



I N T O  
S E O U L

I • S E O U L • U

# SEOUL

Seoul, the capital of South Korea, is a city with a long history. Seoul was the originally the capital of the ancient Baekje dynasty from 18 BC to 475 AD. After almost a millennium, Seoul regained its status and has been the capital of the country for more than 600 years since the Joseon dynasty in 1394.

South Korea is surrounded by seas on three sides of the peninsula, and Seoul is situated on the western part of the country with the Hangang River stretching across it. A number of bridges connect the northern and southern districts, each boasting beautiful sceneries of their own. Seoul is full of cultural heritage with unique stories, and you can find traditional villages in their original state on one side of the city all the while seeing ultra-modern buildings on the other, both existing in perfect harmony.

The population of Seoul is 9,733,655 as of March 2020, and the city's housing supply rate is over 98.6%. Seoul boasts having one of the best public transportation systems in the world—with safe, accessible and interconnected subways, buses and trains. What makes the city even more special is its high-speed information and communication infrastructure as well as the citizen-centered urban development strategies for a happy city.







# SEOUL: TRADITION & MODERNITY



Royal palaces with a history of 600 years ensconced in forests of high-rise buildings and alleys where Wi-Fi is readily available. The quiet stillness of traditional Korean houses packed cozily side-by-side that amazes citizens. The beautiful Hangang River serves as the background and venue for festivals open to citizens all year round. The exciting buzz of youthful streets generating creative energy and spreading the wave of Korean pop culture across the world.

The future of Seoul is coming to fruition with the coexistence of beautiful nature and high-tech culture by citizens working together to fill the city with newness.





# WELCOME MESSAGE



Mayor of Seoul  
**Wonsoo Park**

**Hello.**  
**I am Wonsoo Park, Mayor of Seoul.**

After being elected as mayor, I have continuously attempted to innovate and experiment with Seoul for a better life and future for Seoul's citizens. During the process, a new Seoul has been gaining momentum, by developing from a city of hardware into a city of software, from a city of renovation, civil engineering, and construction into a city of the people.

Before, I thought that Seoul needed a monumental building. But then I realized that Seoul's landmark is its blessed nature, everlasting history, and its ten million passionate and creative citizens. Seoul has ended the urban development paradigm that erased existent infrastructure and created new ones, and has started an urban regeneration paradigm that preserves and respects the resources it already has as much as possible. Even as I speak, parts of Seoul are going through both minor and major urban regeneration processes.

Also, Seoul is quickly transforming from a car-centered city into a pedestrian-centered city. After a long period of trial and error as well as reflection, Seoul has decided to become a city that values relationships and continuation, instead of growth and expansion.



Seoul is an international megacity with ten million residents and a gross regional domestic production that accounts for 21% of South Korea's total. As Seoul is a big and complicated city, there are also many inconveniences as well. Like any other city, Seoul is tackling various issues including transportation, residential, and environmental problems. Seoul is looking for ways to develop and apply innovative solutions to these problems.

Seoul is a giant platform to which various industrial innovative solutions have been applied for its urban problems. People visiting Seoul have the chance to experience smart Seoul's various innovative solutions, such as free Wi-Fi on buses and subways, the convenient and economical public transportation system, and the Seoul Bike(Ttareungi) public bicycle sharing system as well as late-night buses which have been created after analyzing the nighttime traffic patterns of citizens. With its world-class communications network and ICT infrastructure, Seoul is tackling urban problems with innovative solutions in various major areas, such as transportation, safety and welfare.

Seoul also offers various activities to experience and sights to see. Many domestic and international visitors enjoy festivals such as the DDP Winter Light Festival called "SEOULIGHT," the Hangang Summer Festival,

the Namsangol Night Market, and the Seoul Lantern Festival along the Cheonggyecheon Stream. Seoul also has various attractions, such as Seoillo 7017 and the Oil Tank Culture Park, relics from the industrialization period reborn into attractions in which history and culture live and breathe, and the Bukchon Hanok Village and Ikseon-dong where tradition and modernity can be cherished at the same time. As such, Seoul is full of attractions of unique colors and festivals for everyone to enjoy.

Seoul is changing. Even at this very moment, the innovative technologies of the Fourth Industrial Revolution, such as big data and AI, are making creative changes throughout the city and are largely contributing to the happy lives of citizens living in the city. This change will endure and grow faster and stronger. Please look more forward to the Seoul of tomorrow than the Seoul of today. Seoul will become a place in which the lives of its ten million citizens can shine. Furthermore, we will solve the problems plaguing cities all over the world and create a sustainable future.

Thank you.



# SEOUL OVERVIEW



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**Seoul, a city with 2,000 years of stories, works with citizens to open a city of the future.**

Seoul, the capital of Korea, is located in the center of the Korean Peninsula. Seoul has been occupied since the Neolithic Era, and it has a history of 2,000 years as a capital city. From the Joseon dynasty (1392) to the present time, Seoul has gone through many changes and developments as the capital of Korea. Based on its long history and tradition, Seoul has been preserving its unique, beautiful cultural heritage and is evolving into a highly advanced city through spectacular economic growth. Seoul is resolving various problems shared by global cities with a long history through eco-friendly and human-centered development and regeneration. In addition, Seoul is conducting research on creative ways to point the direction of a futuristic city. The beautiful city of Seoul is making efforts with its citizens every day in order to make a happier global city.

**Seoul's New City Brand, I·SEOUL·U**

Seoul held an idea contest under the concept of “a passionate city which pursues co-existence and leisurely life.” Among the 16,147 works entered, three final candidates were selected, and I-SEOUL-U, which received the highest score at the 1,000-Citizen-Meeting held in a competitive audition style, was selected and declared as Seoul's new city brand.

I-SEOUL-U captures the concept of “Seoul exists between me (I) and you (U)” and it symbolizes the global nature of Seoul. Centering around Seoul, you and I, citizens among citizens, people and the world all co-exist together. There are red and blue colored dots on both left and right sides of the word SEOUL, symbolizing passion and relaxation, and the letter “O” in “Seoul” also stands for the Korean letter “O,” symbolizing that Seoul is a representative city of Korea.



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SEOUL, Shaped by People

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# SEOUL, Shaping the Future





SEOUL, Shaping the Future

# Smart

Seoul is a smart city that opens a new future as well as a dynamic city that changes quickly.

Through yesterday's challenges, today's efforts and a leap towards tomorrow, Seoul is being reborn into a more reputable, futuristic and innovative city.







# SEOUL SMART CITY PLATFORM

City status

3,069 14,461 13,683

Number of practitioners(2018.4/4) Number of businesses(2018.4/4)

Bad

Fine particles Sunny -2.9 °C

City Status

Policy Business

Utilize City Data

International Cooperation

City Project

Start-up Ecosystem

Live In Seoul

Map showing various data points across the city, including store counts and business metrics.

Average business months

Number is the number of stores

Q / Q Increase / decrease

Owl Bus

My Village Commercial

De Facto Population

Disabled Call

119 Relocation of emergency resources

Related News

박원순 서울시장 CES 2020 기업 부스 방문 뉴스1 01-09 07:38

서울시, 승용차 요일제 폐지...아일리지로 바꾼다 이투데이 01-09 07:15

국회대로에 '서울광장 8백' 선행공원 들어선다...2023년 개장 SBS 뉴스 01-09 06:26

"덜 운전하면 포인트 제공"...서울시, 추요일...이투데이 01-09 06:01

[오늘의 주요인정]서울시(1월9일 목요일) 뉴스1 01-09 06:00

'국'...상부엔 11만㎡ 선행공원 조성 뉴스1 01-09 06:00

...시민청 개관 7주년 기념행사 뉴스1 01-09 06:00

...청 7살 됐다...홍소희 출연 등 7주년...이투데이 01-09 06:00

[서울시] '공공주택' 사업 후 에너지 효율 개...YTN 01-09 16:11

...의대 용신구 서계동 도시재생활성화지역 내 16가구를 대상으로 노후주택을 수리하... 01-09 16:11

...21년 6월 준공하는 것을 목표로 하고 ... 01-09 16:11

...주방·가정용품 (14... 01-09 16:11

...독립유공자 후손과 민주화운동 관련자는 생... 01-09 16:11

...청소년(만 11~18세)은 생리대를 지... 01-09 16:11

The Seoul Smart City Platform, Smart Seoul's signature solution, is a digital administration platform that harnesses the latest information and communication technologies to link city administration data to the field. The platform enables citizens to learn key policy information and situations on the field in real-time at the same eye level with the mayor through a smartphone and allows the mayor to communicate directly with managers in charge of the field.

**The World's First Digital Mayor's Office**  
 Seoul has implemented the world's first "Digital Mayor's Office." It represents the innovative effort of Seoul leading the way for e-government in the digital era as well as the starting point of becoming a global smart city.





#### Dongdaemun Design Plaza (DDP)

DDP is a multi-cultural complex located in Dongdaemun History & Culture Park Station in Seoul, Korea. Since its opening on March 21, 2014, DDP has staged diverse cultural events including exhibitions, fashion shows, product launch shows, forums, conferences, and other various cultural events.

More specifically, the city hosted the "SEOULIGHT" festival for which the flexible silver exterior of DDP was used as a canvas to display a fantastic show that combined light, AI-generated video, and music.











#### Seoul Bike(Ttareungi), a Public Bicycle Sharing System

Seoul launched Seoul Bike(Ttareungi), a public bicycle sharing system, to alleviate environmental problems including air pollution and traffic congestion. Seoul Bike can be rented and paid for using the Seoul Bike mobile app, and it has been growing in popularity. Without needing to register, people can purchase a daily pass using their mobile phone.







#### Measures to Improve Air Quality

Seoul is keeping in mind citizens' health and quality of life while promoting more fundamental and decisive policies such as restrictions of polluting vehicles. The city of Seoul will continue to cooperate with the central government, communicate with citizens and solve the issues caused by particulate matter.

Particulate matter is one of the greatest hardships that citizens have to face in their daily lives. Because it is an issue directly connected to the health and safety of its citizens, the Seoul Metropolitan Government will continue to promote the promised "Ten Measures to Improve Air Quality" while also constantly improving them along the way.







### Public Transportation

Seoul buses are divided into blue, green, yellow, red, custom, and night buses. Subways are part of the urban railroad system that provides transportation throughout Seoul. Since the opening of Line 1 on August 15, 1974, nine lines are currently operating. Two international airports in Gimpo and Incheon are easily accessible from Seoul. Limousine buses, subways and airport railways are available for getting to the airports. There are four stations that can take you to the outskirts of Seoul: Seoul Station, Cheongnyangni Station, Yeongdeungpo Station and Yongsan Station.

Using the express buses is another way of getting to the outskirts of Seoul. There are five express bus terminals in Seoul: Seoul Express Bus Terminal, Central City Terminal, Nambu Terminal, Dong Seoul Terminal, and Sangbong Intercity Bus Terminal.



### Night Bus

A citizen-tailored policy of the night bus, also called "owl bus," began as citizens' idea. The Seoul Metropolitan Government analyzed about 300 million pieces of big data on citizens' need for taxis after midnight and decided on bus routes that focused on areas with a high floating population at dawn. Night buses are mostly used by passengers who had experienced inconveniences due to the transportation system not being available late at night or early in the morning other than taxis.

Night buses also contributed to revitalizing the city as it revitalized late-night culture and economic activities including going to the movies, touring the city and shopping at markets. Other cities are also benchmarking the system and it was also selected as one of the best 10 policies of Seoul.





#### COEX, Epicenter of the MICE Industry

COEX opened in March 1979 as Korea's largest exhibition hall. Its location makes it conveniently accessible via any mode of transportation and it boasts state-of-the-art business infrastructure. COEX is the epicenter of the world's MICE (Meetings, Incentives, Conventions and Exhibitions) industry, hosting all types of exhibitions and events including international summits and conferences.











#### Seoul Sewerage Science Museum

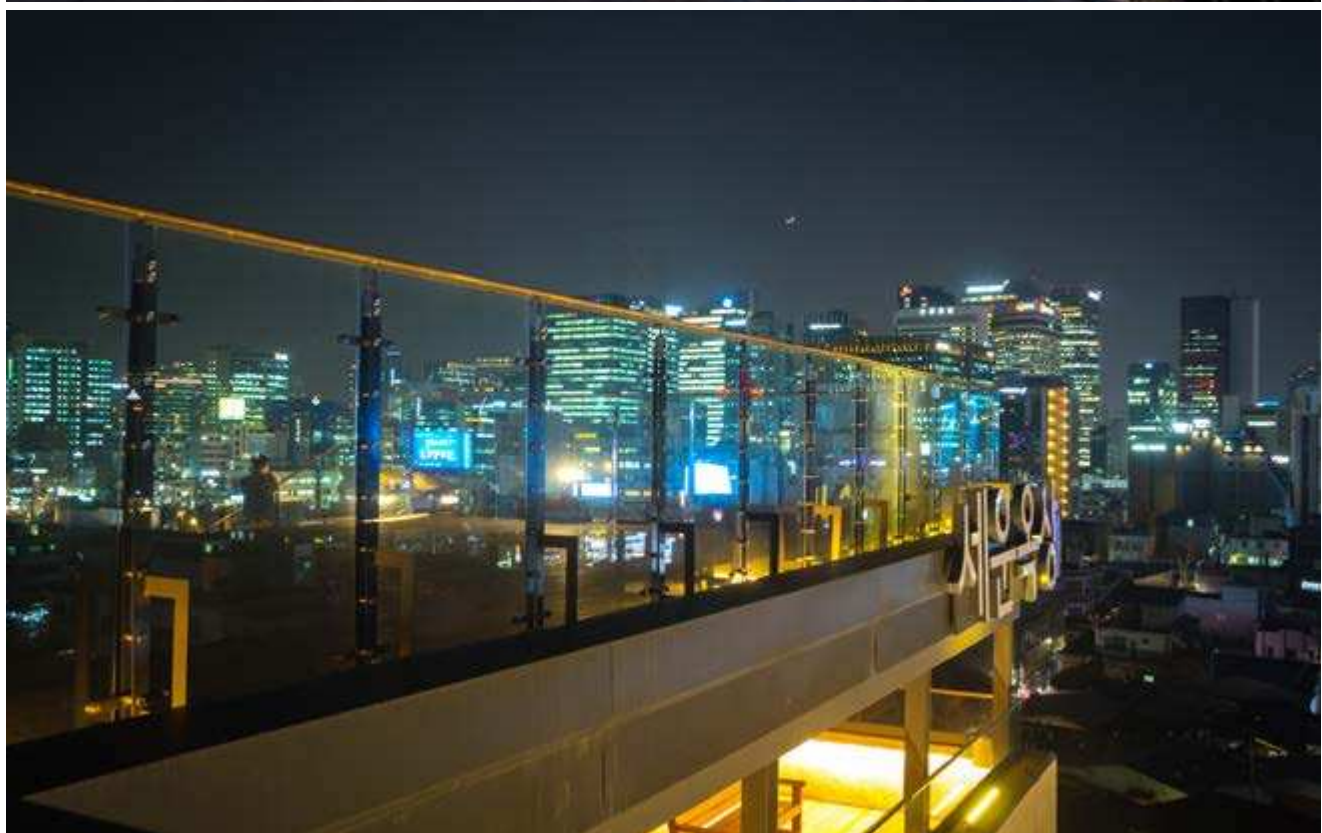
A complex space for sewerage exhibition and experience opened in September 2017 in Jungnang Sewage Treatment Center, which is the site of Korea's first sewage treatment plant. With an area of 2,365 m<sup>2</sup>, the museum consists of sewage treatment facilities (underground), a sewage exhibition hall (1st floor), experience and participation facilities (2nd floor), and a water cycle theme park (around the sewage science museum) to provide visitors with a variety of attractions and educational programs. The Sewerage Science Museum is combined with green open spaces and surrounded by four water-cycle theme park zones, multipurpose playgrounds, and more.











#### Sewoon Sangga (Sewoon Plaza)

Sewoon Sangga, the first residential and commercial complex built in Korea in 1968, was reborn from a deteriorated electronics industrial complex into the center of the Fourth Industrial Revolution in Seoul.







#### Seoul Innovation Park

Opened in 2015, Seoul Innovation Park is Korea's largest venue and environment for social innovation, housing a number of venture businesses and intermediate organizations that support social innovation. Seoul Innovation Park also functions as an experimental space for solving various social problems, comprising Maker Space, Art Park and Youth Field with young start-ups.

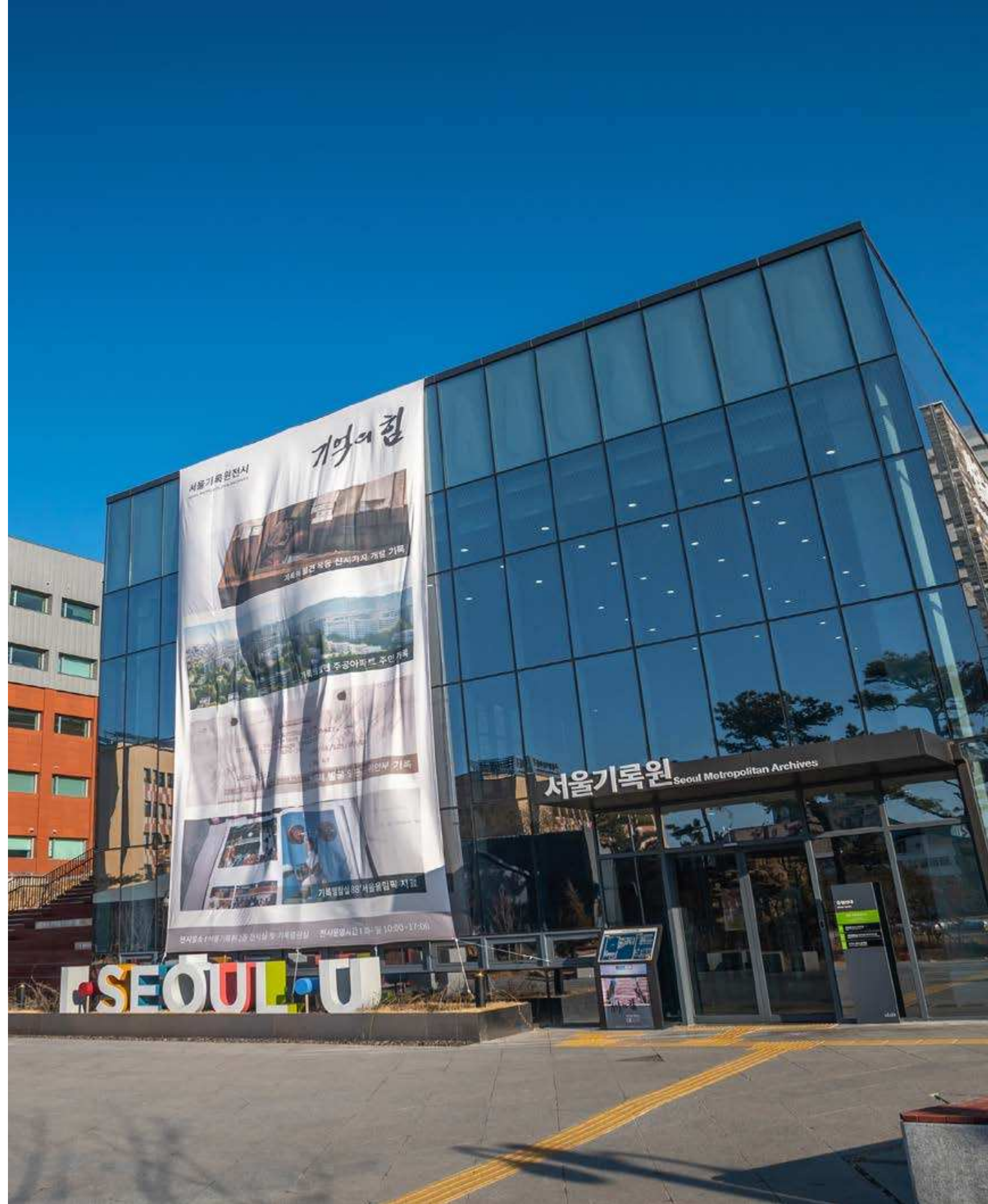






#### Seoul Metropolitan Archives

Seoul Metropolitan Archives safely and systematically preserves various memories and records. It fulfills citizens' right to knowledge and leaves memories as well as evidence of Seoul's history and events for future generations through archives.





SEOUL, Shaping the Future

# Coexistence

In Seoul, where long-lived history and tradition breathe, exists a harmony between the past and the present.

Seoul's illustrious cultural heritage is being reborn as future heritage based on creativity and the new spirit of the times.







**Seoullo 7017**

Seoullo 7017 is a pedestrian walkway that has been transformed from the old Seoul Station overpass created in 1970. Seoullo 7017 includes 17 pedestrian walkways connected like a net that span over the 939 meter-long Seoul Station overpass connecting Mallijae-ro in Mapo-gu and Toegye-ro in Jung-gu to become the center of history, culture and commerce. The overpass is now where people gather to enjoy the beautiful views from the walkway.







#### Seoul Book Bogo

Seoul Book Bogo is a comprehensive cultural space where the city of Seoul restores the value of old books from secondhand bookstores. It is a space for visitors to cherish the value of old books, a space for reading and sharing books donated by prominent figures and intellectuals, a space for enjoying charming, independent publications, and a space for getting a taste of various cultural programs based on books.





© Seo Jong-mo

### Seoul Botanic Park

As a botanic park that combines a "park" where citizens can rest with a "botanic garden," where plants are exhibited. The Seoul Botanic Park opened its doors on October 11, 2018 in Ma-gok-dong, Gangseo-gu, Seoul. Its total area is 504,000 m<sup>2</sup>, which is roughly the size of 70 soccer fields, and is composed of the four spaces: Open Forest, Theme Garden, Lake Garden and Swamp Garden. Seoul Botanic Park introduces various planting cultures from 12 different cities around the world to improve the interaction between the city and nature.





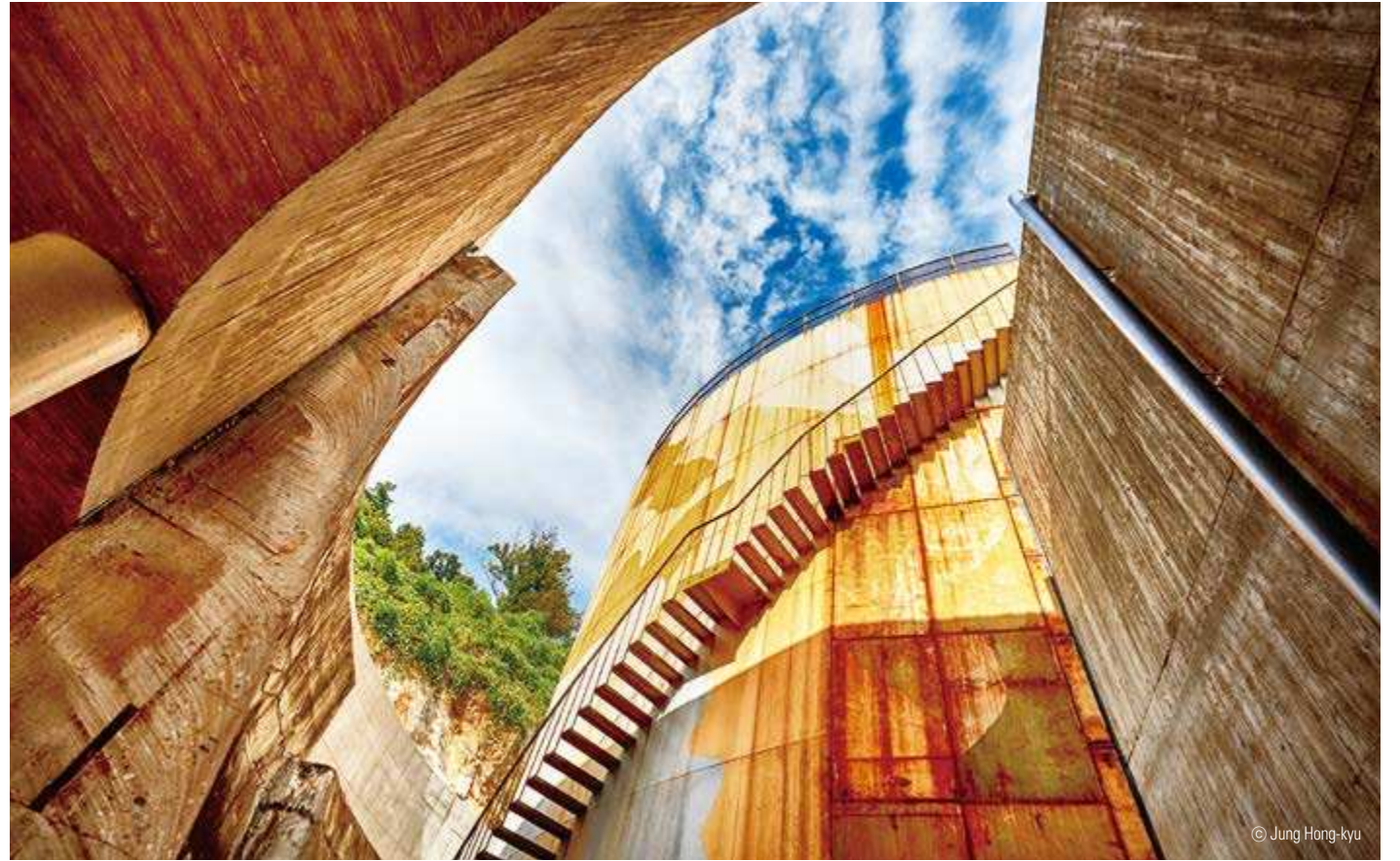






### Oil Tank Culture Park

The Oil Tank Culture Park, located near the World Cup Stadium in Seoul, was out of reach for regular citizens to access and use for over four decades. The park is now open to the public thanks to urban regeneration. Originally, the park was an oil depot that stored 69.07 million liters of oil after the oil crisis in 1973. With World Cup 2002 ahead, the depot was shut down for safety reasons. In 2013, the decision to turn the oil tanks into a cultural space was made upon through a recruitment of ideas from the citizens. In 2014, the place was reborn into an eco-friendly, complex cultural space with its original spatial properties of oil tanks intact, based on "Reading the Story of the Site," the winning work of the international design contest. The five tanks turned into performance venues, exhibition halls, and a multi-purpose pavilion. A newly-built tank became a community center with a cafeteria, while the large outdoor space, which was once used as a parking lot, is now being used as a culture plaza.



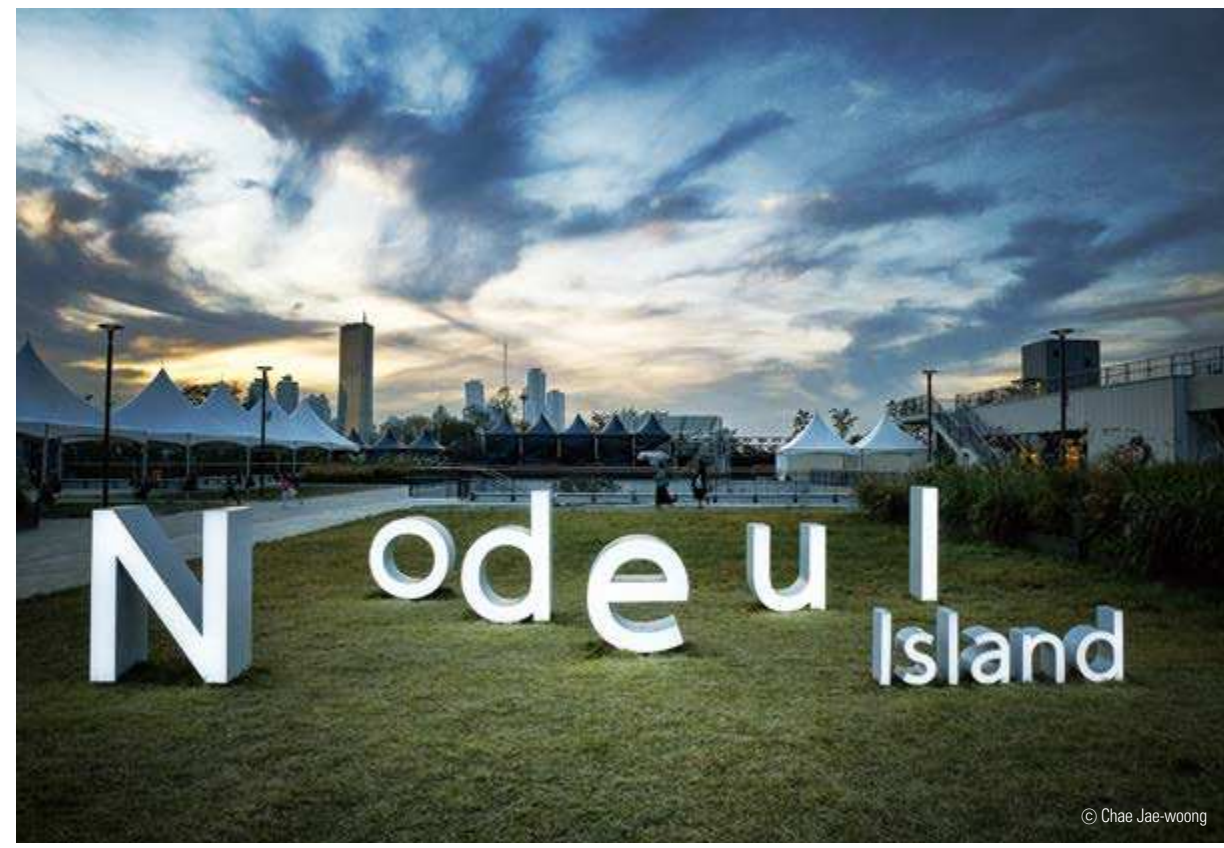








**Nodeulseom Island**  
 Nodeulseom Island, called Jungjido [sandy beach] until the 1950s, was once a white sand beach and a skating rink. It became an island in the middle of the Hangang River in the 60s and 70s following the Hangang Development Plan. After about 50 years of poor use, the city purchased the island in 2005 and began preparing to turn it into a cultural resting place for citizens, keeping it in its original form as much as possible in various attempts. It opened its doors to the public as a multi-cultural space for citizens in September 2019.







### Seoul Battleship Park

Seoul Battleship Park, opened on November 22, 2017 in the Mangwon Hangang area, is a riverside park built around Seoul Battleship, a 1,900 ton convoy, and three other vessels (a convoy, a high speed boat and a submarine) that have been decommissioned after serving their duty of naval defense of the Korean seas. The park was regenerated while preserving the original vessels, providing a rare opportunity for citizens to board war vessels and submarines to check out their interiors and imagine the lives of naval officers. Visitors can also walk through the exhibition space featuring the history of the vessels and the Korean navy, marine technology and the history of the Hangang River.









### Hangang Art Park

Hangang River Art Park will not cease to flow for the discovery of the meaning and value of the Hangang River along with art. Not resting on the context and meaning of the past or on such a passive suspension, it will continue with experimentation and challenge the present towards the future. Let us dream of the Hangang River that can flow through active and temporary stops.

Reborn along the Hangang River, it has re-emerged as a visitor-friendly and attractive space that inspires Seoulites culturally and artistically, and restores the weariness of the stark urban spaces along the Hangang River.







**Donuimun Museum Village**

Visitors can feel the 100 years of history while looking around the Donuimun Exhibition Hall with periodic history and records of life related to Donuimun, hanok (Korean traditional house) facilities offering experiences of traditional culture, and the nostalgic space preserving memories of the 1960s-80s.



**100<sup>th</sup> Anniversary of the March 1<sup>st</sup> Movement**

The day on which we commemorate the events of March 1, 1919 when the Korean people resisted Japanese colonial rule, and the day on which Korea announced its Declaration of Independence to proclaim its desire for independence to the nations of the world.



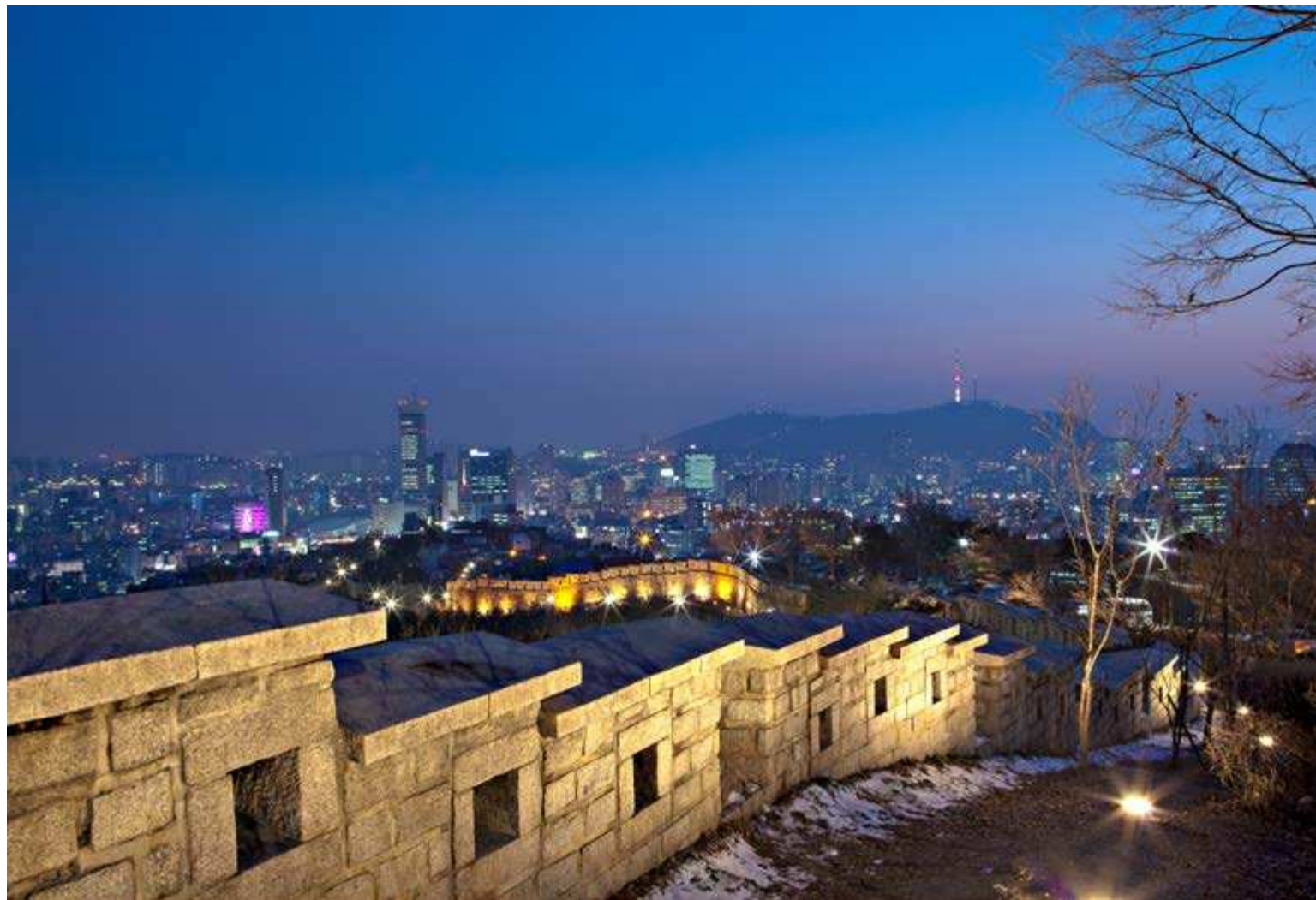


**Cheonggyecheon Stream**

The Cheonggyecheon Stream is a newly restored stream that is now a famous place in downtown Seoul. At the entry point, there sits a candlelight fountain decorated with three color lighting and a two-tier, four-meter water fall. With interesting stepping stones, small bridges, and other various thematic spaces installed along the walking path.







#### Hanyangdoseong, the Seoul City Wall

Hanyangdoseong, the Seoul City Wall, is a fortress built during the Joseon dynasty to defend the capital and its residents. It has an average height of five to eight meters and a total length of 18.6 kilometers. Hanyangdoseong operated as a city wall for the capital of Joseon for 514 years, from 1396 until 1910, setting a world record.







**Bukchon Hanok Path in Gahoe-dong**

Bukchon Hanok Village has traditional houses from the Joseon dynasty, Gahoe-dong being one of the leading examples. The ally near the 31st Street in Gahoe-dong is one of the most well-preserved hanok allies where traditional houses are packed from north to south.





#### Bukchon Hanok Village

Surrounded by Gyeongbokgung Palace, Changdeokgung Palace and Jongmyo Shrine, Bukchon Hanok Village is home to hundreds of hanok (traditional Korean houses), that date back to the Joseon dynasty. The name "Bukchon," which literally translates to "northern village," came about as the neighborhood lies north of two significant Seoul landmarks – Cheonggyecheon Stream and Jongno. Today, many of these hanoks operate as cultural centers, guesthouses, restaurants and tea houses, providing visitors with an opportunity to experience, learn and immerse themselves in traditional Korean culture. As Bukchon Hanok Village is an actual neighborhood with people's homes, visitors are advised to be respectful at all times while looking around.

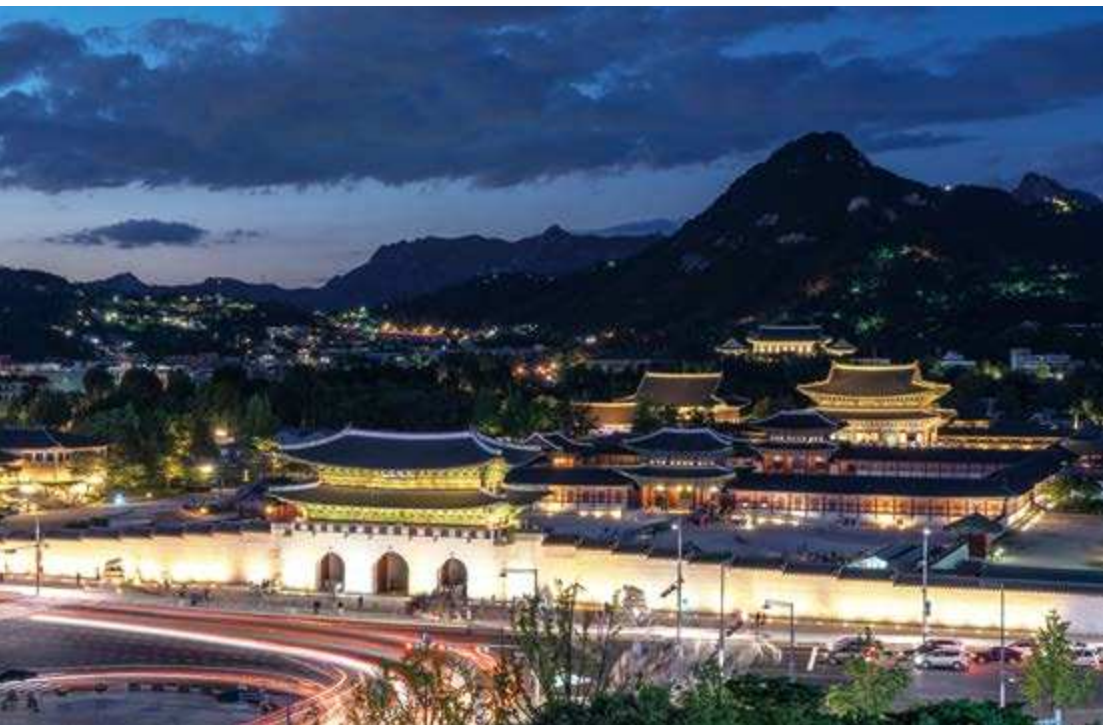
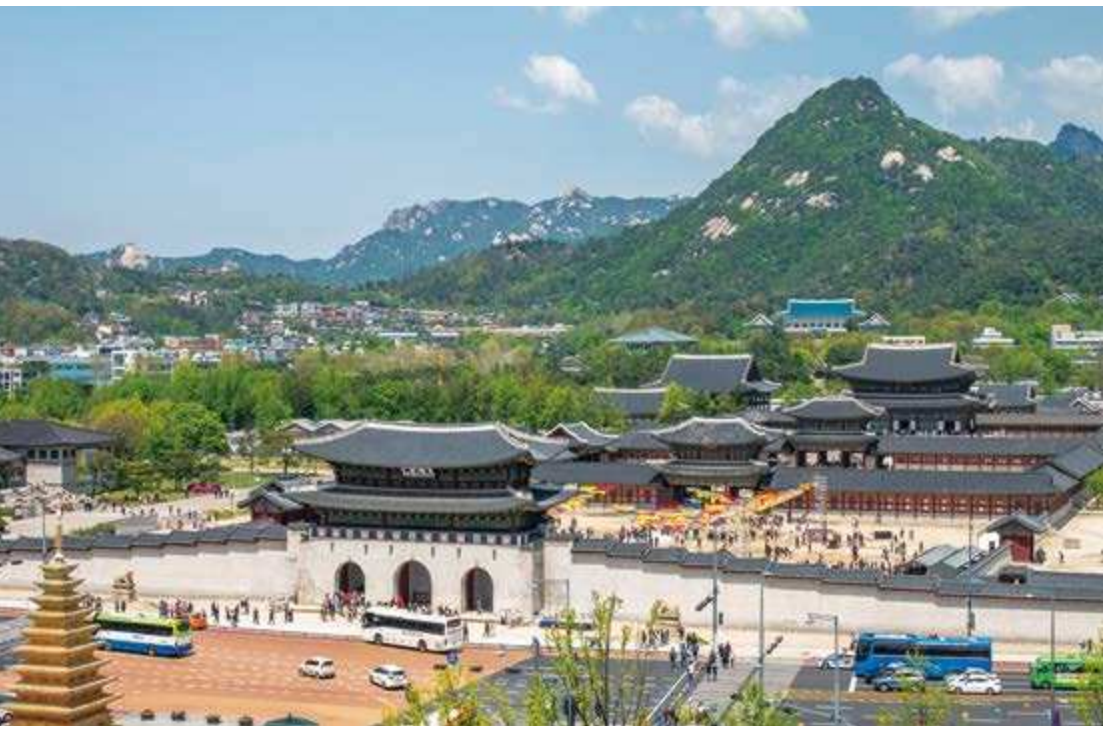




**Gyeongbokgung Palace**

Gyeongbokgung Palace was the first palace built during the Joseon dynasty and it is the main official palace of Joseon. The construction began in 1394 and was completed in 1395. The palace was completely destroyed during the Japanese Invasion in 1592, but it was reconstructed during the late Joseon dynasty. However, it was damaged again during the Japanese occupation of Korea and restored later. Gyeonghoeru Pavilion, which stands in the center of a man-made pond, is a beautiful wooden cultural heritage within the palace.









#### Changgyeonggung Palace Night Opening

Located in the heart of Seoul, Changgyeonggung Palace was originally built as Suganggung Palace by King Sejong (r.1418-1450), the fourth king of Joseon, for his retiring father, King Taejong. It often served as residential quarters for queens and concubines. The palace was renovated and renamed to Changgyeonggung Palace during the reign of King Seongjong (r.1469-1494).









### Sungnyemun Gate

Sungnyemun Gate is the main gate of Seoul as well as National Treasure No. 1. The gate, which served as the southern gate and main gate of Hanyang City, was built in 1396 with the fortress.

As the largest gate in Joseon dynasty, it was the pride of the people of Seoul and the main gate in the southern ("nam") part of the capital city, so it was called Namdaemun.





# SEOUL, Shaped by People





SEOUL, Shaped by People

# Everyday

**Marvelous stories that satisfy the five senses throughout all four beautiful seasons unfold at various attractions in Seoul.**

Colorful festivals and cultural events of Seoul that present eye-catching spectacles under unique themes complete Seoul with their energy and animation.







#### Seoul Bamdokkaebi Night Market

Seoul Bamdokkaebi Night Market is a market that is like a goblin ("dokkaebi") because it opens late at night and vanishes by morning. It is a new space and a new place that unfolds at a specific time. This Seoul-type night market's unique theme and impressive views of the nightscape maximize the attraction's charms.







#### Gyeongchun Line (Railroad) Forest

The Gyeongchun Line railway, which had been disused since December 2010, has been transformed into a forest park. The Gyeongchun Line was the first railway built using Korean capital during the Japanese colonial era and is preserved in its entirety. The railway is divided into three sections to regenerate the industrial legacy and develop a cultural walk path as a green public space. Visitors can walk or bike along the old railway that trains to Chuncheon traveled on to reminisce over past memories or enjoy a romantic walk.











### Dream Forest

Dream Forest, previously known as Odong Neighborhood Park, is located at Bun-dong, Gangbuk-gu, Seoul. Renovated and reopened on October 2009, Dream Forest is the fourth largest park after World Cup Park (2.76 million m<sup>2</sup>), Olympic Park (1.45 million m<sup>2</sup>), and Seoul Forest (1.2 million m<sup>2</sup>) and the first large-scale green park created in the Gangbuk area. Major attractions of the park include Wolyeongji Pond, Grass Square, Wolgwang Waterfall, Aewoljeong Pavilion, Chilbokji (confluence of seven different artificial waterfalls), Event Garden, Children's Gallery, Wild Grass Garden, Deer Ranch, Exploring Path, Forest Rest, and a water park. Recently, the Changnyeongwigungjaesa estate (Registered Cultural Heritage No. 40) has been restored with other traditional landscape architectures such as a pond, pavilion and waterfall created nearby to double the genuine beauty of Korean traditional park.





#### Yangjae Citizen's Forest

The park was built around Yangjae tollgate, the gateway to Seoul, for the 1986 Seoul Asian Games and the 24th Olympic Games in 1988. It is used as a place for couples to meet because various kinds of forests are worth seeing and forests are good. It is currently a dense forest, which is very rare in downtown, and especially fruits such as persimmons and pines are being ripen and it allows people to enjoy abundant nature in autumn.

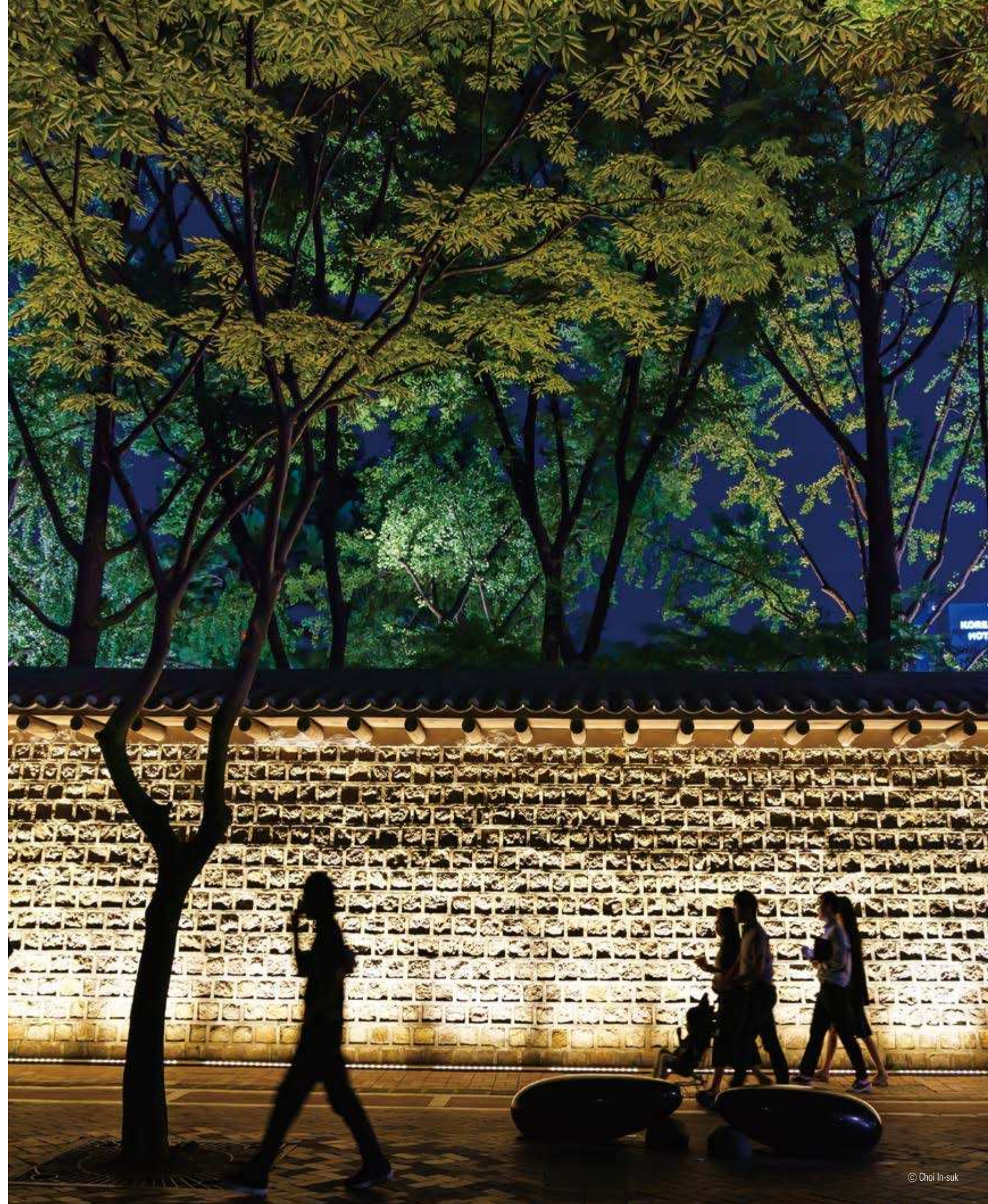






#### Deoksugung Palace Stonewall Walkway

Deoksugung Palace Stonewall Walkway is a trail that runs along the stone wall on the southern side of Deoksugung Palace, Historical Site No. 124, and it is the typical trail in the heart of the city. Deoksugung Palace Stonewall Walkway was a famous place to come on dates during the 1970s, and it is a naturally developed passage from the Goryeo dynasty and the Joseon dynasty, and it is an important passage connecting Doneuimun Gate (Seodaemun Gate) and Deoksugung Palace.







**Changing Ceremony of the Royal Guards**

The Changing of the Royal Guards is a ceremony started in 1996 based on historical records that reenacts the Opening and Closing Ceremonies of Gungseongmun Gate, the Gungseong Palace Ceremony of the Guards, and the Sunra and Guard Ceremony performed during the Joseon dynasty.





#### Royal Cultural Festival

The Royal Cultural Festival held at Seoul's royal palaces in the middle of the city is a festival that gives insight into the culture of the royal family of the Joseon dynasty. Tea ceremonies and performances based on important intangible cultural heritages can be experienced at Gyeongbokgung Palace. Various events also unfold at the Changdeokgung Palace's Secret Garden to which entry was once restricted for preserving nature.





**Hangang Summer Festival**

The Hangang Summer Festival was held in 2019 under the theme, "Exciting Hangang Picnic with Culture." The festival took place over the course of a month, from July 19 to August 18, 2019, at eleven parks along the Hangang River, providing residents and tourists with the opportunity to enjoy a summer picnic without having to take a long journey.







#### Seoul Lantern Festival

Every November, the Seoul Lantern Festival lights up Cheonggye Plaza and sections of the Cheonggyecheon Stream with a variety of colorful lights under different concepts. The festival first started in celebration of the 2009 Visit Korea Year and has since grown into Seoul's main winter cultural tourist festival sought out by over 2.5 million spectators annually.







2019 비초롱축제  
선호빛





#### Seoul Rose Festival

The Seoul Rose Festival, often called the “most beautiful festival in Seoul,” was held along the Jungnangcheon Stream on May 24-26, 2019. The Little Rose Festival is also held weeks before and after the main three-day festival over the course of seventeen days. Starting in 2009, Seoul has annually hosted cultural festivals for the citizens, and this year’s event was held under the concept of “ROSE GARDEN & ROSE PICNIC,” with the Rose Garden of Love for families, lovers, and friends, as well as busking performances, music parties, food trucks and markets.





### Seoul Garden Show

The Seoul Garden Show is sponsored by the Seoul Metropolitan Government. Around 80 new gardens – Show Gardens, Citizen's Gardens and Theme Gardens – offer visitors a glimpse of the latest trends in garden design. Moreover, the Garden Industry Expo, which introduces you to diverse garden tools and garden plant materials, and the Garden Conference, which presents information and new technologies related to gardening, are also held during the Seoul Garden Show. The festival is held with various celebratory performances as well as many programs where you can experience gardening as well. The Seoul Garden Show had attracted 870,000 visitors in 2015 and 900,000 in 2016. In the Seoul Garden Show 2019 held in October, more than 70 gardens were created by a total of 500 people including local merchants and residents.







#### Seoul International Fireworks Festival

The Seoul International Fireworks Festival is a leading event in Seoul that attracts over one million visitors per year. Since its inception in October 2000, the festival has been held in the Yeouido Hangang Park area between late September and early October. Ten thousand rockets and fireworks are shot off by an internationally renowned fireworks specialist to represent fireworks from many countries.







**Namsangol Night Market**

The 1890 Namsangol Night Market was held in Namsangol Hanok Village, displaying the appearance of the Joseon period during the 1890s. From 4 to 9 PM, visitors can see and experience a wide array of food and souvenirs where the streets are reminiscent of the old Hanyang-day marketplace of the 1890s, the age of Korean enlightenment. The 1890 Namsangol Night Market offers a unique, time-travel experience into the olden days.



SEOUL, Shaped by People

# Peace

**Seoul, which thrives as the center of world peace,**

is a city that opens the door to the hopes of tomorrow  
with citizens' participation and decision-making.

The passionate shouts of democracy heard from Seoul Plaza  
are writing a new version of history.







Korean Peninsula at Seoul Plaza

With the success of the 2018 Inter-Korean Summit, citizens and tourists alike admired at the Korean Peninsula-shaped flower bed in Seoul Plaza. It was also a photo zone for visitors of Seoul Plaza to take photos with the Korean Peninsula flower bed as the backdrop.





#### Pursuit of Seoul-Pyeongyang Olympics 2032

In September 2018, the heads of South Korea and North Korea agreed on co-hosting of the 2032 Summer Olympics. It has been 30 years since the 1988 Summer Olympics in Seoul took place. Seoul has plans to establish an efficient strategy to host the event that aligns with the "Olympic Agenda 2020" announced by the International Olympic Committee.





**The 100<sup>th</sup> National Sports Festival**

The 100<sup>th</sup> National Sports Festival was held in Seoul from October 4-10, 2019. As Seoul was the first host city of the National Sports Festival in 1920, the 100<sup>th</sup> National Sports Festival celebrated the past 100 years while realizing the vision of the start of another 100 years into the future.



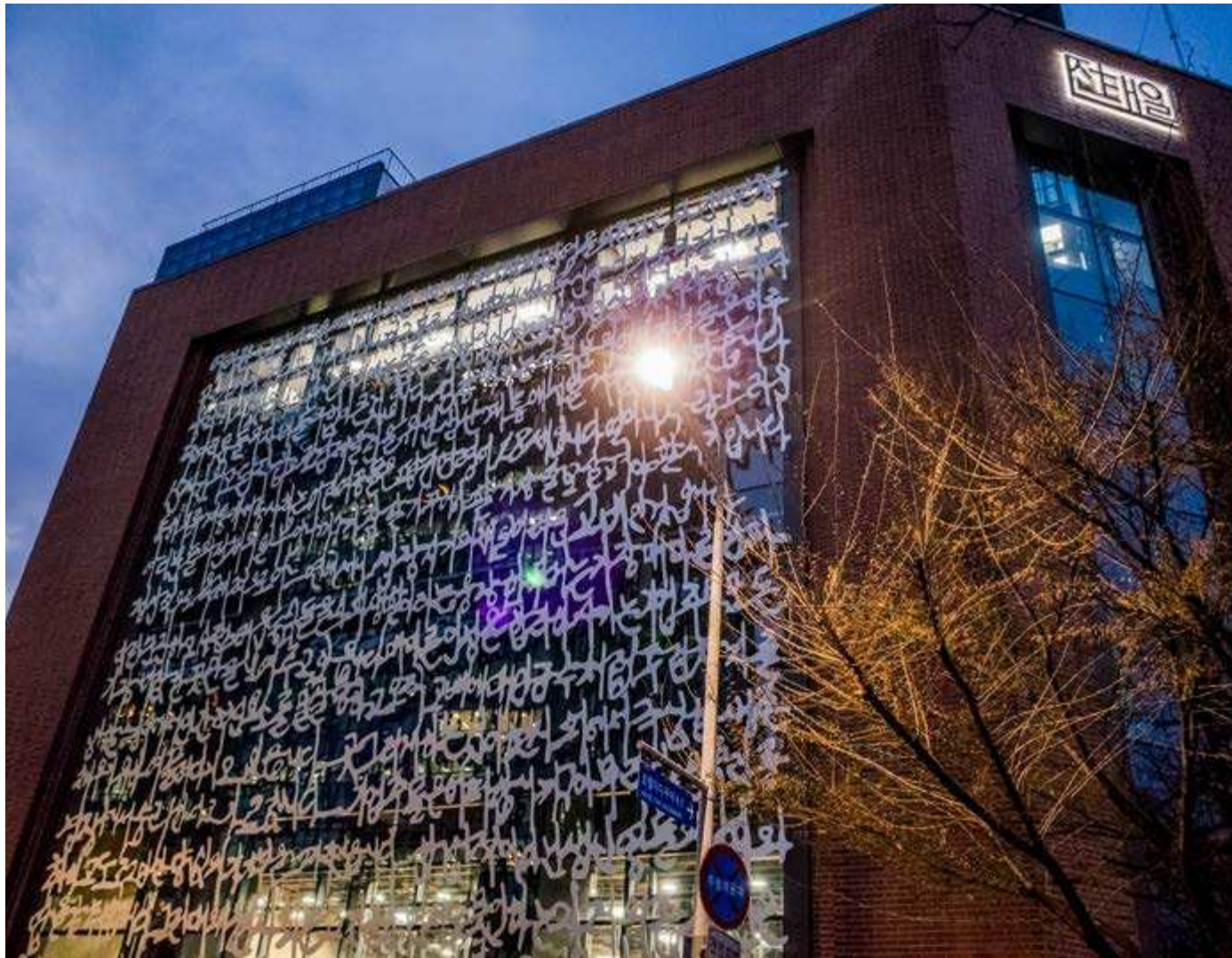


#### Seoul Plaza

Seoul Plaza has been the stage for historical events of Korea's modern and contemporary history such as the March 1st Movement, as well as the cheers and festivities during the 2002 FIFA World Cup. Seoul Plaza sits at the heart of the city as a symbolic spot in Seoul, in addition to being a site of gathering for citizens.





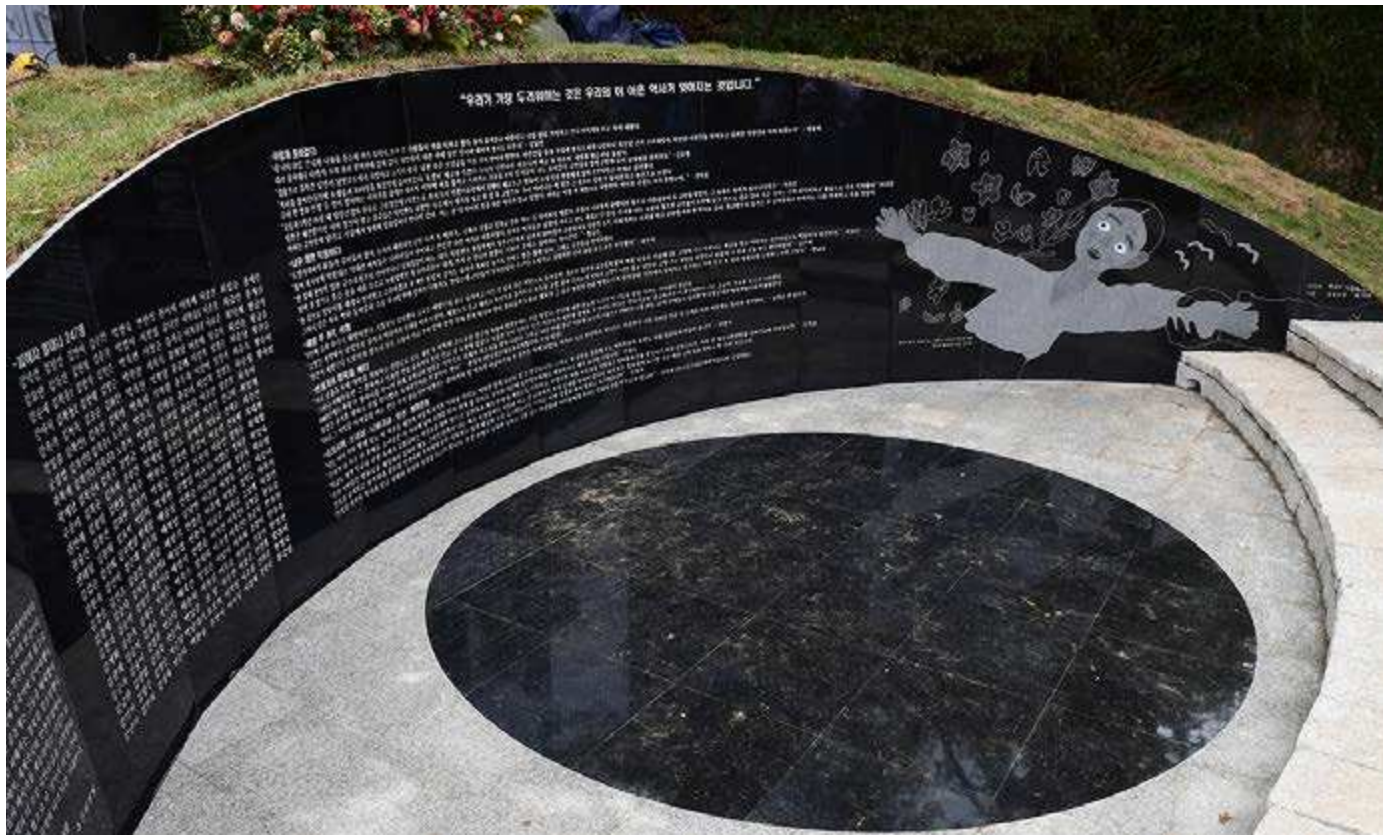


#### Chun Tae-il Memorial Hall

The Chun Tae-il Memorial Hall was built along the Cheonggyecheon Stream in memory of the young worker Chun Tae-il who burned himself to death to expose the harsh working conditions of the time. This is the center for education on workers' rights that teaches the value of labor as well as a hall of culture for understanding and learning the meaning of labor.







**N Seoul Tower** (Site of Comfort Women Memories)

N Seoul Tower is the site of historical education that introduces "Comfort Women," victims of the Imperial Japanese Army, at the official residence of the Japanese Resident-General at Namsan Park where the Japan-Korea Annexation Treaty was signed. Along with the two works "Eye of the Earth" and "Navel of the World" are the two existing works "Stone of the Official Residence of the Japanese Resident-General" and "Upside-down Bronze Statue."











#### Democracy Seoul

Democracy Seoul is an online, citizen-participatory public sphere made for citizens and the city to solve various problems hand in hand. It is a citizen-participatory platform used for offering everyday suggestions, everyday discussions, and everyday policies for both the citizens and the city.







#### Gwanghwamun Square

Gwanghwamun Square is a public square at the center of Sejong-daero that was created in July 2009, connecting Gwanghwamun Gate to Sejongno Sageori Intersection and Cheonggye Plaza. Boasting an area of 18,840 m<sup>2</sup> (34 meters wide and 557 meters long), the square is home to the statues of the respected King Sejong the Great and Admiral Yi Sun-shin. It is also the square where the non-violent, peaceful protest, the Candlelight Revolution, caught the eye of the world in 2016.













#### International Exchange

Seoul, beginning with its sister city agreement with Taipei in 1968, has entered into agreements with 23 sister cities and 39 friendship cities as of today and is promoting human and policy exchange programs spreading across many areas including tourism, environment, safety and disaster prevention, while also building out a desirable urban exchange model.



Look Forward to  
Seoul's Tomorrow!







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## Into SEOUL

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