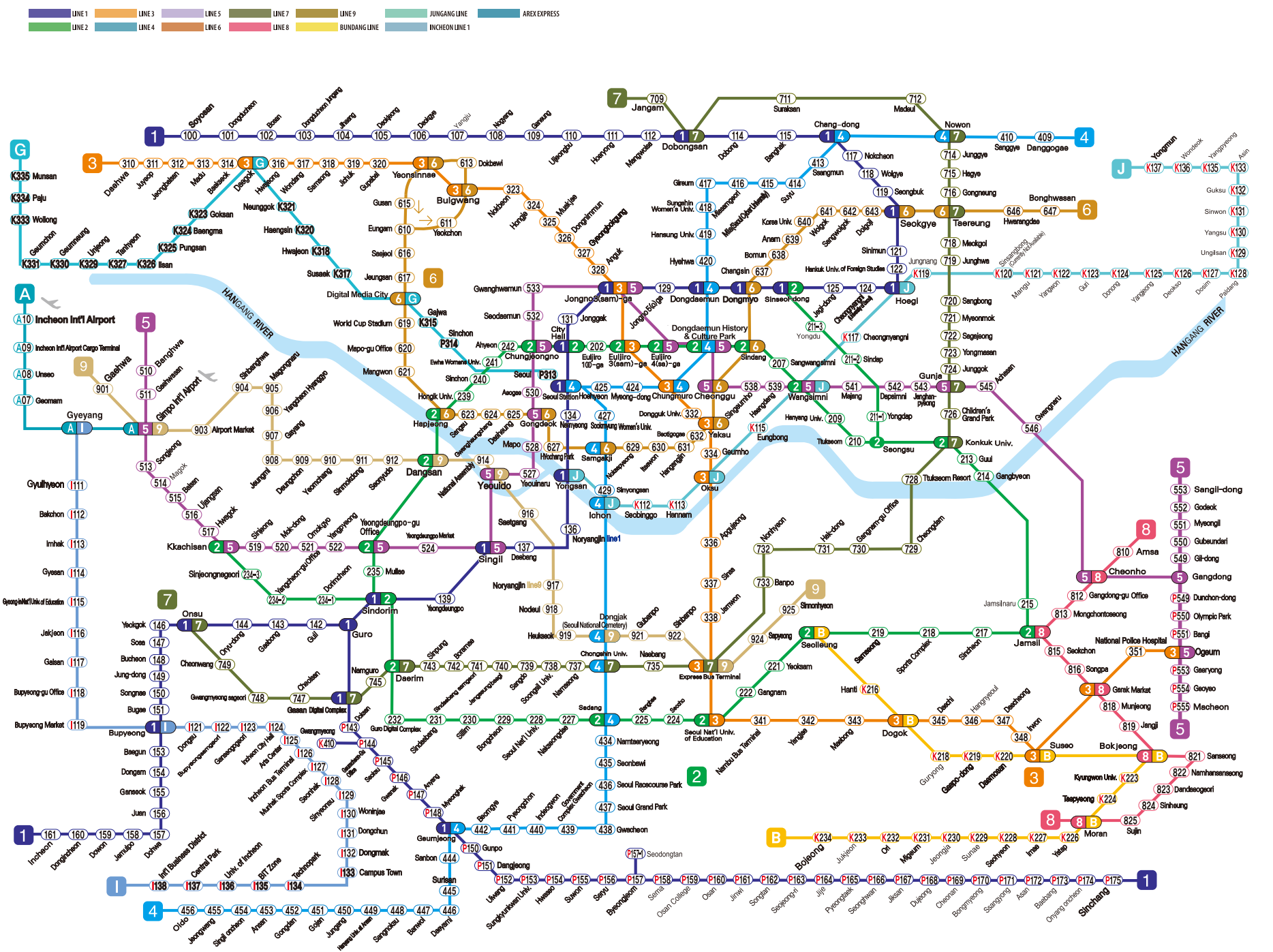
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LOTTE DUTY FREE

Dance is a language.

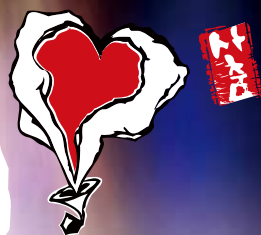
Dance is an interaction.

The only language that transcends time,
space and nationality... Dance!

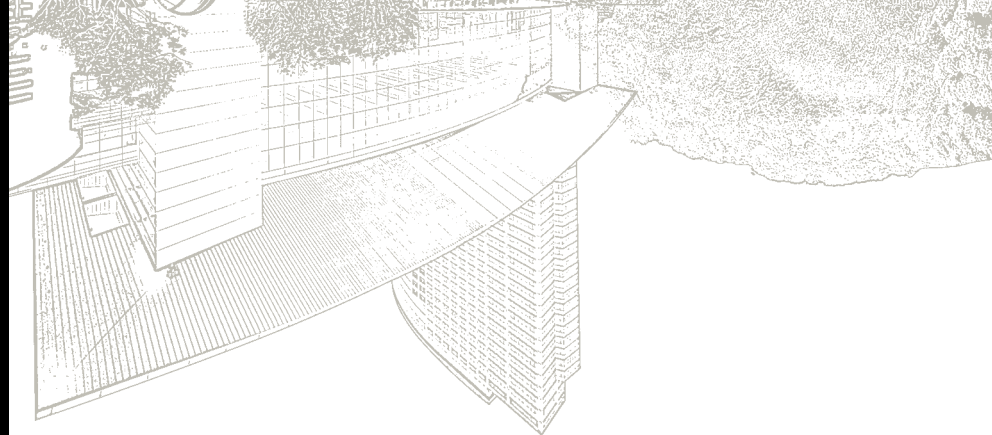
Just feel it!
Dance is the message!

SACHOOM creates energy of the stage that
moves the audiences only with dance and music...

Sachoom
Dance Musical



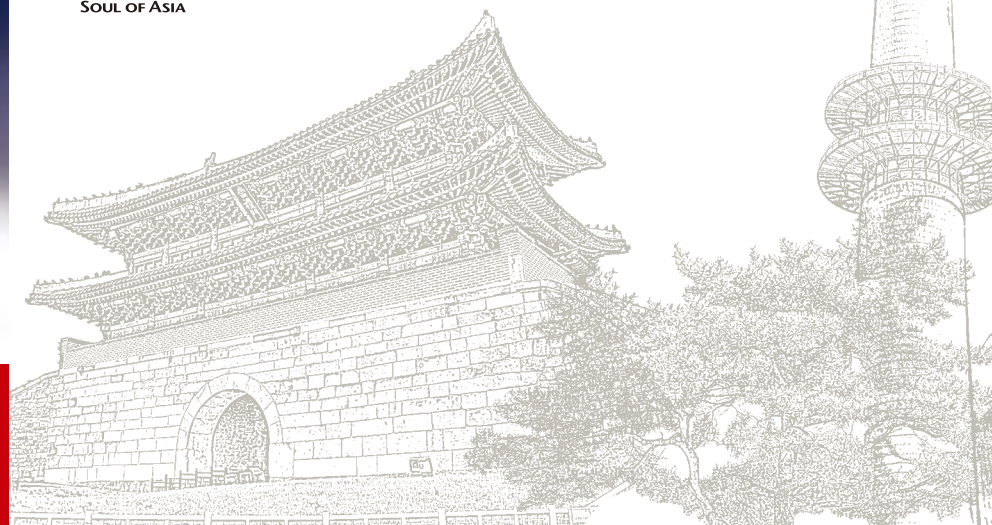
SACHOOM exclusive theatre Nagwon building 4th, Insa-dong, Seoul Korea.
Mon ~ Friday 8:00 PM / Saturday 4:00PM, 7:30PM / Sunday 4:00PM Price of admission 50,000(won)
For more information 82-2-3676-7616 / www.sachoom.com English 070-8249-3023
By subway 1stline, 3rdline and 5thline Jongno3-ga station exit5, 1stline Jongak station exit3
3rdline An-guk station exit4



SEOUL BEST 100

The top must see sights of the city!

H! Seoul
SOUL OF ASIA



100 Must see sights of Seoul

Infinitely yours,
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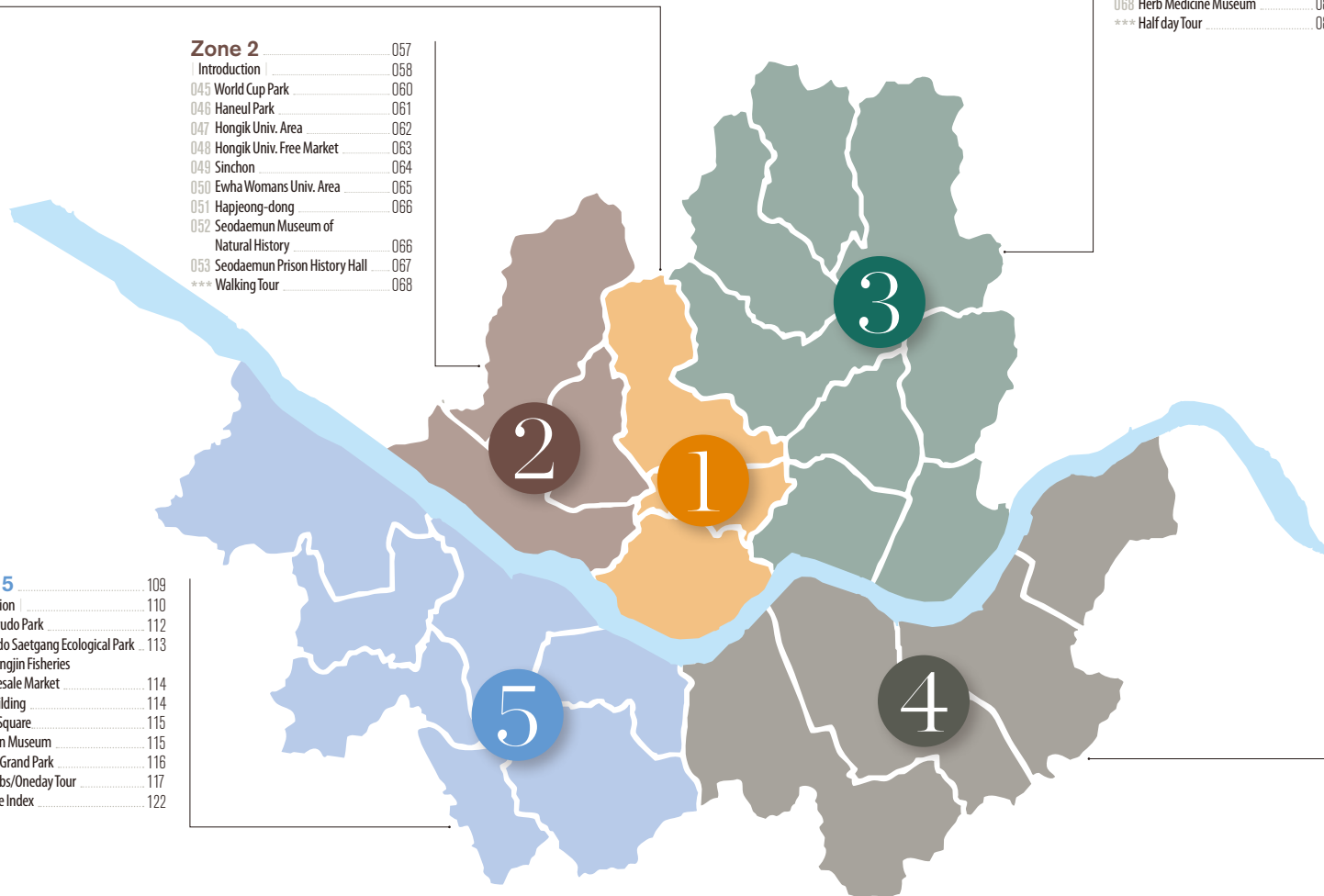
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Introducing Seoul!

SEOUL is...

- **Formal Name** | Seoul Metropolitan City
- **Area** | 605.25km² (as of end of Dec. 2009)
- **Population** | 10,464,051 (as of end of Dec. 2009)
- **Language** | Korean & English
- **Religion** | Buddhists 25%, Christians 25%, Other religions 50% Undeclared
- **Power Voltage** | 220V
- **Website** | www.visitseoul.net

Story of Seoul

The name of Seoul originates from the word *soseon beol* (elevated field), *soseon ul* (elevated fence). In Joseon Dynasty, it was called as Hanseongbu, Hanyang and Gyeongdo, and as Gyeongseongbu under the Japanese rule. It was after the independence on Aug 15, 1945 when Seoul became its formal name. Seoul was promoted to the level of province in the government hierarchy in 1946 and was selected the seat of the capital in 1948 when the Republic of Korea formally was announced. In 1949, Seoul became Seoul Metropolitan City as it is now. Afterwards, Seoul never stop developing itself into the next level and hosted the 1988 Olympic Games and the 2002 FIFA World Cup Games, making its presence felt on the global map.

Harboring the beautiful mountains like Bukhansan (Mt.) and Namsan (Mt.), Seoul lets the Han River freely flow at its center towards Sea of Yellow. With the coveted natural scenery, eco-friendly Seoul consists of 432 *dong* (neighborhood) and 25 autonomous *gu* (district), 14 *gu* in north of the River and 11 *gu* in south of the River. Seoul accounts for a meager 0.6% of the country's territory, but contributes to a whopping 21 % of the country's GDP and 50% of country's finance. Seoul is also the most visited city in Korea by foreign tourists as 77.4% of them made their footprints in Seoul as of 2009. As more and more foreigners are now living in Seoul, it is fast becoming a world-renowned tourist city.

Seoul Best 100 introduces the top 100 attractions that you must visit in Seoul. The selected 100 destinations are the living proof of Korea's history and culture.

THE WAKING GESTURE OF FESTIVALS!

The city of culture and arts, Seoul! Seoul is known as an exciting city.

Seoul is a city full of festivals. There are always exciting events all people can enjoy regardless of their race, language, and age, with programs everyone can easily participate in. Demonstrated best by the Hi! Seoul Festival, the festivals of Seoul are attracting the world's attention through constant annual change. Newly established places in the city, including Hangang Park, Gwanghwamun Belt, and the Design Street of Gangnamdaero, are doubling the excitement of these festivals. Let's take a look at the festivals of Seoul, the city where traditions and the future coexist. The more you learn about these festivals, the more you will surely become excited!

● Hi! Seoul Festival

- Hi! Seoul Festival is the best-known festival brand of the city of culture, Seoul. Since the 2002 Korea-Japan World Cup, Seoul has held this festival every year. The festival is boosted by voluntary participation from both foreign tourists and local residents. The period and theme of the festival depends on the situation each year. The program is conducted at various venues around Seoul, including its five main palaces, and you can enjoy many spectacles and foods. Please visit the website for the festival's schedule, events, and activities.
02)3290-7000/www.hiseoulfest.org

● Seoul Lotus Lantern Festival

- Buddhists compare the lotus lantern, which emits light without going out, to the good deeds of humanity. For this reason, people in Buddhist culture have maintained the offering to the Buddha ceremony with lotus lanterns everywhere on the Day of Buddha's Birth every year. To make this event a more popular festival, Seoul holds a large lotus parade from Dongdae-mun to Jogye-sa Temple between April and May every year, and encourages the participation of tourists and residents in some events, such as the Buddhist Culture Festival, the Harmony Festival, and the Lotus Lantern Making Festival for Foreigners. 02)2011-1744 / www.lf.or.kr



● Seoul Fringe Festival

- Young artists who are not bound by the mainstream created this festival voluntarily to communicate with their audiences. The Seoul Fringe Festival is held in the Hongdae area, with its

streets of cultural guerrillas. It includes different arts genres such as installations, exhibitions, fine arts, performances, mime, music, and dance.
02)325-8150 / www.seoulfringe.net

● Seoul Drum Festival

- People from all over the world become one through drumming. Between October and November every year, the Seoul Drum Festival presents you with a feast of sounds, with teams invited from all over the world featuring alongside local percussion teams. With greater artistic value and professionalism in the percussion performances every year, the event is becoming a very special festival you can only enjoy in Seoul.
02)734-1459 / www.seouldrum.go.kr



● Seoul Gugak Festival

- The Seoul Gugak (traditional Korean music) Festival is held in each of the four seasons and has been a signature traditional music festival for residents all year round. The festival presents a great number of attractions by harmoniously connecting 'fringe genres' such as fusion gugak, children's gugak songs, cinema music, dance and beat box, in an effort to allow tourists to understand Korean music more. 02)2171-2573 / www.seoulgugakfestival.org

● Demonstration of Gwageo in the Joseon Dynasty

- In 1994, exactly one hundred years after it was abolished, Gwageo (the highest-level state examination to recruit ranking officials during the Goryeo and Joseon Dynasties) was re-enacted, and it has been held every year since. This event

re-enacts the civil service examination of Gwageo. In this special event, people follow the original form of the Gwageo of Joseon Dynasties, filling in the answer sheet with a given theme. This event has incorporated special events every year. The demonstration in 2010 will also introduce some unique events such as the Hangul (Korean alphabet) gwageo and the mobile text gwageo, to appeal to more residents and tourists. Please visit the website to check out the schedule.
02)2171-2380/www.gwageo.com

● Media City Seoul

- Launched in 2000, the Seoul International Media Art Biennale is an arts festival proudly exhibiting the aspects of contemporary arts through media arts from all around the world. In the event held at the Seoul Museum of Art in September 2010, media artists of 45 teams from 21 countries, including Blast Theory, Shilpa Gupta, Catherine Opie, and Apichatpong Weerasethakul, showed how the structure of today's modern society has been influenced since the emergence of media in the early 20th century. 02)2124-8911,2 / www.mediacityseoul.org

● Seoul Design Fair

- The 'Seoul Design Olympics', held since 2008, has changed its name to the Seoul Design Fair. This event is held in autumn. It is a comprehensive design festival organized by the city of Seoul, designated as the World Design Capital (WDC). In 2010, when the WDC is declared, various programs, such as exhibits, conferences, contest exhibits, and experiential exhibits, will be held under the theme of 'Design for All'. You can enjoy various and intriguing events, including the 'Life Sketch of Three Asian Countries', the 'Seoul Design Assets Exhibition', which expresses the 600-year history of Seoul through design, the 'Design Seoul International Conference', at which world-renowned scholars are invited to attend, and the Foreigner Korean Food Contest.
02)412-0729 / <http://sdf.seoul.go.kr>

Welcome to Infinite Seoul, Korea



Zone 1

Reminiscent of a Majestic Kingdom,
First stop destinations

Jongno, Jung-gu, Yongsan





Merrily meander through history

The first places to visit in Seoul are in Jongno-gu, Jung-gu and Yongsan-gu. They have kept the old town of Seoul very well. You can see the five royal palaces and Jongmyo (Royal Shrine) which are the authentic Korean traditional architectures. Insa-dong, Samcheong-dong and Bukchon show how wonderfully the tradition and the modernity fit together. The large-scale traditional market, Namdaemun Market is just next to Myeong-dong where upscale department stores settle down attracting global shoppers. The city of Seoul becomes a legend in your mind when you get lost amid streets filled with history and cultural fragrances and you would still feel happy.

● Festivals

Traditional Food Festival | A rare chance to experience Korean traditional cuisine which came down to the royal family and the nobility. Enjoy the excellence and taste of Korean dishes. As more and more foreigners are now living in Seoul, it is fast becoming a world-renowned tourist city. It is held every two years in even numbered years. 02)731-0412

Myeong-dong Festival | Korea's popular shopping town, Myeong-dong, throws its festival in spring and fall. Offers various program such as a beauty pageant, folk games, Korean traditional weddings and fashion shows. 02)2260-1095

First Full Moon Bridge Treading Festival

To celebrate the restoration of Gwang-tonggyo (Bridge), a traditional bridge treading festival, which was originated from the ancient Goryeo Dynasty, has been brought in. It opens at the 15th day of the New Year according to the lunar calendar, the first full moon day, around Feb or early March of solar calendar. 02)2260-1095

Itaewon Grand Sale | Opens at the same time with Hi Seoul Festival in May. Over 1,000 shops participate on their own offering a price discount for shoppers. 02)710-3114

● Performances

Sachoom(Dance, If You're in Love) | Through the universal language of dance, a

story of love and dream spreads on the stage. Like Bibimbap of Korea, the dance show mixes various dances from hip-hop, jazz, modern dance to break dance to appeal to the audience. It made a mega hit at the 2008 Edinburgh Fringe Festival. The theater reserved only for this show is located on the 4th floor of Nakwon Arcade behind Tapgol Park at Jongno 2-ga. 02)3676-7616

BABY | The latest upgraded version of "Bal-lerina Who Loves B-boy," the first b-boy performance in Aug 2009. BABY stands for Battle B-boy. On the ink-and-wash painting-like backdrop, hip-hop meets with oriental music, which delivers pleasure and touching. Performed at the exclusive theater in Hongik Univ. area. 02)323-5233

Zone 1

● Gourmet Restaurants

- Gayarang** | 02)797-4000
 - Gaya Lunch A (Lunch) ₩38,000
 - 200 m toward Namsan No 3 Tunnel from Exit 2 of Noksapyeong Station on subway line 6
- Gamrodang** | 02)3210-3397
 - Sannamul Jinjisang ₩23,000
 - Samcheong Police Box at Exit 3 of Anguk Station on subway line 3
- Gungnara Cold Noodle-Rice in soup** | 02)744-4701
 - Arcon Jelly ₩5,500, Cold Noodle ₩5,500
 - 200 m toward Cheonggyecheon from Exit 4 of Changshin Station on subway line 6
- Soshim** | 02)734-4388
 - Bibimbap ₩8,000
 - 1-min walk toward Inсадong from Exit 6 of Changshin Station on subway line 3
- Goryeo Samgyetang** | 02)752-9376
 - Samgyetang (Chicken broth with ginseng) ₩13,000
 - 50 m toward Chungjeongno from Exit 10 of City Hall Station on subway lines 1-2

● Places to Eat

- Nagwon-dong Rice Cake Alley** | Rice cake for royals was made in Nakwon-dong due to its closeness to Changgyeonggung. The traditional specialty has come down until far.
- Nagwon-dong Steamed Frogfish Alley** | Located behind Nakwon Arcade at the entrance of Inсадong.
- Cheongjin-dong Hangover Soup Alley** | After Independence from Japan, the first hangover soup house called Younghwaok was opened. Cheongjinok, Heungginok, Ilmiok followed.
- Daehakno Food Alley** | Around Hyehwa Station, road shops and restaurants cluster and attract youngsters with its affordable prices and quality.

● Places to Stay

- **Super Deluxe**
 - **Grand Hyatt Seoul** | 02)797-1234
 - **Westin Chosun** | 02)771-0500
 - **Seoul Plaza** | 02)771-2200
 - **Hotel Lotte** | 02)771-1000
 - **Hotel Shilla** | 02)2230-3310
 - **Millennium Seoul Hilton** | 02)753-7788

- **Hotel Sofitel Ambassador** | 02)2275-1101
- **Deluxe**
 - **Hotel President** | 02)753-3131
 - **Seoul Sejong Hotel** | 02)776-6000
 - **Seoul Royal Hotel** | 02)756-1112
 - **Koreana Hotel** | 02)2171-7000
 - **Hotel Capital** | 02)792-1122
 - **Pacific Hotel** | 02)777-7811
 - **Best Western Premier Hotel Kukdo** | 02)6466-1234
- **First Class**
 - **Hamilton** | 02)794-0171
 - **Crown Hotel** | 02)797-4111
 - **Jongno Crown** | 02)3676-8000
 - **Savoy Hotel** | 02)776-2641
 - **Rex** | 02)752-3191
 - **PJ** | 02)2280-7000
 - **New Kukje** | 02)732-0161
 - **Prince** | 02)752-1963
 - **Ibis Ambassador the Myeongdong** | 02)6272-1101
 - **Astoria** | 02)2268-7111
- **Innoston**
 - **Doulos Hotel** | 02)2266-2244
 - **Gogung Hotel** | 02)741-3831
 - **Biwonjang Guest House** | 02)765-0670
 - **Jongnowon Hotel** | 02)763-4249
 - **Holiday Inn Korea** | 02)3672-3113
 - **Im Guest House** | 02)747-3332
 - **New Korea Hotel** | 02)776-2266
 - **Namsan Park Hotel** | 02)779-7941
 - **Youngbin Hotel** | 02)2277-1141

One-day Tour (Starting at 10 o'clock in the morning)

- 1 Gyeongbokgung (palace) ⇒ Samcheongdong-gil (Lunch) ⇒ Bukchon Hanok Village ⇒ Insa-dong ⇒ Dongdaemun Fashion Town (Dinner)
- 2 Gyeongbokgung ⇒ Seodaemun Prison History Hall (Lunch) ⇒ Inwangan (Mt.) & Seoul Seonggwak (Fortress) ⇒ Samcheongdong-gil (Dinner) ⇒ Hongik Univ. Clubs Streets
- 3 Changdeokgung (Palace)/Jongmyo (Royal Shrine) ⇒ Bukchon Hanok Village (Lunch) ⇒ Insa-dong ⇒ Daehakno ⇒ Seongsu-dong Old Houses of Writers ⇒ Sungshin Women's Univ. (Dinner)
- 4 Changdeokgung/Jongmyo ⇒ Sungshin Women's Univ. (Lunch) ⇒ Seoul Yangnyeongsi ⇒ Hongneung ⇒ Dongdaemun (Dinner)
- 5 Cheonggyecheon (Stream) ⇒ Ewha Womans Univ. Shopping Stree (Lunch) ⇒ Seodaemun Museum of Natural History ⇒ Palgajjeong (Pavilion) & Seoul Seonggwak (Fortress) ⇒ Samcheongdong-gil (Dinner)
- 6 Bukhansan (Mt.) (Uidong) ⇒ Doseonsa (Temple) ⇒ Baegundae (836m) ⇒ Down from the top (about 6-hour round trip, Recommended to bring a lunch) ⇒ 4.19 Memorial Park (Dinner)

Gyeongbokgung (Palace) 001

Since built in 1395, Gyeongbokgung was the main seat of government activity of the Joseon Dynasty, which ruled Korea with Seoul as capital city during the years 1392 to 1910. The palace thrived but was devastated going through tumultuous times of the Japanese Invasion of Korea in 1592 and the Japanese colonial rule. The restoration began in 1990 and revealed what it is today. The arrangement of the palace consists of official quarters, living quarters and resting places. Along the central axis upon which Gwanghwamun stood was the nucleus of the palace having the throne hall, reception hall and king's and queen's residences. Other buildings stood asymmetrical, creating unity and variance at the same time.



☎ 02)3700-3900
 📍 1 Sejong-ro Jongno-gu
 🚶 5-min walk from Exit 5 of Gyeongbokgung Station on subway line 3
 10-min walk from Exit 2 of Gwanghwamun Station on subway line 5
 🕒 Mar to Oct 09:00-18:00 / Nov to Feb 09:00-17:00
 👤 Adults (aged 19 to 64) ₩3,000 Minors (aged 7 to 18) ₩1,500
 🌐 www.royalpalace.go.kr
 *Closed on Tuesdays / Foreign language guide available

Geunjeongjeon The Throne Hall, where the king granted audiences to officials, presided over large official function and met foreign envoys. Geunjeongjeon is the largest and most formal hall in the palace. The two-tier edifice stands on a high platform reached by stone steps. There is a spacious courtyard in front, where important events were held and corridors enclose it. There are small items inside with which the royal prayed for the happiness of his subjects.

Gyeonghoeru Pavilion A pavilion located on a pond to the west of the living quarters. Built as a venue for feasts for foreign envoys, the king and his court officials. Banquet floors were buttressed by the 48 stone columns decorated with dragons and flowers. The higher ranking officials were seated higher part of the three-tier floors. The pavilion

tip

• **Changing of the Guards Ceremony** Take in the spectacle of the changing of the royal guard, a re-enactment held since 1996. The ceremony takes place daily from 10 am to 3 pm on the hour. In July and winter times, the ceremony is held in an informal way. Guardsmen in Joseon Dynasty costume are ready to take a photo with you afterwards for free.

• **Sangchamui** A royal morning assembly in Joseon Dynasty. Higher-ranking officials were received in audience by a king and reported on state affairs. There enactment takes place at 11:30 am from April to June and from Sep to Nov except on Tuesday and Saturday.

• **Royal Promenade** To introduce the everyday life of royals, the re-enactment takes place at the same time with Sangchamui, the royal morning assembly. You can see a king and his queen followed by court ladies, guards strolling in the royal residence.

• **Stone Statue** Stone statue of real and imaginary animals are hidden in Gyeongbokgung. Walk slowly and look closely at stone handrail of Woldae and Youngje Bridge and you will see the signs of various animals from fowl, rat, rabbit, cow, snake, horse, tiger, sheep, monkey to imaginary animals of dragon, oriental giraffe, Chinese phoenix, a tortoise intertwined with a snake.

floats on a man-made lake across a man-made hill called *Mansesan*. In summer, look at the shadow on the surface of the pond and, in winter, a snowy and tranquil scenery.

Gwanghwamun The main gate of the palace. It has a double-roofed pavilion over three arched openings set in a high stone foundation. The king used the central arch, while the crown prince and officials entered through the openings on either side. The gate pavilion housed a bell, which announced the time of day. Outside Gwanghwamun ran Yukjogori, street of six ministries, home to major government offices where today's Sejongno is.

Gangnyeongjeon The king's living quarters. The arrangement of the 9 rooms is characterized by *ondol* (heated-floor) rooms on the left and right with a wide wooden-floor space in the middle and a wide stone veranda in front. The king lived in the central room.

Gyotaejeon The queen's quarters connected to Gangnyeongjeon Hall. Behind the building, an exclusive

small garden of elegance and beauty, Amisan, was built with earth out of Gyeonghoeru pond. With intricate patterns of phoenixes, birds, trees and flowers, the unusual hexagonal chimneys stand outside the building to which they are connected through underground pathway.

National Palace Museum of Korea A museum dedicated to royal culture that infused the lives of Joseon rulers and a very informative place for those who visit Gyeongbokgung. The Museum is also divided into five sections: Royal Symbols and Records, Ancestral Rites, Palace Architecture, Joseon Sciences and Royal Life. English, Chinese and Japanese guides offers daily. Opens from 9 am to 6 pm on weekday. Closed on Mondays. 02)3701-7500 / www.gogung.go.kr

The National Folk Museum of Korea The folklore artifacts exhibited at this museum offer valuable insight into daily life. Opening hours are from 9 am to 6 pm in Mar to Oct, and to 5 pm in Nov to Feb. Closed on Tuesdays and New Year's Day. 02)3704-3114 / www.nfm.go.kr

Changdeokgung (Palace) 002

Changdeokgung was favored by the Joseon monarchs since its construction in 1405, as it is definitely more comfortable than the more formal Gyeongbokgung, which was the actual seat of government. Changdeokgung gets its homey feel for having its buildings more harmoniously blended with nature: lush scenery with various towers, pavilions, ponds, bridges, a stream with waterfall. Through the tumultuous times, it was burnt down several times but the buildings have remained largely intact over the six centuries. Changdeokgung is designated by UNESCO as World Cultural Heritage.



Injeongjeon The central building of Changdeokgung where major governmental functions were held. On the two-tier foundations, the 2-story building was established in a dignified but familiar way. The inside is sober with no pillars nor dividing walls. Many of the kings of Joseon Dynasty were enthroned here, officially received his subject each season and met foreign envoys. The surrounding buildings looking like walls were the quarters for royal guards.

- ☎ 02)762-8261, 9513
- 📍 2-71 Waryong-dong Jongno-gu
- 🚶 5-min walk from Exit 6 of Jongno 3-ga Station on subway lines 1 & 3 & 5
- 📅 April to Oct 09:00-18:30 / Nov to Mar 09:00-17:30
- 🕒 Dec to Feb 09:00-17:00
- 💰 Adults (aged 19 to 64) ₩3,000 Minors (aged 7 to 18) ₩1,500
- 🌐 www.cdg.go.kr
- 👤 *Only 80-min guided tour available (unguided tour available on Thursday) / Foreign language guide available at different hour of time. Advanced check-out recommended
- 🗑️ *Closed on Mondays

Changdeokgung Garden 003

A perfect royal garden. This beautiful garden was nestled on a lower hill between Changdeokgung and Changgyeonggung. Based on the four valleys inside, there are four sections of the garden: Buyongji, Aeryeonji, Gwanramji and Okryucheon. With smallest touch of humans, the garden makes most out of the nature for its own sake.

Buyongji The first garden welcomes when you get inside. Surrounding a square pond, several buildings stand.

Yeonggyeondang A 120-room tiled-roof house built by the crown prince, Hyomyeong, in 1827. It is simple and graceful with no colored patterns on it. It also divides into the husband's quarters and the wife's. At every corner of the house, trees and oddly shaped stones are planted. Even though it is a little bit troublesome, walk up to the behind of Seonhyangjae.

tip Was the royal backyard only reserved for the royal family? Absolutely not. Though the backyard of Changdeokgung Garden called as Forbidden Garden or Secret Garden, it hosted various events: Kings discussed academic matters with their subjects and wrote poems, the state examination was held, the martial demonstrations occurred, and the royal couple engaged in farming and rearing silkworms on their own to serve as a model for subject. All these functions occurred in and out of the buildings around Buyongji.



Jongmyo (Royal Shrine) 004

Jongmyo is the royal shrine to house the ancestral tablets of deceased Joseon Dynasty kings and queens, a house for royal spirits. King Taejo began to build Jongmyo right after he founded the Joseon Dynasty and moved its capital to Hanyang, which is now Seoul. The construction was completed the following year in 1395. There are two great halls: Jeongjeon was supposed to enshrine the previous 7 kings and their consorts of the then ruler: Afterwards, the tablets would move to Youngnyeongjeon for good. In the mid Joseon, the tablets of the great kings were allowed to be kept in Jeongjeon which became in need of extension. As a result of that, Jeongjeon got larger



and turned out as the longest wooden building in the world. Currently, 19 kings and 30 queens are enshrined at Jeongjeon. In 1995, the Jongmyo royal shrine was designated a World Cultural Heritage site by UNESCO.

Jeongjeon A royal shrine building. At the center, there are 19 rooms enshrining the royal tablets and, at both ends, two rooms are annexed. A long and perpendicular corridor was built to the building. There is a 109-meter-wide yard in front of the building with a road of god at the center.

Youngnyeongjeon A royal tablet stayed during the times of seven successors at Jeongjeon and then moved to Youngnyeongjeon, which is smaller than Jeongjeon. It was painted in red instead of the colored patterns. The elevated central rooms are for the tablets of King Taejo's commoner ancestors who were afterwards respected as kings and queens.

Gongsindang Kings and queens should be served by their retainers. Gongsindang enshrined meritorious retainers. Starting with three rooms, it extended to the current 16 rooms. Gongsindang is generally artless and unsophisticated different from the royal shrine.

- ☎ 02)765-0195
- 📍 155 Jongno Jongno-gu
- 🚶 5-min walk from Exit 11 of Jongno 3-ga Station on subway line 1
- 🚶 5-min walk from Exit 8 of Jongno 3-ga Station on subway line 3
- 📅 Mar to Sep 09:00-18:00 / Oct to Feb 09:30-17:30
- 💰 Adults (aged 19 to 64) ₩1,000 Minors (aged 7 to 18) ₩500
- 🌐 jm.cha.go.kr
- 👤 *Closed on Tuesdays / Jongmyo ticket is accepted for Changgyeonggung entry. Korean and foreign language guide available

tip

What are the iron rings nailed to the grounds?

They are for marquee. The ropes of marquee are strongly tied to the rings for fixing.



Deoksugung (Palace)⁰⁰⁵

For sheer ease of access, you can't beat Deoksugung, located right next to City Hall in the heart of modern downtown Seoul. At 6 pm, amid the bell sound from its neighboring Anglican Church of Korea, the palace turns even more graceful. It was the main palace during the Daehanjuguk period of late Joseon Dynasty. After the Japanese Invasion of Korea burnt down all other palaces in Seoul, the king took over the then residence of a crown prince to stay. The next king Gwanghaegun promoted it to a status of palace naming as Gyungwungung in 1611. Gwanghaegun then moved to the restored Changdeokkung leaving Gyungwungung as a secondary one. Later, with the start of Daehanjuguk, Emperor Gojong chose it as his main palace. When he stepped down from the throne, the palace was renamed as the current Deoksugung praying for his long life. Deoksugung are embellished with spring cherry blossoms and yellow ginkgo leaves in fall. Couples love to walk around the stone palace walls enjoying the unique feel of the palace.

☎ 02/771-9951
 📍 5-1 Jeong-dong Jung-gu
 🚶 5-min walk from Exit 2 of City Hall Station on subway line 1
 🚶 5-min walk from Exit 12 of Jongno 3-ga Station on subway line 2
 🕒 09:00-21:00
 👤 Adults (aged 19 to 64) ₩1,000
 👤 Minors (aged 7 to 18) ₩500
 🌐 www.deoksugung.go.kr
 *Closed on Mondays / Foreign language guide available, Advance inquiry recommended for foreigners program



Daehanmun The main gate of Deoksugung facing Seoul Plaza. Daehan literally means Hanyang becomes great and signifies the Greatness of Daehanjuguk. During the road extension in 1971, Daehanmun was moved 33 meters backwards to the current point. Don't miss out on the changing of the guards ceremony in the front.

Junghwajeon The main throne hall which was the site of official courtesy calls by foreign envoys. Rebuilt in 1906 as a single story building after it was flamed in 1904.

Junghwajeon and its gate, Junghwamun, were designated as National Treasure. The stone steps leading to the hall are decorated with dragon motifs which were regarded as the symbol of emperor.

After Daehanjuguk started under Emperor's rule, the palace could adopt dragon for its design unlike phoenix in the main hall of other palaces. Likewise, the lettering of *Manse* (three cheers) was inscribed on the wide jar which was put to drive away fire ghosts, though "manse" had been only reserved for an empire.

Jeukjodang Area During the Japanese Invasion of Korea, Jeukjodang was used as a temporary royal residence. Emperor Gojong was heartbroken when Jeukjodang was destroyed by the 1904 conflagration, as it had remained perfectly intact since mid 15th century. The only remaining two-tier building, Seokeodang, is simple and elegant with no colored pattern.

Hamnyeongjeon & Deokhongjeon

Hamnyeongjeon was the king's quarters designated as

National Treasure. Emperor Gojong passed away when he was 68 years old. Behind are a terraced garden, a brick-made gate and beautifully embellished chimneys. Deokhongjeon was Gojong's reception hall with a chandelier inside and phoenix patterned colors outside.

Jeonggwanheon A pavilion in the garden looking over the palace on the hill. It was designed by a Russian architect A.I. Sabatin who mixed Korean and Western styles. The pillars are wooden of which tops are decorated with blue and yellow dragons, bats and flower vases in a traditional way. Gojong received foreign envoys over coffee.

Seokjojeon A neoclassical complex of two grand buildings built between 1900 and 1910. The first western-style building in Joseon palaces. Gojong used Seokjojeon as his quarters and office. The main building faces south, and features a large pear blossom, an emblem of Daehanjuguk that begs comparisons to the Imperial Japanese emblem of the era. After Gojong's death, it once used to be Japanese Paintings Museum.

National Museum of Contemporary Art, Deoksugung One of the representative modern buildings of Korea. Built in 1938 with the aim of art museum. It opened as a branch of National Museum of Contemporary Art in Dec 1998 and offers exhibitions on Korean modern art. 02)2022-0600

The Royal Guards Changing Ceremony The ceremony takes place three times a day in front of Daehanmun. The Royal guards' in colorful costume moves elaborately to capture bystanders' eyes. It takes about 20 minutes for a round at 11 am, 2pm and 3:30 pm.

tip Don't miss out on the tablet of Jeukjodang. It was written by King Gojong.

The 100-year-old horse chestnut tree is located behind Seokjojeon. It was presented to King Gojong by a Dutch diplomat.

On Saturday, Jeonggwanheon is open to the public. Looking inside, you can imagine King Gojong enjoying coffee.

If you have time, you can catch a glimpse of a troop of 44 guards parading down the main street from Deoksugung at 11:20 am to Cheonggyecheon (Stream) to Bosingak (Belfry).



Changgyeonggung (Palace)⁰⁰⁶

Built in 1418 for the living former queens and later extended to a regular palace as new buildings were constructed. Together with Changdeokgung (Palace), it was called East Palace. As other palaces of Joseon, it went through wars, upheavals, and conflagrations. In particular, it was turned into a zoo and botanical garden by the Japanese. Since 1989, the palace has been fully restored to its former glory. Like Changdeokgung, it arranged its buildings based on the natural topography. Honghwamun and Myeongjeongjeon, well-kept during the tumultuous years, are regarded as the representatives of the 17th century buildings.

☎ 02)762-4868
 📍 2-1 Waryong-dong, Jongno-gu
 🚶 15-min walk from Exit 4 of Hyeohwa Station on subway line 4
 🕒 April to Oct 09:00-17:30 / Mar, Nov 09:00-17:30
 🕒 Dec to Feb 09:00-16:00
 👤 Adults (aged 19 to 64) ₩1,000 Minors (aged 7 to 18) ₩500
 🌐 cgg.cha.go.kr
 ⚠ Closed on Mondays
 🗣 Korean and foreign language guide available.

tip

- **Why is it that the pillars of Myeongjeongjeon are square since the king's quarters were supposed to have round pillars?** During the restoration work for Changdeokgung, carpenters carelessly built square pillars based on the cornerstones. The then king decided to keep the wrong pillars not to waste resources.
- A footbridge connects Changgyeonggung with Jongmyo, so you can cross over and see both for the price of one admission ticket. If you take advantage of this, don't go too late in the afternoon: the footbridge is closed to traffic at 5 pm (4:30 pm in winter).
- **Why is it that only Changgyeonggung among Joseon palaces faces east?** Changgyeonggung was built for queen mothers whose residences should face east by the rule.



Honghwamun (Gate) The main entry gate of Changgyeonggung. Built as early as the palace was first erected. Three pillars were set to buttress the three-room façade. On top of them, two-story roofs were placed with wings swiftly elevated at the tips. It gives a solemn and strong feeling. Three ways out of the gate lead to Okcheongyo, Myeongjeongmun to Myeongjeongjeon. The central way was reserved only for a king.

Myeongjeongjeon The main hall of Changgyeonggung. At this stately building, major governmental functions were held and a group of retainers welcomed the New Year. Like other palace buildings, the single-story building was built on the two-tier foundations. On the floor, baked bricks were placed and, at the center, the seat of king was established. Behind the royal seat, a folded-screen with paintings of sun, moon and five peaks on it was erected to show the king's majestic dignity.

Gyeongchunjeon The living quarters for queens or crown princess. It is neat and trim and looks feminine.

Many of royal women gave birth and passed away here. Kings Jeongjo and Heonjon were born here and Queen Inhyeongwanghu passed away here, too. As an ordinary person, royals left their memories at this building, for example King Jeongjo hang a written letter thanking for his mother's labor when she gave birth to him.

Chundangji A pond situated east of Changgyeonggung. It used to be a paddy rice field for a king. During the Japanese rule, it was transformed to two ponds surrounded by Japanese style gardening. The restoration work changed it to Korean traditional landscaping. There are various birds residents around the ponds.

Punggidae Joseon Dynasty estimated the level of winds from evaluating a long strip of flag called Punggi at the tip of a pole. Punggidae is a foundation stone for the pole with Punggi. The Punggidae in Changgyeonggung was made in 1732. On the 135 cm-tall octagonal pole, there is a hole in 11 cm diameter and 33 cm depth. Winds were evaluated in 24 directions and 8 intensities.



Gyeonghuigung (Palace) ⁰⁰⁷

Gyeonghuigung was built in 1617 and often referred to as West Palace, serving as a secondary palace. At the height of its usage, Gyeonghuigung included more than 100 halls, most of which were burnt down in two separate conflagrations, one during the 29th year of the reign of King Sunjo (1829) and the other during the 20th year of the reign of King Gojong. The remaining halls were demolished during the Colonial period (1910-1945). Since 1985, several buildings including Sungjeongjeon Hall were restored. Gyeonghuigung is very quiet and provides a good resting place for tired tourists. Often times, Korean TV shows shoot here so, if you're lucky, you can meet TV stars.

Sungjeongjeon The main hall of Gyeonghuigung. Three Joseon kings ascended the throne at Sungjeongjeon. During the Japanese rule in 1926, it was sold to Jogyesa (Temple) and moved to Dongguk University Campus. The current Sungjeongjeon on the site of Gyeonghuigung was restored based on the stone materials excavated in 2001.

Heunghwamun The main gate of Gyeonghuigung. The Japanese colonialists destroyed, sold or moved out buildings in Gyeonghuigung since it took over in 1910. Heunghwamun moved first to the south wall in 1915 and then to Bakmusa Shrine in 1932 which was built for the spirit of Itô Hirobumi, a powerful Japanese statesman. The Shilla Hotel took over Heunghwamun as its main gate since it was built at the site of Bakmusa Shrine. Heunghwamun was moved to the current location in 1988.

Seoam The odd-shaped rock behind Taeryeongjeon. Since the rock poured water stream, King Sukjong named it as Seoam meaning an auspicious rock. The king had his own writing inscribed in the rock but, unfortunately, it has not been come down.

☎ 02)724-0274~6
 📍 1-126 Shinmunno 2-ga Jongno-gu
 🚶 10-min walk from Exit 4 of Seodaemun Station on subway line 5
 🚶 10-min walk from Exit 1 of Gwanghwamun Station on subway line 5
 🕒 Weekday 09:00-18:00
 🕒 Holiday 10:00-18:00
 🆓 Free admission
 ⚠ Closed on Mondays & New Year's Day
 🗣 Foreign language guide available 02)724-0150

tip

Taekwondo Demonstration takes place for one hour from 2:00 pm on Wednesday and Saturday at courtyard of Gyeonghuigung. Also, drop-in Taekondo classes are offered for foreigners where they learn basic Korean art of self-defense. 02)3469-0132 / www.taekwonseoul.org



Unhyeongung ⁰⁰⁸

Unhyeongung is a grateful shelter for office workers in this neighborhood which is crowded by building. During the lunch time on weekdays, the palace is open for free. Resting on the wide flat bench in the sleepy afternoon, you can easily escape from the hectic urban life while you feel the touch of winds from the zelkova trees. It used to be the private manor of Prince Regent Daewongun, the father of King Gojong, in the last days of Joseon Dynasty. Walking through the inside buildings, you can feel the tumultuous chapters of the modern history of Korea.

☎ 02)766-9090
 📍 114-10 Unni-dong Jongno-gu
 🚶 50 m from Exit 4 of Anguk Station on subway line 3 300 m toward Anguk Station from Exit 5 of Jongno 3-ga Station on subway line 5
 🕒 Nov to Mar 09:00-18:00
 🕒 April to Oct 09:00-19:00
 🕒 Adults (aged 7 to 64) ₩700
 🕒 Minors (aged 7 to 18) ₩300
 🆓 Free admission for 12:00-13:00 (Tue to Fri)
 🆓 Free admission for children aged under 12 and those in Korean costume
 🌐 www.unhyeongung.ockr
 ⚠ Closed on Mondays

tip

• Unhyeongung offers various events for free over the course of year. Entrance begins one hour before the event starts. Check out in advance for the date and time. 02)766-9090
 • Unhyeongung events include as follows: the re-enactment of the wedding ceremony of King Gojong in April and October, a fusion performance of modernity and tradition in April, Joseon court costume fashion show in May, the coronation of Emperor Gojong in October, Korean traditional music and dance performances on Sunday in April to October.



Byeolgyung-gil ⁰⁰⁹

The 480-m-long Byeolgyung-gil can be easiest accessed from Exit 1 of Anguk Station on line 3. This beautiful trail has stone benches and simple cafes for pedestrians. It takes hardly more than one hour even to slowly walk around. Most peculiar is the old mansion of former president, Yoon Bo-seon. Unfortunately, the 99-room house is not open to the public. Instead, you can go to the outhouse of Andong Presbyterian Church, Soheodang, which literally means a house where people empty their mind and chat with laughing. Soheodang opens from 10 am to 5 pm on Saturday.

📍 Byeolgyung-gil Anguk-dong Jongno-gu
 🚶 Exit 1 of Anguk Station on subway line 3



Sarangchae at Cheongwadae ⁰¹⁰



- ☎ 02)723-0300
- 📍 150 Hyoja-dong, Jongno-gu, Seoul
- 🚶 12 minute walk from Exit 4, Gyeongbokgung Station Line 3
- 🕒 Weekdays 09:00-18:00
- 🆓 Free of charge
- 🌐 www.cwdsarangchae.kr
- 🌙 * Closed on Monday

place is also a history memorial hall where you can share in the past, present, and future vision of Korea and Seoul, and also the 'tourist information center', where you can get information on world cultural heritage and cultural assets. Originally built as the official residence of the Chief Presidential Secretary, this place was renamed 'Hyoja-dong Sarangbang in February, 1996, when the front street of Cheongwadae was opened to the public to exhibit various interesting items, such as gifts former presidents received from foreign dignitaries. Then, on 5th of January, 2010, after building extensions and remodeling, the place was re-born as Sarangchae at Cheongwadae. You should not miss its hour-long tour program with a culture commentator, which is held four times a day.

Republic of Korea Hall

You can see the images of Korea, its long history, and the traditional beauty of Korea. There is also a space to introduce to you the greats from Korean history printed on our notes and coins.



Hi Seoul Hall

The hall presents all kinds of informa-

tion about Seoul, such as the history of Seoul and its tourist attractions. It also exhibits photos of the main characters of Korean dramas, with monitors showing dramas known through the Korean wave.

Presidential Hall

This hall exhibits the presents previous Korean presidents received from state guests from all around the world, as well as a visitors' book of state guests. The most popular corner is the Presidential Experience Hall, which reproduces the current presidential office. There is always many people around the presidential desk wanting to take pictures.

Sarangchae is a space where you can see the history of Seoul, the capital of Korea, and the footsteps of former Korean presidents, at Cheongwadae (the Korean presidential residence), which has been at the heart of modern Korean history. This

This hall also aims to introduce the green growth policies of the government, such as the Four Rivers Restoration. It has a carbon calculator, which enables you to see the amount of carbon you are emitting, and environment-related materials provided by the UNEP.

G-20 Lounge

This place was installed to commemorate the G20 summit scheduled in November 2010. The G20 summit is where the heads of the twenty most influential countries in the world gather to discuss the main issues facing the world economy. The national flags of these countries are in this lounge.

Seoul Museum of History ⁰¹¹

An excellent museum that highlights interesting features of Seoul's unique heritage, reflecting on the history and traditional culture of Seoul. The exhibition room is divided into 4 zones: the capital of Joseon, the lifestyle of Seoul citizens, the Culture of Seoul and the Development of Seoul. Various programs offered: Movie Day on each Wednesday on the 1st fl auditorium, Gallery Talk on each Thursday served with a professional, and a concert of Museum Night on each Friday. Children are recommended to visit Education hall or Touch Museum where they are allowed to feel relics in person.

tip

Urban Model Hall shows the nature of Seoul and urban surroundings using detailed models and the cutting-edge Information and technology. A huge model of Seoul, 1/1500 (21.5m×14.5 m) of the real size, gives you an opportunity to look over the entire Seoul at once.



- ☎ 02)377-7650
- 📍 50 Saemunan-gil Jongno-gu
- 🚶 800 m from Exit 4 of Seodaemun Station on subway line 5
- 🚶 720 m from Exit 6 of Gyeongbokgung Station on subway line 3
- 🕒 Mar to Oct 09:00-21:00 (Weekday), 09:00-19:00 (Weekend, Holidays) / Nov to Feb 09:00-21:00 (Weekday), 09:00-18:00 (Weekend, Holidays)
- 🆓 Free admission
- 🌐 www.seoul.kr
- 🌙 * Closed on Mondays, New Year's Day and Designated days by its director
- 📖 Foreign language guide available

Sungkok Art Museum ⁰¹²

The residence of a tycoon was renovated to an art museum. There are three exhibit halls and outdoor sculpture park along with a souvenir shop and a café. The displayed artworks are various, but the museum puts its focus on the introduction of artworks which appreciate the traditional emotions and esthetic senses in a modern way. It covers every genre of art from paintings, prints, to photography. The most riveting place is the outdoor park where a wooden trail leads you to sculptures. In the harmony of woods and artworks, you would purify your eyes and hearts.

- ☎ 02)737-7650
- 📍 1-1015 Sinmunno 2-ga Jongno-gu
- 🚶 10-min walk from Exit 7 of Gwanghwamun Station on subway line 5
- 🚶 15-min walk from Exit 7 of Gyeongbokgung Station on subway line 3
- 🕒 10:00-18:00
- 🕒 Thursday in April to Sep Thursday 10:00-20:00
- 👤 Adults ₩5,000 Students ₩4,000
- 🌐 www.sungkokmuseum.com
- 🌙 * Closed on Mondays

tip

Recommended are the cookies and a citron tea at the café. With museum ticket, you can get a discount.



Seoul Square

013

There is a place where you can walk on barefoot in the heart of Seoul. This is Seoul Square, a.k.a. the square in front of the City Hall. The place in front of the City Hall used to be filled with many cars, but it changed after the World Cup in June 2002.

At that time, residents in red t-shirts gathered in the square and made a square of red waves. Through this, the square was reborn as a whole new place. Now, not only residents but foreign tourists visit this famous square to experience the various cultures of Seoul. Seoul Square presents various cultural events. There, you can participate in different programs such as open concerts, youth artwork exhibits, and sculpture exhibits. In the winter, this



square becomes a skating rink, providing a whole different pleasure. The rink opens from December to the end of February and the fee is only 1,000 won. Anyone, regardless of gender and age, from couples to young students, can have a great time here. Next to the lawn square is a fountain system, which is usually crowded with mischievous kids in the summer. If you need refreshing, go to Seoul Square and lay down on the lawns of the square.

☎ 02/731-6611
 📍 31 Taepyeongno 1-ga Jung-gu
 🚶 Exits 5 & 6 of City Hall Station on subway lines 1 & 2 / Exits 1 & 8 of Euljiro 1-ga Station on subway line 2
 🚶 Exits 5 & 6 of Gwanghwamun Station on subway lines 5 / Exits 5 & 6 of Jonggak Station on subway line 1
 🌐 <http://plaza.seoul.go.kr>
 ⚠️ Entry to grass field prohibited on Monday.

Gwanghwamun Square

014

As Yukjo Street, the former Sejong-ro, was restored in Gwanghwamun Square on 1 August, 2009, the square was reborn as a historical · cultural experience space, and is now one of the most important landmarks in Seoul. The square located in the center of Sejoing-ro has a length of 550m and a width of 34m, and presents Korean history most colorfully. The things that catch visitors' eyes first are the statues of General Lee Sun-shin and the Great King Sejong. Next to the statue of General Lee is 'Fountain 12 · 23', which means that General Lee Sun-shin won 23 out of 23 battles, with 12 ships. Gwanghwamun Square is a real specialty of Seoul, and is developing into a real space for relaxation and communication for residents.



☎ 02/731-6611
 📍 Sejong-ro, Jongno-gu
 🚶 Exits 1, 2, 8 of Gwanghwamun Station on subway lines 5 / Exits 6 & 7 of Gyeongbokgung Station on subway line 3
 🌐 <http://square.sisul.or.kr>



Gwanghwamun Sejong Belt

015

New York has Broadway, and Seoul has the Sejong Belt. The Sejong Belt, located around Gwanghwamun Square, is a cultural belt of about 30 culture and art institutes (performance halls, museums, galleries, and ruins). This is a program organized by Seoul aiming to provide good performances at low prices. If you want to enjoy a performance in the belt, you have to visit the integrated Ticketing & Info Center located in Haechi Madang of Gwanghwamun, much like the 'tkt's' in Times Square in New York. There you can do everything from booking, purchasing, and ticket issuing for the 30 institutes in the Sejong Belt. Culture and arts coordinators who can speak four languages (Korean, English, Japanese, and Chinese) will kindly help you. The ticketing center also presents about 50 package products combining various contents by space, subject, time, and theme. What is best about the center is that it allows you to enjoy good performances at a 20-50% discounted price. It is strongly recommended for tourists who need to consult their pocketbooks.



☎ 02/399-1192-3
 📍 81-3 Sejong-ro, Jongno-gu, Seoul
 🚶 Exit 3, City Hall Station Line 1 / Exit 6 or 7, Gyeongbokgung Station Line 3 / Exit 1 or 8, Gwanghwamun Station Line 5
 🕒 10:30 - 20:30
 🌐 www.sejongbelt.com
 ⚠️ Always open

tip

Enjoy visitor amenities such as the information center, media wall, information search kiosks, and resting places, where you can relax or search for information.

• **The information zone** Enjoy the space that provides integrated information services on various attractions, geography and tourist guides, as well as various culture and arts information.

• **Media Wall** You can see the introduction and information, promotional movies, and various culture and arts contents, of all member institutes.

• **Kiosk** Visitors can search for culture and arts information of the Sejong Belt, including products and tourism.

Insa-dong

016

The face of Insa-dong changes three times a day. In early morning, it is quiet, in the afternoon, busy with group tourists from overseas and, at night, there are more people who enjoy spending time here. Recommended to visit before 11 in the morning, if you like the tranquil surroundings. The streets are filled with shops selling antiques, old books, paintings, ceramics, and Hanbok, the Korean traditional costume, and exhibit halls. You can take as much time as you please when there is everything which can palate your senses, for instance, traditional tea houses, gourmet restaurants, and traditional item shops. After sunset, every tea table would be taken by those who know how to build a bond between friends and families here, a beauty of being at Insa-dong. Even if you get lost here, you would be more surprised to encounter treasures hidden at every back alley.



Insadong Cultural Center Walk 100 m along the byway across Ssamzie-gil, you can find Insadong Cultural Center called Hongbogwan in Korean at a Korean traditional tile-roofed house. You can get a detailed map and tour information of Insa-dong. Interpreters available. Free photo and development service. Free Internet access.

Seoul Tourist Souvenir Shop Offers award-winning souvenirs at the contest hosted by Seoul City Government at 10 % price off. Various item from traditional souvenirs, gifts, ornaments and IT items. Closed only on New Year's Day, Lunar New Year's Day and Chuseok. 02)3210-0328

Declaration of Independence Site At 194 Insadong, there is a stone sign marking it as the center of Seoul built with granite in 1896. It used to be the site of residence of Yi Wan-yong, a traitor who voluntarily cooperated for Japanese Annexation. At the 1919 Independence Movement, Korean representatives announced independence of Korea here.

Insadong Street Festival From Saturday afternoon till Sunday, Insadong streets are free from vehicles. No cars allowed from 2 pm to 10 pm on Saturday and from 10 am to 10 pm on Sunday. This will later also be held on weekdays.

☐ Areas of Insa-dong, Gwanhondong and Anguk Intersection Jongno-gu
 ☐ 10-min walk from Exits 4 & 5 of Jongno 3-ga Station on subway line 1
 ☐ 5-min walk from Exits 1 & 6 of Anguk Station on subway line 3
 ☐ No vehicles allowed during Saturday 14:00-22:00, Sunday 10:00-22:00
 ☐ www.insadong.or.kr

● Places to See

Toto's Old Items | 02)725-1756

• 10-min walk from Exit 1 of Jongno 3-ga Station on subway line 1

• 10:00-21:00 • Admission ₩1,000

Tongin Shop | 02)733-4867

• 200 m from Exit 6 of Anguk Station on subway line 3 • 10:00-19:00

• Free admission • www.tonginstore.com

Kyungin Museum of Fine Art |

• 02)733-4448 • 10-min walk from Exit 3 of Jonggak Station on subway line 1

• 10:00-18:00 • Closed on Lunar New Year's Day and Chuseok

• Free admission • www.kyunginart.co.kr

Mokin Museum | 02)722-5066

• 10-min walk from Exits 1 & 3 of Jonggak

Insadong Cultural Festival During the most beautiful season of the year, April and May, Insadong throws out a series of festivals. It offers various street events including folk festival, parades and singing contest along with Korean folk program.

Insa Art Center An art complex designed by world-class Jean Michel Wilmotte. With a wide glass and a central garden, the building creates a harmony of tradition and modernity, which is also represented by various exhibits. Free admission. 02)736-1020

Isae Outstanding with its displayed modern Hanbok, the Korean traditional costume. Use natural dye and material in refined design. You can meet more comfortable and sophisticated Hanbok. 02)725-5154

Station on subway line 1

• 10:00-19:00 • ₩5,000

• www.mokinmuseum.com

● Places to Eat

Gogung | 02)776-3211

• Exit 6 of Anguk Station on subway line 3

• 11:00-21:00 • Jeonju bibimbap ₩10,000

Bibimbap with octopus/in hot pot

₩8,000, Barbequed beef stew ₩12,000

Jeonju-bibimbap course ₩23,000

• www.gogung.co.kr

Dure | 02)732-2919

• Exit 6 of Anguk Station on subway line 3

• 12:00-15:00, 18:00-22:00

• Lunch full-course Korean meal ₩20,000

and up, Dinner full-course Korean meal ₩60,000 and up

Seoncheon | 02)734-1970

• Tucked in Hakgojae alley from Anguk

Station on subway line 3 • 11:30-

15:00, 17:00-22:00 • Full-course Korean

meal(Lunch) ₩10,000 and up

Mingadaheon | 02)733-2966

• A short walk from Kyungin Museum of

Fine Art • 11:00-22:00 • Lunch ₩21,000

and up, Dinner ₩62,000 and up, Steamed

bacon with oyster sauce ₩39,000

Gung | 02)733-9240

• Near The Coffee Bean behind Sudo

Pharmacy • 11:00-21:30 • Gaeseong

dumpling stew large portion ₩10,000

Rice dumpling soup ₩8,000

Ssamzie-gil

017

A unique point inside Insa-dong. According to its designer Choi Mun-gyu at Yonsei University, Ssamzie-gil is more like a way than a building, and the way shows how beautiful a person is. Ssamzie-gil is technically a 4-story building housing over 70 shops. However, when you walk inside, the building becomes a labyrinth of sweet alleys. Instead of floor guide, it puts out a map for each floor named First Step Way, for instance. Opened in 2004, it is home to various shops offering paintings, crafts, living items, traditional papers and ceramics. At the end of the way is a garden. With all the more lovable items decorating the ways inside, like hand-writing signboards, well-kept flowers, eye-catching fosters, Ssamzei-gil is surely No. 1 attraction in Insadong. No wonder people busy taking a memorable picture here. Close from Exit 6 of Anguk Station.





Bukchon Hanok Village

018

From above, it seems as if the roofs blend in to form an undulating sea of black tile. From within, it's an enchantingly Byzantine labyrinth of rustic stone and clay walls, handsome wooden gates and private courtyards. It's a breathing reminder that even in the heart of the urban jungle: the slower, simpler ways of old still live on. Located between the Gyeongbokgung (Palace) and Changdeokgung (Palace), the quaint neighborhood of Bukchon hangs on tenaciously to its traditional past with having 999 Hanok homes and offers a nice walking tour course. There are designated 5 historic sites, 3 natural monuments, 5 folk materials, 3 tangible properties, 1 cultural material and 3 registered cultural assets. Don't miss out on the old places with a story: a wash place near a well where housewives gathered for a chat and Full Moon Well which was believed to pour out magical water for having a baby boy.

☎ 02)3707-8388
 📍 Bukchon cultural center area, 105 Gye-dong Jongno-gu
 Area between Gyeongbokgung and Changdeokgung, near Anguk Station
 🚶 10-min walk from Exit 3 of Anguk Station on subway line
 🌐 bukchon.seoul.go.kr
 * Closed on Sundays / Foreign language information call available or booking through its website

Hanok Halls A stay at Hanok will give a time machine travel to ancient days of Korea. You can sleep on *ondol*, the Korean traditional heated floor and have a Korean breakfast. Woorijip Hanok Hall 02)744-0536, Tea Geust House 02)3675-9877, Seoul Hanok Hall 02)745-0057, Bukchon Hanok Hall 02)743-8530, Anguk Hanok Hall 02)736-8304, Rak-Ko-jae Hanok Hall 02)742-3410

Experience of Korean Tradition Korean Traditional Knot: Knotted items and natural dye 02) 739-6352 / Korean Traditional Culture: tea ceremony, how to wear Hanbok, how to make Kimchi, Korean manner 02) 3673-0323

Packaged Ticket for Bukchon Museums It covers five leading museums in this neighborhood: Gahoe Museum, Han Sang Soo Embroidery Museum, Dongnip Knot Museum, Korean Buddhist Art Museum, and Seoul Fowl Museum. Adults ₩10,000, Children ₩5,000 Available at one of these five museums.



● Places to See

Gahoe Museum | 02)741-0466 • 10:00-20:00 • Closed on Mondays

• ₩3,000 Students ₩2,000 • www.gahoeuseum.org

Dongnip Knot Museum | 02)3673-2778 • 10:00-18:00

• Closed on Mondays • Adult ₩2,000 Children ₩1,000 • www.shimyoungmi.com

Korean Buddhist Art | 02)766-6000

• Mar to Nov 10:00-18:00, Oct to Feb 10:00-17:00 (Entry is allowed one hour before it closes) • Closed on Sundays • Adults and College Students ₩5,000 Children aged 4 and up & Students ₩3,000

• www.buddhistmuseum.co.kr

Han Sang Soo Embroidery Museum | 02)744-1545 • 10:00-17:00

• Closed on Mondays • ₩3000 • www.hansangsoo.com

Seoul Fowl Museum | 02)763-9995 • 10:00-18:00

• Closed on Mondays, Lunar New Year's Day, and National holidays

• Adults ₩3,000 Children ₩2,000 • www.kokodac.com

Bukchon Museum-Old Fragrance | 02)736-3957

• Mar to Oct 10:00-19:00, Nov to Feb 11:00-18:00 • Closed on Mondays

• Adults ₩5,000 Teens ₩3,000 • www.bomulgun.com

Bona Museum for Korean traditional accessory | 02)732-6621

• Tuesday to Saturday: 10:30-18:30, Sunday 12:00-18:00 • Closed on Mondays

• Adults ₩5,000 Teens ₩4,000 Children ₩3,000

• www.bonamuseum.com





Samcheongdong-gil ⁰¹⁹

Samcheongdong-gil is a over 2 km-long road from Dongsipjagak (Pavilion) to Samcheong Tunnel. From Dongsipjagak, you can walk along the wall of Gyeongbokgung (Palace) before the first three-way intersection where Samcheongdong starts. Together with the tributary alleys, Samcheongdong-gil multiplies. Tradition and modernity, art and technique and ideal and reality coexist in Samcheongdong-gil. You can find a modern wine bar inside a traditional Korean house, Hanok, or a sophisticated gallery settled among houses. People in their mid-40s come here to remind of past days while younger couples spend romantic times. Visitors captivated by unfamiliar scenes and living residents here together produce dynamic but unique streets. Be prepared with more than a day for looking around, since there are just too many shops, galleries and museums.

□ Jongno-gu area Gahoe-dong, Samcheong-dong
□ 10-min walk from Exits 1 & 2 & 3 of Anguk Station of subway line 3

Tibet Museum The museum shows how Tibetans live and think. It creates a mysterious feeling like being in the Himalaya. It displays over 1,300 items in garments, musical instruments and masks. The central theme is Tibetan Buddhism. Strongly recommended for those who have yearnings toward different cultures far away.

Samcheong Park The park is situated at the end of

Samcheongdong-gil. Inside the thick woods, clear water flows offering a relaxing point for urbanites.

World Jewelry Museum A specific museum only for jewelry from all over the world. It covers items from the Europe, Africa and South America. There are bracelets, necklaces, and rings totaling over 1,000 pieces.

tip

Palgakjeong (Pavilion) If you roam around Samcheongdong-gil area till dusk, come and visit Palgakjeong (Pavilion) at Bugak Skyway. Walking up the Pavilion at the peak will give you a spectacle view of Seoul. In particular, the night view is unforgettable, since lights from the buildings, streets and vehicles dance together creating a fantastic picturesque view. No mass transportation system available. Take a taxi. (www.visitseoul.net)

● Places to See

Owl Museum | 02)3210-2902

• 10:00-18:00 • Closed on Mondays, Tuesdays & Wednesday
• ₩5,000 • www.owlmuseum.co.kr

World Jewelry Museum | 02)730-1610

• 11:00-17:00 • Closed on Mondays
• ₩5,000 • www.wjmmuseum.com

Toy Kino Museum | 02)723-2690

• 13:00-19:30 • Closed on Mondays
• ₩5,000 • www.toykino.com

Hwagaegil Shoe Street |

• Depending on each shop • Free Admission

● Places to Eat

Samcheongdong Sujebi | 02)735-2655

• 11:30-22:00
• Pot sujebi (clear soup with dumplings)

₩6,000, Sticky rice sujebi ₩7,000, Pan-fried potato ₩6,000

Seoul's Second Best Restaurant | 02)734-5302 • 12:00-22:00 • Sweet red-bean congee • Sipjeondaebotang ₩5,500, Sweet rice drink persimmon punch ₩4,000

Nunnamujip | 02)739-6742

• 11:00-21:30
• Noodle with kimchi ₩4,500, Barbequed beef • Mung bean pancake ₩7,000, Pyeongyang dumpling ₩5,000

Romanee Conti | 02)722-1633

• 12:00-01:00
• Open year-round
• Salmon spaghetti with cream sauce ₩16,000, Filet mignon ₩31,000

Flora | 02)732-7009

• 11:30-15:00, 17:30-22:30
• Chef's special pizza ₩18,500, Carbonara ₩14,900, Vongole spaghetti ₩18,500



Beautiful Tea Museum ⁰²⁰

When you walk into the tea museum under the simple Hangeul tablet, you might be surprised finding a bright tea café first. The café is filled with sunlight and changes several times a day over the course of sun. Tea museum is displayed on one side of the café offering various tea sets around the tables. The museum provides gallery, café, and tea shop spaces for tired shoppers and tourists. You can pick your cup of tea amongst over 100 tea leaves. Teas are served with a stick of rounded green tea rice cake.

☎ 02/735-6678
 📍 193-1 Insa-dong Jongno-gu
 🚶 10-min walk from Exit 3 of Jonggak Station on subway line 1
 🚶 20-min walk from Exits 5 & 6 of Anguk Station on subway line 3
 🕒 11:00-21:00
 🆓 Free admission
 🌐 www.tnmuseum.co.kr



Jogyesa (Temple) ⁰²¹

Jogyesa is most fascinating in April. Upon the Day of Buddha's Coming, it is fully covered with lotus lanterns which are lined to Jongno, Insa-dong and Cheonggyecheon areas. At the entrance, a 450 years old locust tree welcomes Buddhists and visitors alike. Behind the huge tree, the main building of Jogyesa is located. Jogyesa is the head temple of the Korean Buddhist Jogye Order. The white pine tree beside the main hall is over 500 years old. In 2010, Jogyesa will be marking its 100th anniversary.



tip

• Upon Buddha's Birthday, the lotus lantern festival with parade makes a spectacle to catch your eyes. Its tea house is well-known for its delicacies.
 • Foreigners information desk introduces the Korean Buddhism to foreign tourists. You can get detailed information on experience programs such as temple stay. 02/732-5292

☎ 02/732-2183
 📍 45 Gyeongji-dong Jongno-gu
 🚶 10-min walk from Exit 2 of Jonggak Station on subway line 1
 🚶 10-min walk from Exit 6 of Anguk Station on subway line 3
 🕒 Opening hours vary according to the temple's schedule calendar
 🌐 www.jogyesa.org
 ★ Temple Life for foreigners available with advance booking

Buam-dong ⁰²²

Buam-dong is a common neighborhood on the slope of Inwangsan (Mt.) Famous for its beauty from old days, it has been nicknamed as Mugye-dong meaning paradise. While Seoul has changed considerably each day, Buam-dong is an exception, changing at a snail's pace. Thankfully, Buam-dong has kept intact the Koreans' everyday living from the 1970s till now. You can meet with the old bath houses, barber's shops, mom-and-pop stores, rice mills along with galleries, cafes and museums.



Baeksasil Valley It used to house the villa of a famous prime minister under King Gwanghaegun, Lee Hang-bok, whose pen name was Baeksa. The valley is 1 km away from

Buam-dong. Thanks to the severe limitation of development, it preserves the nature very well so you feel you're deep inside a secluded mountain area. Along the quiet valley, various plants settle and the clear stream is home to fish which is known to only live the first-rated water. You might become Alice in the Wonderland inside the tranquil woods in the busiest city of Seoul.



Whanki Museum In honor of the great artist Kim Whan-ki who captivated Korean emotions with abstract aesthetic senses, the museum was built and displays artworks of modern Korean artists as well as the namesake 1st generation abstract painter.

Club Espresso You can taste a gourmet coffee. The owner used to run a coffee academy and roasts, grinds coffee beans on his own for his famous hand-drip coffee.

tip

Legend of Sticking Rock The name of Buam (meaning sticking rock) originated from a legend that a woman grinds a stone on *Buchimbawi* (Rock) until it sticks to the rock and then she gives birth to a son. The rock disappeared when a wide road was constructed.

Cheonggyecheon

Waters from Namsan, Inwangsan and Bugaksan (Mts.) gather together at the center of Seoul called Cheonggyecheon before it reaches at the Han River. However, it did not have enough water so, often times, it dried and overflowed. After the Korean War, a slum town nestled along with both banks of Cheonggyecheon. In 1955, it was covered with earth and an elevated road. In October 2005, the restoration work brought it back to its old days in a modern version. Along with 5.8 km stream, there are 22 bridges and 9 fountains. Thanks to the revived Cheonggyecheon, the urban temperature of Seoul drops by over 10% and winds are being directed by the stream.

☎ 02)2290-7111-3
 📍 Cheonggyecheon Jongno-gu
 🚶 Accessible from many subway stations like City Hall, Gwanghwamun, Jonggak, Euljiro 1-ga, Euljiro 3-ga, Euljiro 4-ga, Jongno 3-ga, Jongno 5-ga, Dongdaemun, Dongdaemun Stadium
 🌐 www.cheonggyecheon.or.kr



Cheonggye Plaza The starting point of Cheonggyecheon. The artistic sculpture at the entrance is *Spring* by American pop artist Claes Oldenburg, which is based on the concept of Korean ceramics, costumes and the full moon.

Stepping down to the stream, you would see Palseokdam Pond made with stones from every corner of Korea and Byeokcheon (Wall Fountain) where water flows on the wall. You can also see a miniature of Cheonggyecheon. Looking closely at the miniature, you can plan how to look around. Offers Cheonggyecheon Cultural Festival on weekends during April to November.

Gwangtonggyo (Bridge) The old bridge is a living witness of Cheonggyecheon. As the earth bridge was swept away due to the heavy rains, a stout bridge was built with stone pillars from a queen's tomb, according to a written story. During the restoration, the bridge was rebuilt based on the excavated and recovered from Changdeokgung and Tapgol Park.

Wall of Wishes The wall has been decorated with ordinary people's wishes. The wall is made with 20,000 tiles in 10×10 inches on which people wrote and drew what they wished. Make time to read through: May love and be happy all the time, Please love the environment. When you read others' wishes, they become your wishes, too. It is located between Hwanghakgyo (Bridge) and Biudanggyo (Bridge).

Banchado of King Jeongjo (Tile Painting) The great King Jeongjo frequently visited to the tomb of his miserable father who had been suffocated in a box by his own father. Banchado is a painting of the royal procession of bands, guards, subjects and royal families. It was drawn by the then most leading artists of Korea. Reprinted on the wall tiles here.

tip

With its 2nd-rated clear water, Cheonggyecheon is home to the fish that lives only in unpolluted water. However, the water is not for drinking.

Daehakno 024

Daehakno is home to small stages which are simmering for 24 hours a day with passion and challenges. More than 100 little theaters never stop running plays, concerts, musicals and movies. Originally, liberal arts and law departments of Seoul National University used to be here. In 1965, the University moved to Sillim-dong and Marronnier Park took over followed by various cultural and arts troupes. Daehakno is technically 1.1 km between Hyeonw-dong Rotary and Ewha Rotary but straddles on Myeongnyun-dong, Yeonji-dong, Hyoje-dong, Dongsung-dong and Yeongeon-dong. The street plaza in front of Arts Council Korea throws various performances of concerts, poetry readings, and plays.

Area of Myeongnyun 4-ga Jongno-gu
Hyeonw Station on subway line 4



Arko Arts Theater A specialized performing hall built in 1981. It hosts Seoul Performing Arts Festival, Seoul Drama Festival, and Seoul Performing Arts Festival for Young Audiences each year. Went through an extensive makeover in 2004 and turned out as a comfortable and closer hall to arts lovers. 02)3668-0047 / www.hanpac.or.kr



Lock Museum The museum chooses iron for its theme and its building. Korea's leading architect Seung Hyo-sang designed the building with a rusty iron on its façade and let visitors get in through a key hole. Locks from home and abroad are displayed on the 4th floor including over 300 Korean traditional ones. There are a café on the 1st floor and a gallery on the 2nd and 3rd floors. ₩1,000 discount available for visitors of both café and museum. 02)766-6494 / www.lockmuseum.org

Museum of Korea Straw and Plants Handicraft Originally built in Cheongdam-dong in 1993 and moved to Daehakno in 2001. The one and only straw museum in the world. There are 3,500 folk materials, 200 instruments, 2,000 ancient Koran nails, 1,000 utensils used in Korean memorial service, 200 sets of Korean traditional house doors and 100 toy tops from abroad. 02)743-8787 / www.zipul.co.kr



Places to See

- Marronnier Park** | 02)731-0585
• 5-min walk from Exit 2 of Hyeonw Station on subway line 4
- Arko Art Center** | 02)760-4252
• Mar to Oct 11:00-20:00, Nov to Feb 11:00-19:00
• artheater.arko.or.kr
- Robot Museum** | 02)741-8861
• 10:00-19:00 • Closed on Mondays
• ₩8,000
• www.robotmuseum.co.kr

Places to Eat

- Mother and a Guest in the Reception Room** | 02)765-8200
• 12:00-22:00 • Sarang Table d'hôte ₩10,000 (Lunch)
• ₩12,000 (Dinner), Guest Table d'hôte ₩17,000

- Mother Table d'hôte** ₩25,000
- Saemaeul Restaurant** | 02)3672-7004
• Open for 24 hrs
• Closed on National holidays
• 7-min Pork Kimchi ₩5,000
• Briquet barbequed beef ₩7,000
• Broiled dish with salt ₩7,000
- Sotdae Shabu Shabu** | 02) 741-1357
• 11:30-22:00 (Break Time 15:00 ~17:00)
• Closed on Sundays
• Sotdae Shabu Shabu ₩17,000
• Pancakes ₩8,000
- Yetgol Toseong** | 02) 764-6464
• 11:30-22:00
• Smoked Duck Barbecue ₩8,000
• Barbecue Pork Loin ₩8,000



Naksan Park

025

If you're busy having fun at Daehakno, Naksan Park would be too far or too high to get. However, once you get there, you never regret coming up. The long stairway and the winding back alley will give you unforgettable scenery together with public art project works. The densely stood street lights are the unparalleled backdrop of night scene in Seoul. Naksan Park doesn't have to be called as Montmartre of Seoul, since it proves its unique beauty. Naksan Park is worth being called Naksan.

tip

- Naksan(Mt.) is among the four mountains inside Seoul with Namsan, Inwangsan, and Bugaksan (Mts.) From Naksan Park, you can walk along the 18 km-long Seoul Seonggwak (Fortress Wall) connecting the four mountains.
- In the middle of Naksan Park, a Field of Heungdeok tells a story to worth knowing. Don't forget to find the introduction sign at the small field.
- It takes only 10 minutes for you to walk from Naksan Park to the private residence of Rhee Seung-man, the first president of Korea. With advance booking by a phone call, you can peek at the frugal life of the late first lady Francesca theer.

☎ 02)743-7985
 📍 San 2-10 Dongsung-dong Jongno-gu
 🚌 10-min walk from Exit 2 of Hyehwa Station of subway line 4
 🚌 Take No 03 bus at Exit 5 of Dongdaemun Station of subway line 1 and get off at Naksan final stop
 🌐 parks.seoul.go.kr
 ⭐ Naksan Exhibit Hall 09:00-17:00



Myeongnyundang

026

The lecture hall of the highest educational institution of Joseon, Sungkyunkwan. Rebuilt in 1606, Myeongnyundang put two ginkgo trees to symbolize the Confucianism. The Seokjeon Daeje is held twice a year in spring and fall here. The designated Intangible Cultural Asset includes the dance of 8 columns which is the only conserved one of its own kind, close to the original, in the world. There are other buildings in Sungkyunkwan.

tip

Take a shuttle bus at Exit 1 of Hyehwa Station on subway line 4. Its fare is ₩300 and runs at every 5 minutes.

☎ 02)760-1472
 📍 53 Myeongnyun 3-ga Jongno-gu
 🚌 15-min walk from Exit 4 of Hyehwa Station of subway line 4
 🆓 Free admission
 🌐 www.skkok.com
 ⭐ Seowon Stay for foreigners available (02-7765-9598)



Hyehwa-dong Community Service Center

027

The Korean traditional house was built in 1930 and used to be the residence of Korea's first woman doctor Han So-je. At the entrance twisted with pumpkin vines, you meet with a tall ginkgo tree. Since there are no gates and porches, anybody can walk in to take a rest in the small garden. Inside the window, civil servants are busy doing there jobs just as in other community centers. The narrow corridor displays various living items made of straw, though all of them are carelessly strewn. On top of these, small stone figures and wild flowers create warmth in this otherwise sober place.

☎ 02)731-0515
 📍 10-1 Wuam-gil Jongno-gu
 🚌 Toward Seongsbuk-dong from Exit 4 of Hyehwa Station of subway line 4
 🌐 www.jongno.go.kr



Jeongdong-gil ⁰²⁸

If you feel nothing after walking along with 1.5 km-long Jeongdong-gil, you'd better try again after getting more information about Jeongdong-gil area. It will take less than a half hour to walk around. Once you get to know about the inside of the buildings and back alleys, you will witness a whole different view here. Couples love to walk around the stone wall of Deoksugung (Palace) and, at the same time, anyone, who tries to look at what happened in the past history here in Jeongdong-gil area, might feel sorry. Best time to visit here is late autumn when yellow ginkgo leaves cover the pedestrian walks just like heavy snows do in winter.

tip

- Namdo Restaurant at Jeongdong-gil offers only one specialty: chueotang, ground loach in hot bean paste soup. Located on the right side of Chongdong Theater. The owner got rid of its phone, because there were too many phone calls to ask its location.

Old Russian Legation After his queen was murdered by the Japanese agents, King Gojong sought shelter at Russian Legation. Currently, the 3-story steeple has remained so far, overlooking Jeongdong Park.

Chungdong First Methodist Church Chungdong First Methodist Church was started by an American Methodist missionary H.G. Appenseller and became the cradle of western education and culture in the modern Korean history. It was also a secret rendezvous of independence

activists. The building is Korea's first western style of Christian buildings and is located at the center of Jeongdonggil.

Jungmyeongjeon The 2-story building beside the Chongdong Theater used to be the reception hall where King Gojong frequently met foreign envoys. The 1905 Eulsa Treaty (The treaty in 1905 between Japan and the Korean Empire, which was forced upon the latter by Japan) was signed here and Korea was declared a Japanese protectorate.



10-min walk from City Hall Station on subway lines 1 & 2 / 5-min walk from Sedaemun Station on subway line 5

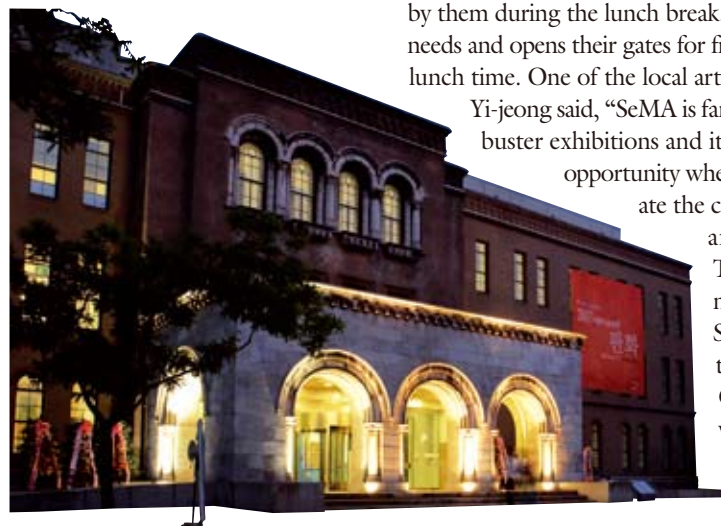
Seoul Metropolitan Museum of Art ⁰²⁹ (SeMA)

02)2124-8800
Exits 11 & 12 of City Hall Station on subway line 2
Exit 5 of Sedaemun Station on subway line 5
Mar.-Oct. Weekdays / 10:00-21:00
Weekends/holidays / 10:00-19:00
Nov.-Feb. Weekdays / 10:00-21:00
Weekends/holidays 10:00-18:00
Free of charge (special exhibitions excluded)
seoulmoa.seoul.go.kr
Closed on Mondays and New Year's Day

Walking along the stone wall of Deoksugung (Palace), you can take the left route at the three-way intersection. Seoul Metropolitan Museum of Art is a pleasant resting place for urban workers laboring in the woods of high-rises, as it is always crowded by them during the lunch break. SeMA meets their needs and opens their gates for free during weekday lunch time. One of the local art commentator Ban

Yi-jeong said, "SeMA is famous for the blockbuster exhibitions and it also offers a good opportunity where you can appreciate the contemporary art at affordable prices."

The façade of the main building at Seosomun is from the former Supreme Court of Korea which was built in the 1920s.



Art Shop & Cafeteria The 3-floor café has two glass walls. Looking through the wide glass, you can fully rest your mind over a tea. At the art shop downstairs, you can see the various art books and items with art prints on them.

Library There is a small library next to the main building at Seosomun. It houses art books, photo books, various periodicals, exhibition pamphlets, records and video materials. If you want a calm and cozy place to feel the art, it is just there for you.

Gyeonghuigung Annex / NamSeoul Annex

Gyeonghuigung Annex was built in 1994 celebrating the 600th anniversary of Seoul. NamSeoul Annex is located near Sadang Station. It used to be Belgium Legation and reopened as it is in 2004. The classical building is surrounded by trees and an outdoor sculpture park, creating a tranquil place in the busy Sadang area.





Chongdong Theater

030

If you want to enjoy a true Korean representative performance, you should definitely visit Chongdong Theater. Chongdong Theater has staged *Miso* for over 13 years, a love story which covers Korean traditional performing arts from dances, instrumental music, folk music, most famously, to Pansori. The popular show has attracted over 500,000 locals and foreigners so far.

tip

• <Miso> and <Nanta> are the must-see program for group tourists from Japan and China. Don't forget to book in advance to make sure. Ticketing through online sites offers price discounts.

Chongdong Theater

☎ 02/751-1500
 📍 41 Jeongdong-gil Jung-gu
 🌐 www.chongdong.com
 * Closed on Mondays



Nanta Theatre

031

Nanta Theatre, located in Jeong-dong, is one of Korea's best-known cultural products. Nanta is a comic drama that takes place in a kitchen on the rhythm of samulnori (traditional Korean percussion rhythm). Nanta is a real masterpiece! The audience realizes 90 minutes has passed very quickly while they are watching it and laughing at the performers' movements, even if not a single line is spoken. Nanta Theatres are also in Gangnam and Myeong-dong. Even if Nanta Myeong-dong is the largest in scale, Nanta Jeong-dong is loved by many as it makes visitors feel a sense of its long history.

Nanta Theater

☎ 02/739-8288
 📍 Jeongdong Hall: 15-1 Jeong-dong Jung-gu
 Gangnam Hall: 86-1 Cheongdam-dong Gangnam-gu
 🌐 nanta-j-pmc.co.kr



Myeongdong Catholic Cathedral

032

Myeongdong Catholic Cathedral, the Korean Catholic parish church of Seoul, is Korea's oldest parish church and the symbol of Korean Catholics. The cathedral is engraved in the hearts of many as a representative place of Korean society, because it has shared many joys and sorrows with Korean society throughout its 110-year history. This is because it has influenced not only the history of the Catholic church but all areas of politics, society, and culture. Myeongdong Catholic Cathedral is the matrix of democracy in this land, as it has embraced the voices, sorrows, and tears of the people in the era after the 1970s, when the military government wielded undisputed power. Famous even for the beauty of the building, another specialty of the cathedral is its pipe organ. Don't miss the gentle, beautiful sounds of the pipe organ near the cathedral around the lunchtime.

☎ 02/774-3890
 📍 1 Myeong-dong 2, Jung-gu, Seoul
 🚶 Exit 5, Euljiro 1-ga Station Line 2 / Exit 12, Euljiro 3-ga Station Line 3 / Exit 5 or 8, Myeongdong Station Line 4
 🌐 www.mcds.or.kr

Seoul Square

033

At night, a gorgeous media art show is presented on the exterior of a building opposite Seoul Station. Remodeled in 2009, Seoul Square catches people's eyes with its 'media facade', the world's largest, which uses the wall of the building as a display space. Seoul Square is known as Seoul's landmark, presenting a most beautiful night view. The artwork is shown after sunset (spring · fall: 7:00 pm / summer: 8:00 pm / winter: 6:00 pm) and provides media art images to residents for ten minutes for each hour until 11:00 pm. You can enjoy the works of various artists, including Julian Opie, a post-pop artist, and Yang Man-gi, a media artist.

tip

• In Seoul Square there is a food arcade with different delicacies. You can find various foods from around the world here. There is a Thai restaurant 'Siam', a sushi train restaurant 'Matou Sushi', an Italian restaurant 'Il Mare', a Mexican restaurant 'Dostacos' and the famous Australian kebab & burger cafe 'Sunshine Kebab', to name a few.



☎ 02/6456-0100
 📍 541 Namdaemun-ro 5-ga, Jung-gu, Seoul
 🚶 Exit 8, Seoul Station Line 1 / Exit 10, Seoul Station Line 4
 🕒 19:00-23:00 (based on the spring and fall seasons)
 🆓 Free admission
 🌐 www.seoulsquare.com

Namdaemun Market

034

Namdaemun Market is filled with all kinds of fun from what to shop, eat, and see. From a wide variety of selling items for different prices and qualities, you never fail to find what you have in mind. Even street vendors offer rare items which give you a pleasant time to look for. Between shopping, you can please your stomach with unique snacks and specialties. Anywhere between 450,000 and 500,000 of visitors come here on a daily basis. Namdaemun Market is most famous for garments, especially, ladies one. On top of local retailers, its customers are from all over the world, South-east Asia, Americas and European countries. According to a governmental statistics in 2008, 46.5% of foreign tourists pay a visit to Namdaemun Market. Seoul City Government has designated it as a tourist zone. Closed on Sunday.

☎ 02/753-2805
 📍 49 Namchang-dong Jung-gu
 🚶 5-min walk from Exits 5 & 6 & 7 of Hoehyeon Station on subway line 4
 🌐 www.ndm.me

Saerona Shopping Center Nicknamed as Camera Paradise. It offers everything related to cameras on its 1st floor. Sangdong Methodist Church, famous for its engagement in the independence movement, is stationed.

Mesa The largest shopping mall in Namdaemun Market. Inside the modern building is a Korean traditional market, a pronoun of Namdaemun Market.

Imported Items Market Filled with rare and unique items across the world. It varies from garments, food to small living items.



Namdaemun Snack Cart Alley

The alley is de facto a buffet restaurant for ordinary people. It offers from light meals, side dishes served with alcoholic beverages to dessert.

Hairtail Restaurant Alley

Over 30 years, it has been famous among gourmets for serving excellent dishes. Every restaurants at this alley has been on air at least once. Hairtail is boiled down in soy sauce with radishes and potatoes. The proof of pudding is in the eating!



Myeong-dong 035

On a regular day, over 1,500,000 people pass through Myeong-dong which is full of shopping, youth, fashion, eateries and cafes all the year round. In this metropolitan area, you don't feel any separation from the global trend. Myeong-dong is now a global shopping mecca. Most outstandingly, board signs here accept foreign languages more and more. If you haven't been here for a long time, you might be surprised at the large flagship stores of globally popular foreign and local brands. All the more unique shops are stationed to create vivacious streets. Foreigners love here and even stay several days taken out of their short itinerary. Myeong-dong has been designated as tourist zone by Seoul Metropolitan Government.

Myeong-dong Jung-gu
Euljiro 1-ga Station on subway line 2 / Myeongdong Station on subway line 4



LOTTE TOWN Lotte Town consists of the main Lotte Department Store, the luxury store Avenuel, Young Plaza, and Lotte Hotel. It is located in Myeong-dong, the heart of Seoul, and is loved by many tourists. In particular, Avenuel is outstanding, boasting around 100 trendy luxury brand shops. 02)772-2500/www.lotteshopping.com

Jessi Newyork New arrivals at short intervals. The unique display of show window captures passing tourists. The shop manager is ready to recommend decent items for you based on

your body types. 02)774-5040 / www.jessi.co.kr

Zara A Spanish brand famous for its reasonable prices and fast-delivered designs. Recently, Zara Kids has been introduced in Korea. 02)752-0744 / www.zara.com

Club Monaco It displays mono colored classic styles. The New York brand also opens an outlet in Myeong-dong store and you can get a 40% discount. 02)777-1623 / www.clubmonaco.com

Bean Pole Korea's leading preppy look brand famous for its bicycle logo. The Myeong-dong store has a café inside for tired customers. 02) 778-1973 / www.beanpole.com

Swarovski A globally famous jewelry shop which offers watches, jewelry, sculptures and dolls in crystal. It has opened a large shop in Myeong-dong with a repair center. 02) 755-2030 / www.swarovski.com

Spai The shoes shop provides all kinds of footwear from rain boots to stiletto heels at affordable prices. The most popular item is rain boots. 02)775-2301 / www.spaimall.com

Forever 21 Releases new arrivals everyday. It covers from colorful dresses to basic T-shirts and denims at cheaper prices. 02)727-3300 / www.forever21.co.kr

tip

Have you heard about Moving Tourist Center? Look for a person in a red vest with a circle icon from information printed on it. They are fluent in Japanese, Chinese or English and offer translation service and information about location and tourist attractions upon your requests. 8-10 groups consisting of two specialists walk around Myeong-dong and Namdaemun areas from 10:30 am to 7:30 pm in order to help foreign tourists.

● Places to Eat

Baekje Samgyetang | 02)776-3267
• 10:00-22:00

• Abalone congee ₩11,000
Samgyetang ₩13,000

Sandonggyoja | 02)778-4150
• 11:30-21:30

• Boiled dumpling ₩4,500 Pork seasoned with five spices ₩19,000

Myeongdong Pork Cutlet |
02)776-5300
• 11:00-21:30 • Tenderloin ₩9,000
Fish cutlet ₩8,000

Hadonggwan | 02)776-5656
• 07:00-16:30
• Beef-bone soup ₩12,000
Boiled beef ₩40,000

Myeongdong Ttarogukbap |
02)776-2455
• 24 hrs
• Boiled rice in soup ₩6,000
Myeongdonggyoja | 02)776-5348
• 10:30-21:30
• Chopped noodles ₩7,000
Dumpling ₩7,000

War Memorial of Korea ⁰³⁶



☎ 02/709-3139
 📍 8 Yongsan-dong 1-ga Yongsan-gu
 🚶 5-min walk from Samgakji Station on subway line 4 / 10-min walk from Namyong Station on subway line 1
 🕒 09:00-18:00 (Entry allowed till 17:00)
 🆓 Free Admission
 🌐 www.warmemo.or.kr
 *Closed on Mondays (if holiday, the following day after holiday)

tip

- You can be surprised to know that the virtual reality of battle scene is available. At War Memorial of Korea, Korea War Room is equipped with special effect which re-enacts the night battle scene. You can be terrified at the sound of bullet and smell of gunpowder.
- Also, it displays over 208 kinds of the advanced weapons from bullets to combat planes to tanks made in Korea.

Yongsan Park ⁰³⁷

After you witness the horrors and realities of the modern war, it's time to feel the peace at Yongsan Park. The former golf course for the US military base in Yongsan was renovated in 1992 as a wide park with 4 ponds, a grass field, and a total of 4 km long trail. If you dare to experience the nature in a unique way, try to tread on Barefoot Park. You will feel refreshed after taking a good walk for a while.

☎ 02/792-5661
 🚶 5-min walk from Exit 1 of Seobinggo Station on central railway line / 5-min walk from Exit 2 of Ichon Station on subway line 4
 🆓 Free Admission



Namsangol Hanok Village ⁰³⁸

The five well-preserved Hanok buildings, protected as folk data by the city government, were moved to here in 1998. The original residents of these houses varied from the father-in-law of a king to a high-ranking military officer to a carpenter so that visitors can easily recognize the differences according to the social status. The Hanok Village was properly developed with traditional house arrangement and community facilities such as a pavilion and a pond when the first five houses were relocated. For visitors, folk play games and traditional dances are always served. There are also traditional craft and gift shops and traditional restaurants.

☎ 02/2264-4412
 📍 84-1 Pildong 2-ga Junggu
 🚶 10-min walk from Exit 3 of Chungmuro Station on subway lines 3 & 4
 🕒 Mar to Oct 09:00-22:00 / Nov to Feb 09:00-20:00
 🌐 www.hanokmaeul.org
 *Closed on Tuesdays / Foreign language guide available

House of King's son-in-law, Park Young-hyo

Park Young-hyo was a very powerful politician and son-in-law of a king in late period of Joseon. His residence shows well the arrangement of a house of nobility, consisting of the reception halls, the living quarters and annex. The stone materials were cut at the right angle with unique patterns on, displaying splendors and dignity.

Maiden Home of Queen Sunjeonghyo

The last King Sunjong's queen had lived in this house for 13 years before she got married. The original was too dilapidated to be relocated so the current building was reconstructed based on the original

arrangement. You can see the typical house arrangement of nobility's house in Joseon period.

Master Carpenter Yi Seung-up's House

Yi Seung-up was the head carpenter when Gyeongbokgung was rebuilt in late Joseon Dynasty. Originally, the servant's quarters surrounded the living quarters and the reception hall. The current house only keeps its main living quarters and the reception hall. Though the carpenter's social status was less respected in the strict hierarchical society of Joseon, Yi Seung-up was very skilled so he was chosen to build the palace. Look closely at the elaborate and unique style at the house.



Namsan Park 039

Seoul's largest park. It has been thickly crowded with various trees and being served as living lungs for locals. In 1897, Japanese planted cherry trees, the national flower of Japan, and made roads at Namsan(Mt.), celebrating the Japanese stationing at the time of the Japanese Invasion of Korea in the 16th century. Afterwards, the park extended to the current size of 2,900,000m². It houses various historical sites such as Seoul Seonggwak (Fortress Wall) and Warning Light Deck and cultural sites such as libraries, National Theater of Korea, and science museum. Residents in Seoul can take these various advantages at Namsan (Mt.).

Jangchung Section There are Jangchungdan (Shrine) which is dedicated to patriots sacrificed against the Japanese Imperialists, the 15-century stone bridge, Supyogyo (Bridge) which was printed with markings to evaluate level of flood, the traditional archery field, Seokhojeong (Archery Range), and National Theater of Korea in this section of the park. It is also close to Dongdaemun Shopping Town and Seoul Folk Flea Market.

Yejang & Hoehyeon Sections There are Seoul Time Capsule Plaza which was established to celebrate the 600th anniversary of Seoul, the ancient Chinese politician Zhuge Liang's shrine, Memorial Hall of An Jung-geun who assassinated Ito Hirobumi, the Japanese Imperialist and four-time



tip

• Namsan Ormi Elevator will give you an easy ride to Mt. Namsan. Take subway line 4 to Myeongdong Station and get out of Exit 4 to the memorial plaza of No 3 Tunnel. You can take the glassed elevator for free. Inside the elevator, you can enjoy the view until you reach to the parking lot of Namsan Cable Car.

☎ 02)3783-5900
 📍 115 Sowol-gil Hoehyeon-dong Jung-gu
 🚌 Take No 0014, 402, or 02 buses from Exit 4 of Seoul Station on subway line 1 and get off at Namsan Library stop.

prime minister of Japan, and Hanok Village in these sections. The Namsan cable car to the peak departs here, easily accessible from Myeong-dong and Chungmu.

Hannam Section The outdoor botanical garden is quite a scene. It was built on the site of foreigners' houses on the slope of Namsan(Mt.). A wild flower bed is included.

N Seoul Tower The steeple is 236.7 m high from the peak of Namsan (Mt.). It was built in 1971 as a broadcasting tower and, with the extension of the observation deck, was open to the public since 1980. The 4-story observation building houses a restaurant, a café, and a wine bar. On its 4th floor, there is a rotating deck for a full view of Seoul. To the observation deck, you can take the high-speed elevator which shoots you up 240 meters a minute. There is Teddy Bear Museum [02)3489-8488] which shows the development story of Seoul in Teddy Bears. 02)3455-9277 / www.nseoultower.co.kr



National Museum of Korea 040

One of the six largest museums in the world with its vast amounts of size and displayed items. It is home to over 135,000 relics and puts over 5,000 items on a permanent display in six categories, in 18 exhibit rooms. It first opened in 1945 when the country became independent and stationed at Deoksugung and Gyeongbokgung (Palace) before it was rebuilt in Yongsan in 2005. Don't try to skim through it. You never resist the appeals from the nicely displayed relics which are silently talking to you. The time travel inside is never enough. You will be arrested by the gold crowns of the Silla Kingdom, Goryeo celadon and Joseon paintings, to just name a few.

☎ 02)2077-9000
 📍 168-6 Yongsandong 6-ga Yongsan-gu
 🚌 150 m from Exit 2 of Ichon Station on subway line 4
 🕒 Tue-Thur-Friday 09:00-18:00/Wed-Saturday 09:00-21:00/Sun-Holiday 09:00-19:00
 🌐 www.museum.go.kr
 * Closed on Mondays and New Year's Day
 Foreign Language Call available
 Advance booking and Walk-in

Gold Crown & Belt The gold crown was excavated from Hwangnam Great Tomb in Gyeongju, southeast of Korea. It is in the shape of twigs and antler, a typical design of the Silla gold crown. The gold crown weighs 1 kg and the gold belt less. The master pieces of the Silla Kingdom in terms of design and skill.

Pensive Bodhisattva Commonly believed to be of Maitreya, the future Buddha. Gilt-bronze. National Treasure no. 83. The sculpture is fascinatingly beautiful with its slight smile on the lip and naturally draped gown.



Itaewon

041

The global village inside Seoul. It is packed with foreigners from every corner of the world throughout the year. It used to be a small village of public officials living quarters in Joseon Dynasty. After the Korean War, shops for American soldiers mushroomed, which developed into a shopping and tourists town for foreigners afterwards. Half of the visitors here is foreigners so the streets are exotic and colorful.

- Area of Itaewon 1-dong Yongsan-gu
- Itaewon Station on subway line 6
- * Itaewon Grand Sale in May each year



Fun to browse the shops There are various shops selling military items, Pakistani carpets, spangled dresses, Hanbok, the Korean traditional costume, and big-sized garments. You don't have to buy something to enjoy the mood. The prices vary and the May grand sale event offers a great shopping opportunity.

Global Kitchen If you try to taste all the specialties served in Itaewon, you'd better get you a restaurant guide book. The list goes on and on from Korean pork bacon restaurants, Greek dishes in olive oil, Indian restaurants, Mexican ones to Turkey restaurants with water tobacco.

Itaewon Global Village Festival Opens between September and October each year. The festival aims to harbor various foreign cultures in Korean surroundings. With the start of opening parade consisting of representatives of all countries, the festival hosts traditional dances and performances across the world. The food festival is held at the same time to give a rare opportunity where you can taste different dishes.

Places to Shop

SCARLET | Offers upscale antique furniture and living items from France, Germany, England, Austria and Denmark.

• 02)792-0641

• 10:00-19:00

DMZ | Offering reserve army outfits and steel helmets for German soldiers during WW2.

• 02)794-7930 • 10:00-20:30



DAEBOO | The 30-year-old popular antique shop offering various items from other Asian countries.

• 02)796-1128 • 11:00-19:00

• www.daeboantique.com

Sheba Carpet | Offers handmade carpets from Pakistan.

HARRODS | Offers various living items from wooden furniture to romantic-style fabrics.

• 02) 793-5950 • 11:00-18:00

CHANBRE | The main items are the English antique plates and candle stands. The flamboyant chandeliers and lights capture the eyes of bystanders.

• 02)3785-1315 • 11:00-19:00

BAUHAUS | The antique furniture shop provides Italian original items.

• 02)749-6339 • 10:30-19:00

Guibin | The dress shop offers spangled stage dress gowns. All the garments are imported or handmade.

• 02)793-5333 • 11:00-20:00

Places to Eat

Nari's Home | 02)793-4860

• Open for 24 hrs

• Korean bacon ₩8,000, Soup with fermented soybeans ₩5,000

Baebulttukgi | 02)794-6782

• 16:30-04:00 • Fried chicken with hot

sauce ₩25,000

Hot-sauced rice cake with octopus ₩20,000

Santorini | 02)790-3474

• Sandwich and fries ₩12,000

Greek salad ₩14,000

Salam | 02)793-4323

• 11:00-23:00

• Kebab ₩6,000 and up, Turkish pizza

₩6,000, Salam course ₩18,000

Usmania | 02)798-7155

• 11:00-23:00

• Beef curry ₩18,000

Tandori chicken ₩20,000

Moontaro | 02)796-7232

• 18:00-03:30

• Nagasaki style seafood stew ₩15,000

Grilled skewer ₩25,000



Leeum, Samsung Museum of Art

042

If you have no car, take a taxi to Leeum on the slope of Hannam-dong. It surely is a trouble to get there, but it is definitely worth it. It is strongly recommended for those who would like to experience the essence of Korean traditional art in a short amount of time, those who want to skim through the global art trend by looking at representative paintings, and those who are interested in art museum buildings with the architectural sense. The three buildings were the products of the world-class architects, Mario Botta, Jean Nouvel and Remment Koolhaas. Each building represents its theme and the futuristic sense for art. Please, make sure that you have enough time to spend there beforehand.



- 02)2014-6901
- 747-18 Hannam-dong Yongsan-gu
- 10-min walk from Exit 1 of Hangangjin Station on subway line 6
- Tue to Sun 10:30-18:00
- Adults ₩10,000 Teens ₩6,000
- www.leeum.org
- * Closed on Mondays, New Year's Day and Chuseok
- Foreign language guide available / Weekend 15:00 English guide available

Jungbu Market ⁰⁴³

Beside Namdaemun Market, Jungbu Market is also regarded as the top traditional market among native Koreans. The 40-year-old market still preserves the typical market scenery of old days and offers decent groceries at cheaper prices attracting smart housewives everyday. Most famously, it offers best-quality dried fish such as squids, dried filefish fillets, anchovies, yellow corbinas, sea mustard and dried laver.



tip

• If you plan to buy dried laver and squids for gifts, try Jungbu Market. It will be satisfactory in terms of price and quality.

☎ 02-2273-0006 139-11 📍 Ojang-dong Jung-gu

Seoul Seonggwak (Fortress Wall) ⁰⁴⁴

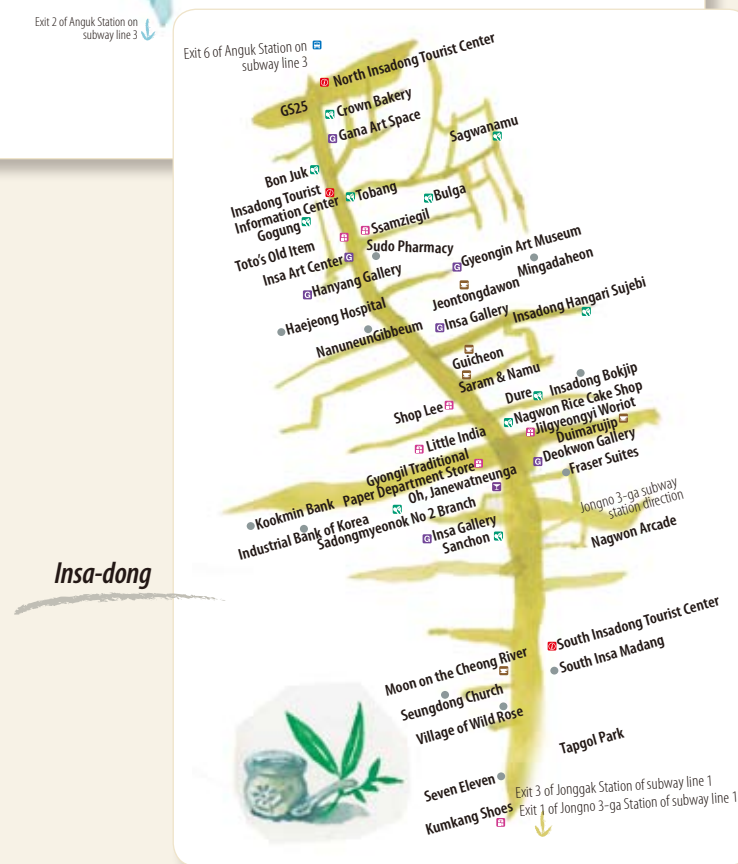
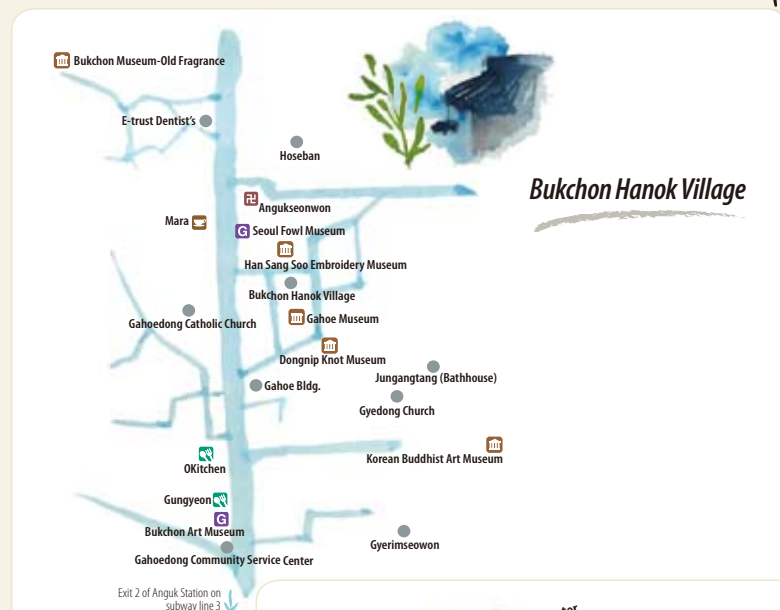
The fortress wall was built by the founder of Joseon, King Taejo. Right after the designation of Seoul as its capital city, King Taejo started to build the fortress surrounding Seoul on the Bugaksan, Inwangsan, Namsan and Naksan (Mts.). The fortress was first established with untrimmed stones and later rebuilt with well-cut stone for reinforcement. It had been considerably razed and demolished during the Japanese colonial days before it was restored recently to be brought back to its old glory. It is equipped with defense facility to protect the capital against enemy's attacks, for instance water gates which control the amount of water volume, secret gates, and lower walls on which soldiers could attack the enemy.



☑ Take a bus from Exit 2 of Anguk Station on subway line 3 and get off at Back Gate of Sungkyunkwan Univ. Take a 10-min walk to Waryong Park.
Take a bus from Exit 1 of Hyehwa Station on subway line 4 and get off at Myeongnyun 3-ga-dong. Take a 10-min walk to Waryong Park.
☑ April to Oct 09:00-15:00 (Close 17:00)
Nov to Mar 10:00-15:00 (Close 17:00)
☑ Free admission
☑ www.bukak.ackr
* Closed on Mondays (if holiday, the following Tuesday) / Must show I.D. Apply for entry at website

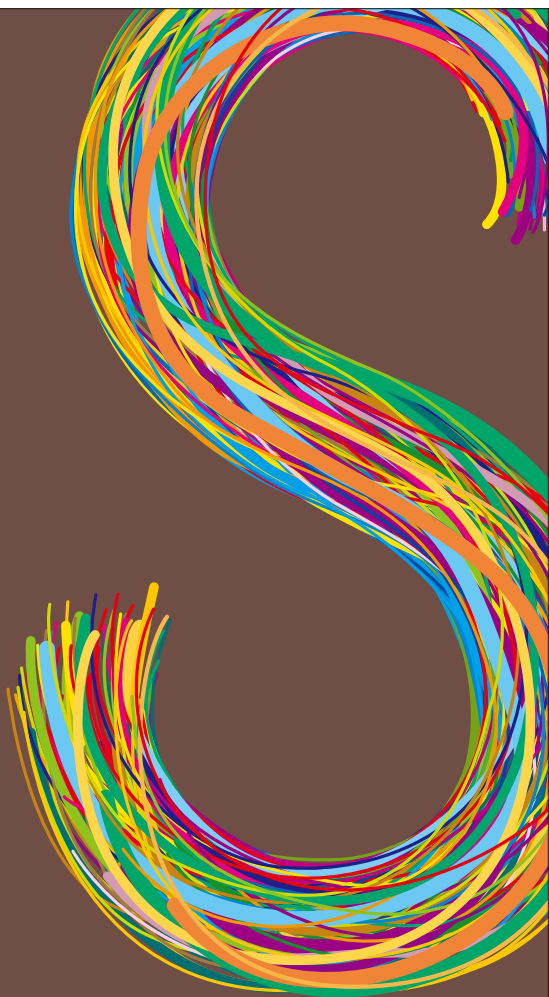
Three Courses to Bugaksan If you want to see the gate and fortress together, try to take a route to Bugaksan. There are three routes to take. The course from Changuimun to Baegangmaru is very steep so, not to feel exhausted, try to take the courses starting from Malbawui (Horse Rock) or Sukjeongmun Information.

Map



Map





Zone 2

Coveted Harmony of Naturalism & Youth

Seodaemun, Eunpyeong, Mapo





Naturalism and Youth in Full Bloom

Northwest of Seoul is young. The youngsters spend their time on creating culture, shopping and dancing in the vicinities of Hongik Univ., Sinchon and Ewha Womans Univ. The eternal theme of these areas is passion. And, there is more. Eco-friendly parks are just waiting for visitors. Haneul Park and World Cup Park will give you a calm moment looking at the sunset. The previous urban landfill got transformed into a park where you can think of environment and nature while resting yourself away from the hectic urban life.

● Festivals

Pabal Festival | Pabal is an express messenger system of Joseon Dynasty. The festival is the re-enactment of the previous Pabal. Starting with Unification road Pabal parade, the festival holds a Pabal market and a concert of autumn night. The parade is 5 km long from Gupabal cascade to Eunpyeong-gu Office Plaza, and its procession follow the Unification road. Opens in every October. 02)351-6114
Bongwonsa (Temple) Youngsanjae | Designated as No 50 national Intangible Cultural Asset, Youngsanjae is a Buddhist ritual ceremony which re-enacts the Buddha's delivering a sermon. After the ceremony, visitors are served with temple food. Held on May 5 on the lunar calendar.

02)392-3007

Art Festival at Seodaemun Prison History Hall | This art festival is the product of celebrating ancestors' patriotism and sacrifices for independence. Opens every September. At the festival, mini-concerts, art performances and outdoor family movie festivals are offered for visitors. 02)330-1412

● Unique Streets

Streets of Ewha Womans Univ. | From the subway Ewha Womans Univ. Station to the main gate of the Univ. to the Sinchon train station, the shopping district is filled with garment shops, fashion accessory stores, hair salons, café and restaurants, totaling over 500 retails.

Streets of Sinchon (former Myeongmulgeori-gil) | It holds Seodaemun-Sinchon Harmony Festival in Oct each year. Sinchon area is a preferred choice of shopping and having fun.
Han River Café Street at Sangsu-dong | Around Sangsu-dong, Mapo-gu, there are cafes which provide Hangang view. The night River view covers Bamseom (Islet) near the Seogangdaeyo, 63 Building in Yeouido, and lighted Hangang bridges.

Rodeo Street at Yeonsinnae | At this fashion outlet district, there are discount stores toward Daejo-dong, and sports brand and hiking equipment stores along the Unification road toward Bulgwang Station.

Zone 2

● Places to Eat

Andong Guksi | 02)3272-6465
 • Andong Kalguksi ₩7,000
 • 70 meter away from the left turn at Mapo Station from Exit 4 of Aeogae Station on subway line 5
Jangeorang | 02)333-1455
 • Jangeorang Combo (Lunch) ₩15,000
 • Turn right at 150 meter away toward Sinchon from main gate of Hongik Univ. at Exit 6 of Hongik Univ. Station on subway line 2
Daseongchae | 02)354-9909
 • Course Jin ₩35,000 • 5-min walk toward Cheonggu Sacred Hospital at Exit 6 & 7 of Yeonsinnae Station on subway line 3
Chuncheon Makgulsu | 02)353-7307
 • Barley Rice Combo ₩10,000 • Second building toward Gallyeon-dong at Gusan Intersection

● Places to Stay

• **Super Deluxe**
 • **Grand Hilton Seoul** | 02)3216-5656
 • **Deluxe**
 • **Best Western Premier Seoul Garden** | 02)717-9441
 • **First Class**
 • **Hotel Seokyo** | 02)330-7777
 • **Second Class**
 • **Seoul Leisure Tourist Hotel** | 02)3157-8000
 • **Innotel**
 • **Hotel D** | 02)313-6872
 • **Royal Hotel** | 02)756-1112
 • **Noblesse** | 02)935-7161
 • **Crux** | 02)312-5457
 • **Echae Hotel** | 02)365-0801
 • **Merdian Hotel** | 02)393-3990
 • **Hotel Queen** | 02)312-2556
 • **PX** | 02)365-2577
 • **Rim** | 02)363-6443
 • **Boom** | 02)392-5276
 • **Touch** | 02)364-5323
 • **Shic** | 02)364-5067
 • **Plum** | 02)364-2480
 • **Lui** | 02)365-8116
 • **Namkyeong Hotel** | 02)334-0055
 • **Bobo Hotel** | 02)324-0021
 • **Valentine** | 02)785-5552
 • **Grand Prix Motel** | 02)719-9522
 • **Namkyeongjang Motel** | 02)333-0071
 • **Montana Hotel** | 02)703-1155
 • **Santafe Hotel** | 02)482-5716
 • **Junheebin Hotel** | 02)332-7771
 • **Cheonggiwa Inn** | 02)324-5081

One-day Tour (Starting at 10 o'clock in the morning)

1 World Cup Park ⇒ Hongik Univ. Area (Lunch) ⇒ Art Festival at Seodaemun Prison History Hall ⇒ Sinchon (Dinner)
 2 Seoul Seonggwak (Fortress Wall) ⇒ Art Festival at Seodaemun Prison History Hall (Lunch) ⇒ Sinchon ⇒ Hongik Univ. Area (Dinner)
 3 Jeoldusan Catholic Martyrs' Shrine ⇒ Hongik Univ. Area (Lunch) ⇒ Sinchon ⇒ Seodaemun Museum of Natural History ⇒ Seoul Seonggwak (Fortress Wall) ⇒ Ewha Womans Univ. Area (Dinner)

World Cup Park 045

To commemorate New Millennium and 2002 FIFA World Cup, Seoul Metropolitan government built a park where a huge landfill was situated.

Polluted water was treated, earth brought to cover the site, walls erected and toxic gases sucked out. The result is a green eco-friendly park on over 3,400,000m² site with five theme park sections, ponds, fountains and plazas. It attracts close to 10 million people per year. Nearby World Cup Stadium, it can also suggest a resting place for locals and tourists with nature and passion for sports.



Peace Park The representative park in World Cup Park. Based on the theme of peace, the park harbors nature and culture alike. Its pond attracts water of the Han River and children splash into the water for fun surrounded by various water plants. The Forest of Hope was built by locals who planted trees on their own. At the World Cup Park Exhibit Hall, you can be surprised at how the huge garbage mountain became a green park.

Themed Roads at World Cup Park There are three themed roads at the park. The Metasequoia road boasts of skyscrapers-like trees along an earthen way. Haneul Park and Noeul Park are on the Nanji Beltway and show the elegant harmony of nature and artificial sculpture.

World Cup Stadium The stadium holds as many as 64,000 audiences. As the main stadium for the 2002 FIFA World Cup Korea/Japan, it held the opening ceremony and semi-finals between Korea and Germany among other

tip

● If you fail to find accommodation or want to camp here, go to the Nanji camping site. Various camping equipments available at rentals.
Make a reservation by a phone call or at its website
www.nanjicamping.co.kr

☎ 02)300-5500
📍 45-1 Nanjido-gil Seongsan-dong Mapo-gu
🚶 10-min walk from Exit 1 of World Cup Stadium Station on subway line 6
🚶 10-min walk from Exit 8 of Mapo-gu Office Station on subway line 6
🌐 worldcuppark.seoul.go.kr

World Cup Stadium

☎ 02)2128-2002
🚶 Exits 1 & 2 of World Cup Stadium Station on subway line 6
🕒 09:00-18:00
🌐 www.sisul.or.kr
*Opening hours vary at the World Cup Mall; foreign language service available

games. It is covered with green grass which grows well under the shadow and equipped with special lights just like natural sun lights and specially designed sound system. When the Korean soccer league opens, you can come here and enjoy the quality game of soccer.



Haneul Park 046

Haneul Park shows how the World Cup Park was born out of landfill and became an eco-friendly park of now. It sits on the place where a huge garbage mountain used to be after it was covered with thick earth. Due to its highest location in the World Cup Park, it has been called Haneul Park. Haneul Park itself can hold three World Cup Stadiums in its 190,000 m² site. Just 15-min walk from the entrance will allow you to have a wide view of Namsan (Mt.), Yeouido and Bukhansan (Mt.).

☎ 02)300-5500
📍 45-1 Nanjido-gil Seongsan-dong Mapo-gu
🚶 25-min walk from Exit 1 of World Cup Stadium Station on subway line 6
🕒 09:00-17:00
🌐 worldcuppark.seoul.go.kr
*Opening hours vary depending on month of the year

Wind Generator Wind Generators are the proof that Haneul Park saves nature with the power of nature itself. A wind generator produces 20 kw and the total power of 100 km generated here are used for street lights. They work hard with no stops, since they are located on top of hill at riverfront.

Haneul Stairway If you're in a hurry to get to the top at the earliest, run through Haneul Stairway, which is established in zigzags on the slope. Technically, you might save about five minutes taking stairway to the top. However, you will probably end up with spending more time on the magnificent view of Seoul along the stairway.

Silver Grass Festival Opens in October each year. The silver grass planted in the north has been sprawling and turns yellow each autumn. At a fall night, you can enjoy the night view of Seoul and the silver grass shaken by winds as the park is open till 10 pm.





Ssamzie Space Ssamzie Space gave Hongik Univ. area an aura of "art." The cultural space consists of a gallery on the first to third floors and a studio for artists on the fourth to sixth floors. On the second floor, there is a performing hall "Ssam." 02)3142-1693

Here's Experiment Shop A unique theme café which becomes an exhibit hall for designers and a get-together place for musicians, publishing people and film artists. 02)3141-2603

Soo Karaoke With a grand glass on its facade, the karaoke became a model of its own kind. A fun place for youngsters with cutting-edge singing facilities. 02)336-2332

● Places to Have Fun

■ **Themed Cafe** | Vinyl 02)322-4161
Cup & Plate 02)322-9050
Sukara 02)334-5919 Kirakira 02)334-1090 Talkative Library 02)3142-9131

■ **Club** | Club ta 02)6085-5150
Scar2 010-8004-4635 Soundholic 02)3142-4023 Cubo 02)3143-7573
Club Live & Loud 02)336-9399
FB 02)333-2701

Hongik Univ. Area

047

What comes to your mind first when you think of Hongik Univ. area? Culture, youth, independent bands, freedom, underground culture, live, clubs, trends, night meals, amateur, experiments, individualism, style, energy, communication, and diversity. The list never ends. With one word, you can't define what the area looks like. It will be difficult for you to choose one word to represent this young and live street. What's common in all of these symbols might be "freedom." Throughout the year, people with their own version of time, style, culture, and signs gather here and overflow. The proof of pudding is in the eating. Come and see!

⑤ Area between the Hongik Univ. Station and the main gate of Hongik Univ.



Hongik Univ. Free Market

048

Don't get confused with flea market. Hongik Univ. Free Market is not the bazaar where people trade antiques neglected at home. Free Market is an art market where artists meet with the public and communicate through their artworks. Artists show their unique style to the audiences and the public appreciate and purchase the art. Since it opened in June 2002 for the first time, it now opens every Saturday and attracts ever more people.

④ 02)325-8553
⑤ Playground across the main gate of Hongik Univ.
⑥ 10-min walk from Exit 5 of Hongik Univ. Station on subway line 2
⑦ Second Saturday of Mar to Nov
⑧ Mar to Nov (Every Sat) 13:00-18:00
⑨ June to Aug - 19:00
⑩ www.freemarket.or.kr



Sangsang Madang The 7-story cultural complex covers a variety of genres from photography, comics, literature, independence movie, performance, and design in its movie theater, performing hall, gallery and art market. The live hall on the two basement levels hosts a standing performance. The café on the sixth floor give a relaxing moment with music sounds. Sangsang Madang is surely a miniature of Hongik Univ. area.

Clubs Hongik Univ. area and its neighboring clubs are brothers and sisters. The clubs are the source of youth. At the last Friday of the month, Club Day attracts more patrons, since a ₩15,000 ticket allows you to get in 10 hip-hop and independent music clubs.



Sinchon

049

Sinchon is the center of University streets in the northwest of Seoul. There are four major universities around Sinchon, Yonsei Univ., Ewha Womans Univ., Sogang Univ. and Hongik Univ. No wonder Sinchon is synonymous with youth or universities. But, don't expect an academic surrounding here unless you go inside the campuses of these universities. Outside their campuses, Sinchon provides youngsters with spaces of culture, shopping, cafes and restaurants. Certainly, Sinchon is a resting area for busy youngsters.

Areas of Changcheon-dong, Seodaemun-gu and Nogosan-dong, Mapo-gu
Sinchon Station on subway line 2



Yonsei Univ. Centennial Memorial Hall

Getting through the main gate of Yonsei Univ., you can easily find the Centennial Memorial Hall right on your side. Lectures and concerts are frequently held for both students and locals. Korea's largest museum is included with having a total of 140,000 relics in 10 exhibit rooms. Don't forget to walk around the entire campus afterwards.

Places to Eat

Sinchon Sujebi | 02)334-9252

• Sujebi ₩4,000 Gimbap ₩1,500

Bodeuram Chicken | 02)313-5858

• Chicken ₩15,000

Mussel & Muggle | 02)324-5919

• Moules frites 10,000 won (lunch),
Moule a la Pizza 12,000 won (lunch)

Sinchon Broiled Intestine |

02)337-2640

• Broiled intestine ₩10,000

• Broiled Combo ₩28,000

Dongrae Green-onion Pancak |

02)322-9483

• Dongrae green-onion pancake ₩14,000

Makgeolli ₩7,000

Hyeongje Galbi | 02)365-0001

• Korean beef sirloin ₩ 42,000

Pork Skin | 02)313-0436

• 14:00-04:00

• Pork skin ₩2,500

• Chicken feet ₩3,000

Ewha Womans Univ. Area

050

It is true that the shopping culture of Ewha Womans Univ. area has changed, since several large-scale shopping malls have been built here. Still, the beauty of shopping at Ewha Womans Univ. area is in the back alleys. Shops set close to one another, and offer various fashion items at affordable prices to appeal to young women. Shoppers here are mainly in their 20s. One more fun is there is a feast for these young women from the street vendors offering various snacks to nice restaurants. Those who want trendiest goods at affordable prices should come here. Even their palates will be satisfied.

Ewha Womans University Museum Korea's first museum opened in 1969. In 1997, a newly-built building opened equipped with latest displaying facilities. There are various sections such as diorama hall where many samples of animal, plant, mineral, rock and fossil are in the re-enactment of natural ecology, ecological section where you can observe living creatures, and movie hall. Opens from 10 in the morning until 4 in the afternoon. Closed on Sunday, Holidays and Saturday during school vacation. 02)3277-3155

Sinchon Railway Station & Migliore The nostalgic Sinchon Railway Station still stands where it has been. However, a newly-built train station is now serving customers. The new train station houses Migliore, a large shopping mall, and a multiplex movie theater.

Places to Shop and Eat

Ssing | Famous for its leather goods such

as bags, wallets, and diaries.

• 02)392-6909 • 13:00-21:00

Singang | 02)363-2688

• Grilled lamb skewer ₩8,000

• Grilled sausage ₩6,000

Mubultong | 02)313-0280

• 13:00-22:00 • Various teas ₩5,000

Pizzarium | 02)312-7580 • 11:30-21:30

• Rucola ranch pizza ₩6,000

Teo | 02)312-0511 • 11:00-22:30

• Rib ₩43,000 Luxury combo ₩43,000

Areas of Daehyeon-dong, Seodaemun-gu and
Bugahyeon 2-dong
5-min walk from Exit 2 of Ewha Womans Univ.
Station on subway line 2





051
 ☺ Hapjeong-dong, Mapo-gu, Seoul
 ☺ Exit 7, Hapjeong Station Line 2 or 6

Hapjeong-dong

Hapjeong-dong is so-called 'next to Hongdae'. It is located just a five minute walk from the main street of Hongdae, but its atmosphere is very different from that of its neighboring suburb. Even if the shops there do not have big, splendid neon signs like those in Hongdae, they present the fresh work of bands and young artists. There are also many impressive cafes bound to make you a regular customer. These days, young people living in Seoul tend to prefer this area to Hongdae. Spare some time for these stores near Korea Electric Power Corp. (the former Dangin-ri thermoelectric power plant) and along the pathways near Sangsu Station.

Seodaemun Museum of Natural History

Children yell out a cheer at the sight of 9-meter-tall Acrocanthosaurus model at the entrance of the museum. The museum consists of a main hall, a special exhibition hall, and 3 permanent exhibits dealing with the Earth Environment, Life Evolution, and Humans and Nature. An audio-visual room and virtual reality corner that demonstrates 3rd dimensional animations are also available. The children's favorite is a museum where they can feel, hear and touch in person. A virtual reality hall is also popular where children experience what it is like to be in the jungle or cliff. All the exhibits and descriptive writings are displayed at eye level of children. Outdoor park is good for family picnic.



☎ 02) 330-8899
 ☺ 10-min bus ride from Sinchon Station of subway line 2
 ☺ 5-min bus ride from Hongje Station of subway line 3
 ☺ Mar to Oct 09:00-18:00 / Nov to Feb 09:00-17:00
 ☺ Adult ₩3,000 Teens ₩2,000 Children ₩1,000
 ☺ namu.sdm.go.kr
 * Closed on Mondays (if holiday, the following Tuesday),
 Lunar New Year's Day, Chuseok
 Opening hour will be extended by one hour on Saturday and holiday

Seodaemun Prison History Hall

053

Take the subway line 3 to Dongnimmun Station of which Exit 3 leads you to Seodaemun Prison History Hall. From the ticket box and the main gate all of which were made with what it had been beforehand. The Seodaemun Prison was built in the late days of Daehanjuguk under pressure by the Japanese colonialists and, for 80 years since then, witnessed the turbulences and sufferings which Koreans endured. It consists of 7 prison buildings with a watch tower, torture chambers, an execution ground where Korean patriots of the independence movement were martyred.



Independence Park & Independence Gate

Independence Park is located between Independence Gate and the exhibition rooms. In its green garden, Patriotic Martyrs Monument and Declaration of Independence Monument are situated. Independence Gate was built with the donations of Independence Association in the late 19th century and its area is now under construction for sanctuary.

tip

• The execution ground vividly reminds you of the excruciating ordeals that Korean patriots went through. At the entrance of the execution ground, there is a "wailing poplar" where death-row inmates dropped their last tear. The Japanese wardens threw away the bodies of the patriots through Sigumun, meaning a body gate, beside the execution ground.

☎ 02) 360-8590
 ☺ 101 Hyeonjeo-dong Seodaemun-gu
 ☺ 10-min walk from Exit 5 of Dongnimmun Station of subway line 3
 ☺ Mar to Oct 09:30-18:00 / Nov to Feb 09:30-17:00
 ☺ Adult ₩1,500 Teens ₩1,000 Children ₩500
 ☺ www.sscmc.or.kr/culture2
 * Closed on Mondays (if holiday, the following Tuesday), New Year's Day, Lunar New Year's Day, Chuseok / Foreign language tour available with one-week advance booking by phone call



Walking Tour

Stroll Seoul's Scenic Streets

Walking Tour with Seoul Cultural Tour Interpreters

Walking tour programs are offered in the five tour zones of Ancient Culture Zone, Traditional Culture Zone, Modern Culture Zone, History-Ecology Restoration Zone, Past-Present Coexistence Zone.

Ancient Culture Zone

1 Amsadong-Mongchontoseong (Earthen Fortification) Course

- Walking tour | 8.5 km for around 2 and half hours
- Amsa-dong Prehistoric Settlement Site (Exhibition Hall-Straw House Site) ⇒ (subway) ⇒ Olympic Park-Mongchontoseong (Earthen Fortification) • Mongchon Museum of History
The course shows the long history and culture of Seoul from the prehistoric ages to the period of the three kingdoms as well as the living style of the Baekje people.

Traditional Culture Zone

2 Gyeongbokgung-Hyoja-dong Course

- Walking tour | 2 km for around 3 hours
- Gyeongbokgung (Gwanghwamun-Heungryemun-Geunjeongmun-Geunjeongjeon-Sajeongjeon-Gyeongheoru-Gangnyeongjeon-Gyotaejeon-Jagyeongjeon-Hyangwonjeong) ⇒ Cheongwadaeap-gil ⇒ Sarangchae at Cheongwadae
You can look around the 600-year-old main palace of Joseon Dynasty and Sarangchae at Cheongwadae where displayed are the gifts to the former presidents by foreigners.

3 Jongmyo-Changgyeonggung Course

- Walking tour | 2.7 km for around 2 and half hours
- Jongmyo (Oesammun-Mangmyeong-Gongminwang Shrine-Hyangdaechong-Eosuksil-Jeonsacheong-Jeongjeon-Youngnyeongjeon) ⇒ Changgyeonggung (Honghwamun-Okcheongyo-Myeongjeongjeon-Munjeongjeon-Sungmundang-Binyangmun-Haminjeong-Hwangyeongjeon-Gyeongchunjeon-Tongmyeongjeon)
Jongmyo, registered as World Cultural Heritage in 1995, was the shrine where a king held a memorial service for his royal ancestors in Joseon period. It is a very attractive walking tour together with its neighboring Changgyeonggung.

4 Bukchon-Unhyeongung Course

- Course 1 | 3.5 km for around 3 hours (excl. cultural experience time)
Unhyeongung (Noandang-Norakdang-Yirodang) ⇒ Bukchon Culture Center - Korean Buddhist Art Museum - Han Sang Soo Embroidery Museum - Gahoe Museum ⇒ Knot Studio ⇒ Hanok Experience Hall ⇒

Education-Exhibit Hall of Seoul Intangible Cultural Asset

- Course 2 | 4 km for around 3 and half hours (excl. cultural experience time)
Unhyeongung (Noandang-Norakdang-Yirodang) ⇒ Bukchon Culture Center ⇒ Education-Exhibit Hall of Seoul Intangible Cultural Asset - Lacquer Studio ⇒ (Korean Figured Mat Studio) ⇒ 31 Gahoe Hanok Village ⇒ World Jewelry Museum ⇒ Tibet Museum ⇒ The Department of the Royal Family
The course will show you a neighborhood where there are still over 900 Hanok, Korean traditional houses. You can stay in a Hanok guesthouse, fully drenched with the unique cultural experiences.

Modern Culture Zone

5 Deoksugung-Jeongdong-gil Course

- Walking tour | 1.4 km for around 2 hours
- Deoksugung (Daehanmun-Geumcheongyo-Jungchwajeon-Seokeodang-Deokhongjeon-Hannyeongjeon-Jeongwanjeon-Jeukjodang-Junmyeongdang-Seokjojeon) ⇒ Jungmyeongjeon ⇒ Old Russia Legation-Gyeonghuijeong
From Deoksugung, the well-maintained trails, to scattered modern buildings, you can read what the most turbulent times in Korea's modern history was like.

6 Choi Sun-u House

- Walking tour | 4 km for around 3 hours
- Choi Sunu House ⇒ Seoul Seonggwak ⇒ Site of Seonjamdan ⇒ Gilsangsa (Temple) ⇒ House of Yi Jae-jun ⇒ Simujang ⇒ Suyeonsanbang (Old House Yi Tae-jun)
The course gives you the opportunity to look around the hidden footprints of culture in the back alley of Seongsokdong. It is home to many residences of cultural figures.

History-Ecology Restoration Zone

7 Cheonggyecheon Course

- Course 1 | 2.7 km for around 2 hours
- Cheonggyecheon ⇒ Gwangtonggyo (Restored) ⇒ Samilgyo (Insa-dong - Jongno) ⇒ Supgyo - Saebyeokdari (Kwangjang Market-Bangsan Market) ⇒ Ogansugyo (Dongdaemun-Dongdaemun Fashion Town)
- Course 2 | 2.3 km for around 2 and half hours
Cheong Gye Cheon Museum ⇒ Shanty Town ⇒ Dumuldari ⇒ Gosanajgyo ⇒ Muhakgyo ⇒

Walking Tour with Seoul Cultural Tour Interpreters

- Required to apply through Internet 3 days before the expected tour date (5 days before the expected tour date for group tour)
- Korean, English, Japanese and Chinese guides available
- A group of 10 locals or less & Foreigners: 10 am, 2 pm (weekdays) / 10 am, 2 pm & 3 pm (weekend)
- A group of 20 or less for Gyeongbokgung, Jongmyo, & Deoksugung Courses
- Chinese guide on Monday, Thursday & Sunday
A group of 10 locals and more: 10 am, 2 pm (weekdays)
- Venue In front of the sign board at the starting point of each course
- Cost Free (Palace admission and cultural experience should be paid individually)
dobo.vistaseoul.net • 02-2171-2459

Biudanggyo ⇒ Hwanghakgyo ⇒ Seoul Folk Flea Market

This course covers Cheonggyecheon's 8 beautiful sites: Cheonggye Plaza, the restored stone bridge of Gwangtonggyo, Banchado of King Jeongjo, Fashion Square, Historic Laundry site, Wall of Wishes, Haneulmulteo, Willow Wetland.

Past-Present Coexistence Zone

8 Seoul Seonggwak-Namsangol Hanok Village Course

- Walking tour | 10.5 km for around 3 and half hours
- Jangchungdan Park (Supgyo, Jangchungdanbi) ⇒ Seoul Seonggwak ⇒ The National Theater of Korea ⇒ (shuttle bus) ⇒ Smoke-signal Station site on Namsan-N Seoul Tower ⇒ (shuttle bus) ⇒ Namsangol Hanok Village
You can feel old and new at the same time over the course from Supgyo and Smoke-signal Station site on Namsan from Joseon Dynasty to National Theater of Korea and N Seoul Tower with advanced technology.

9 Naksan Seonggwak-Ehwajang Course

- Walking tour | 2.5 km for around 3 hours
- Dongdaemun (Heunginjinmun) ⇒ Naksan Seonggwak ⇒ Biudang (Jajudongsam) ⇒ Naksan Park (Observation deck) ⇒ Naksan Exhibition Hall ⇒ Ehwajang
Take a walk from Dongdaemun to Naksan along the Fortress Wall. On the observation deck of Naksan Park, you can have a full view of Seoul. You can also visit the private residence of the first Korean president.

10 Hangang-Jeoldusan Catholic Martyrs' Shrine Course

- Walking tour | 3 km for around 2 and half hours
- Mangwonjeong ⇒ Han River ⇒ Yanghwanaru Ferry-Jamduobong Relic-Jeoldusan Memorial Hall ⇒ Yanghwanjin Foreign Missionary Cemetery
You can appreciate how the literary circle of old Korea loved and enjoyed the arts at Mangwonjeong and listen to the history and functions of Han River.



Zone 3

Find Upscale Attractions

*Gangbuk, Dobong, Nowon, Seongbuk, Dongdaemun,
Seongdong, Gwangjin, Jungnang*





So Many Attractions, So Little Time

Northeast of Seoul is surrounded by mounts, creating the most picturesque scenery. Seoul Forest and Children's Park are the gem of a busy town. Hongneung Arboretum allows history and environment to coexist while Gilsangsa (Temple) and Suyeonsanbang (café) are filled with the fragrances of literary people. Dongdaemun Fashion Town is fun to visit around the year. There are tons of attractions which appeal to you so you'd better hurry up from early in the morning.

● Festivals

Dream City Seongdong Seoul Forest Singing Festival | The only one singing festival sponsored by local government in Seoul covers the entire nation. It opens around Seongdong Locals Day of Sep 28 each year. Starting from Wangsimni Singing Contest in 1998, the Seongdong Singing Festival has become gateway for future singers. 02)2286-5203

Korean Traditional Medicine Festival | To celebrate the designation of traditional drug market as an industrial zone, Seoul Yangnyeongsi holds a cultural festival. At the festival, 1,500 underprivileged locals are treated by Korean traditional doctors for free. Also, traditional medicine experience and oriental diet program will be offered. 02)2127-4279

Seonnongdaeye | Since 1979, Seonnongdaeye, a religious ceremony for

good harvest, was conducted once a year at Seonnongdan by Seonnong Community. It developed into a larger event in 1992 and now is sponsored by Seoul government and conducted by Dongdaemun Cultural Center and Seonnongje Conservation Committee. A parade of a royal carriage, religious ceremony and re-enactment of making seolleongtang, a Korean beef soup with rice, are included. 02)2127-4711

Achasan Goguryeo Festival | The festival is to succeed Goguryeo's history and culture conserved at Achasan (Mt.). It was chosen as the Korea's representing festival in 2008. At the comprehensive festival, a play themed from the famous love story of General Ondal and Princess Pyeongyang in Goguryeo is performed. Military arts that time are also re-enacted. 02)450-7573

● Places to Eat

Gangneungjip (Gwangjin Branch) | 02)447-3500

- Woreok sashimi ₩37,000 and up
- 8-min walk toward intersection of Olympicdaegyo northern tip at Exit 2 of Guui Station on subway line 2

Toseong | 02)452-9992

- Front of Seyang Apt Bldg No. 101 at Exit 1 of Gangbyeon Station on subway line 2
- Daedong Samgyetang** | 02)2244-7145
- Samgyetang (chicken broth with ginseng) ₩11,000

- 150 m toward Jeonnon-gong Intersection from Dapsimni Samgeori from Exit 4 of Dapsimni Station on subway line 5

Tasty Seasons | 02)2217-8523

- Short-rib stew ₩15,000
- 10-min walk toward Jeonnon-gong Intersection from Dapsimni Samgeori from Exit 4 of Dapsimni Station on subway line 5

Zone 3

Gammiok Selleontang | 02)2248-0445

- Selleontang (stock soup of bone and stew meat) ₩6,000
- 50 m from Dapsimni Samgeori from Exit 5 of Janghanpyeong Station on subway line 5

• **Noblesse** | 02)935-7161

• **Hotel Victoria** | 02)986-2000

• **Gyeongnam Tourist Hotel** | 02)2247-2500

■ **Second Class**

• **City Palace** | 02)2244-2222

• **Brown** | 02)926-6601

• **Boorim** | 02)962-0021

■ **Third Class**

• **May Tourist Hotel** | 02)493-1100

• **Amorex Tourist Hotel** | 02)2292-7634

■ **Innotel**

• **Noblesse** | 02)935-7161

• **Flower** | 02)962-8251

• **Jam Hotel** | 02)2243-1666

• **Hayan Hotel** | 02)2246-3399

• **Merdian Hotel** | 02)2244-9300

• **Empri Hotel** | 02)2242-2431

● Places to Stay

■ **Super Deluxe**

• **Sheraton Grand Walkerhill** | 02)453-0131

• **W Seoul-Walkerhill** | 02)465-2222

■ **Deluxe**

• **Holiday Inn Seoul Seongbuk** | 02)929-2000

■ **First Class**

• **Hangang** | 02)453-5131

• **Dongseoul** | 02)455-1100

One-day tour (Starting at 10 o'clock in the morning)

1 Old Houses for Literary People ⇒ Gilsangsa (Temple) ⇒ Samcheonggag (Lunch) ⇒ Arirang Movie Street ⇒ Dapsimni Antique Shopping Mall ⇒ Dongdaemun Fashion Town (Dinner) ⇒ Cheonggyecheon

2 Seoul Yangnyeongsi ⇒ Herb Medicine Museum ⇒ Dongdaemun Fashion Town (Lunch) ⇒ Jungbu Market ⇒ Seoul Forest ⇒ Cheonggyecheon (Dinner)

3 Bukhansan(Mt.) (Lunch) ⇒ Dongdaemun Fashion Town (Dinner)

4 Taereung ⇒ Manguri Park (Lunch) ⇒ Seoul Folk Flea Market ⇒ Dongdaemun Fashion Town ⇒ Cheonggyecheon (Dinner)

Bukhansan (Mt.) Trails

• **Course 1 (1 hr and 40 min)**

Doseonsa (Temple) parking lot ⇒ Uj Shelter ⇒ Insu Shelter ⇒ Baegundae Shelter ⇒ Wimun ⇒ Baegundae (summit)

• **Course 2 (2 hrs and 30 min)**

Academy House ⇒ Gucheon Valley ⇒ Gucheon Cascade ⇒ Daedongmun ⇒ Dongjangdae ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 3 (3 hrs)**

Jeongneung Ticket Office ⇒ Neokjeok Rock ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 4 (3 hrs)**

Bukak Park Tourist Hotel ⇒ Dongnyeong Cascade ⇒ Iseonsa (Temple) ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 5 (3 hrs and 40 min)**

Wooli Elementary School ⇒ Youngnak Prayer Retreat ⇒ Grave of Dr. Jo Byeong-ok ⇒ Forked road ⇒ Sword Roak Ridge ⇒ Daedongmun ⇒ Dongjangdae ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 6 (3 hrs and 40 min)**

Entrance of Bugak Tunnel ⇒ Youngbalsa (Temple) ⇒ Hyeongjeong ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 7 (3 hrs and 50 min)**

Entrance of Gugui Tunnel ⇒ Gugui Valley ⇒ Daenamun ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 8 (3 hrs and 50 min)**

Entrance of Gugui Tunnel ⇒ Seunggasa (Temple) ⇒ Samobawi ⇒ Seunggagong ⇒ Munsobong ⇒ Daenamun ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 9 (4 hrs)**

Entrance of Jingwansa (Temple) ⇒ Jingwansa (Temple) ⇒ Bibong ⇒ Samobawi ⇒ Seunggagong ⇒ Daenamun ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae

• **Course 10 (4 hrs and 20 min)**

Bulgwang Middle School ⇒ Hyangrimdam ⇒ Bibong ⇒ Samobawi ⇒ Seunggagong ⇒ Munsobong ⇒ Daenamun ⇒ Daeseongmun ⇒ Bogungmun ⇒ Daedongmun ⇒ Yongamun ⇒ Wimun ⇒ Baegundae



Ttukseom Supia Park

054

Outdoor swimming pools in Han River Park are loved by Seoul residents as a summer shelter and Ttukseom is the most loved of all, because the four season theme park 'Supia', boasting top-class facilities, was re-born through the remodeling project conducted in 20 years after its first establishment as part of the Han River Renaissance project in 2009.

Supia is a swimming pool available throughout the year and its name 'Supia' is the combination of Arisu, the former name of the Han River, and the word 'utopia'. In summer, the facility becomes a swimming pool, while in winter; it turns into a skating rink or a sledge park. It also has a good cafeteria.

Created suitably for 'Design Seoul', Ttukseom Supia park is a good place to go with your kids. The running water pool in the shape of a lovely calf face is great for swimming with your kids. The space conveniently separates the kid's pool and the baby pool, with decks for parents to take care of their children. One of its advantages is the running water pool with a wooden bridge. The pleasant tanning facility also attracts many female visitors. Supia is run over all four seasons (spring from March to June, summer from July to August, fall from September to November, and winter from December to February). Actual scheduling may vary depending on the weather.

☎ 02)452-5955
 📍 112 Jayang 3-dong, Gwangjin-gu, Seoul
 🚶 Exit 2 or 3, Ttukseom Resort Station Line 7 / Exit 3, Konkuk University Station Line 2
 🕒 9:00-20:00 (in the case of a tropical night phenomenon 22:00)
 💰 Adults ₩5,000 / Youth ₩4,000 / Children ₩3,000 / Extra facilities including tricycles excluded
 🌐 www.supiapark.com
 ⚠ Opening hours are based on the summer season (Jul 3-Aug 29) 2010.



Yeouido Supia Park Yeouido Supia Park is located at the lower reaches of Seogang Bridge. Like Ttukseom Supia Park, it is also loved by many after its remodeling last year. Its facilities are more exciting and dynamic now, with various designs, including the water canon in the Water Play Pool, the Spiral Tunnel (a water running facility), and Sneaker Soaker (a facility with water-flowing baskets). Opening hours and fees are the same as Ttukseom. 02)785-0478

Gwangjingyo River View 8th Avenue

055

Gwangjingyo, located next to Cheonhodaegyo at the end of the east of the Han River, is known for its open, magnificent views, being located between Seoul and Gyeonggi-do. The bridge is not as large as other bridges across the Han River, but it is popular as a pedestrian-friendly bridge, or a bridge people love to walk on, because it has a narrow road and wide sidewalks with green space.

The pride of Gwangjingyo is the River View 8th Avenue, one of the only three under-bridge observatories in the world. The observatory is located not on the bridge, but underneath it. The name of the observatory came from the fact that it is located at the eighth bridge section under its upper plate. The view from the bridge is so open wide, without any obstacles, that you get a great sense of space. It is also exciting to walk on its transparent bottom through which you can look down at the river.

The observatory plays a role as a cultural space, holding many performances and exhibitions as well. Excellent performances are held every weekend free of charge. The performance with the best view will be left inside you as an excellent memory from the Han River.



tip

- You might need something to nibble on while enjoying this place. Take a simple snack.
- The Gwangnaru section of Han River Park under Gwangjin-Bridge has a nice bicycle park. Spare 2-3 hours to enjoy the area, because it is a huge refreshing place.

☎ 02)476-0722
 📍 527-2 Cheonho 2-dong, Gangdong-gu, Seoul
 🚶 15 minute walk from Exit 2, Gwangnaru Station Line 5 / Exit 2, Cheonho Station Line 5
 🕒 10:00-23:00
 🌐 www.riverview8.co.kr
 ⚠ Always open

Seoul Open Theatre Changdong 056

This is a cutting-edge tent-like mobile performance hall, resembling a circus tent with its pointed pillar. This theatre is a large performance hall with a total of 879 seats, with lobbies, a kids' room, ticket boxes, and a heating/cooling system. It is a true landmark of the Northeastern area of Seoul.

The theatre plans a wide range of performances, especially many children's plays. Its kids' eye level interpretations of somewhat strange genres such as gugak (classical Korean music), ballet, and musicals are just great for the family or even foreigners. Explanations are provided during ballet or orchestral performances to help children understand them more easily.

The theatre holds various performances throughout the year, as it offers a simple venue rental plan for productions. In the case of a special performance through joint planning, the ticket price is usually from 10,000 to 30,000 won, but this price is usually discounted further. This means you can enjoy a great performance for the price of a movie ticket. Please remember that you can enjoy more discounted benefits if you sign up for a membership.

☎ 02)994-1465
 📍 1-6 Chang 4-dong, Dobong-gu, Seoul
 🚶 5 minute walk from Exit 1, Changdong Station Line 1 or 4
 🌐 www.sotc.or.kr

Kids' Room This is a place where kids, who are always curious and fond of running, can play until the performance starts. You can use this place from one hour ahead of the performance until the end of it. You need to show your tickets to use the facility.

Lobby & Information Desk This is open to everyone and you can go and sit down in the relaxation area even when there are no performances on. It is a very convenient place covered with white cloth.

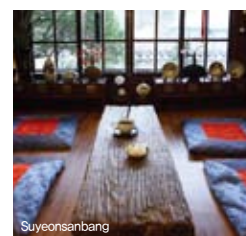


Simujang

Old Houses of Literary People 057

Old houses where famous writers lived are scattered at Seongbuk-dong area. These houses were usually built in the early 20th century and are still harboring the scent of old traditional Korean house, Hanok. These antique houses are rather smaller and less decorated, creating simplicity and warmth. At every corner, writers' touch might have left on the trees, a house well, a votive picture, walls and chimneys. Walk slowly inside with hands clasped behind the back just like the way old writers do and try to hear what they speak to us. You might lead to getting the picture of the writer and his own literary world. At your departure, you feel like reading Korean literary writings.

Simujang One of the greatest poet and independence movement, Han Yong-un built this house in 1933. Simujang literally means a house where you look for a genuine yourself. The original owner left behind Korea's most beautiful poems and fought hard until his death for Korea's independence. 02)920-3413



Suyeonsanbang

Suyeonsanbang It used to be the house of novelist Yi Tae-jun who dominated the domestic art and cultural worlds in the 1930s. He wrote "Crow", "Moonlit night" which create futile feeling and let us reflect on ourselves in a calm way. The structure evokes a sweet and charming feeling in a

wide open yard. Currently, the grand daughter of the writer runs a café for customers. 02)764-1736

Choi Sunu House This used to be the house of Choi Sunu who once was a director of National Museum of Korea. The house was built in 1920 and it looks like a hollow square. The

late director was very interested in the Korean beauty and, when it comes to the house, everything from stone figures to the trees at the backyard are very Korean. Once it was in danger to be demolished. Civic groups conducted a fund-raiser campaign and, with the success of the campaign, the house has survived. 02)3675-3401

House of Yi Jae-jun The house of novelist Yi Jae-jun who bought a vacation home built in the 1920s by a picked fish merchant. The house consists of the main house and servants' quarters. The well and old trees in the yard show the beauty of Hanok, Korean traditional house. 02)920-3413

Bukhansan (Mt.) ⁰⁵⁸

When is the best season for hiking at Bukhansan (Mt.)? Which course of trail is the best way of enjoying the most picturesque scene at Bukhansan (Mt.)? Unfortunately, there is no answer for these questions. Regardless of seasons and trails, Bukhansan (Mt.) shows you the unique beautiful scenery at all times. That is why locals continuously go hiking in different routes at different time of the year. It never fails to mesmerize you with its boastful and commanding scenery. The more slowly, the longer, and the more often you go up there, the more openly Bukhansan (Mt.) reveals itself to you. Bukhansan (Mt.) surely is the best mountain in Seoul. It attracts over 5 million people per year. Its formal name is Samgaksan (Mt.) which literally means three horns, pointing out the fact that the mountain consists of three peaks of Baegunbong (836 m), Insubong (810 m) and Mangyeongbong (799 m).



☎ 02)909-0497
 🚌 Take No 704 or 34 buses at Exit 1 of Gupabal Station on subway line 3 and get off at Bukhan Sanseong stop
 🌐 bukhan.knps.or.kr

Dobongsan (Mt.) ⁰⁵⁹

Dobongsan (Mt.) staggers between the north of Seoul and Gyeonggi-do. Its beautiful ridge attracts more locals for trekking, one of the favorite trekking course in Seoul. The peaks such as Seoninbong, Jaunbong, Manjangbong, Sinseonbong are boasting of unique shapes having clear water running between valleys. The trekking takes from one and half hour to 4 hours and a half depending

on which course you take. It is over 739 meters above sea level.

Seoul's fences, Buramsan & Suraksan (Mts.)

Buramsan (Mt.) is a rock mountain at the dividing line of eastern tip of Seoul and Gyeonggi-do. It is 508 meters above sea level, rather lower, but just perfect for a day trekking thanks to the small valleys, temples, cascades and streams. Suraksan (Mt.) sit between northern tip of Seoul and Gyeonggi-do and spreads to Buramsan (Mt.). With lower heights, it's just for everybody and offers a therapeutic forest.

☎ 02)2298-1316
 🚌 10-min walk to ticket box from Exit 1 of Dobongsan Station on subway lines 1 & 7
 🌐 mountain.dobong.go.kr



Seoul Forest ⁰⁶⁰

Just as London has Hyde Park, Seoul has Seoul Forest. On the wide range of land which can embrace 145 football fields, there are five theme parks with 420,000 trees and various wild animals. More importantly, Seoul Forest is being developed and flourished helped by the government, businesses and citizens. Volunteers are weeding the lawn and maintaining flower beds, for instance. As soon as you walk inside the park, the sea of greens will create a wild nature just in front of your eyes.



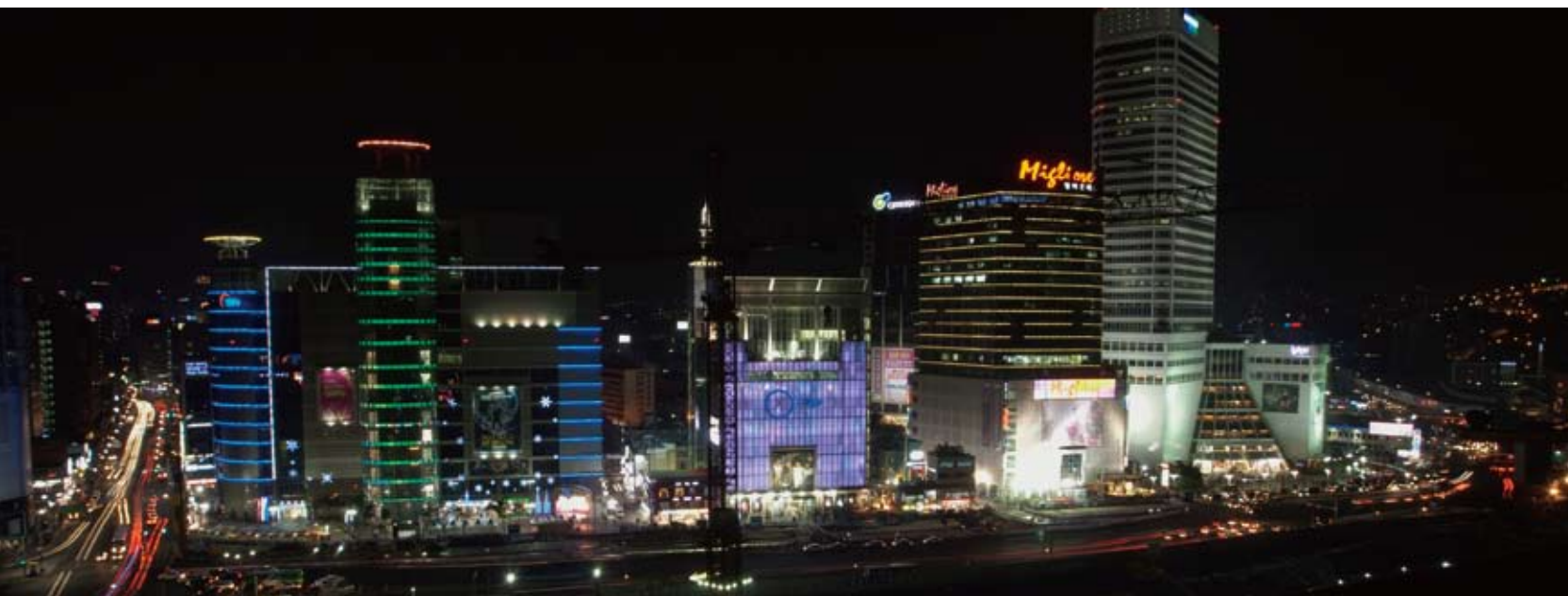
Culture & Art Park Surrounding the forest trails and lawns, bicycle tracks and skating park as well as open-air stage are established for art lovers. Sculptures like Guardians of Forest by Choi Woo-ram are contributing for cultural values of the park. Children's space are offered in various playgrounds and loved very much by families.

Ecology Forest A theme park where humans meet with nature. Residents are 114 wild animals in 8 kinds such as deer, moose, mandarin ducks, and sea ducks.

☎ 02)460-2905
 🚌 685 Seongsu 1-ga 1-dong Seongdong-gu
 🚌 20-min walk toward Eungbong Bridge from Eungbong Station on Central railway
 🚌 15-min walk from Exit 8 of Ttukseom Station on subway line 2
 🕒 Open for 24 hours
 🌐 parks.seoul.go.kr/seoulforest
 * Open throughout the year, Limited opening hours for ecology forest, car parks, convenience store, cycle rentals, waterfront resting point

tip

3 hours trekking is recommended for visitors. However, without enough time, you'd love to take the couples course consisting of outdoor sculpture park, an ecology forest and a water front park. To take a shorter course, run on bicycle following green ways just like a wind. Seoul Forest opens for 24 hours a day but the ecology forest section is closed at 8 pm in the summer and 6 pm in the winter for animal protection.



02)2048-0500 ~ 1
 17-2 Euljiro 6-ga Jung-gu
 Connected from Exit 14 of
 Dongdaemun history&culture park
 Station on subway lines 2,4&5
 Exit 8 of Dongdaemun Station on
 subway lines 1 & 4
 www.donami.co.kr
 www.dft.co.kr
 * Tourist Office (In front of Cerestar)
 Open throughout the year,
 09:00-22:00
 Foreign language tours
 02)2236-9135 / Foreigner
 shopping help 02)2254-1674

Dongdaemun Fashion Town ⁰⁶¹

The large-scale fashion shopping malls are situated at Dongdaemun area. As well as the skyscrapers like Doota and Migliore which are packed with fashion shops, even street vendors sell trendiest fashion accessories here. At Dongdaemun, you can buy fabrics and subsidiary materials for garments. Dongdaemun is surely the place where shoppers can purchase anything related to clothing. One irresistible advantage of Dongdaemun Market is this place offers the highest grade quality materials at reasonable prices in fast-changing design which represents the hottest global trend. This is well-known among foreigners, too. At daytime, the market is overflowing with tourists looking for best products at affordable prices. At night, rural shop owners are busy purchasing newest fashion products for their own customers in their local town.



● Places to Shop

Doota | Famous for refreshing spaces and convenient shopping line, Doota offers various sports wear and young designers fashions at affordable prices. Foreign exchange available.

• 02)3398-3114 • Exit 14 of Dongdaemun history&culture park Station on subway lines 2 & 4
 • Tue-Sat 10:30-17:00 / Mon 10:00-17:00 / Sun 10:30-23:00
 • www.doota.com

HELLO APM | It offers mostly garments designed by young professionals. In particular, the 8th floor is called "Storage" and creates a cute and charming shopping space.

• 02)6388-1114 • Exit 14 of Dongdaemun history&culture park Station on subway lines 2 & 4
 • 10:20-17:00 / Closed on Tuesdays
 • www.helloapm.com

Migliore | It offers different items each floor according to smart organization and boasts of a whole variety of selling items. First-generation of Dongdaemun Large-scale shopping mall. At the outdoor stage on the 1st floor, it serves customers with performances and events.

• 02)3393-2802 • Exit 14 of Dongdaemun history&culture park on subway lines 2 & 4
 • 10:30-16:30 Closed on Mondays
 • www.migliore.co.kr

Cerestar | It divides a department store section and bonded goods section, putting them on the different floors. At the department store, shoppers can purchase brand goods at lower prices than other department stores.

• 02)2048-4800 • Behind Doota from Exit 14 of Dongdaemun history&culture park Station on subway lines 2 & 4
 • 10:30-17:00

Dongdaemun Shopping Place | It is a huge fabrics market consisting of three buildings. For shoppers who want their own way of fashion style, it offers various fabrics and subsidiary materials.

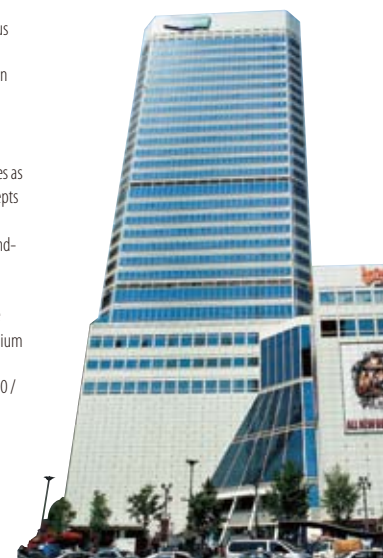
• 02)2262-0114 • Exit 9 of Dongdaemun Station on subway lines 1 & 4
 • 08:00-18:00
 • www.dongdaemunsc.co.kr

Jeil Pyunghwa Market | It only serves as wholesaler market but, at daytime, accepts retail customers, too. It offers quality products and, in particular, provides hand-made shoes and fashion accessories at affordable prices on the basement.

• 02)2252-6744 • In front of Gwanghee Fashion Mall at old Dongdaemun Stadium site
 • Mon-Fri 10:00-16:30 / Sat 10:00-17:00 / Sun 21:00-16:30
 • www.jeilpyunghwa.com

Kwang-Hee Fashion Mall | On the second floor, shoppers can have quality leather goods for lower prices than any other places in Korea. Tourists' pick for shopping spot. It operates wholesale and retail together so that, at night, there are more items.

• 02)2232-2882 • Back alley beside old Dongdaemun Stadium site
 • Tue-Sun 10:00-23:00 / Mon 19:00-23:00
 • www.kwangheesijang.com



Seoul Folk Flea Market ⁰⁶²

Korea's largest flea market. Shop owners sell the second-hand goods which they gathered with efforts from everywhere. Here are the selling items: camera, walk-man, record player, LP record, golf and angling equipments, military glasses, antique ornament and wall clock. Though they are old and second-hand ones, they are working well as new ones because they went through repairs with precision.

Foreigners Flea Market Foreigners are throwing this flea market. They take the old and useless items out for new owners. Oftentimes, they offer rare items which they brought from their faraway home town. It plans to open on Sep 26, and Oct 4 2009.

☎ 02)3707-8001
 📍 109-5 Sinseol-dong Dongdaemun-gu
 🚶 10-min walk from Exit 9 of Sinseoldong Station on subway line 1
 🕒 10:00-19:00
 🌐 pungmul.seoul.go.kr
 * Closed on second & fourth Tuesday of the month



Dapsimni Antique Shopping Mall ⁰⁶³

The Antique Shopping Mall is 20 years old. It naturally developed as the scattered antique shops began to come here one by one. The Market looks like an ordinary building from outside. Once you get in, you will find over 150 shops just waiting for customers. They display various items from dolls, silver ornamental daggers, glasses to lamps. Also, larger items like stone mortars, stone statues and chests sit along with smaller counterparts. Prices vary but skillful haggling might give you a price off. Go for it!



Janganpyeong Antique Shops If you fail to find something you wish to buy at Dapsimni Antique Shopping Mall, go visit Janganpyeong Antique Shops, a block away from Dapsimni. Shops look alike but, with a closer look, you can find something unique and rare.

tip • Shops close at 6 pm and this neighborhood is a little chaotic. Pick up early.

☎ 02)2213-6708
 📍 Surroundings of 530-961 Dapsimni-dong Dongdaemun-gu
 🚶 2-min walk from Exit 1 of Dapsimni Station on subway line 5
 🚶 5-min walk from Exit 4 of Dapsimni Station on subway line 5
 🕒 10:00-18:00
 * Closed on Sundays

Samcheonggak ⁰⁶⁴

Built in 1972, Samcheonggak is where the delegation held a banquet when the joint communiqué of 4 July 1972 between the South and the North of Korea was announced. It was also the cradle of the 'yojeong (high-class Korean-style restaurant) politics' in the 1970s and the 1980s. This secret place was opened to the public in the middle of the 1990s. Then it was sold to the Seoul Metropolitan Government in the 2000s and turned into a cultural space in the form of a traditional Korean-style building, with Korean food restaurants, lounge and wine bars, and a performance venue.

It consists of Ilhwa-dang (the main building) and five other annexes, including Cheongcheon-dang and Cheonchu-dang. It also has a walkway with a pavilion for visitors. Even if it is difficult to reach, it is loved by many as a place for a date or for photography, given its beautiful surrounding view that includes Mt. Bukak. It is surrounded by around 30 foreign embassies. The manicured gardens of each annex are also popular as beautiful outdoor wedding locations.



☎ 02)765-3700
 📍 330-115 Seongbuk 2-dong, Seongbuk-gu, Seoul
 🕒 Always open
 🚶 Free shuttle bus (10:00-21:00, one bus per hour)
 🌐 www.samcheonggak.or.kr
 * Shuttle bus route: Samcheonggak - National Palace Museum of Korea (Eastern gate of Gyeongbokgung) - Jogyesa in Insa-dong - Jonggak (Young Poong Books) - Euljiro Ipgu (Samsung Fire & Marine Insurance) - Press Center (City Hall) - Kyobo Book Centre (Gwanghwamun) - Samcheonggak

tip • There is no public transport to Samcheonggak, but it is easy to get there using free shuttle buses. The shuttle bus runs once hourly from 10:00 am to 9:00 pm.

Gilsangsa (Temple) ⁰⁶⁵

Gilsangsa is a Buddhist temple located at the foot of Mt. Samgak. In Korea in the 60s and 70s, so called back street politics was popular: politicians and military generals met secretly to resolve political problems. The temple used to be a yojeong (high-class Korean-style restaurant) used as a base for conducting back-street politics. Daewongak, one of the most famous yojeongs of that time, was remodeled and opened as Gilsangsa in 1995. It has a branch in Paris, France, and the late Beopjeong, a famous monk and author of the book <Nonpossession>, was once the temple's chief monk. Despite its short history, the temple has actively led citizen campaigns and helped the poor. If you apply early, you can also participate in a temple stay every last weekend of the month.



tip • Gilsangsa (Temple) is a backdrop of a miserable love story of a young poet and a pretty gisaeng. Get to know of the story and read the poem by the poet.

☎ 02)3672-5945-6
 📍 323 Seongbuk2-dong Seongbukgu
 🚶 Shuttle van from Exit 6 of Hansung Univ. Station on subway line 4
 🌐 www.gilsangsa.or.kr
 * Temple Stay on last Saturday of the month 15:00 - Sunday 15:00

Children's Grand Park

066



Opened on May 5, 1973, celebrating Children's Day, the Children's Grand Park continues to improve itself, recently investing 14,500,000 US dollars (17,900 million Korean won) for renovation from Sep 2007 to reopen on the 2009 Children's Day. Among the recently introduced, music fountain, parrot village and sea animal hall are attracting more visitors. The music fountain is

located at the main gate and dancing freely to the tune of melody. There are over 800 parrots in the parrot village where you can walk in and feed them on your own. The dance of parrots will create a spectacle. The sea animal hall is home to white bears, seals and otters. It is a 2-story aquarium of which large acrylic window glasses will allow visitors to witness the water lives of sea animals. Over 12 million people visit on a yearly basis. Free admission.

☎ 02)450-9311
 📍 Exit 4 of Ahasan Station on subway line 5
 📍 Exit 10 of Children's Grand Park Station on subway line 7
 🕒 05:00-22:00
 🆓 Free admission
 🌐 www.sisul.or.kr/sub05



Seoul Yangnyeongsi Market

067

The market is specialized in medicinal herb materials for Korean traditional medical treatment. It trades 70 % of domestic herb medicine. Since 1960, herb medicine merchants have begun to gather here and formed a specialized market. As the herb medicine distribution center, Seoul Yangnyeongsi Market is home to over 1,000 businesses regarding prescription, sales of herbal medicine and oriental medical treatment. Following the year-round smell of brewing herbal medicine, you will never miss where the market is.

Herbal Medicine Festival To spread the excellent efficacy of herbal medicine, the Herbal Medicine Festival has been held every fall since 1995. Various experience programs are offered, for instance, herbal material speed cutting contest and herbal medicine tea and food sampling. A big parade is accompanied for visitors where the royal doctors and nurses are participating in this re-enactment procession. During the festival, herbal medicine materials are on sale.

☎ 02)969-4793-4
 📍 Jegi-dong and Yongdu-dong Dongdaemun-gu
 🚶 5-min walk from Exit 2 of Jegi Station on subway line 1
 🕒 09:00-19:00
 🌐 www.seoulja.com
 * Closed on Sundays & Holidays (some shops open)

tip Korean herbal medicine including ginseng is famous for its excellent efficacy. Chinese herbs are on the shelves, too. Don't forget to check out the origination label. It will be more fun to pay a visit at the Herb Medicine Museum for detailed information about herbs first before going to the market.



Herb Medicine Museum



Herb Medicine Museum displays documents on herbal medicine materials. The Korean traditional way of medicine thinks of a human's body as a small universe and deals with disease based on that assumption. It has passed a long time since the introduction of western medicine, but the oriental medicine is still thriving with the trust of patients. The museum displays the materials of the influential figures in the Korean traditional medicine, equipment for herb processing and needed medicinal facilities to help visitors further understand the herbal medicine. If you try to read each one of the displayed herbs and their efficacies, you might be very knowledgeable about the field. At herbal medicine room, visitors get diagnosed with the herbal medicine principles and decided for his own physical constitution. Free admission.

☎ 02)3293-4900
 📍 82 Donguibogam Tower, 787 Yongdu-dong Dongdaemun-gu
 🚶 3-min walk from Exit 3 of Jegi Station on subway line 1 /
 7-min walk from Exit 9 of Yongdu Station on subway line 2
 🕒 Mar to Oct 10:00-18:00
 Nov to Feb 10:00-17:00
 🌐 museum.ddm.go.kr
 ★ Closed on Mondays, New Year's Day, Lunar New Year's Day,
 Chuseok

Half day tour

I recommend the half-day tour: You can take a tour in half a day and rest for the rest of the day. Visit it in the morning or the afternoon, as you wish. If you want to see the changing of the Guards Ceremony, the morning tour is a better choice. If you want to see the night view, go for the afternoon tour and take some time to look around.

● Morning tour recommendation

- Gyeongbokgung course:
Jogyesa -> Gyeongbokgung
changing of the guards ceremony ->
Gyeongbokgung -> National Folk
Museum -> Cheongwadae -> Itaewon
- Traditional Korean culture tour:
Namsan traditional Korean house village
-> Deoksugung changing of the guards
ceremony -> Cheonggyecheon ->
Myeong-dong

- World cultural heritage
Changdeokgung and Mt. Nam:
Changdeokgung -> Seoul Tower ->
Namdaemun Market
- Gangnam Tour:
COEX -> Seonjeongneung -> Gangnam-
gu Office -> Teheran-ro -> Bongeunsa ->
COEX
- Museum Tour:
National Museum of Korea ->
Cheonggyecheon -> Insa-dong

● Afternoon tour recommendation

- Changdeokgung & Insa-dong:
Changdeokgung -> Insa-dong ->
Namdaemun Market
- Seoul Tower & Yongsan Electronics
Market tour: Yongsan Electronics
Market -> Namsan Hanok (Korean-style
housing) village -> Seoul Tower
- Gangnam afternoon tour: COEX
-> KOUS -> Appujeong Rodeo Street ->
Cheongdam Gallery Street -> Kimchi Museum



Zone 4

Modern Face, South of Han River Area

Gangdong, Songpa, Gangnam, Seocho





Trendsetter Central

You can be sure that Seoul stands shoulder to shoulder with the world's greatest cities when you are in Gangnam. Apgujeong Rodeo Street, Cheongdam Fashion Street and Garosu-gil are always witnessing the latest trends which will dominate Seoul. Besides the fashion trends, Gangnam area is the de facto center of economy and culture. You can easily find cultural complexes to enjoy a variety of cultural performances and exhibitions: LG Arts Center, POSCO Center, Maison Hermes Dosan Park, Space*C, Nature Poem Building, just to name a few. There are also historic sites close to locals, for instance Amsadong Prehistoric Site, 1,000-year old Bongeunsa (Temple), World Heritage Seonjeongneung.

● Festivals

Hanseong Baekje Cultural Festival | Songpa-gu holds the festival, since it harbors historic sites of the Baekje Kingdom such as Pungnapdoseong (Mud Rampart), Mongchontoseong (Earthen Fortification), Seokchon-dong Ancient Baekje-era Stone Mound Tombs and Bangidong Ancient Baekje-era Tombs. Must see Baekje cultural experience, Baekje folk performance, Baekje fashion show and Baekje & B-boys. 02)2147-2832

Cherry Blossoms Festival at Seokchon Lake | As a flamboyant spring event, the festival was originally designed to contribute to the local development and meet the cultural needs for locals and, at the same time, has been attracting more tourists. It opens in sync with the cherry blossoms in spring annually, suggesting different and colorful programs like walking along cherry blossoms, music stage, music concert and traditional arts performances. 02)410-3410

Gangdong Prehistoric Cultural Festival | As one of the Seoul's representing local cultural events, this festival captures the Neolithic Period and presents events reproducing the prehistoric cultures some 6,000 years ago. You can taste and experience what it is like to live in the primitive ages. Opens on the second Friday of October each year. 02)480-1410

● Places to Eat

Geumbat | 02)488-1980

• Beef rib with rice cake combo ₩13,000

• In front of the back gate of Oryun Church across Korea National Sport University at Exit 3 of Dunchon Station on subway line 5

Beokje Galbi | 02)415-5522

• Pyeongyang Cold Noodle ₩11,000

• Exit 4 of Bangi Station on subway line 5

Haneuldum | 02)421-6631

• Suboksang ₩36,000

• 10-minute walk toward Bangi Samgeori from Exit 1 of Jamsil Station on subway lines 2 & 8

Gourmet Home | 02)568-4594

• Me Table d' hôte ₩35,000

• 500 m toward Samseong Station from Exit 1 of Seolleung Station on subway line 2

Daejanggeum (Samsung Branch) |

02)562-5972

• Buan Table d' hôte ₩29,000

• 200m toward Cheongdam Intersection

from Exit 5 of Samseong Station on subway line 2

Barley Rice in April | 02)540-5292

• Barley Rice ₩8,000

• Toward Nonhyeon-dong from Exit 2 of Apgujeong Station on subway line 3

Samjeong Blowfish Restaurant |

02)3447-3030

• Dadaki ₩60,000

• Exit 14 of Cheongdam Station on subway line 7

● Places to Stay

■ **Super Deluxe**

• **JW Marriott Hotel Seoul** |

02)6282-6262

• **Ritz-Carlton Seoul** | 02) 3451-8000

• **Renaissance Seoul** | 02)555-0501

• **Grand Intercontinental Seoul** |

02)555-5656

• **Imperial Palace** | 02)3440-8000

• **COEX Intercontinental** | 02)3452-2500

• **Park Hyatt Seoul** | 02)2016-1234

• **Lotte Hotel World** | 02)419-7000

■ **First Class**

• **Youngdong** | 02)542-0112

• **Samjeong** | 02)557-1221

• **Sunshine** | 02)541-1818

• **Greengrass** | 02)555-7575

• **Popgreen** | 02)544-6623

• **Blue Pearl** | 02)3015-7777

• **Ibis Seoul** | 02)3454-1101

• **Tria** | 02)553-2471

• **Centro** | 02)3486-6000

• **Lake** | 02)422-1001

• **California** | 02)401-4763

■ **Second Class**

• **Friend** | 02)521-7111

• **Hilltop** | 02)540-3456

• **Dynasty** | 02)540-3042

• **New Hilltop** | 02)540-1121

• **Jamsil** | 02)421-2761

• **Karak** | 02)400-6641

One-day Tour (Starting at 10 o'clock in the morning)

1 Amsadong Prehistoric Settlement Site ⇒ Mongchontoseong (Earthen Fortification) (Lunch) ⇒ Olympic Park ⇒ Lotte World (Dinner)

2 Yangjae Citizen's Forest ⇒ Seoul Arts Center (Lunch) ⇒ Museum of Korean Embroidery ⇒ Kimchi Museum ⇒ COEX (Dinner)

3 Seonjeongneung (Tomb) ⇒ Bongeunsa (Temple) ⇒ Garosu-gil (Lunch) ⇒ Nature Poem Building ⇒ Apgujeong Rodeo Street ⇒ Cheongdam-dong Fashion Street (Dinner)

4 National Digital Library ⇒ Seorae Global Village (Lunch) ⇒ Hangang Park ⇒ Garosu-gil ⇒ Apgujeong Rodeo Street (Dinner)

Hangang Park 069

Locals love to enjoy sports and recreations here with their family and friends. From the east to the west of Seoul, there are a total of 12 riverside park sections along the Hangang, totaling 40 km in length. You can easily access to the Park to play any kind of sports, since the Park is equipped with trails, bike lanes and all the sports facilities for soccer, swimming, volleyball, basket ball, tennis, badminton, wind surfing, water skiing, and angling. Just walking with the winds from the river would definitely be fun to relax.

Moonlight Rainbow Fountain & Seoraeseom (Island)

Hangang Park Banpo section is 7.2 km long with having the Banpodaegyo at its center and attracts more visitors than other park sections. Moonlight Rainbow Fountain is designed to spew in rainbow color at the both ends of the 1,140 m-long Banpodaegyo, making

it the longest bridge fountain in the world, according to the Guinness Book of Records. Seoraeseom provides wide flower beds and boasts of magnificent scenery in all seasons of the year. If you are seeing someone, you definitely take your date to the flower lanes which will melt down her heart.



☎ 02)591-5943 (Banpo Information Center)
 🚌 No 8401 Shuttle bus at Exits 3 & 4 & 8 of Express Bus Terminal Station on subway lines 3 & 7
 20-min walk from Exits 1 & 8 of Dongjak Station on subway line 4
 No 8401 Shuttle bus at Exit 13 of Samgakji Station on subway line 4
 No 8401 Shuttle bus at Exit 4 of Noksapyeong Station on subway line 6
 🌐 hangang.seoul.go.kr



tip

To get to Hangang Park Banpo section, get off the subway at the Express Bus Terminal station, and take exit 3 to get on Bus 8401 which runs from The War Memorial and Central City at Express Bus Terminal. Just 10 minute-drive will take you there. Please, check out on its websites first, since there are different events and functions depending on the time of the month and year.



Banpo Hangang Park & Moonlight Rainbow Fountain 070

This is one of the most dramatically changed places through the Hangang Renaissance project of the Seoul Metropolitan government. The 6.4km-long Banpo Hangang Park, located along the southern riverside area between Banpodaegyo and Dongjakdaegyo, is a submerged bridge reborn as a pedestrian bridge with its new moonlight rainbow fountain. The park has lots of exciting things to see, including Moonlight Park with the theme of the moon.

Moonlight Rainbow Fountain The fountain has been registered in the Guinness Book of Records as the world's longest bridge fountain. It boasts fantastic beauty, changing its shape and color day and night. As a fancy music fountain show is held at nights, it is becoming a new attraction on the Han River among local and foreign tourists alike.

Moonlight Square Moonlight Square is a moon-shaped square where various performances and events are held. The square not only has a performance venue, but also many other facilities, including the inline skating rink, the foam playground, the river walk, and the ecology park. Many fishing lovers also find this place wonderful because they can catch carp here. Near the artificial islet, you can enjoy various water sports such as water skiing and boating. The bicycle road of the Banpo district is an

ment plan and the construction of Olympic Road. In April and May, the place is full of rape flowers and blue barley, waving yellow and blue, while in August, it is decorated with sunflowers. Photography lovers also find this place amazing as it is filled with trees and flowers. With the nearby field of reeds and a nice walk, it is also an excellent place for a date or for family outings.

Jamsugyo The bridge is under Banpodaegyo. Two lanes of the four on the bridge are for pedestrians and bicycles only. By attracting pedestrian-oriented traffic, the bridge has been changed entirely. Through its seven terrace-like connection decks, you can enjoy the Hangang and the Banpodaegyo close up.

Seoraeseom Seoraeseom is an artificial islet built in 1986 when there was the Hangang comprehensive develop-

☎ 02)3780-0541
 🚌 115-5 Banpo 2-dong, Seocho-gu, Seoul
 3 min. walk from Exit 1 or 2, Dongjak Station Line 4 / 15 min. walk from Exit 1, Simbang Station Line 9 / 15 min. walk from Exit 2, Gubango Station Line 9 / Exit 8-1 or 8-2, Express Bus Terminal Station Line 3, 7, or 9. Walk or take bus 8401 from the bus stop in the center of the road.
 🌐 hangang.seoul.go.kr/park_banpo

Mongchontoseong⁰⁷¹ (Earthen Fortification)

This earthen fortress was built in the early 3rd century when the three kingdoms fiercely fought each other to gain total control of the Korean peninsula. The Baekje Kingdom needed to establish a fortress to protect its capital city. It raised earth and trimmed the slant of 45 m-tall hills to put a wall which totaled 2.7 km in length. A river on one side and a wooden fence on the other barred enemies from getting in. Inside the fortress, a residential area was situated, judging from the sites of straw houses and underground storage on the layered foundations. Earthenware and weapons excavated here are the proof of how the Baekje people lived in the past. Long trails, thick pine woods and a small lake were built for visitors who are the de facto current-day owner of the fortress, since they frequently visit here while enjoying walking.

☎ 02)424-5138
 📍 88-3 Oryun-dong Songpa-gu
 🚶 15-min walk from Exit 3 of Olympic Park Station on subway lines 5 & 8
 🕒 09:00-18:00
 🌐 www.songpa.go.kr



☎ 02)410-1111
 📍 426 Olympic-ro Jamsil-dong Songpa-gu
 🚶 Exit 3 of Olympic Park Station on subway line 5
 🕒 06:00-22:00
 📍 Haneul Square & Peace Plaza 05:30-22:00
 🌐 www.sosfo.or.kr/olpark

for joggers and cyclists. If you would like to know about Seoul Olympics more, you can visit the Olympic Museum.

Olympic Park⁰⁷³

To commemorate the 1986 Asian Games and the 1988 Olympic Games held in Seoul, the Games site became a memorial park. Surrounding Mongchontoseong (Earthen Fortification), the wide park is home to the whole variety of sports arenas for swimming, gymnastics, fencing, cycling, weightlifting and an art museum. Also, locals can easily enjoy their choice of sports such as jogging, golf, basket ball and yoga here. Once you get in the park, you can play any kind of sports. There are many trails between its squares, hills and a lake

tip

• Olympic Park is also one of the most popular places for couples. You can rent a cycle designed for a couple and run through to Mongchontoseong (Earthen Fortification) to take a rest under a big tree.

Prehistoric Settlement Site in Amsadong⁰⁷²

This settlement site is based on straw houses in the Neolithic age. The 1925 deluge uncovered pieces of earthenware and stoneware, revealing this major prehistoric site. Until 1984, a series of excavation research reconstructed the way how people lived on hunting and gathering in this neighborhood more than three thousand years ago. Currently, the excavated site has been covered with earth and replicas of straw houses were built for visitors.

☎ 02)3426-3857
 📍 155 Amsa-dong Gangdong-gu
 🚶 10-minute walk from Exit 4 of Amsa Station of Subway Line 8
 🕒 09:30-18:00 (05:30-09:00 for free)
 💰 Admission fee: ₩500 for adults ₩300 for children and teens
 🌐 sunsa.gangdong.go.kr
 ⚠ Monday is closed / Foreign language tour provided.



Jamsil Baseball Stadium⁰⁷⁴

The Korean baseball might be the most exciting baseball in the world, which has proven its world top-class position as it won the gold medal in the 2008 Beijing Olympics and the second place in the 2009 WBC. Jamsil Baseball Stadium is Korea's best baseball stadium which was opened within the Jamsil Sports Complex in 1982. The exterior took its form from janggu, a traditional Korean instrument, and the size of the playground is 26,331m². The home run distance is 125m at center, and 100m at the foul lines, which is the longest stadium in Korea. Even if its extra facilities such as convenient stores, fast food restaurants and uniform shops are somewhat humble, but only with the baseball itself, the stadium becomes one of the best places in Seoul.

☎ 02)2202-3834
 📍 29 Olympic-ro, Jamsil 1-dong, Songpa-gu, Seoul
 🚶 5 min. walk from Exit 5 or 6, Sports Complex Station Line 2
 🌐 http://stadium.seoul.go.kr
 ⚠ It is important to check the schedule in advance as the opening hours are different depending on the game.



Lotte World ⁰⁷⁵

A multi-purpose complex including theme park, department store, shopping mall, sports center, movie theater and hotel. The building sucks in people in droves, but, once you get in here, it hardly is crowded as you might expect with its huge area of 580,000m². The pick of youngsters is of course Lotte World Adventure, the theme park of adventure and mystery. Opened in 1989, it boasts of unparalleled facilities and size in the world. The moment you walk in, you will witness people exclaiming with admiration un-

der the colorful lights. The department store and the shopping mall offer decent products for cheaper prices and attract customers around the year. The year-round ice rink is also popular.

tip

As the Korean TV shows got popular overseas, more foreigners visit the film sites in Korea. The mural paintings of Lotte World are attracting fans of a popular TV show, *Stairway To Heaven*, who wish to win love.

☎ 02/411-2000
 📍 40-1 Jamsil-dong Songpa-gu
 🚶 Connected to Exit 4 of Jamsil Station on subway line 2
 🕒 Mon-Thur 09:30-22:00 / Fri-Sun 09:30-23:00
 🌐 www.lotteworld.com



Seokchon Lake It is 210,000 m² large and 4.5 m deep. It was made with natural stones and earth to contribute to its surrounding ecosystem. With the trails and shelters, it has become a preferred picnic place for families. Though it is situated in a crowded shopping area, the lake itself is unbelievably calm and serene.

Lotte World Folk Museum It displays the miniatures

of the Korea's famous relics and historic buildings which were established with precision with the professional consultations. You can take a look at the history of Korea from the Old Stone Age to the Japanese colonial time through models and dioramas as well as miniature. It holds a special event for Korea's traditional art performances and suggests opportunities where you can experience Korea's folk games in person.



☎ 02/575-3895
 📍 236 Yangjae2-dong Seocho-gu
 🚶 Take a bus bound for Seongnam at Exit 7 of Yangjae Station on subway line 3 and get off at Citizens Woods / Take a bus at Exit 6 of Gangnam Station on subway line 2 and get off at Citizens Woods

Patriot Yun Bong-gil Memorial

☎ 02/578-3388
 📍 236 Yangjaedong Seocho-gu
 🚶 Take a bus bound for Yangjae Flower Market at Exit 7 of Yangjae Station on subway line 3 and get off at AT Center Flower Market and walk 5 minutes
 🕒 From April to October 10:00-17:30
 From November to March 10:00-16:30
 ✳ Closed on New Year's & Korean Thanksgiving holidays
 🎫 Admission Free
 🌐 yunbonggil.or.kr

Yangjae Citizen's Forest ⁰⁷⁶

When you step inside the urban woods, you promptly understand why woods are essential for urbanites. Woods are the lungs of a city. Yangjae Citizen's Forest are made of 70 kinds of trees such as pines, zelkovas, maples, and Korean white pines, all of which are common in Korea. Walking through the woods will boost you with its amazing therapeutic effect. The woods are well maintained and students love here to learn about flora and fauna. In its section 3, Yangjae Cultural Art Park provides outdoor performing hall, sculptures and grass square. Most popular is a trail with metasequoias, the wedding couples' no 1 photo site. A local traveler has nicknamed the park as the *secret garden of Citizen's Forest*.

tip

Though Yangjae Citizen's Forest is a popular resting place for locals, it remembers the sorry pages of Korean history. It is home to several monuments for volunteer soldiers at the time of Korean War, victims of the bombing of a Korean Air flight in 1987 by the North Korean terrorist attack, and victims of the collapse of a department store in 1995.

Patriot Yun Bong-gil Memorial The 3-story memorial is a historic place which shows the entire life story of Yun Bong-gil, a Korea's activist who sacrificed himself for Korea's independence from the Japanese rule. On the first-floor exhibit room, there are books, stationery,

belongings of Mr. Yun. On the second floor, you can witness how the Korean independence movement proceeded through the over 120 displayed pictures. Exiled in Manchuria, independent activists struggled and suffered until death.

Seoul Arts Center ⁰⁷⁷

Seoul Arts Center is truly the most powerful cultural site in modern Korea. It hosts more than 1,500 art performances and 2 million audiences per year. Besides the several performing halls, it also has museums. On the foot of Umyeonsan (Mt.), the representing Opera House, looking like the Korean traditional hat, consists of the Opera Theater with 2,500 seats, Towol Theater, and Jayu Theater as well as an elegant lobby and a gift shop. The front square is very much loved by locals, providing a variety of performances throughout the year. Please, check out first at its website for year-round performances.

tip

• You can visit Korean Traditional Performing Arts Museum. Just 5-minute walk from Seoul Arts Center will take you there. As the one and only museum of its own kind, the Museum will show you the Korean traditional music with the 450 displayed musical instruments, rare books, and video materials. The National Center for Korean Traditional Performing Arts holds a performance every Saturday for audiences. A class ticket ₩10,000, B class ticket ₩8,000



☎ 02)580-1300
 📍 700 Seocho-dong Seocho-gu
 🚌 Take No 17 local shuttle bus at Exit 1 of Bangbae Station on subway line 2 and get off at Seoul Arts Center/ Take Arts Center shuttle bus at Exit 5 of Nambu Bus Terminal Station on subway line 3
 🌐 www.sac.or.kr

Korean Traditional Performing Arts Museum

☎ 02)580-3130
 📍 2364 Nambu Beltway Seocho-dong Seocho-gu
 🚌 Take 07, 15 or 17 buses at Exit 1 of Bangbae Station on subway line 2 and get off at Raemian Art Hill and walk 5 minutes
 🕒 09:00-18:00
 ⚠ Closed on Mondays & New Year's Day
 * National Center for Korean Traditional Performing Arts
 Permanent Saturday Performances
 Foreign Language Service (English) / Foreigners are welcomed for participation with advance booking.

Hangaram Art Museum & Hangaram Design Museum

These two museums face each other and host a series of exhibitions regarding Korean modern art. Its neighboring Seoul Calligraphy Art Museum is the only calligraphy-specific museum in the world and boasts of the Korea's very best calligraphy artworks. Never miss it.

World Music Fountain Opened in Oct. 2002, the World Music Fountain of Seoul Arts Center (Culture Plaza) is the best place for people who want to look for a resting place in the city. It presents magnificent spectacles with various fountain's movement set to the excellent music selected by world music specialists and added colorful lights after dark.

It consists of mountain range fountain, traditional Korean hat fountain, orchid fountain, crane wing fountain, fog fountain, ballet fountain, etc., which are created in the images of traditional Korean paintings. The installed 56 pumps supply water to 825 nozzles set to music rhythm. About 15 songs per round are played and the music list is changed weekly, providing more than 400 songs per year.

Umyeon Pond and Woods Trail Fresh air and bird chirps will clear out your soul in the Outdoor Areas, which never stop being crowded early in the morning with people doing exercises and filling up their containers with mineral water from Umyeonsan (Mt.)

National Digital Library ⁰⁷⁸

Seoul has no book stores older than a century but there is a storage house for centuries-old information. The National Library of Korea opened its Digital Library in May 2009. Supported with 96.6 million US dollars (120 billion Korean won), the Digital branch provides 10 million academic data, 3,400 professional data including policy materials and connection to overseas libraries such as Library of Congress in the U.S. Users can take a seat for up to three hours a day in the 252-seat reading room. In studios, visitors can edit their own movie and music clips. Four movie theaters are equipped with 250,000 films. The physically challenged are recommended visiting the help desk for convenience. Reservation needed for digital reading room, seminar room, movie theater, UCC studios.



☎ 02)535-4142
 📍 664 Banpo-ro Seocho-gu
 🚌 15-min walk from Exit 6 of Seocho Station on subway line 2/10-min walk from Exit 5 of Express Bus Terminal Station on subway line 7
 🕒 09:00-18:00
 🌐 www.dlibrary.net

National Digital Library
 ☑ Tuesday through Sunday
 09:00-18:00
 ⚠ Closed on Holidays and Mondays

Yangjaecheon ⁰⁷⁹

Yangjaecheon is always crowded with families on picnic, cyclists, couples, joggers and walkers along its 15.6 km stream. The tributary of the Han River originates from southeast part of Gwanaksan (Mt.) to Gwacheonsi to Gangnam. It was not what it is like today until the 1955 to 2000 restoration work. It transformed itself from the smelly stream to a living stream where fauna flourishes in rich surroundings of ecosystem. Some of locals even grow rice and harvest it in fall. There are 8 unique bridges and enjoy the different beauty of each one of them.

tip

• There are cafes and wine bars on the bank between Youngdonggyo 1 (Bridge) and Youngdonggyo 2 (Bridge) with metasequoias trails, which is the most popular section of Yangjaecheon. Parents with children would like to visit nature gallery and ecosystem gallery near Youngdonggyo 5 (Bridge) and Daechigyo (Bridge). Hangnyeoul eco-park is also recommended.

☎ 02)2104-2180
 📍 426 Hakdong-ro Gangnam-gu
 🚌 Dogok Station on subway line 3 • Bundang Line-Samsung Tower Palace-Young-dong 4 bridge entrance
 Gaepo-dong Station on subway Bundang Line-Woosung Apt-Stairway entrance
 Daemosan Entrance Station on subway Bundang Line-Daechi Apt-Youngdong 6 bridge entrance
 Hangnyeoul Station on subway line 3-Ssangyong Apt-Daechi bridge entrance
 🌐 ypark.gangnam.go.kr



Coex⁰⁸⁰

What comes first into your mind when you hear “Coex”? It is all different: shopping mall, exhibit hall, convention place, and aquarium. Coex includes all. Children accompanying mothers never forget the amazing aquarium, and youngsters always remember and re-

tip

• Connected to Samseong subway station, Coex Exhibition Center, Seoul Trade Exhibition & Convention, ASEM Tower and Trade Tower. The top-notch international hotels are ready to welcome visitors home and abroad. Large-scale shopping malls are just next to Coex and Korea City Air Terminal connected also for travelers' conveniences.

☎ 02)6002-5312
 📍 159 Samsung-dong Gangnam-gu
 🚇 Connected to Exits 5 & 6 of Samseong Station on subway line 2
 * Please, visit www.coexmall.com for opening hours and various sales promotions and coupons for each section / foreign language information (02)6000-8225

visit the all tasty restaurants where they have fun with friends. Art lovers vividly remind themselves of the art exhibitions. The convention place of Coex keeps its reputation for major functions. One common fact: Coex is the memory generator for everybody.



Aquarium Korea's largest aquarium with the scale of 40 water tanks, 130 breeding tanks, and more than 40,000 fish in 2,300 tons of water in display. Opened in March 2000, it provides unique experiences for visitors. It boasts of six

themed sections of the Incan Empire, the Amazon Adventure, the world oceans, the Sea Kingdom, the Touch Pool and the Mystery of Deep Sea.



Coex Mall It caters to everybody's taste and pick, since it is home to more than 260 shops, the largest underground shopping mall in Asia. The fashion multi-square appeals youngsters with having young casual, unisex casual, jeans, easy-wear, and fashion accessories. You can have an easy access from the Hyundai Department Store. There are also over 100 restaurants and snack bars. The length of the mall is as long as 663 m. The multiplex movie theater releases latest films.

LG Arts Center⁰⁸¹

LG Arts Center is a cultural asylum among the thick woods of skyscrapers in Yeoksamdong business area. With over 1,100 seats, its Sangam Hall is most preferred by local musicians because of its unparalleled sound system. In fact, LG invested 52.3 million dollars (65 billion Korean won) to establish world-class performing center with the cutting-edge sound system and stage.

☎ 02)2005-0114
 📍 Connected to Exit 7 of Yeoksam Station on subway line 2
 🕒 09:00-18:00
 🌐 www.lgart.com
 * Closed on Weekends and Holidays (Open for scheduled events)



Teheran-ro⁰⁸²

The Teheran-ro, the center of business, is a 10-lane road passing through the Gangnam area from west to east. It is an urban design district with active international finance and trade activities and is running from Seocho-dong, Seocho-gu to the Samseonggyo of Samseong-dong, Gangnam-gu. The name of the street commemorates the visit of the mayor of Teheran, the capital of Iran, to Korea, and the sisterhood relationship between Seoul and Teheran in the past.

Posco Center Posco Center is the landmark of Teheran-ro. It is also well-known as an interesting sculpture in front of the center. The sculpture is the work called 'Amabel', by the world renowned artist Frank Stella. In the building are many places useful for experience learning, such as the Posco Gallery which exhibits the works of many great artists

☎ 02)3457-0114
 📍 Exit 1, Seolleung Station Line 2 / 5 min. walk from Exit 4, Samseong Station Line 2
 🌐 www.posco.co.kr

Museum of Korean Embroidery

083

The elegant museum shows how much delicate and exquisite the old Koreans were through the traditional garments. Koreans were not shy when it comes to displaying their embroidery skills on their fashion accessories and gowns. Koreans embroidered in Buddhists' and Taoist's themes praying for happiness, success and long lives. Judging from the displayed living items with embroidery on them such as thimbles, garment ornaments, cutlery cases, and boxes, even ordinary housewives were great artists in their own way of making everyday life beautiful. If you come here, don't forget to look at more than 100 wrapping cloths in all colors and embroidery. The museum also displays National treasure embroideries.

☎ 02)515-5114~6
 📍 4th FL 89-4 Nonhyeon-dong Gangnam-gu
 🚶 5-min walk from Exit 10 of Hakdong Station on subway line 7
 🕒 10:00~16:00
 🌐 www.bojagil.com
 ★ Closed on weekends and holidays



Kimchi Museum

084

If you're a Kimchi lover, Kimchi Museum is a must-visit place in Korea. It shows everything about Kimchi, its history and how to make Kimchi. You can even taste all the different Kimchi from each part of Korea. You can peek at the Koreans' smartest way of storing Kimchi in its tradition. Though the museum says it will take half an hour but be prepared with enough free time because you wouldn't feel the passage of time when you get there having fun. English and Japanese guides provided. Pamphlets in Korean, English, Japanese and Chinese available.

☎ 02)6002-6456
 📍 B2nd FL COEX Mall Samseong-dong Gangnam-gu
 🚶 Exit 6 of Samseong Station on subway line 2
 🕒 Tue-Sun 10:00~18:00 Closed on Monday, Christmas day (1 day), Chuseok (Korean Thanksgiving day, 3 days), and Lunar New Year's day (3 days).
 💰 Adults ₩3,000 Teens ₩2,000 Children ₩1,000
 🌐 www.kimchimuseum.co.kr



Apgujeong Rodeo Street

085

If you want to read the latest trend in Seoul, you definitely come to here. If you wish to know what Korean fashion leaders look like, miss the coffee which you tasted in New York and crave for lasagna you loved in Italy, then Apgujeong is the answer for you. Apgujeong passes for the Korea's fashion mecca with no doubt. When you sit down at a terraced café facing the streets, you can easily find out the current trends in Korea regarding fashion, living, and even food.

📍 662-5 Apgujeong 2dong Gangnam-gu
 🚶 20-min walk from Apgujeong Station on subway line 3



● Places to Eat

Ttebuzzang | 02)517-0997

• 11:00~02:00
 • Pork neck ₩12,000

Asahi Orien Beer Restaurant |

02)6409-5865
 • 11:00~02:00 • Asahi draft regular ₩7,500 Combo Dish ₩39,000

Ganghodong 678 | 02)540-6678

• 11:30~03:00 • Pork belly ₩11,000

Brisket deckle ₩29,000

Rip eye ₩43,000

Mandujip | 02)544-3710

• 12:00~21:00

• Dumpling soup ₩8,000 Green-gram

pancake ₩14,000

Dumpling stew ₩35,000

Dure Noodles | 02)3444-1421

• 09:00~21:00 • Dure noodle mixed with vegetables and red pepper sauce ₩6,000 Bibimbap ₩6,000

Miltop | 02)547-6800

• 10:30~21:00 • Iced dessert with milk and adzuki-bean ₩7,000

Samwon Garden | 02)548-3030

• 11:50~22:00 • Roast beef ₩30,800

Marinated barbecue rib ₩36,300

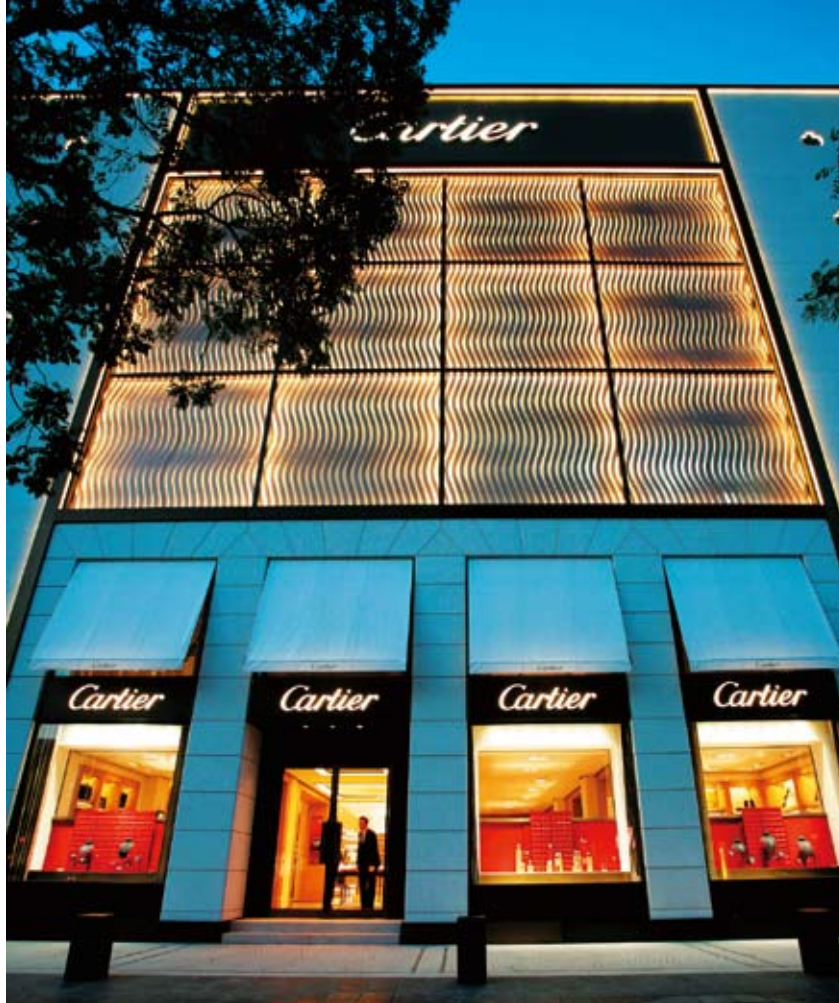
Sirloin ₩59,400

Cheongdam-dong Fashion Street

086

The globally popular brands such as Prada, Louis Vuitton, Cartier, Gucci, and Hermes are all flocked together here, making Cheongdam-dong a preferred shopping district for upscale shoppers. More temptingly, these designers' houses open its flagship stores to come closer to the market, providing all their product lines. Anything in Cheongdam-dong looks just like a work of art from bags, shoes, garments, to watches in their elegant show cases. Shoppers, however, might wonder whether these are the product of the best craftsmen or they are worth the prohibitively higher price tag. It's your call. Cheongdam literally means clear pond.

☞ Exit 2 of Apgujeong Station on subway line 3 / Exit 8 of Cheongdam Station on subway line 7
 ☞ Opening hours vary for each store.
 ★ Different promotions offered from each store.



DAILY PROJECT The store is full of unique items which makes you all the way different from others. This fashion complex includes café, multi-shop, and exhibition room. It throws a flea market each first and third Sunday of the month on the 1st-floor garden. 02)3218-4075 / 11:00-20:30 / dailyprojects.cafe24.com



10 CORSO COMO The store is the Korean branch of Milan 10 Corso Como and offers 106 selected fashion, 80 beauty and over 50 living brands for customers. The style-leading store shows a living magazine for customers. 02)3018-1010 / 11:00-20:00 / www.10corsocomo.co.kr

MUE Designers' brand like Givenchy, Linvin, and Chloe are dominating here and you can get these luxury items at 30% off during season-off sale. It is getting more overseas

customers because it offers new products for much lower prices than Japan. 02)3446-8074 / 11:00-20:00 / www.handsome.co.kr

KOON A 1st generation of Cheongdamdong multi-shops. It is still one of the favorite shopping points for local TV and movie stars. Very convenient to look around since men's and women's sections are on the same floor. 02)517-4504 / 10:30-20:00

BOONTHESHOP The building was designed by a renowned architect and consists of four floors. On the second floor of shoes section, you can meet all of the fancy shoes from the globally popular shoe designers like Christian Louboutin, Roger Vivier, and Nicholas Kirkwood. 02)542-8006 / 11:00-20:00 (Weekdays), 12:00-19:00 (Sunday) / www.boontheshop.com

● Places to Eat

Sushimoto | 02)514-1812
 • 12:00-15:00, 18:00-22:00
 • Lunch Combo ₩35,000 Sashimi ₩45,000
Yangmani | 02)542-9263
 • Open for 24 hrs
 • Cold kimchi noodle ₩6,000
 Intestine barbeque ₩25,000
Korea House | 02)3443-2121
 • 11:30-14:00, 17:00-22:00
 • Octopus Soup ₩25,000 Roast abalone with bean paste ₩70,000
Nomadic Bistro Tani | 02)3446-9982
 • 12:00-15:00, 18:00-02:00
 • Salad ₩18,000 A la carte ₩20,000
 Steak ₩30,000 and up
CASA del VINO | 02)542-8003
 • 18:00-02:00
 • Hangover ramyeon for two ₩20,000
 Spanish Patas ₩15,000 and up

Park | 02)512-6333
 • 12:00-15:00, 18:00-01:00
 • Lunch Combo ₩20,000 and up,
 Dinner Combo ₩45,000 and up,
 Curry crab ₩69,000
Mi Place | 02)516-6317
 • 12:00-15:00, 18:00-22:00
 • Lunch Special ₩24,000 and up,
 Appetizer Combo ₩25,000 and up,
 Wooni pasta ₩20,000
Once In A Blue Moon | 02)549-5490
 • 18:00-02:00
 • A la carte ₩30,000 and up,
 Course ₩70,000 and up
Grill H | 02)3446-5547
 • 2:00-15:00, 18:00-22:00
 • Steak ₩40,000 and up,
 Korean Food ₩40,000



Garosu-gil 087

The 700 m-long treelined street evokes a relaxing moment for pedestrians. Walking slowly along the street, you would see each one of the unique shops and café here. They seem to speak to the pedestrians. In autumn, the yellow leaves of the ginkgo trees give the street even more warmth while Garosu-gil attracts many people to make their unforgettable memories through out the year. Cafes are at the every corner of the street and restaurants are irresistible meeting places for gourmets. Galleries embellish the street with culture.

 Sinsadong Gangnam-gu
 10-min walk from Exit 8 of Sinsa Station on subway line 3
 15-min walk from Exit 5 of Apgujeong Station on subway line 3



MARKET LIBERTY It is filled with unique vintage items from the Europe. Local TV stars frequent the shop 070-7582-8243 / at Bloom & Goute alley / 13:00-18:00 / www.market-liberty.com

DAMI The shop offers unique jewelry made with natural stones at affordable prices. Customers can order their own jewelry. 02)518-8620 / Unit #2 542-6 Sinsa-dong / 11:00-23:00



Agatha The store is a Garosu-gil Agatha Boutique which is similar to the main store of Agatha in France. You can check all the designs of the shop as there are different style sections such as simple design and retro design, based on simple display. 02)540-3375 / Next to Mr. Donut, Garosu-gil, Sinsa-dong / Mon-Sat 11:00-21:00 / Sun 11:00-20:00

TNGT W TNGT W is the women's wear line of TNGT and SPA brand. It suggests business wear with sophisticated sentiment and various styles. It is a garden-type shop and provides various events such as styling class and other events / 02)512-0071 / a white building next to Tom N Toms in the Garosu-gil / 11:30-22:00

TIME & STYLE On top of the fashion items, the shop offers paintings, furniture, ornaments and aroma items for customers in a cultural space. It runs a café, too. 02)6497-8838 / Back alley of Namil Realty Office at Garosu-gil / 10:30-23:00

MOGOOL You can meet various millineries created by ambitious and young hat designers. Custom-made and alteration accepted. 02)3445-6264 / 1F in the middle of Garosu-gil / www.mogool.co.kr

103 It offers various fashion accessories. 103 Baby section deals with baby garments and accessories. 02)511-5661 / 50 m toward Apgujeong from Sinsa-dong Garosu-gil / Mon-Sat 11:00-23:00 Sun 12:00-23:00 / www.e-athome.co.kr

● Places to Eat

Spain Club | 02)515-1118

• 11:30-14:30, 17:30-03:00
 • Hamon ₩28,000 Paella ₩28,000
 • See food marinated salad ₩14,000

Casa Bonita | 02)517-2678

• 12:00-15:00, 17:00-23:00 (Weekdays),
 12:00-24:00 (Weekends)
 • Cream pasta ₩17,000 and up
 • Tartine ₩12,000 and up
 • Mushroom rib eye steak ₩35,000

Modern Babsang | 02)546-6782

• 11:30-22:00
 • Pork bossam ₩15,000
 • Korean beef stew ₩10,000
 • Tteok galbi ₩10,000

Ristorante Piu | 02)510-5555

• 11:30-15:00, 17:00-23:00
 • Pizza ₩17,000 and up,
 • Spaghetti ₩16,000

Cheongsoo Bokguk | 02)541-1513

• Open for 24 hrs
 • Puffer soup ₩25,000 Blowfish soup
 ₩10,000 and up, Combo ₩30,000 and up

Nongoljip | 02)549-9930

• Open for 24 hrs
 • Galbi ₩9,000 Diaphragm ₩10,000
 • Fast-fermented bean paste ₩5,000

Buccella | 02)517-7339

• Shrimp baguette ₩7,500
 • Beef tenderloin sandwich ₩7,500



Seorae Global Village

088

Seorae Global Village, also known as “Little France,” originates its name from the native seori grass. It is a little troublesome to get there by mass transportation system but it is worth it. When you walk into the Village, you would step on the pedestrian blocks colored in the French emblem, Tricolor. Starting from the relocation of the French school here, the Village became a global town. It is common to witness road signs in Korean and French together. The playground hosts French families who take their kid after school and have fun in everyday life. At the calm and quiet street, French restaurants, organic food shops, wine shops and bakeries are packed and you don't want to miss them.

- 📍 Bangbaebon-dong and Banpo-dong Seocho-gu
- 🚇 Take No. 13 bus at Exit 1 of Chongshin Univ. Station on subway lines 4 & 7, 10-min walk from Exit 6 of Express Bus Terminal Station on subway line 7
- ★ The French Village (Small France in Korea)



● Places to Eat

Ceci Cela | 02)591-3388

• 11:00~23:00 • Butter milk pancake & Ice cream ₩13,000, Waffle brunch ₩13,000, Pan cake brunch ₩13,000, Ceci Cela Club Sandwich ₩12,500 • Closed on holidays

Grill Cuoco | 02)596-6951

• 11:30~02:00 (15:30~17:00, break time)
• Lunch set ₩16,500 • Closed on holidays

Tombola | 02)593-4660

• 12:00~14:30 • Caprese ₩13,000, Rucola

Pizza ₩16,000 • Closed on Sunday

Square Garden | 010)3106-8466

• 12:00~02:00 • Blending coffee ₩6,000, Americano ₩4,000 • Closed on holidays

Florensia | 02)535-4233

• 12:00~15:00 • 17:30~21:00
• Mozzarella cheese spaghetti ₩19,500, Risotto ₩19,000 • Closed on Sunday

Mu Sha | 02)537-8882

• 18:00~02:00

• Octopus sashimi ₩15,000, Fried chicken cartilage spice ₩15,000

La Tavola Felice | 02)594-3343

• 12:00~15:00, 17:00~22:00 • Napoli Pizza ₩13,000, Cream pasta ₩15,000, Steak from ₩3,000 • Always open

Sicily | 02)591-1929

• 10:00~23:00 • Olive pasta ₩12,000, Cream cheese pasta ₩14,000, Costa Rica coffee ₩6,000 • Always open

Seonjeongneung

089

This historic site is very familiar to locals as a school picnic point. Now, the site became a UNESCO World Heritage Site. It is the royal tomb of King Seongjong of Joseon Dynasty. In a hectic and crowded Gangnam area, this tranquil place is a jewel for tired urbanites who definitely need a peaceful shelter. The site is a place where living people meet the dead and the present meets with the past. This royal tomb is very commanding but offers time to relay for modern-day citizens. Today, it is frequented by children on a picnic, dating couples, office workers who take a break and seniors who enjoy their past time.

tip

The jewel of a royal tomb is the tomb itself. Look around the tomb and find the 12-fold stone folding screen symbolizing directions around the tomb. On the stone screen, there are paintings and letters signifying the 2-hour blocks of time in each day in the oriental way of thinking. To better understand how a royal tomb is established, you wish to read carefully the stone figures around the tomb.

☎ 02)568-1291

📍 7 Seolleungarae-gil Gangnam-gu

🚇 5-min walk from Exit 8 of Seolleung Station on subway line 2

🕒 06:00~21:00 (March through October)

06:30~21:00 (November through February)

👤 Adults ₩1,000 Children ₩500

🌐 seonjeong.cha.go.kr

★ Closed on Mondays / Guided Tours Only at 11 AM and 4 PM. Reserve in advance

090

Bongeunsa (Temple)

When you feel to be in a tranquil mountain temple at the heart of busy Gangnam, you should go to Bongeunsa. The Temple used to be the largest one in Seoul in Joseon Dynasty era and still boasts of its authority. It is believed that Gyeongseongsa(Temple) built in the Shilla Kingdom was the origination of Bongeunsa. Today, many Buddhists frequent here with their hands flat together as if in prayer. Bongeunsa offers various programs for visitors such as temple stay, temple life.

tip

A short-term experience program opens for foreigners every Thursday. You can sign up on the spot. This program offers temple tours, making lotus blossom, tea ceremony demonstration, meditation and time with monks in English.

☎ 02)511-6070

📍 73 Samseong-dong Gangnam-gu

🚇 10-min walk from Exit 6 of Samseong Station on subway line 2

15-min walk from Exit 2 of Cheongdam Station on subway line 7

🌐 www.bongeunsa.org

★ Foreign Language Information (English Website for Temple Stay)

Reserve in advance for Temple Stay and Temple Life Experience





Horim Art Center Sinsa Branch

- ☎ 02/541-3523-5
- 📍 6 Buk 33-gil, Dosanda-ro, Gangnam-gu, Seoul
- 🕒 10:30-18:00 (~20:00 on Wednesday. Must enter the museum at least one hour before the closing)
- 💰 Adults ₩8,000 / Adolescents ₩5,000 / Disabled/senior concession ₩5,000
- 🚌 Exit 1, Sinsa Station Line 3 and transfer to a bus / Exit 4, Gangnam-gu Office Station Line 7 and transfer to a bus
- 🌐 www.horimmuseum.org
- ★ Closed on Monday, Jan. 1, Lunar New Years Day, and Korean Thanksgiving day.

Horim Museum ⁰⁹¹

The Sinsa-dong branch of the Horim Museum (Sillim-dong, Gwanak-gu) is located in the Horim Art Center in Sinsa-dong, Gangnam-gu. Horim Art Center is a sort of town consisting of a porcelain-shaped museum, a comb-pattern pottery-shaped office building, and a service building linking the two buildings. Among them, the five-story building with outstanding soft curve is the museum. The level 2 to 4 of the museum exhibits old Korean artworks. The museum also has a museum shop. It owns around 10,000 artifacts, including earthenware, porcelains, paintings, valuable documents, and metal artifacts, and among them are 54 national cultural assets: 8 national treasures and 46 treasures.

Sillim Main Museum This two-story and one-level basement building has four permanent exhibition rooms, one special exhibition room, the outdoor exhibition place, the storage room, seminar rooms, the data room, and other various amenities such as coffee shop and gift shop and exhibits our nation's artifacts. 55 Namseoul-gil, Gwanak-gu, Seoul. 02/858-2500, 3874

Maison Hermes Dosan Park ⁰⁹³

"I shop, therefore I am," says Barbara Kruger, a renowned feminist photographer. If she visited Maison Hermes Dosan Park, she might be surprised confirming that the shopping is a way of obtaining identification and an effort to meet the cultural needs. Maison Hermes Dosan Park is not only to sell products to customers, but also to provide fresh cultures. Maison Hermes Dosan Park is the fourth Hermes Flagship Store in the world. The first and second floors of the Park are boutiques and the rest consists of gallery, museum and book café. The golden exterior looks commanding and, with an in-depth looking, it gives you a warmth from the dividing bars patterns originated from the Korean traditional houses. There is a courtyard inside. The café and museum are on the basement and, after shopping, you would love these places. The gallery "Atelier Hermes" is certainly a must-visit.



- ☎ 02/542-6622
- 📍 630-26 Sinsa-dong Gangnam-gu
- 🕒 25-min walk from Exit 1 of Sinsa Station on subway line 3
- 🕒 Mon-Fri 10:30-19:30, Holidays 12:00-20:00
- 🌐 www.hermes.com
- ★ Closed on third Wednesday of the month

Dosan Park ⁰⁹²

Dosan Park has silently stayed in one place in Sinsa-dong over the last 30 years. This small park was established in 1973 to honor the patriotism and educational spirit of Dosan Ahn Chang-ho. In the park are the monument, the quotation monument, the memorial sculpture, and the memorial hall in tribute to him. His tomb used to be in the Manguri cemetery. His body was moved to this park and buried together with the body of his wife, Lee Hye-ryeon, which was also moved (from the USA). As the park is small and quiet, it is good to take a walk or read a book there.

- ☎ 02/543-2558
- 📍 649-9 Sinsa-dong, Gangnam-gu, Seoul
- 🚌 Exit 1, Shinsa Station Line 3. Transfer to a bus. / Exit 4, Gangnam-gu Office Station Line 7. Transfer to a bus.
- 🕒 24 hours (Dosan Memorial Hall 10:00-16:00)

tip

• Around Dosan Park are many fancy and famous restaurants you can enjoy.



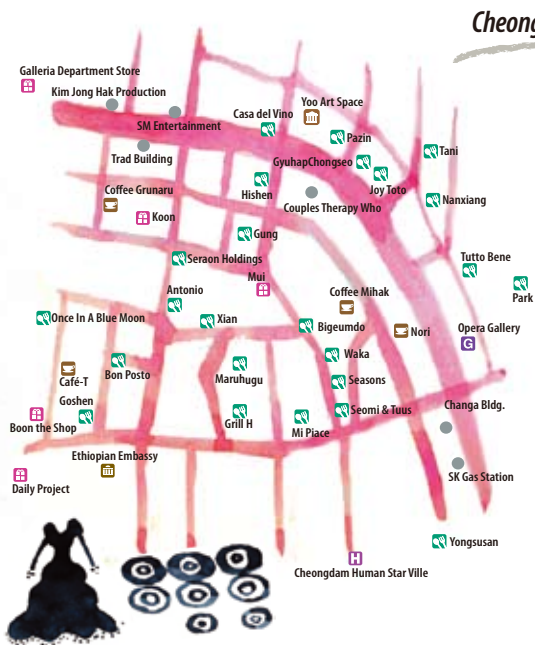
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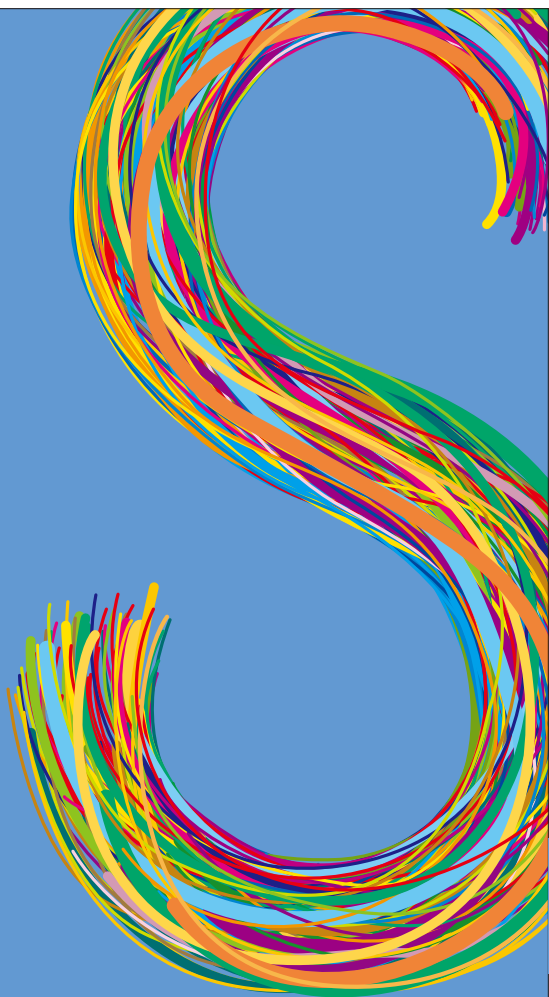
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Garosu-gil



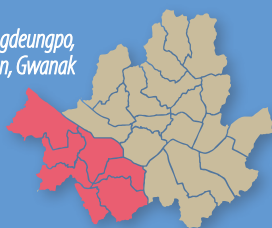
Cheongdam-dong



Zone 5

Everyday Fun & Romance

*Gangseo, Yangcheon, Guro, Yeongdeungpo,
Dongjak, Geumcheon, Gwanak*





Enjoy Seoul at a leisurely Pace

In the 1970s and 1980s, Korea was busy developing its economy to get in the ranks advanced countries. The manufacturing plants of southwest Seoul contributed much to the economic drive at the time. Now, an IT center has replaced the plant sites and once a polluted river became Yeouido Saetgang Ecological Park. The water purification facility evolved into a romantic urban park, Seonyudo Park. The landmark 63 Building glows in the sunset alongside the Hangang. The largest fish market, Noryangjin Fisheries Wholesale Market, is a thriving, vivid market. All of these welcome those who visit there to see the hidden attractiveness of Seoul.

● Festivals

Royal Azalea Festival at Gwanaksan (Mt.)

Opens in April and May when royal azalea blossoms. Following the opening ceremony, Gwanak sacrifice is performed for the success of the festival. Various events ensue such as a composition contest, a singing contest, community programs, hiking event etc. 02)880-3495

Spring Blossom at Han River Yeouido

On top of 1,641 cherries, 87,859 trees of azalea, forsythia, royal azalea and bridal wreath blossom in the spring, creating a heaven of spring flowers. To celebrate this, an opening concert, a global folk festival, extreme sports events, and fireworks are held. Also, various street performances

ensue such as mounted policemen shows, street dances, inline shows, magic shows, mimes and face paintings. At night, special lights embellish cherry blossoms even more. 02)2670-3140

Memorial Service for Six Loyalists | Six ancestral tables for loyalists who threw out a rehabilitation movement for the abdicated King Danjong of Joseon Dynasty and got hanged are kept in a shrine at Uijeolsa Temple. On Oct 9 each year, a memorial service is held at the temple. At the eve of the service, various cultural functions are performed such as Salpuri dance, the Korean traditional percussion quartet, Pansori, or a traditional Korean narrative

song, the re-enactment of the rehabilitation movement. 02)820-1261

Totem Pole Festival at Jangseungbaegi

King Jeongjo of Joseon Dynasty ordered to build a Jangseung, Korean traditional totem pole, here while the King took a break on his way to the tomb of his father who was suffocated to death by his own father, King Youngjo. The site became called Jangseungbaegi. Currently, the Jangseung Festival is flourishing for unison of locals. 02)820-1258

Seokjeondaeje at Spring and Fall

Seokjeondaeje is a great ceremony in the honor of Confucius at the Confucian

shrine. The only left Confucian temple in Seoul, Yangcheon Hyanggyo holds this ceremony twice a year to conserve the ever-disappearing Korean traditional culture. 02)2600-6077

Gyeongjae Art Festival | One of the greatest artists in Joseon Dynasty, Jeongseon whose pen name is Gyeongjae is in the memory of Koreans vividly. To succeed and develop his esthetic ethos, his namesake festival is being held in May each year sponsored by Seoul government at Gangseogu where the artist spend much time during his life. Major events are sketch contest and Art contest based on Gyeongjae style. 02)2600-6071

Yeongdeungpo Dano Festival | At the fifth of the fifth month of the year according to the lunar calendar, Dano Festival is held at Yeongdeungpo Park. At the festival, traditional seasonal customs of Korea are re-enacted and various cultural event ensue for the friendship and amity of locals and

visitors alike. 02)2670-3140

● Places to Eat

Nakwon (Mayfield Hotel)

• Korean beef rib eye ₩50,000
• Exit 4 of Songjeong Station on subway line 5

Mirak Bokjip

• Boiled blowfish with tofu ₩35,000
• Exit 1 of Deungchon Station on subway line 9

Bongraejeong

• Rice hash cooked in a stone pot and seasoned beef in width ₩36,000
• Exit 4 of Songjeong Station on subway line 5

Suraganjeong

• Sura Korean-style raw beef ₩30,000
• 3-story Korean-style building, 50 meters away from Exit 5 of Yangcheon Hyanggyo Station on subway line 9

Songrimga

• Wellbeing Combo ₩13,000
• Next to Guro Fire Station, 10-min walk toward Youngdeungpo from Yeouido

● Places to Stay

• **Super Deluxe**
• **Mayfield Hotel** 02)2660-9000

• Deluxe

• **Best Western Niagara** 02)3660-4000
• **Novotel Ambassador Doksan** 02)838-1101
• **Lexington** 02)6670-7001
• **Courtyard By Marriott** 02)2638-3000

• First Class

• **Yeouido** 02)782-0121
• **Seven River West** 02)2691-0071
• **River Park** 02)3665-3000
• **Green World** 02)2653-1999

• Second Class

• **Airport** 02)2662-1113
• **Dodo** 02)2672-3535
• **Innoston** 02)783-2271
• **Ben Hur Hotel** 02)783-2233
• **F Hotel** 02)2675-1984
• **L Hotel** 02)2675-1982

One-day Tour (Starting at 10 o'clock in the morning)

1 Noryangjin Fisheries Wholesale Market ⇒ 63 Building (Lunch) ⇒ Heojun Museum ⇒ Seonyudo Park (Dinner)
2 Yeouido Saetgang Ecological Park ⇒ 63 Building (Lunch) ⇒ Horim Museum ⇒ Seonyudo Park (Dinner)
3 Heojun Museum ⇒ Noryangjin Fisheries Wholesale Market (Lunch) ⇒ Seoul Grand Park (Dinner)



tip

Day and night at Seonyudo Park are different. At daytime, the park is calm and less busy, just like its concept of water and ecology park. At night, it vividly flowers in colorful lights. Opens until midnight.

- ☎ 02)3780-0590
- 📍 700 Nodeul-gil Youngdeungpo-gu
- 🚌 10-min bus ride from Exits 1 & 4 of Dangsan Station on subway line 2
- 🚌 10-min bus ride from Exits 2 & 6 of Hapjeong Station on subway lines 2 & 6
- 🕒 Opening hours 09:00-18:00 (galleries and exhibit rooms)
- ⚠️ *No cycles allowed.

Four Themed Sections Along with the several trails, each section flows, creating a unique surrounding from the way it combines with water. Walking along with water, you would follow water treatment facility, water playground and water plants garden all the way to the water tanks. The

Seonyudo Park 094

Seonyudo is an island on the Hangang and the entire space of the island consists of a park. The previous water treatment facility was made over to an ecology park, getting nicknamed as “water park.” On the 110,407 m²-wide site, water-purification section, water plants garden, and water playground are established for observation of various plants and eco-friendly surroundings. From Seonyudo, you can get a nice and close view of Hangang and the sky westward looks mesmerizing. If you’re on your own, you might be lonely among the couples having fun with digital cameras in their hands.

stairway-like water tanks grow water plants and visitors can have a closer look. Water plants garden is a water paradise of plants. The garden of time is a recycled space of a water treatment facility. Walk slowly along with water to fully feel the surroundings.

Garden of Green Pole Behind the Design Seoul Gallery, the Garden of Green Pole is a popular photo point. In winter, the poles are bare and, at night, they wear a colorful light. The most shining moment is summer time when the poles are surrounded by thick green leaves. You wouldn’t recognize that used to be an underground facility of water treatment. The poles in order emit tranquility and calmness in the peaceful surroundings created by birches.

Seonyugyo (Bridge) At the observation deck between Seonyudo and Seonyugyo(Bridge), you will definitely feel free just like a flying bird. You can have an immense view covering green field under your feet, Han River, and World Cup Park. The bridge connects to Yangpyeongdong with its 120-meter-long arch. The basic design was made by France and Seoul city government. At night, the bridge is beautiful in all kinds of lights.



Yeouido Saetgang Ecological Park 095

At the Yeouido Saetgang Ecological Park, there are no snack kiosks and street lights. It is a small consideration just for Mother Nature itself. Thanks to this, the park is home to many animals and plants since it was built in 1997. At the center of Seoul, you can be surprised by the living creatures.

A yellow sparrow hawk designated as Natural monument in Korea settles here. Fresh-water fish and amphibians are its neighbors. To have a closer look, you can go to the observation floor which opens year round except for partial closeness during the breeding time. Nearby is Yeouido Park. Walk along with 6 km-long trail to hear the sound of nature.

- ☎ Dasan call 120
- 📍 Yeouidodong, Youngdeungpogu
- 🚌 5-min walk from Exit 4 of Saetgang Station on subway line 9



Noryangjin Fisheries Wholesale Market ⁰⁹⁶

With not enough money at your disposal, you still have a great feast of sashimi and fish stew here at Noryangjin Fisheries Market. Amid fishy surroundings, you would feel you're somewhere at a port. Noryangjin Fisheries Wholesale Market is the largest of its own in Korea for the last 76 years and has always been close to ordinary people. It has every fish from anchovy to shark. The 24-hour-open market is living and vivid so you can witness the way how ordinary Koreans are leading their lives.



☎ 02)814-2211
 📍 overpass at Noryangjin Station on subway line 1
 🌐 www.susansjang.co.kr

63 Building ⁰⁹⁷

The building has been one of the most famous Seoul's landmarks together with Hangang excursion ship and still is. Sky observation deck and 63 Sea World aquarium are popular among families and couples. If you wish to embrace Seoul, get to 63 Building. At the Sky observation deck, you can see a small version of Seoul and feel a shot in the arm.



63 Wax Museum It displays over 70 real-size wax models of famous people. All of the mock-ups are the products of foreign masters such as Mazsaki Satoru. You can take a photo with a wax model. Adults ₩14,000, Children (three or over, adolescents and seniors included) ₩13,000,, Double and triple tickets are available 02)789-6363 / 63waxmuseum.com

☎ 02)789-5114
 📍 60 Yeouido-dong, Yeongdeungpo-gu
 🚶 Exit 6 of Daebang Station on subway line 1 / Exit 4 of Yeouinaru Station on subway line 5
 🚶 Free shuttle bus at Exit 5 of Yeouido Station on subway line 5
 🕒 63 Sky Art (Observatory gallery) 10:00-22:00
 63 Sea World (aquarium) 10:00-22:00
 63 Digital 3D Theatre (Mon) 10:00-20:20 (Tue-Sun) 10:10-17:35
 63 Sky Art: ₩12,000 / Children (Adolescents and seniors included) ₩11,000
 63 Sea World Adults ₩15,000, Children ₩13,000 / 63 Digital 3D movie Adults ₩12,000 / Children ₩10,000, BIG3 (Pick three among Sky Art, Sea World, 63 Digital 3D movie, and Wax Museum.), BIG4 (Sky Art, Sea World, 63 Digital 3D movie, and Wax Museum).
 🌐 www.63.co.kr

Time Square ⁰⁹⁸

Times Square is a new urban entertainment cultural space for commerce, business, culture and leisure, with the Marriott Hotel, two office buildings, the Shinsegae Department Store, the CGV multiplex, E-Mart, Kyobo Books, Amoris, and SPA brand ZARA and Mango, along with many other stores.

It is the largest shopping center in Southwestern Seoul, with around 20 high-class

luxury brands. This place is always crowded with couples who want to enjoy both shopping and a date. This shopping mall is rising as a new destination for dating couples in Yeongdeungpo. It also has many unique spaces such as the kids' theme park 'I Love Strawberries' and a rooftop garden.



☎ 02)2638-2000
 📍 442 Yeongdeungpo-dong 4-ga, Yeongdeungpo-gu, Seoul
 🕒 10:30-22:00 (Opening hours vary depending on the shops.)
 🚶 10 min. walk from Exit 4, Mullae Station Line 2 / Exit 3, Yeongdeungpo Station Line 1. Use the underground path. / 10 min. walk from Exit 4, Yeongdeungpo Market Station Line 5
 🌐 www.timesquare.co.kr

Heojun Museum ⁰⁹⁹

The Heojun Museum first opened on March 23, 2005 in honor of academic accomplishments and charitable deeds of the renowned medical scientist, Heo Jun, of the middle century of Joseon Dynasty. The reason that Heojun Museum is situated here at Gayangdong is the great doctor completed Donguibogam, which is often noted as the defining text of Traditional Korean medicine, at Heogabawi (Rock), which is located beside the museum. The museum is composed of the Heojun Memorial Hall, a Herb and Medicine Room, a Medical Supply Room, an Experience Hall, and two floors of a Neujiweon (government-run medicinal office during the Joseon Dynasty) and an oriental medicine clinic. On the rooftop, there is a sky garden which is connected to Herbal Medicine Park where there are the mysterious medicine plants documented in Donguibogam. From another herbal medicine park toward outside the museum, you can get Heojun Park where Heogabawi (Rock) is sat, a final stop of the museum tour.

☎ 02)3661-8686
 📍 26-5 Gayang2-dong Gangseo-gu
 🚶 10-min bus ride from Exit 3 of Balsan Station on subway line 5
 🕒 10:00-18:00 (Mar to Oct), 10:00-17:00 (Weekends) 10:00-17:00 (Nov to Feb)
 🎫 Adult ₩800 Student ₩500
 🌐 www.heojun.seoul.kr
 * Closed on Mondays
 Free admission: Second and fourth Saturday of the month, Children's Day, Lunar New Year's Day Holidays, Chuseok, March 1, Aug 15, Oct 3





Seoul Grand Park (Seoul Zoo) ¹⁰⁰

It takes only 35 minutes from the subway line 2 City Hall Station to the line 4 Seoul Grand Park Station. Seoul is a nice city to have a zoo with thick woods in its vicinity. There are a total of 3,048 animals in 366 species. You can enjoy a dolphin show which never fails to surprise children. The animals here are raised in 75 different breeding farms that are which arranged like a world map. Each of these farms are called as Africa House, Eurasia House, South and North House and Australia House. Its botanical garden is huge with having 36,610 plants in tropical, subtropical, cactus, and ferns sections. You might need more than a day to look around the entire space. A packaged ticket including admission fees for ₩6,000 will allow visitors to the dolphin show and themed gardens.

tip

• Near the thinking woods section in the therapeutic forest, a 450-meter-long trail is offered for bare feet. Treading on the yellow earth with bare feet will give you a refreshment.

☎ 02)500-7882
 📍 Exit 1 of Seoul Grand Park Station on subway line 4

Zoo
 📅 Mar to Oct 09:00~19:00 / Nov to Feb 09:00~18:00
 👤 Adults ₩3,000 Teens ₩2,000 Children ₩1,000
 🌐 grandpark.seoul.go.kr
 ⭐ Open throughout the year

Therapeutic Woods The Therapeutic Woods in the natural forest at Cheonggyesan (Mt.) is home to more than 470 kinds of plants and 35 birds such as pheasant, Chinese scops owl and woodpecker, a perfect school for nature. The trail is 8 km long in 4 sections and it takes 50 mins up to 3 hours to take a walk there. There are also 11 themed courses for visitors.

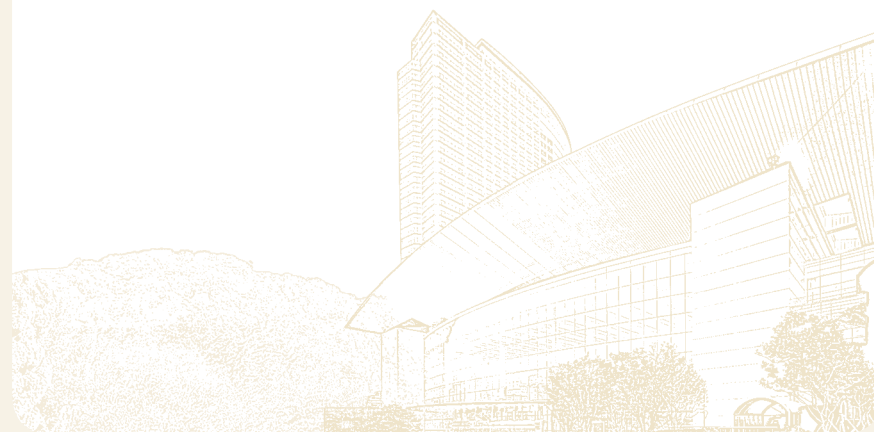
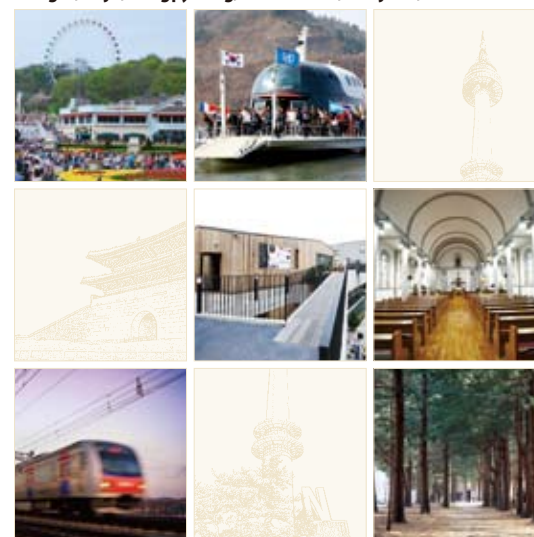
National Museum of Contemporary Art, Korea The one and only national art museum, National Museum of Contemporary Art of Korea suggests for visitors an opportunity to appreciate the modern and contemporary art of Korea and the global art trend. Though it is located

near Seoul Grand Park, you would need another tour plan to look at the inside and outside of the Museum. Outside is a sculpture park. On weekends, take a shuttle bus for ₩1,000 to evade a traffic jam. If you return art museum ticket, you would get refund of the shuttle bus fare. 02)2188-6000 / www.moca.go.kr

Seoul Land Korea's first-ever theme park. It consists of World Plaza, Adventure Land, Fantasy Land, Tomorrow Land and Samcheon Land. Each year, flower festivals of tulips and cherry blossoms are held. For more information, please check out at its website. 02)509-6000 / www.seoul.land.co.kr

Enjoy the excitement of escaping from Seoul

Yongin, Paju, Yangpyeong, Chuncheon, Daejeon, and Cheonan



Exciting Tour



Exciting Tour

Everland, the theme park where anyone from family and friends to couples can have a great time, is maintaining the top spot in the country with its world class facilities. The park presents special pleasures differentiated from other entertainment facilities throughout the year with its zoo, various rides, the water park Caribbean Bay, the accommodation inside the natural surroundings, 'Home Bridge', the nation's largest motor racecourse 'Speed Way', the space of culture and arts, and Hoam Gallery. Check the schedule of the park as it presents various attractions and events every day, such as gorgeous parades, beautiful fireworks, the romantic rose garden, and the wild safari. Don't forget to pick up the guide booklet in different languages at the entrance. allow visitors to the dolphin show and themed gardens.

☎ 031)320-5000
 📍 Samsung Everland 310 Jeondae-ri, Pogok-eup, Cheoin-gu, Yongin, Gyeonggi-do
 ⌚ 09:00-22:00 (Opening hours can vary on some dates)
 🎫 One-day ticket: Adult ₩37,000, Teenager ₩31,000, Children ₩28,000 (day ticket)
 🌐 www.everland.com
 ⭐ Children: 36 month - 12 years, (65 years or over) / Teenagers: 13-18 years
 ⚠ There are also different ticket options, such as night tickets and two-day tickets. Use various discount credit cards and coupons.

Caribbean Bay Caribbean Bay is the world's largest versatile indoor/outdoor water park with the theme of the 17th century Caribbean Sea. It presents many pleasures, such as the wave pool with 2.4m long waves, the world's longest running water pool at 550m, three kinds of bobsleighs, and eleven slides. The outdoor bay with fresh waves is open from May to early October.

Home Bridge Home Bridge is a family vacation home run by Everland. It is a two-story log house made of 100% North American firs. It is popular as a place for group meetings, camps, and family gatherings. You can move to Home Bridge from the Rose Garden of Everland by foot. This is recommended to those who want to enjoy Everland and have enough time there. It provides special benefits for guests such as the Home Bridge 2-day ticket.

Speed Way & Transportation Museum The Speed Way is a world-class motor park, the Mecca of the nation's car racing scene. It is leading the popularization of domestic motor racing through various activities such as the Korea Motor Championship. Transportation Museum is the only car museum in Korea, where you can get various information about cars.

tip

Public transport

Gangbyeon Station-Jamsil Station:
 bus 5800 (Gyeongnam Bus 031-338-4834)
 Gangnam Station - Yangjae Station:
 bus 5002 (Gyeongnam Bus 031-338-4834)
 Gangbyeon Station - Cheonho Station - Gangdong Station:
 bus 1113 (Daewon Express 031-338-1116)
 Sadang Station - Nambu Bus Terminal - Bundang:
 bus 1500-2 (Daewon Express 031-338-1116)
 Suwon-Shingal-Yongin intra-city bus: 66 and 66-4
 Incheon - Suwon Ajou University - Pyeongchon:
 non-stop bus (Gyeongnam Bus 031-338-4834)

Train Tour

Train Tour

Located a one-hour ride from Cheongnyangni Station, the city of the lakeside, Chuncheon, is an ideal train trip destination in Korea. As it is a short distance from Seoul by train offering splendid views of the southern Han River, the city is popular as a destination for dating couples. In the one-day trip to Chuncheon, a truly beautiful city, you will find lots of things to see and enjoy. Visiting the Chicken Rib Restaurant Street, a famous place of Chuncheon, is one thing you should not miss. About 20 restaurants are concentrated along the narrow street. They look similar but have different chicken rib dish tastes. Around sunset, go to the observatory of Mt. Gubong. The sunset seen from the Mt. Gubong Service Area or nearby cafes and restaurants is just fantastic. Late at night, you can go to the Gongji Stream or the Soyang River, where the lighting display is great.



Namisum Namisum is an inland island located on the border of Chuncheon and Gapyeong. It became a very famous place thanks to the drama 'Winter Sonata', but it had been popular as a dating couples' destination before. The island has nice walking courses, such as the fresh nut pine path, the metasequoia path, and the birch path. Even with slow walking, you can finish the paths in one or two hours. It is also a special pleasure to visit the Nami Island Gallery or the cafe Nammun, and appreciate the beautiful paintings.

Gangchon It is loved by university students. There are many bicycles, scooters, and four-wheeled bikes along the sides of the road. The bicycle path along the river is also great. The riverside walking path, where you can run through forests along beautiful views, is one of the most popular areas in Gangchon. The path is where you can feel your youth and vitality most naturally among the many other sections of Gangchon. The place becomes even more alive at night.

Yangpyeong As artists loved to do their work here, this area naturally had many galleries. There are gorgeous galleries in some places where you can look down at the southern Han River riverside. The best-known galleries in this area are Dr. Park Gallery, Gallery LIZ, and Gallery Wa. If you take a trip to Yangpyeong in autumn, I strongly recommend you visit Yongmun-sa Temple. It is known for its over 1,000-year old ginkgo tree. Here, you can enjoy wonderful scenery, especially in autumn.

Cheongnyangni Station
 ☎ 1544-7788
 📍 588-1 Jeonong-dong Dongdamun-gu
 🌐 info.korail.com

Subway Tour



Cheonan & Asan

Just taking Subway Line 1 can get you out of Gyeonggi-do. If you want to escape from the city but feel it is difficult, just use the subway. Just a two-hour ride will take you to Chungcheong-do, and the region will give you a whole new pleasure different to Seoul.

Shinchang (Soonchunhyang University) Station A ten-minute bus ride from Shinchang Station will take you to Dogo Spring. This 200-year spring is a cool mineral spring of 25°C and is also one of the four major sulfur springs in Asia. There is a hotel, a family condo, and a motel in the area. It has common baths, saunas, and a running water pool. Paradise Dogo Spa is also a good place to enjoy both play and rest at the same time. The nearby Asan Garden is a flower paradise of 40,000m² where you can see various flowers from all around the world, such as tulips, lilies, chrysanthemum, and begonia, right throughout the year. 041)544-0747

Onyang Spa Station Once you get out of the station, you can take a bus to Onyang Folk Museum and Hyeongchung-sa Shrine. In the Folk Museum, the largest museum in the nation, you can find many things to see

with its 20,000 folk artifacts. Built in 1966, Hyeongchung-sa Shrine is a shrine for General Lee Sun-sin. Just looking at its well-cared for landscaping will make you think it is worth visiting the shrine. The 1300-year springs in the city are also one of its specialties. It is said that even the many kings of the Joseon Dynasty, including King Sejong, King Sejo, and King Yeongjo, enjoyed these 58°C radium springs by building a spring bathhouse. At the Onyang Hotel, you can also see the Eouijeong (a well) and the Shinjeong monument, both boasting stories about former kings. In Gongse-ri, Inju-myeon, there is a beautiful cathedral just like a watercolor. This cathedral is a sacred martyr place with the history of 110 years, and also the shooting location for around 60 movies and television series, including 'TaeGukGi: Brotherhood of War'. 041)533-8181

Cheonan Station Take a bus in front of the station to get to the Independence Hall, located in Mokcheon-myeon, Cheonan. This hall keeps the history of our nation's struggles to overcome hardships alive, and you can engrave the patriotism of deceased patriots on your heart. Near the hall are the birth house and historic site of the patriotic martyr Yu Gwan-sun. There you can see the statue and soul-consoling tomb of the martyr, as well as the Maebong Church she used to attend. At Aune Market, where she protested, is now Sundae Street. Try a byeo-ncheon sundae. Only vegetables and seonji (dotted blood from slaughtered cows and pigs) are stuffed inside the pork intestines. Aunae Market is held as a five-day market (the day of last digit 1, 6). If you want to see an exciting market, be sure to go to Aunae Market. 041)560-0114 (Independence Hall)

Border Tour



DMZ

DMZ is the abbreviation of Demilitarized Zone, which represents the reality of Korea as the only divided country remaining in the world. According to the ceasefire agreement, both South and North Korea retreated 2km from the Military Demarcation Line and formed the DMZ, but, even today, the troops of both sides stand opposed, aiming weapons at each other. This is a truly historical place where you can feel the scars of war, and it is also becoming known as a valuable repository of a natural ecosystem, as the area has not seen human activity for 50 years. The observatory from which you can see North Korea, and Panmunjeom in the Joint Security Area (JSA), where the soldiers of both sides stand off, are not to be missed. Don't miss your chance to see the DMZ, as it is a Korea-only experience.



☎ 031)953-4744
📅 Tours available Mon-Fri. Closed on legal holidays
🌐 www.dmoz.ne.kr
✳️ Tours available from ten years old. ID cards required when visiting
✳️ Foreigners: International Culture Service Club 02)399-2698 www.tourdmz.com

Panmunjeom

This place is a round-shaped special area of 800m in diameter based on the MDL, where both the UN forces and the North Korean forces take care of security jointly. Within the area of 155 miles from the ceasefire line, this is the only place where demilitarized South and North Koreans can meet without any barriers or barbed-wire fences. The official name of this place is the Joint Security Area (JSA). In the south of the MDL is the House of Freedom; while in the north is Panmungak. To visit, you need to follow the regulations of the UN forces. The tourism company entrusted by the UN forces takes care of the visiting procedures for foreigners. The visit is conducted four times a day except Mondays, and the number of visitors is limited to 35 per visit. The visiting hours are one hour or less and all visitors need to secure a vehicle to use by themselves. However, visits are restricted during meetings at Panmunjeom.

Imjingak Tourist Spot This is a place of sorrows resulting from a Korean War that started on 25 June, 1950, and the conflicts of the nation after the war. There you can see war monuments and memorials, and especially the memorial for the victims of the explosion at Gimpo International Airport in 1987. A train which used to run up to Shinuiju, the northern end of

the Korean peninsula, before the division of the nation into north and south, is now being exhibited here. Inquiries: 031)952-2565

Heyri Art Village It is being created as a culture and arts village of around 500,000m² in the Unification Park in Paju. The village breathes together with the audience through high quality

exhibitions and performances of various genres by professional artists. It is very crowded every weekend. You can enjoy many things there, such as the Museum of Musical Instruments of the World, the Toy Museum, the Magazine Museum, the Traditional Food Museum, and the Korean Pottery Gallery. Don't miss the Heyri Festival every October. Inquiries www.heyri.net

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Where do you want to go?
Choose the spots around Seoul as your taste



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Hello, Kathy. It's me, Erica
I just arrived in Seoul this morning. My first day
in Seoul was incredible. I visited famous tourist
spots like Kyungbok Palace, Samchungdong street,
and Cheonggyecheon. Seoul seems to have both
traditional and modern high tech charm. I also
went to Dongdaemun Shopping Town where there
are very unique clothes, accessories, shoes and
everything! It was so much fun that I even forgot the
time. I think I'm gonna go there once again tomorrow.
I'm staying in a place called Innostel. It's one of the
places that the Seoul city government recommends
as a good place to stay. It's convenient for me to
look around Seoul cause it's in the center of the city.
Besides, it's cheap, too. I like it here. I would have
been so much better if i'd came here with you. I wish
we could visit Seoul together the next time.
Love, Erica
April 18th 2009

Hi Seoul
SOUL OF ASIA



SEOUL BEST 100 Revised Edition

Date of Publication | Nov. 2010

Publishing Organization |

Seoul Metropolitan Government

Publisher | Oh Se-hoon, Mayor of Seoul

Publishing Department |

Tourism Secretary of Seoul Metropolitan
Government / 02)3707-9419

Planning & Supervision |

Seoul Tourism Organization

Production | JoongAng m&b

Editor | Lee Seong-Jin, Im Eon-Young
Kim Kuk-Hwa, Bae Hyo-eun

Translation | Chonha.com

Design | the INN graphics firm
02)6497-3141

Photographer | A1 Studio

Illustrator | Oh Ji-hye

Website | www.visitseoul.net

7 Seoul Tourist Information

- **Gwanghwamun** | ☎ 09:00-22:00
☎ 02)735-8688
☑ At the plaza in front of Donghwa Duty Free,
215 Sejongno 1-ga Jongnogu
- **Dongdaemun** | ☎ 9:00-22:00
☎ 02)2236-9135
☑ At the plaza in front of Good Morning Shopping Mall,
18-21 Euljiro 6-ga, Junggu
- **Gimpo Int'l Airport** | ☎ 09:00-21:00
☎ 02)3707-9465
☑ Next to Gate 2 on the 1st-fl lobby,
157 Gonghangdong, Gangseogu
- **Itaewon** | ☎ 09:00-22:00
☎ 02)3785-0942
☑ Inside Itaewon Subway Station, 127 Itaewondong Yongsangu
- **Namdaemun Market** | ☎ 09:00-18:00
☎ 02)752-1913
☑ 50 m away from Exit 5 of Hoehyeon Station on subway line 4,
49 Namchangdong Junggu
- **Jamsil** | ☎ 10:00-19:00
☎ 02)2143-7007
☑ At the underground fountain at Lotte World at Jamsil Station on subway line 2,
27 Jamsil 5dong Songpagu
- **Samilgyo (Bridge)** | ☎ 09:00-22:00
☎ 02)720-0872
☑ On the pedestrian walk in front of Samil Bldg,
10-2 Gwancheoldong Jongnogu
- **Hongik Univ.** | ☎ 12:00-22:00
☎ 02)323-2240
☑ On Hongdae street, 349-1 Seogyodong, Mapogu
- **Coex** | ☎ 08:30-18:00
☎ 02)538-0264
☑ East Gate Information Desk, 159 Samseongdong Gangnamgu
- **Global Center** | ☎ 09:00-18:00
☎ 02)2075-4119
☑ 3F Press Center, 25 Taepyeongno 1-ga Junggu
- **Seoul Folk Flea Market** | ☎ 10:00-19:00
☎ 02)2234-5836
☑ Between 1st fl and 2nd fl inside Seoul Folk Flea Market,
109-5 Sinseldong Dongdaemungu
- **Myeongdong** | ☎ 10:30-22:00
☎ 02)3789-7961
☑ 5 F of M Plaza Bldg, 31-1 Myeongdong 2-ga Junggu
- **Incheon Int'l Airport** | ☎ 06:00-22:00
☎ 032)743-3270
☑ In front of Gate D at arrivals, Incheon Int'l Airport,
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