



2024 Seoul Hallyu Travel Guide

Person:able

SEOUL

Person:able
SEOUL

Person:able
SEOUL

**SEOUL
MY SOUL**
마음이 모이면 서울이 됩니다
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SEOUL



The charming city of Seoul invites you.

Welcome to Seoul!

Seoul, the capital of Korea and a global Hallyu hub, is steeped in 600 years of history. It is also a cutting-edge city that is at the forefront of popular culture and digital technologies.

Much more than a center of global finance and industry, Seoul is also home to a rich traditional culture as well as an experimental space where new things are developed every day and a tourism capital blessed with a diversity of content.

This second edition of *Seoul Hallyu Travel Guide: Person:able SEOUL* introduces the travel philosophies of cultural creators who reside in the city.

It aims to be a guidebook on Seoul's Hallyu tourism for visitors who wish to experience—and, of course, enjoy!—the many facets of Hallyu as well as Korea in general.

Through the digital map, which reflects user preferences, we hope you have fun exploring the 100 locations that have been selected as Seoul's most captivating spaces for food, shopping, sights, things to do, and attractions.

Enjoy your stay in Seoul!



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2024 Seoul Hallyu Travel Guide

Person:able SEOUL

Seoul, a city whose value lies in its people

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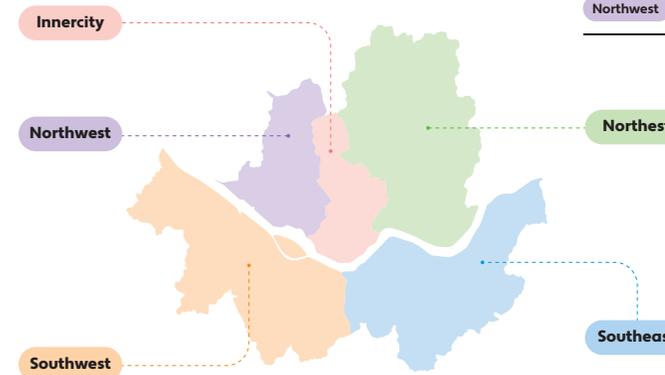


2024 Seoul Hallyu Travel Guide **Person:able SEOUL**

This second edition of *Seoul Hallyu Travel Guide: Person:able SEOUL* groups Seoul's 25 districts into five areas. Under five themes, it introduces 100 special locations.

Five Areas of Seoul (clockwise from Seoul City Hall)

Innecity	Yongsan-gu, Jongno-gu, Jung-gu
Northeast	Gangbuk-gu, Gwangjin-gu, Nowon-gu, Dobong-gu, Dongdaemun-gu, Seongdong-gu, Seongbuk-gu, Jungnang-gu
Southeast	Gangnam-gu, Gangdong-gu, Seocho-gu, Songpa-gu
Southwest	Gangseo-gu, Gwanak-gu, Guro-gu, Geumcheon-gu, Dongjak-gu, Yangcheon-gu, Yeongdeungpo-gu
Northwest	Mapo-gu, Seodaemun-gu, Eunpyeong-gu



Destinations in Seoul: Categories

- Eat** Restaurants and cafés that are popular with Seoul residents
- Shop** Stores that heighten the joy of travel
- Play** Art galleries, theaters, museums, and other places to see and enjoy
- Enjoy** Places for diverse experiences
- Travel** Must-visit tourist attractions of Seoul

Tools and Criteria for the Designation of Locations



The 100 locations introduced in this guidebook were selected using Kakao Map's digital map service. Based on one year's worth of Kakao Map data (July 2022 to June 2023), popular locations, including restaurants, cafés, and culture/art attractions, were selected for each area. Of the candidates selected in this way in each of Seoul's five areas and travel categories, this guidebook presents only those that consented to being featured in it. Kakao Map offers not only accurate location information but also a navigation function that guarantees convenient travel to your destination via public transportation, car, bicycle, or on foot. *2024 Seoul Hallyu Travel Guide: Person:able SEOUL* will benefit not only tourists but also residents who wish to gain a better understanding of this global Hallyu capital.



Learn more about
2024 Seoul Hallyu Travel Guide: Person:able SEOUL



See 100 Recommended Hallyu Destinations
via Kakao Map

**EAT,
WITH SEOUL.**



The joy of the gastronomical journey

We sat down with JungYoon Choi—chef of 26 years, vice chair (China and Korea) of The World's 50 Best Restaurants Academy, foodie influencer, co-author of an Amazon bestseller, observer and practitioner of cooking in many countries—to seek her advice on how to take a gastronomy tour of Seoul.

JungYoon Choi Chef

The Korean Cookbook was recently released by Phaidon. How can it be helpful for those interested in a foodie tour of Seoul? I co-wrote it with JungHyun Park, who was named Best Chef of New York State by the 2023 James Beard Awards. The book is much more than just recipes. There are explanations of how to eat Korean foods and their origins, master chefs, and foods served at famous restaurants such as Byeokje Galbi and Yongsusan and for temple stay programs. The more you know about Korean food, the better a trip to Seoul will be!

The book became an Amazon bestseller as soon as it was released and the No. 1 book in the Korean cuisine category. It's very satisfying. The most popular type of food right now in NYC, a major foodie capital, is "modern Korean." I'm glad that it's bringing international attention to Korean food.

"NANRO," which you held with SeoBo Park at Frieze Seoul, was impressive. NANRO is an irregular gathering that is a modern take on the *nanrohoe*, a social gathering in the Joseon dynasty where people enjoyed composing poetry and music together along with grilled meat. Since the first meeting in February 2022, NANRO has been held 23 times so far. Korean food, which is built on a culture of eating together, really shines when mixed

with the cultures of other countries. I hope NANRO can keep collaborating through culture and the arts in the 21st century. This year, we launched NANRO Lab, a gathering of those interested in the scientific study of food. We are also planning a one-day class event that foreign tourists can join.

What gastronomical trend do you find most interesting right now? I'm focusing a lot on grilling meat. Korean barbeque requires a very sophisticated skill set and embodies the traits that make Korean cuisine unique. From 2024, we will be issuing a Grill Master license as an official recognition of Korean-style meat-grilling expertise. Grilling meat is the first thing that usually comes to mind when thinking about Korean barbeque or *nanrohoe*. But grilling can also be enjoyed by vegetarians. Korea actually has an advanced culture of vegetarian eating, something that a lot of people are interested in right now. Ancient Koreans grilled not only meat and fish but also many kinds of vegetables, and a hallmark of Korean meat-grilling is the inclusion of vegetables. No one eats just meat (laughs). Foreigners are fascinated by the use of raw vegetables to wrap the meat in or side dishes such as kimchi, *jangajji* (pickled vegetables), and *namul* (edible plants). Daeji Sikdang, a restaurant in Eulji-ro (a district of downtown Seoul) famous for its *minari samgyeopsal*, is great for vegetarians thanks to its delicious kimchi and *namul*.

What kind of Seoul foodie tour would you recommend





to foreign tourists? It's best to focus on local food restaurants with maybe two fine dining establishments. And visiting an outdoor market is a cultural experience that allows you to see what Seoul's residents actually eat. There are many markets in Seoul—all are great. At Noryangjin Fisheries Wholesale Market, you can choose fresh seafood on the spot and then take it to the restaurant upstairs, where they prepare it for you. If you want to see vegetables, go to Gyeongdong Market, where there is a separate alley just for mushrooms and another for whole grilled chickens. It's such a fun place to be. There's a restaurant, Andongjip, in the basement of the dried seafood building that serves excellent *kalguksu*, cabbage *jeon*, *suyuk*, and *bibimbap*.

Another must-go spot is Seoul's decades-old restaurants, called "nopo," and meat places. There are a lot of *nopo* in the Euljiro, Chungmuro, and Myeongdong areas. Meat restaurants in Majang-dong, a district known for its many meat shops, are spectacular. Byeokje Galbi, Born&Bred, Sancheong Sutbul Garden, Mongtan, and Geumdwaeji Sikdang are particularly famous. Meat places embody Korea's unique culinary culture, while fine dining restaurants show how much gastronomy has advanced in Korea. I've been to good restaurants all over the world and can say with confidence that it's not only the "expensive" places that are fine dining. True fine dining is food that the chef has devoted his or her life to preparing.

What recommendations would you give to tourists who are in Seoul for the first time versus the third or fourth time? For a first-time visitor, a tour of dishes that Seoul residents enjoy is best. The focus should be on popular dishes: food sold at an outdoor market, *nopo*, or meat place. Someone who's been to Seoul several



times may want to spend more time on fine dining to experience modern takes on Korean cuisine. Also, the street food is quite diverse in Seoul. Myeongdong is a popular destination, but visitors should keep in mind that its street food is not all Korean.

Can you give us some tips on how to choose a good restaurant in Seoul? I recommend my Instagram account [@jytour](#) (laughs). Seoul Metropolitan Government operates several websites that offer up-to-date restaurant lists. Taste of Seoul ([tasteofseoul.visitseoul.net](#)) has a lot of good information. If you are staying at a hotel, ask at the concierge desk for good restaurants nearby. When I am in a city for the first time, I search for ones near an outdoor/traditional market. Looking online is, of course, helpful because it saves a lot of time. For upscale restaurants, I go to places that are included in both the Michelin Guide and The World's 50 Best Restaurants. When planning a foodie tour, I try to have a balanced mix of local food and fine dining.



To get an idea of the country's culinary culture, first visit places frequented by locals, because fine dining is an interpretation of the local food. It's always interesting chefs' takes on local dishes based on their unique interpretations. Seoul is full of great restaurants, which are unfortunately mostly unknown internationally. I propose that Seoul create a global network to promote its food and establishments. A lot of gastronomy events disappeared during the COVID-19 pandemic. Hopefully Seoul can come up with some of its own.

Are there a lot of good restaurants where you work? The *ssanghwacha* (medicinal herb tea) at Eulji Dabang and braised pomfret at Jinmine (Inhyeon Market) were both wonderful. I started using Instagram because of the many *nopo* near Sempio headquarters. Chungmuro and Euljiro, unlike other districts in Seoul, still have places you can go for a decent meal for only KRW 6,000 per person. My goal as someone who cooks Korean food is to be useful to others. I want to inform the next generation of these restaurants so that they can feel the same joy I did. This is why our book explains how to read a menu, how to order, and various other things in the restaurant introductions. We wanted to introduce *nopo* to younger readers and the fun of these districts to those who love travel. Chungmuro and Euljiro's printing shops and iron foundries close at 6 p.m., after which these areas take on a completely different mood at night.

Is there a place in Seoul where one can experience Korea's *jang* culture? *Jang* is an integral fermented food—including things like *gochujang*, *doenjang*, and *ganjang* (pepper paste, soybean paste, and soy sauce). Seoul doesn't have a space for experiencing *jang*-making, but most restaurants have at least one or two types that you can try. You can also experience vegetarian dishes made with *jang* by participating in a temple stay conducted by a place like Jingwansa Temple that is known for its food. If you're really interested in *jang* culture, try setting aside one full day for a visit to Seoil Farm, in Anseong, Gyeonggi-do, or the home of Korean Food Grand Master SoonDo Ki in Damyang-gun, Jeollanam-do. We recently completed the Sempio Jang Project and are currently working on the Korean Flavor Research Project, which aims to make people aware of the fun of Korean food and cooking. The project offers classes and develops new cooking methods and products related to them.



A foodie tour of Seoul

As the Korean saying goes, “Even the sights of Geumgang Mountain must wait until after a meal.” Indeed, what is the fun of travel, wherever you are in the world, without gastronomical joys? As can be seen from a survey conducted by HANSIK Conference 2023, held at Samcheonggak, that showed food is a major determinant of travel destination, there is a growing interest in Seoul’s foodie culture.



Breadypost Seongsu Northeast

If you want delicious pretzels, Ttukseom Station, where Breadypost recently opened its Seongsu store, is the place to go. One unique menu item is the “tomacorn,” which is a pretzel filled with cream cheese, dried tomato, and corn that is delicious when paired with the apple milk tea. This autumn, three new flavors (black sesame, butter, and red bean; triple cheese bite; and sausage) were added to the menu. In the colder months, onion potato soup and tomato soup are popular sides. The café’s cozy, ivory-toned interior makes it as photogenic as delicious food.



001

Address
5, Sangwon 1-gil, Seongdong-gu, Seoul

Phone
0507-1442-2058

Operating hours
10:00 to 20:00

Instagram
@breadypost_bakery



Haenam Sundaeguk Innecity

Haenam provides a complimentary plate of *gan* (steamed beef liver) with orders of its signature *sundaeguk* (blood sausage soup). The *sundaeguk* has a mild yet rich bone broth that can be flavored with the red broth of the *kkakdugi* (radish kimchi). Most patrons have *sundaeguk* for lunch and a plate of *suyuk* (boiled beef slices) for dinner with a drink. There is usually a line at peak lunch and dinner hours, so it is recommended that those who are pressed for time arrange their visit accordingly. Haenam closes for the day once it runs out of ingredients.



002

Address 8, Dasan-ro 8-gil, Jung-gu, Seoul

Phone
02-2252-1526

Operating hours 10:00 to 21:00 (closed on Saturdays)



Umimato Southwest

Omakase (literally, “I leave it up to you”), a sushi dish made with ingredients available on that day, is delicious but usually comes with a price tag that is too high to be enjoyed frequently. Umimato, a sushi restaurant that sells *omakase* for as low as KRW 35,000, is here to save the day with its fresh fish and excellent quality. It has only a few tables that are difficult to reserve even far in advance, but do not fear: patrons can get their meal to go, eat at one of the outdoor tables, or order delivery.

003

Address 219, Gonghang-daero, Gangseo-gu, Seoul

Phone
070-7543-5832

Operating hours 11:30 to 22:00 (closed on Tuesdays)

Instagram
@umi.mato

Daeun Sikdang Southeast

This is a favorite *dongtaetang* (pollack stew) restaurant among Gangnam’s office worker population. The *dongtaetang* is favored both as an accompaniment for liquor or as a hangover soup. Solo travelers can visit without worrying about seating, as there are almost always patrons eating alone. Adding a side of *roe* to the *dongtaetang* will make your day instantly better. Daeun Sikdang also serves several other meat and seafood dishes. They are especially delicious on a chilly, rainy day.



004

Address 6, Yeoksam-ro 5-gil, Gangnam-gu, Seoul

Phone
02-564-4559

Operating hours 10:00 to 22:00 (closed on weekends)

Koriko Cafe Northwest

This delightful café nestled in the posh residential district of Yeonhui-dong is a *Kiki's Delivery Service*-themed café authorized by Studio Ghibli that is operated by Daewon Media. Housed in a renovated private home, the café has devoted its entire first floor to a shop that sells official *Kiki's Delivery Service* merchandise. The Ghibli movie-inspired beverages and desserts are popular with visitors of all nationalities and ages. There are also photo spots throughout the café where you can pose holding or riding a broom, just like Kiki.

005

Address 165-7, Seongmisan-ro, Mapo-gu, Seoul

Phone 02-338-8865

Operating hours 11:00 to 20:00

Instagram @cafe_koriko



EAT, WITH SEOUL.



104 Innercity

A small, romantic café in a back alley of Itaewon, 104 is known for its brown flat, a savory, independently-developed beverage brewed from peanuts. The vanilla latte and flat white are also popular. The Levain Bakery-style cookies, made in several flavors by a trained pâtissier at the café, are delicious with a cup of coffee and make the perfect gift item thanks to the beautiful packaging.

006 Address B1, 7, Itaewon-ro 54ga-gil, Yongsan-gu, Seoul
Phone 0507-1445-1052

Operating hours 12:00 to 20:00 (closed on Mondays)
Instagram @104seoul



007 Address 258, Itaewon-ro, Yongsan-gu, Seoul
Phone 0507-1377-1263

Operating hours 12:00 to 21:00
Instagram @hitcoffee_official



Hit Coffee Roasters Hannam1 Innercity

This café serves filtered coffee and delectable desserts and offers patrons a choice of beans from 12 countries. The coffee, which tastes even better if you watch the barista brewing it, is especially popular among coffee enthusiasts because it is accompanied by a small card with information on the bean's characteristics. There are many dessert options, including strawberry cake, custard vanilla pudding, and pie, and an outdoor terrace that is perfect for taking scenic photos of Hannam-dong on a sunny day.

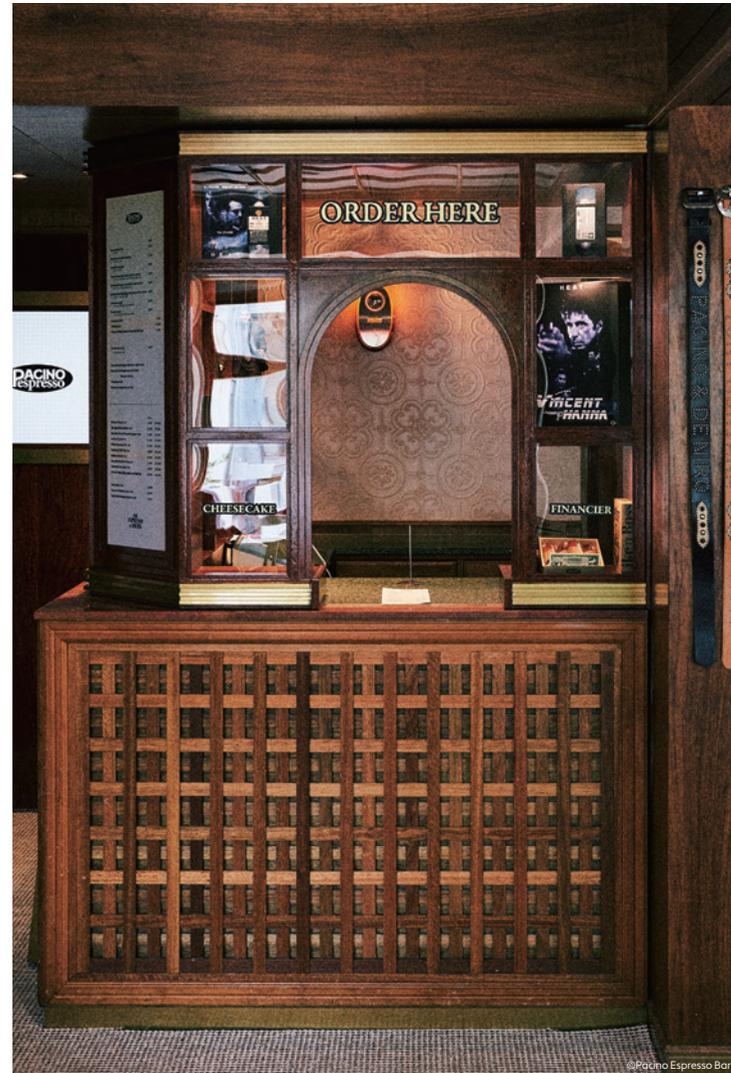


Pacino Espresso Southeast

This espresso bar's instantly-recognizable name was inspired by—as most would expect—Al Pacino, who played one of the leading roles in *The Godfather*. The Pacino Double Cheesecake, which is gluten-free, and financier are perfect accompaniments for coffee. Shaped and packaged like a cigar, with a thin rectangular band wrapped around one end, the financier is not only delicious but fun too. Patrons can order whiskey or a cocktail or browse through the café's merchandise, including espresso cups and t-shirts. A second Pacino Espresso is located right across the street, offering the Pacino Cream Latte as its signature menu item.

008 Address 37, Gangnam-daero 162-gil, Gangnam-gu, Seoul
Phone 0507-1430-4450

Operating hours 09:30 to 20:00 (until 00:30 on Fridays and Saturdays)
Instagram @pacinoespresso





Mistagyoza Northwest

There is a small restaurant in the alley behind Hyundai Department Store Sinchon that looks like it was transplanted from Tokyo. Adorned with cheery traditional lanterns at the entrance, *Mistagyoza* serves various types of gyoza, cucumber and mushroom salad, *mapo tofu*, *karaage*, stir-fried fish flavored eggplant, highballs, and craft beer. It is best to visit with a group of people and order several dishes to be shared. On mild days, you can sit at one of the outdoor tables.



009 Address 46, Yonsei-ro 5da-gil, Seodaemun-gu, Seoul
Phone 0507-1334-1847

Operating hours 17:00 to 02:00
Website mistagyoza.com

Haus by Konban

Southwest

This is a *tonkatsu* restaurant in Sadang-dong where there is always a line at peak meal times. The signature menu items are the “Mixed Katsu,” which offers both sirloin and tenderloin; “Ross Katsu,” which showcases sirloin. Any of the main items can be accompanied by the “One-Bite Curry” or potato salad. The restaurant is not easy to find for a first-time visitor, owing to its sequestered location and small signboard. If in doubt, just call the restaurant to get very easy-to-follow directions.



010 Address 158-2, Sadang-ro 30-gil, Dongjak-gu, Seoul
Phone 070-8880-3903

Operating hours 11:30 to 21:30 (break from 15:00 to 17:30)
Instagram @konban_official

Korat Northwest

A bistro in Mangwon-dong that prepares authentic Thai food, Korat serves delicious dishes such as *pu phat phong* curry, *galbi pho*, Tom Yum noodle soup, and corn *som tam* made by a chef who hails from Thailand’s Korat district. The elaborately-lit interior makes it feel as if you are at a resort town. Despite not having a parking lot or accepting reservations, Korat is always full at lunch and dinner hours. You may have to write your name on a board at the entrance and wait your turn.



011 Address 14, World Cup-ro 19-gil, Mapo-gu, Seoul
Phone 0507-1337-1679

Operating hours 11:30 to 21:00 (break from 15:00 to 17:00, closed on Mondays)
Instagram @koratmangwon

L'hypnose de HJ Northeast

This French dessert café, located near Gongneung-dong’s Dokkaebi Market, serves up warm batches of freshly-baked madeleines, scones, Breton cakes, canelés, and eclairs that are guaranteed to brighten up your day when enjoyed with a cup of coffee or tea. You can also time your visit based on when your favorite dessert is available, as the baking schedule is posted daily on the café’s Instagram page. The French-style brunch—the “buckwheat galette and cidre set,” cheese, jambon (French ham), and sunny side-up egg wrapped in a thin layer of buckwheat—will make it feel as if you are in France.



012 Address 11-13, Donggil-ro 178-gil, Nowon-gu, Seoul
Phone 010-7496-9420

Operating hours 12:00 to 20:00 (closed on Mondays)
Instagram @hpnsjh_official

The Viet Nam Southeast

If you are on your way to Jamsil, make sure to visit a Vietnamese restaurant near Seokchon Lake. Ordering is done at a kiosk next to the entrance, after which you can take a seat at the bar to wait for your food. The brisket and ox knee *pho*, which have been modified by young chefs to match Korean tastes, are the signature menu items. You can also add one of the delicious sides (sweet potato/shrimp *cha gio* [fried spring roll], fried *shumai* [dumpling], and buffalo wing sticks) to enhance your Vietnamese cuisine experience. The restaurant has recently become more popular.



013

Address 5, Ogeum-ro 18-gil, Songpa-gu, Seoul

Phone 0507-1371-2495

Operating hours 11:00 to 21:00 (break from 15:00 to 17:00)

Instagram @the_viet_nam_



Les Amis Honnêtes Southeast

Les Amis Honnêtes, a French phrase meaning “honest friends,” is a bakery café in Nonhyeon-dong that is famous for its *keubungi*, a blend of the croissant and Korean *bungeoppang* (“goldfish-shaped bread”). All coffee and bread items are available as take-out, but the café is nevertheless furnished tastefully enough for magazine-quality photos. The “yakgwa cookie,” for which a whole *yakgwa* (deep-fried, wheat-based confection) is pressed onto a Levain Bakery-style cookie, is a popular item at the moment that is better paired with *misutgaru*, a beverage made with powdered mixed grain, than coffee. There is also a large variety of bagels and croissants.

014

Address 5, Hakdong-ro 5-gil, Gangnam-gu, Seoul

Phone 0507-1497-1872

Operating hours 09:00 to 20:00

Instagram @lesamishonnêtes



A Piece & Peace Northeast

This famous cake café in Seongsu-dong sells cakes both whole and by the slice with a wide range of toppings, including figs and fig jam on a bed of genoise, vintage Earl Grey, and fresh fruit. The café, which is generously illuminated by sunlight during the day, is always full of people wanting to try its cakes or placing orders to go. There are also many interesting beverages, such as the “Camouflage,” or matcha latte topped with vanilla cream, and “A Piece & Peanut,” which is espresso topped with peanut cream. It is the perfect place to take a quiet break while exploring Seongsu.

015

Address 17, Seongsuil-ro 12-gil, Seongdong-gu, Seoul

Phone 0507-1338-4375

Operating hours 11:00 to 21:00

Instagram @apieceandpeace

Moogeunbon Northeast

Moogeunbon is a casual whiskey bar located in Seongsu-dong that also serves other beverages, including cocktails and coffee. The 1980s-inspired decor is faithful to the bar’s theme (“moogeunbon” literally means “reckless” or “baseless”). It serves light snack foods, such as hot wings and candy, but patrons are also permitted to bring food from other establishments. There is also a karaoke machine with which the bartender occasionally belts out his favorite songs, to the great enjoyment of patrons. All of this makes Moogeunbon a perfect “second round” destination.

016

Address 40-1, Seongsuil-ro 8-gil, Seongdong-gu, Seoul

Operating hours 17:00 to 01:00

Website moogeunbon.com

Instagram @moogeunbon





Torikami Innecity

Torikami is a grilled chicken restaurant located at the heart of Euljiro's iron foundry alley. Patrons can order one or an assorted array of chicken parts without having to worry about grilling, as this is done for you by the staff. Torikami is so popular that if you go at peak hours, you may have to enter your mobile phone number into an unmanned reader at the entrance and then wait over an hour for your turn. Even if you do have to wait, you will not be disappointed, as Euljiro is one of Seoul's trendiest districts.

017

Address 21, Chungmu-ro 5-gil, Jung-gu, Seoul

Phone 02-6465-3809

Operating hours 17:00 to 23:00 (closed on Mondays)

Instagram @torikami_toriniku

Kissa Koguma Southwest

This retro Japanese café located on the second floor of an apartment plaza in Mullae-dong is a true gem. Operated by the Japanese owner, everything from the café's décor to its beverages and desserts are Japanese-style. True to its name (literally, "baby bear café"), there are bear statues positioned throughout. The French toast, pudding, musk melon soda, parfaits, and "pizza toast" make visitors feel as if they have been suddenly transported to Japan. The pudding, which is made daily by the owner, is both sweet and rich, while the coffee is fragrant.



018

Address 19, Gyeongin-ro 77-gil, Yeongdeungpo-gu, Seoul (#202, 2F, Namseong Apartment plaza)

Phone 0507-1498-3123

Operating hours 12:00 to 20:00 (closed on Tuesdays through Thursdays)

Instagram @Kissa_koguma



Sutek Northwest

Sutek is a Japanese-inspired café that is known for its pudding, omurice, yakisoba, and strawberry parfait. Visitors can enjoy a light meal, beverage, and/or dessert at its sun-drenched, first-floor space. The most popular menu items are the banana brûlée pudding and coffees. It is frequented by young couples due to its location in Hapjeong-dong. At peak dining hours, you may have to take a number and wait for your number to be called. The dishes not only delicious but visually pleasing as well. After receiving their order, everyone takes photos before eating.



019

Address 4-13, Yanghwa-ro 7-gil, Mapo-gu, Seoul

Phone 0507-1447-7666

Operating hours 11:30 to 21:00

Instagram @Sutek_love



Agoongyi Bingsu

Southwest

This dessert café sells patbingsu (Korean shaved ice) made with red beans that are steamed in an iron cauldron over an agunggi, or traditional kitchen fireplace, located next to the entrance. Its biggest merit is that it serves bingsu year-round with diverse toppings that are popular with younger customers, including red bean, fruit, rice cake, chocolate, and milk tea. The modest first-floor space is supplemented by a much larger basement floor where customers can chat with friends for hours over bingsu.

020

Address 28, Gwanak-ro 14-gil, Gwanak-gu, Seoul

Phone 02-877-0567

Operating hours 13:00 to 23:00

Instagram @abing_snu

SHOP, WITH SEOUL.



Separate experiences of day and night

SunYuul Yie is a globally-recognized designer on whom Rizzoli New York, the famed publisher of books on fashion and the arts, recently published a brand art book. We met with Yie, who reflects the dynamic energy of Seoul in her shoe designs, to hear her recommendations about traveling in Seoul.

SunYuul Yie **Shoe designer**

Your office and the showroom for your brand, YUUL YIE, are both in Seongsu-dong. Is there a reason why you chose this district? Do you have any favorite places there? I had wanted to settle in Seongsu-dong ever since I started developing YUUL YIE, because it was the center of handmade shoe manufacturing in Seoul. There is a high concentration of related companies here as well, such as leather suppliers and factories. Because we are a made-to-order company, it's vital to be located near them. If we were ready-made (products made in bulk and kept in storage), there would be no need to be here. Today, Seongsu-dong has cultural spaces and cafés, but 15 years ago, you'd be hard-pressed to find even one café. I believed in the merits of this neighborhood and that, one day, it would become as famous as it is now. It is also, unfortunately, gentrifying: the popularity has driven up rent, forcing many small businesses to move to the outskirts of Seoul. There's a chicken place near the office I love: a HudadakQ that has been here for 15 years. They make old-style fried chicken, *golbaengi* (sea snail), corn noodles, and fried squid. I also like Frolla, a small espresso bar that is on the way to our factory. Both the coffee and the café's storefront image are wonderful. Just passing by it makes me feel better.

Is there a Seoul travel itinerary you'd recommend to the fashion enthusiast? I recommend walking from Seoul Forest to Ttukseom and then to Seongsu-dong. Enjoy exploring the small alleys full of shops. One of the best parts of Seongsu is the fact that cafés and design shops can be found in unexpected places, so try to deviate from the large roads whenever possible. I also like Café Street and Yeonmujang-gil. There are a lot of places to shop in Seongsu, from large chain stores in high-rise buildings to small shops housed in remodeled traditional Korean buildings. There are now many designer brand stores near Seoul Forest that are very tempting! Before, Seongsu had only one designer brand: YUUL YIE. Today, there are many more, which I actually like, as well as select shops such as Musinsa, Beaker, and Handsome. There are a lot of design platforms popular with people in their 20s and 30s. The alleys are full of not only clothing stores but also shops selling interior accessories and cosmetics. I like going to Jane March Maison, which sells home kitchen appliances, bathroom items, dishes, and other decorations. The number of vintage shops in Seongsu that sell nice souvenirs is growing too.

You must have business partners come to visit. What destinations do you recommend to them other than Seongsu-dong? Gwangjang Market is one of the places I always take foreign guests. It is among the most dynamic places in Seoul and the perfect place for



families because there's so much to buy and eat. It has all of Seoul's unique streetside dishes, including *gimbap*, *tteokbokki*, *hotteok*, and *nakji tangtangi* (live octopus). I've had foreigners ask to go several times because they love the *pojangmacha* foods. I also recommend shopping for vintage clothes at Gwangjang Market and then walking to Dongdaemun and Cheonggyecheon. I once took a partner who wanted to see clothing shops to Cheongdam-dong. MUE, BOONTHESHOP, and 10 Corso Como are always popular.

Where do you go for inspiration for shoe designs or business ideas? I'm inspired by traditional Korea. I'm



©Jeon Jaeho



©Jeon Jaeho

a regular at the National Museum of Korea and Seoul Museum of Craft Art, where you can see ornaments from the Goryeo and Joseon dynasties. I love seeing *binyeo* (hair pins) and *hanbok* made by master artisans and admiring their handiwork. For modern things, simplicity is a virtue. Things of the past, on the other hand, are detailed and beautiful. People today are fascinated by the act of displaying clothing and shoes. In the past, the focus was much more on the essence of fashion.

I also like Mullae-dong and Hannam-dong, the former because, like Hongdae of the past, it has a very youthful vibe. I used to visit it often to learn pottery. There are a lot of hardware stores and factory warehouses there,

but it's peaceful on the weekends because that's when everything closes. The atmosphere is similar to Seongsu. Mullae-dong is still growing, which is why it hasn't yet lost its former "color" as a factory district. It's an interesting blend of factory sounds weaving in and out of espresso bars, pubs, and handmade burger shops. There aren't many high-rises, meaning that you can get plenty of sun and enjoy the blue sky while walking around. Mullae Arts Village is a group of small art galleries and studios operated by young artists. I visit Hannam-dong to see exhibitions at the Leeum Museum of Art. The fashion store Comme des Garçons has a café on the first floor that serves delicious



©Jeon Jaeho



cake. It feels like you have stepped into Paris or Tokyo. Haebangchon also has a lot of nice cafés and places to eat, like the French restaurant Comme Moe. I once went to D Haebang, an Italian restaurant, with a foreign client who really enjoyed the view.

Is there a merit or attractive quality that you feel is unique to Seoul? One advantage that Seoul has over other cities is the dramatic differences in mood among districts. Even the same district is very different by day and night. This is especially true of Euljiro, which is why I recommend it. In most cities outside Korea, everything closes down after 8 pm, and streets start feeling unsafe, signaling an end to the day's sightseeing. But in Seoul, there are plenty of places to go after dinner, including clubs, pubs, stores, and markets. You can sightsee at night because there is such little crime in Seoul, and there are places that are open until late at night or even dawn. The fact that you can explore Seoul any time of day is always a surprise to tourists.

One special part of touring Seoul is the early morning foodie culture. You can have a bowl of *udon* at a *pojangmacha* or order chicken to be delivered to Hangang Park, where some stores have set up tables and chairs to encourage you to enjoy fried chicken outside amid nature! There are always young buskers at the Hangang River too. I enjoy Yeouido Hangang Park (one of the 11 smaller parks that make up Hangang Park) because it offers a nice view of the Conrad Seoul Hotel. You can also have some *ramyeon* at a convenience store while enjoying the refreshing river breeze.

If you have three nights and four days in Seoul, I recommend taking one full day (day and night) in

Hongdae, Yeonnam-dong, and Yeonhui-dong. Spend the second day in Hannam-dong and Itaewon and the third in Cheongdam-dong, Apgujeong-dong, Sinsadong, and Garosu-gil. How about going from Seongsu to Ttukseom and Seoul Forest on the last day? (Jongno to Insa-dong and Euljiro is also a good route.)

Before we finish, can you tell us what you've been up to recently (e.g. design exhibition, Rizzoli art book)?

A staffer at Rizzoli New York said that they saw a YUUL YIE shoe at Rinascente Milano that reminded them of a sculpture. They acknowledged the brand value of YUUL YIE and suggested that I write an art book about it, which is how *Sculpture Shoe Fantasy* was born. This summer, I was featured in an exhibition at Duarte Sequeira Seoul that displayed YUUL YIE shoes alongside paintings, photos, and sculptures. At the moment, I'm busy making enough shoes for Paris Fashion Week Spring/Summer 2024.

K-pop stars and foreign celebrities wear your shoes.

What are your plans for the future? Over 90% of YUUL YIE shoes are exported. My shoe designs have changed drastically due to COVID-19-caused WFH (work-from-home) trend. I'm going to continue with my signature heel design and "dress-up" mood for now. I prefer making an emotional connection with the customer over presenting an emotion "visually." I also want to do more with wedding and party shoes. In particular, I want to make wedding shoes that are tailored to each customer's preferences.



I shop, therefore I am

Seoul is a shopping capital. You can find almost anything in the city, from domestic products to famous foreign brand products, craft art created by master artisans and young designers, and trendy items based on cutting-edge technologies and cultural content. Travel is just as much about the fun of buying local items as it is about experiencing new cultures. Don't forget to choose gifts for loved ones!



Understand Avenue Northeast

This is a multipurpose cultural space made up of 116 repurposed cargo containers on a lot that exceeds 4,100 square meters. Because it is a social ESG platform created through the combined efforts of several companies, Understand Avenue pairs commercial activity with the consistent hiring, mostly by young entrepreneurs, of socially-underprivileged people including seniors. It is a landmark of Seongsu-dong that is livening up the district with its cafés, restaurants, exhibition spaces, pop-up stores, outdoor markets, and various events. The stylishly arranged cargo containers are always being photographed by visitors.



021 **Address** 63, Wangsimni-ro, Seongdong-gu, Seoul
Phone 02-725-5526
Operating hours 10:00 to 22:00 (vary by store)
Website understandavenue.com

Ofr. Séoul Innecity

Ofr. Séoul is an art shop that sells clothing, books, and sundries imported from Ofr, a Paris-based bookstore that doubles as an art space. Housed in what used to be a private home next to LEEAHN Gallery in Seochon, it radiates a “newtro” vibe that is favored by Gen MZ customers. The most eye-catching aspect of this shop is the rows upon rows of books, written in English and French, on the arts, design, photography, and literature, some of which are quite difficult to find in the mainstream book market. There are also stylish canvas tote bags, vintage clothing, art posters, and home accessories.



022 **Address** 11-14, Jahamun-ro 12-gil, Jongno-gu, Seoul
Operating hours 11:00 to 20:00 (closed on Mondays, the last Thursday of the month)

Website mirabelle.shop
Instagram @ofrSeoul

Etude House Sinchon Northwest

This is a cosmetics store across the street from Hyundai Department Store Sinchon whose whimsical pink-and-white exterior makes it easy to see from afar. One (paid) reservation-only service offered is the Foundation Factory, a space where customers can find their personal color and create their own foundation to match that color or receive consultation on other cosmetic products. Among other things, customers can receive skin tone and/or color draping analyses and experience 100 colors produced just for them by a robot.

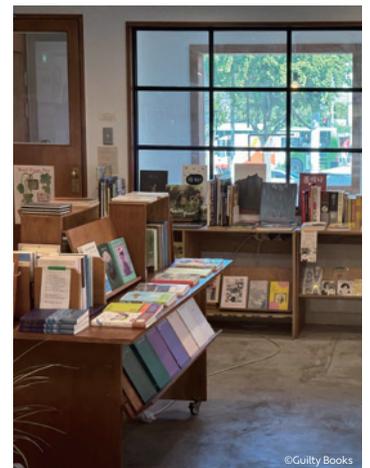


023 **Address** 16, Yonsei-ro, Seodaemun-gu, Seoul
Phone 02-313-1916

Operating hours 10:00 to 22:00 (11:00 to 20:00 for Foundation Factory)
Website etude.com

Guilty Books Innecity

Goal: to be a gathering place where people who are tired of the hustle and bustle of the world can read and interact with each other. Guilty Books occasionally hosts talks by up-and-coming authors and lectures on various areas of the humanities. A workshop on how to write a picture book was especially well-received. All programs are advertised via Instagram in advance.



024 **Address** 2F, 8, Cheongpa-ro 47-gil, Yongsan-gu, Seoul
Phone 0507-1416-1197

Operating hours 13:00 to 18:00 (Tues. Thur. Fri.), 15:00 to 20:00 (Wed.), 12:00 to 16:00 (Sat.)
Instagram @guilty_books_



Nice Weather Market Southeast

Nice Weather has been popular since its launch as a “new-style convenience store,” and the recent launch of Nice Weather Market was a response to the limited range of products that can be displayed in the typical size of a convenience store. It is a select shop that sells department store brands as well as coveted independently developed products, including a fire extinguisher, bath towels, mobile phone cases, rubber gloves, and socks. Don't forget to try the ice cream!

025

Address 35, Gangnam-daero
162-gil, Gangnam-gu, Seoul

Phone
02-547-0073

Operating hours
11:00 to 21:00

Instagram
@niceweather.seoul



SHOP, WITH SEOUL.



Tamburins Flagship Store Sinsa Southeast

This is a cosmetics store in Garosu-gil that is always bustling with Korean and foreign customers. Tamburins has been gaining visibility for featuring Jennie of BLACKPINK as its model. It has a sophisticated décor whose most eye-catching feature is the large, statue-like objects that are changed every season and popular as photo spots. In addition to cosmetics, it sells scented candles, soaps, hand creams, and hand wash soaps. The stylish packaging and relatively affordable prices make Tamburins Flagship Store Sinsa the perfect place to buy souvenirs.

026

Address 44, Apgujeong-ro 10-gil, Gangnam-gu, Seoul

Phone
02-511-1246

Operating hours
12:00 to 21:00

Instagram
@tamburinsofficial



My Own Private Cinema

Innercity

This store specializing in film content has recently become a popular date destination that sells posters, vinyl records of movie soundtracks, and books. My Own Private Cinema is a brand created by the Community Cinema Network Social Coop whose three stores, in Seoul, Busan, and Jeonju, are operated by a local film and culture organization that offers a monthly subscription service of the same name. If you ever find yourself enjoying coffee at Sewoon Cheonggye Shopping Mall, make sure to visit for a trip down memory lane of your favorite films and soundtracks.

027

Address
#312, 3F, 160, Cheonggyecheon-ro, Jung-gu, Seoul

Phone 02-2273-0220

Operating hours
13:00 to 19:00 (closed on Mondays and for holidays)

Instagram @cherish_storage



Dear Dahlia Dosan Flagship Store Southeast

This is a rare flagship store of a Korean vegan beauty brand located on Dosan-daero, a street lined with luxury brand stores. The first floor is for customers to try out and purchase cosmetics, while the second floor is a place for them to enjoy afternoon tea. While the brand has some overseas locations, the Dosan flagship store is frequented by foreign tourists due to the relatively low prices that are available only in Korea. The animal cruelty-free brand is inspired by the dahlia, which is why the store's décor is characterized by the flower's signature white and light pink tones.

028

Address 14, Dosan-daero 45-gil, Gangnam-gu, Seoul

Phone
0507-1397-0502

Operating hours
11:30 to 19:30

Instagram
@deardahlia_flagship



SHOP, WITH SEOUL.



The Hyundai Seoul

Southwest

The Hyundai Seoul is a department store decorated with architect Richard Rogers' signature red installations. Expectations were running high during the prolonged construction period of this Yeouido landmark, which is recognizable even from far away due to its red accents. The garden on its top floor, a first for a Korean department store in that it receives all the sunlight it needs through the glass ceiling, is especially popular. The art exhibition space, restaurants, cafés, and seasonal events keep visitors coming year-round.



029

Address 108, Yeoui-daero, Yeongdeungpo-gu, Seoul

Phone
02-767-2233

Operating hours 10:30 to 20:00
(until 22:00 for restaurants area)

Instagram
@thehyundai_seoul

ComicZone Southwest

This large comic store, which sells everything from decades-old classics to the latest Japanese and American graphic novels and even figurines and CDs of idol groups, is a lot of fun to browse through. The wide range of products and comic books makes ComicZone an enjoyable destination even for those who are unfamiliar with comics. Located close to Seoul National University (SNU) Station, its clientele is mostly SNU students and students of nearby high schools. There is a long table and chairs where you can sometimes see happy customers tearing away the plastic covering of the comic book they just purchased to do some reading before leaving the store.



030

Address
B1, 300, Sillim-ro, Gwanak-gu, Seoul

Phone
02-872-1717

Operating hours
09:00 to 20:30

Website
comiczone.co.kr



Sosoo Book Store Inercity

A bookstore located near Geumdwaeji Sisdang (Golden Pig)'s Yaksu Station branch that specializes in literature, the arts, and philosophy, Sosoo Book Store also sells coffee, cocoa, beer, and wine so that patrons can enjoy alcoholic or non-alcoholic beverage while reading. Those who purchase a book can receive a non-alcoholic beverage free of charge. On weekends, the store sells simple dessert items, such as brownies and French toast. The owner is also an author who publishes a weekly online newsletter Sosoo Letter.

031

Address 2F, 26, Dasan-ro 20-gil, Jung-gu, Seoul

Phone
0507-1303-2439

Operating hours 14:00 to 21:00
(closed on Mondays and Tuesdays)

Instagram
@sosoobook

Homi Art Shop Northwest

Homi Art Shop is a fixture of Hongdae's "culture street" that celebrates its 48th birthday this year. It sells pencils, erasers, oil paint, spray paint, busts, canvases, and anything else an artist could need. Even if you know nothing about art, you will want to purchase something (anything!) once you step inside this fascinating, historic art supply shop, as it also offers ballpoint pens, diaries, and other things that a non-major, student, or office worker may need. It has been popular for decades thanks to its comprehensive array of Korean brands and all imported brands that can be found in Korea.



032

Address
20, Hongik-ro 3-gil, Mapo-gu, Seoul

Phone
0507-1397-8182

Operating hours
09:00 to 21:00

Instagram
@homi_artshop

Eraebook Southeast

Eraebook is a bookstore specializing in foreign books and periodicals. It sells magazines on fashion, interior design, and art in addition to books on diverse practical topics, such as marriage, cars, and cooking. Everything is categorized clearly by genre, with many books and magazines bearing a Post-it note description written by one of the Eraebook employees, who are always prepared to give friendly advice and assistance to patrons. For bulk purchases or a subscription purchase, you may be able to receive a discount. There is also a parking lot right in front of the bookstore.



033 Address #14, 1F, 843, Seolleung-ro, Gangnam-gu, Seoul
Phone 0507-1352-3990

Operating hours 11:00 to 20:30 (closed on Sundays)
Website eraebook.co.kr

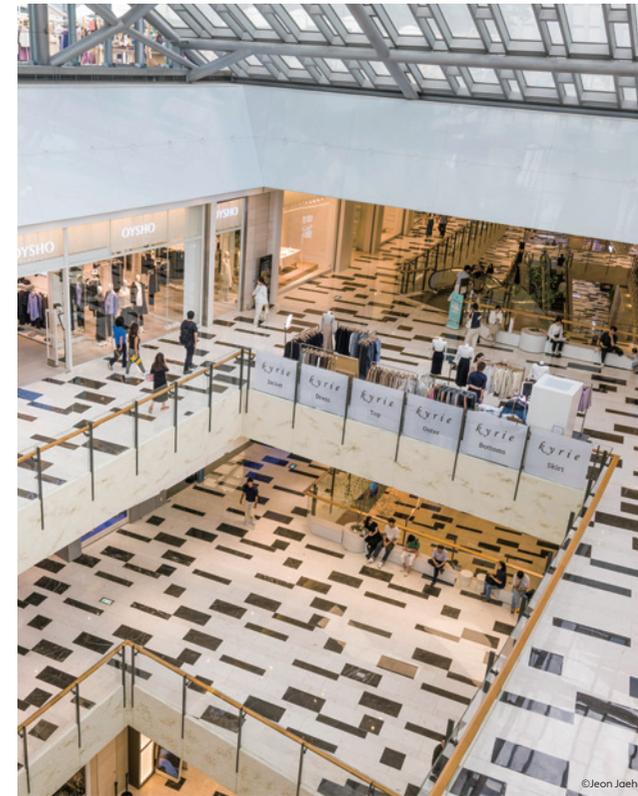
Withmuu AK Plaza Hongdae Northwest

A must-go destination for any K-pop fan, Withmuu is a “K-pop community” that has been captivating Korean and foreign fans since 2022 by not only selling CDs and idol products, but also providing spaces for fan communities. Its 400 square meters are divided into a shop area and a Withmuu Café so that after making their purchases, customers can congregate at the café and talk about their favorite K-pop stars over dessert and coffee. Withmuu is located in Hongdae, an area characterized by a young floating population.



034 Address 2F, 188, Yanghwa-ro, Mapo-gu, Seoul

Phone 0507-1343-0429
Operating hours 11:00 to 22:00



IFC Mall Southwest

IFC Mall is a guaranteed pleasant visit because, no matter the day of the week, its fashion stores and gourmet restaurants are never uncomfortably full of visitors. The first and second basement floors house popular fashion brands such as Zara, COS, Mango, H&M, and MUJI, as well as an Apple store and Youngpoong Bookstore. The third basement floor, which includes a CGV movie theater and various types of restaurants and cafés, can take at least half a day to explore. The ground-level spaces are well-lit with sunlight flowing in through the glass ceiling. It is a major shopping destination in Yeouido that is busiest at Christmas, Chuseok, and Lunar New Year.

035 Address B1-B3, 10, Gukjegeumyung-ro, Yeongdeungpo-gu, Seoul
Phone 02-6137-5000

Operating hours 10:00 to 22:00
Website ifcmallseoul.com

Noryangjin Fisheries Wholesale Market

Southwest

Tokyo has the Tsukiji Outer Market, and Seoul has the always-popular Noryangjin Fish Market. The market has a unique “system” in which the customer purchases seasonal seafood from a first-floor store and then takes it to a restaurant on the second floor, where it is turned into sashimi, grilled, or used as the main ingredient for a hearty soup. There are die-hard fans who only go to Noryangjin because the sashimi is chopped thicker there than at other fish markets. If you are a first-time visitor, a safe bet is to choose a fish store that is full of customers. In spring, *dodari* (flounder) is best, as is *mineo* (croaker) in summer, *jeoneo* (gizzard shad) in autumn, and *bangeo* (yellow tail) in winter.

036

Address 674, Nodeul-ro, Dongjak-gu, Seoul

Phone 02-2254-8000

Operating hours All year round

Website susansijang.co.kr



Amore Seongsu Northeast

Amore Seongsu is housed in what used to be an automobile repair shop. If you apply for membership upon entering, you will receive a small gift. The exposed concrete décor of the showroom makes the experience of Amorepacific's many products even more interesting. It's nice to be able to try out a variety of products in the Beauty Library. The store also has a beautiful, primeval forest-like garden that looks like it was transplanted from Jeju Island and occasionally hosts mini-exhibitions on cosmetics-related themes or pop-up stores in collaboration with other brands.

037

Address 7, Achasan-ro 11-gil, Seongdong-gu, Seoul

Phone
02-469-8600

Operating hours
10:30 to 20:30 (closed on Mondays)

Instagram
@amore_seongsu



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SHOP, WITH SEOUL.

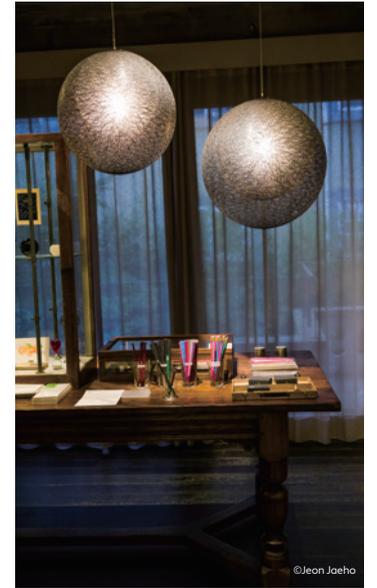


Line Friends Flagship Store Northwest

The Line Friends flagship store is the most visible store along the wide street leading to Hongik University. The first and second floors are shop spaces filled with goods related to the Line Friends, the mascots of Naver. The basement floor is a café that sells desserts and beverages, with *kaymak* (Turkish dessert made popular by Paik Jong-won) and *sogeu mppang* ("salt bread") being the main items. For a recent pop-up exhibition featuring a character based on the female pop group NewJeans, the area around the store was gridlocked because of the crowds of fans who came to see it. On the first floor, there is a photo machine that will take your photo and print it out on a receipt-like piece of paper free of charge.

038 Address 141, Yanghwa-ro, Mapo-gu, Seoul
Phone 02-322-9631

Operating hours 11:00 to 22:00
Website brand.naver.com/linefriends

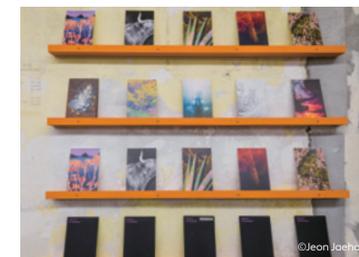
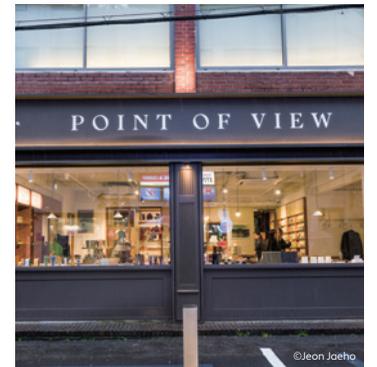


Point of View Northeast

You most likely do not remember the last time you wrote with a pencil. The merits of this analog stationery store, which recently underwent an expansion, shine brightly in today's digital age. The interior of the store is just as fun to look around as the many types of products. Each of the three floors is organized around a different theme: Tool, Scene, and Archive. Now that we are reaching the end of 2023, diaries are a popular gift item, and this is a great place to pick one up.

039 Address 18, Yeonmujang-gil, Seongdong-gu, Seoul
Phone 02-462-0018

Operating hours 12:00 to 20:00 (closed on the last Monday of the month)
Instagram pointofview.seoul



Same Dust Northeast

A publishing house doubling as a bookstore in Seongsu-dong that specializes in photography, Same Dust presents a wide range of information through photographs, the most accessible medium of the modern age, and often showcases projects by Korean and foreign photography artists. It also accepts proposals from those who wish to publish a photography book. A recent event was an author meet-and-greet to introduce a new work by French photographer Letizia Le Fur, which included a display of limited-edition Same Dust books, posters, and postcard sets.

040 Address 2F, 44-1, Seongsuil-ro, Seongdong-gu, Seoul
Phone 02-468-2905

Operating hours 11:00 to 19:00 (closed on Mondays and Tuesdays)
Instagram @same_dust

**ENJOY,
WITH SEOUL.**



Walking through and drawing Seoul

The method favored by DongJu Seol, who is known for his pen drawings, in collecting stories for his drawings of Seoul is walking. This is because there are scenes that can be captured only from the pedestrian's perspective.

DongJu Seol Pen artist

How did you start your *City Trekking series*? I studied animation in college. After working at an ad agency for a few years, I quit because I wanted to focus on drawing. By that point, I'd become familiar with computers. In 2014, I went to Australia on a working holiday to revive my drawing skills. I worked as a street artist for a year (which requires a license), drawing the faces of passersby—basically, relying purely on art for a living. Whenever business was slow, I drew street scenes with a pen. That's how I returned to pen drawing.

How do you make a pen drawing? Do you draw on the street? That's what I did at first—taking to the streets with a notepad and fountain pen. I could feel the energy of the places I was drawing, as if I were a traveler. But because I couldn't get all of the details while standing on the street, I started taking wide-angle photos and then filling in the details at my studio. I take several photos of a scene and then edit them to get the angle and composition I want. The merits of pen drawing are two-fold: you do not have to make a base sketch in pencil, and the outcome may not be an entirely true-to-life depiction. When working on a large project, it's virtually impossible to avoid mistakes.

One or two lines out of place among thousands or tens of thousands doesn't necessarily make a drawing "bad": a depiction of the subject that is slightly different can actually make for better art!

How are you? We understand you've been busy lately. This year, I featured in three consecutive exhibitions in Seoul, Fukuoka, and Tokyo. I am part of a group, Complex Seoul, that was formed in 2021 with artists JaeBum Joo and DongHo Kim and designer DongHoon Lee. Everyone is either an animation or comic art major, which gives us a lot in common. "Urban Break" is the first of our joint exhibitions in which we showcase the complex beauty of Seoul in our own unique ways. The exhibitions held in Japan were named after the host cities (e.g. Complex Fukuoka, Complex Tokyo).

Is there a merit or attractive quality that you feel is unique to Seoul? The dense concentration of many different elements. The sheer number of apartments and other buildings is overwhelming at times, but this, too, is part of Seoul's blend of the historic and the modern. It is home to palaces, high-rise buildings, wide streets, and old alleyways. Euljiro, a district lying at the heart of Seoul, has a fascinating mix of old hardware stores and trendy cafés.

Which attractions of Seoul would you recommend to





a first-time traveler versus someone on their second or third visit? A first-time visitor should go to Jongno-gu, the neighborhood I feel is most “Seoul-esque.” It has everything from historical sites to the latest trends. The route from Seochon to Gyedong and Seosulla-gil, which encircles Gwanghwamun, is especially nice. Seosulla-gil, whose name comes from the fact that it was walked by patrol soldiers during the Joseon dynasty, is near Jongmyo Shrine. Surrounded by restaurants and cafés, Jongmyo is a great place to be at any time of day. For someone who’s been to Seoul several times, I recommend Mullae-dong. It has hardware stores that have been transformed into cafés and cultural spaces,

like in Euljiro, as well as cool restaurants. It houses studios for over 100 artists. Mullae-dong is very trend-setting and favored by young artists. Sindang-dong and Seongbuk-dong are also becoming popular with young people. Sindang-dong has furniture stores and other trendy shops with relatively low prices. It is close to Hwanghak-dong, which has a large used-goods market. Seongbuk-dong is home to various themed cafés and a scenic walking trail that runs along a fortress wall.

What is your “philosophy” on travel? As someone who loves walking, I can say with confidence that there are things you can see at your destination—especially Seoul—



only on foot. The route from Jongno-gu or Euljiro to Seoul Station is very walkable. Getting lost is no big deal! One of the biggest joys of travel is seeing something cool because you made a wrong turn somewhere. When I’m in a new place, I sometimes get off the bus or taxi early and just walk around in order to experience the fun of the unexpected.

The “walk drawing” is now your trademark. You published a book, *Euljiro Collection*, of drawings of this district. I started drawing Euljiro in 2019 because I wanted to record places in Seoul that are on the verge of disappearing. Fast-paced change is one of Seoul’s

biggest attractions, but, at the same time, it means that we are constantly losing much of the city. I like Euljiro's decades-old hardware stores, which are being torn down because of gentrification. Many of the scenes in the book no longer exist. The view of Namsan Mountain from Sewoon Plaza is now blocked by high-rise apartment buildings.

We cannot stop the city from changing and growing, but it would be nice if changes were made in a thoughtful way. The *City Trekking* drawings done in Australia, where the series began, focus on exotic landscapes. Those of Seoul, however, also reflect my regret about how quickly the city is changing. I wish I could have done a lot more drawings of Yeomni-dong, where I grew up. As someone who photographs alleys in neighborhoods throughout Seoul every year, I was surprised to see that the house I used to live in had been torn down. What is just an old neighborhood street for one person may be a precious memory for someone else.

Which attractions of Euljiro do you recommend?

Seongsu-dong also has hardware stores, but they are different from the ones in Euljiro, which has a lot of printing shops and camera stores. My father worked in the printing business, so I have a lot of good memories of playing in the printing shop. Most of the old hardware stores are still there. In Euljiro, you can find a hardware store in the same building as a café or restaurant that opened yesterday. If you take time to explore the back alleys of Euljiro, you'll see old buildings without elevators and cafés with no signboards. The owners of the new cafés and restaurants seem to have the same passion for Euljiro as the old-timers, which I find encouraging because it means that there's hope for Euljiro's future.



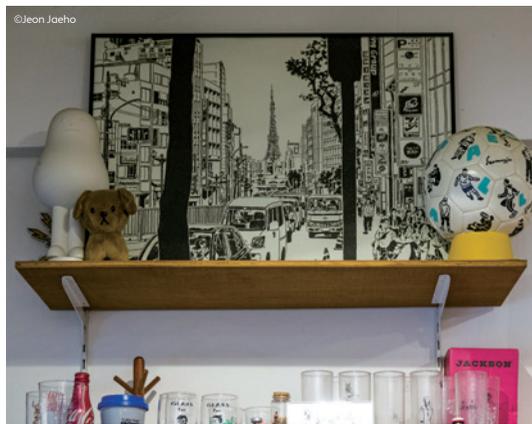
What are some sights of Huam-dong, the district where your studio is located?

It's an old neighborhood at the foot of Namsan Mountain. There are a lot of Japanese-style houses that date back to the colonial period. The one I live in, which is near my studio, is 100 years old. Most of the residents have lived there for a long time, and the neighborhood is also peppered with hip stores. Walking around Huam Market and the alleys of Huam-dong is fun. You can walk as far as Haebangchon, Gyeongnidan-gil, or even Itaewon. It's a great place to take a walk or go on a date.

There are foreign tourists staying in Airbnbs in Huam-dong who spend all of their time elsewhere and come back only to sleep. When walking the route from Huam-dong to Haebangchon, Gyeongnidan-gil, and Itaewon, you gradually rise above the surroundings, giving you a wonderful view of Seoul. You can see as far as Hannam-dong and the nooks and crannies of the city, like Haebangchon's trendy cafés and Hannam-dong's high-end boutiques. As the route circles Namsan Mountain, N Seoul Tower is always visible.

What are your plans, both as a pen artist and traveler?

I hear from a lot of people that a place you see every day can look very different when presented as a drawing. I draw things that I've seen, but even then, there are times when the outcome looks different from the original. There are people who dislike the signboards that line the alleys of Myeongdong. I think there's a character and story behind each that look interesting when combined—a perspective that seems to resonate more with foreign than domestic viewers. It's one of the things I love about pen drawings. I hope to keep adding to *City Trekking* by visiting more cities.



Feast for the eyes and ears

Frieze, a prominent international art fair, is held in London, New York, Los Angeles, and Seoul. This fact alone is proof that Seoul is gaining recognition as an art hub. Even when not busy with Frieze Seoul and Kiaf SEOUL, major Korean art events, which are both held every September, Seoul is hosting a variety of other art festivals of varying scale year-round—all of which require galleries or performance venues.



Sinsa House Southeast

Sinsa House is an aging multi-unit house in Garosu-gil, Gangnam-gu, that has been transformed into a cultural space. The exterior is a meticulous restoration of the building's appearance as it was at the time of its construction in 1996, which adds an extra layer of context—the lives of the people who lived in the building decades ago—to the content on display indoors. Last year, it featured an exhibition that spanned 25 rooms that were all furnished differently, making it feel as if you were passing by stores lining a neighborhood street. Sinsa House occasionally hosts a flea market that is advertised in advance via Instagram.

041

Address 27, Gangnam-daero 162-gil, Gangnam-gu, Seoul

Phone
010-7251-8813

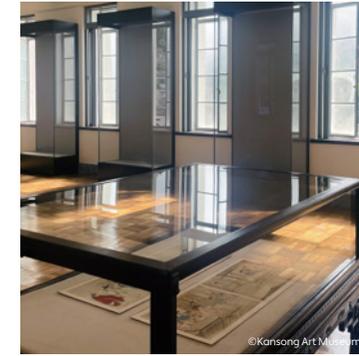
Operating hours
11:00 to 20:00

Instagram
@sinsahouse

Kansong Art Museum

Northeast

Kansong Art Museum, Korea's first modern private art museum, was founded in 1938 during the Japanese occupation. It is named after the nom-de-plume of Chun Hyung-pil, who invested all of his financial assets into preventing Korean artworks from being taken out of the country. Today, the museum's collection is made up of stone statues, metalwork, pottery, paintings, and books created between the sixth and early 20th centuries. *Hunminjeongeum Haerye*, a commentary on Hangeul, the Korean alphabet, that was published in 1446, is one of the museum's most famous items. Kansong Art Museum will be reopening in the first half of 2024.



042

Address 102-11, Seongbuk-ro, Seongbuk-gu, Seoul

Phone
02-744-7830

Website
kansong.org

Instagram
@kansongart



Grand Peace Palace, Kyung Hee University Northeast

The most striking feature of Grand Peace Palace, which opened in 1999 for the 50th anniversary of Kyung Hee University, is the medieval Gothic-style building. The exterior is decorated with stained glass and granite sculptures, making it a popular photo spot. Its state-of-the-art stage equipment and sound and lighting facilities make Grand Peace Palace the venue of choice for not only university events but also concerts of popular singers, international events, and broadcasting station events. It is a pride of Kyung Hee University that, with 4,500 seats, can accommodate any type of occasion.

043

Address 26, Kyungheedaero, Dongdaemun-gu, Seoul

Phone
02-961-9250

Website
khugpp.khu.ac.kr

Rheehall Music Gallery

Northeast

This is a "secret" place in Seongbuk-dong for listening to music that offers the majestic sounds produced by the Western Electric 15A horn, an American theater speaker created in the 1930s. After choosing from the facility's collection of 100,000 vinyl records, you can listen to the record on the speaker that is best suited for that genre. Song requests can be made until 8 p.m. for classical, pop, or jazz but not the latest/trending music. There is an admission fee of KRW 10,000. Every Tuesday, Rheehall Music Gallery hosts a pop music lecture.



044

Address 3F, 9, Seongbuk-ro 31-gil, Seongbuk-gu, Seoul

Phone
02-745-0202

Operating hours
11:30 to 20:50 (closed on Mondays)

Instagram
@rheehallmusicgallery



Noudit Ikseon Innercity

One of the most popular locations in Seoul for pop-up exhibitions and events, Noudit Ikseon is known not only for its themed exhibitions but also for the landscape of its neighborhood, Ikseon-dong: namely, the traditional houses and decades-old restaurants. It is often sought out by corporations as a special event venue. After attending an art exhibition or event at Noudit Ikseon, take a walk through Ikseon-dong to get a feel for Jongno-gu's unique vibe.

045 **Address** 28, Samil-daero 28-gil, Jongno-gu, Seoul
Phone 070-8806-5856

Website noudit.com
Instagram [@noudit.official](https://www.instagram.com/noudit.official)



Lotte Museum of Art

Southeast

This museum is located on the seventh floor of Lotte World Tower, which, at 555 meters high, is the tallest building in Korea and the sixth tallest in the world. It aims to be a “contemporary art destination” that “creates new culture through communication and diversity” and offers a magnificent view of Seokchon Lake. Lotte Museum of Art focuses on exhibitions that introduce new trends in contemporary art and is currently featuring the works of American visual artist Austin Lee.



©Austin Lee

046

Address 7F, 300, Olympic-ro, Songpa-gu, Seoul

Phone 1544-7744

Operating hours 10:30 to 19:00

Instagram @lottemuseum



©Lotte Museum



©Seoul Tourism Archive



©Seoul Tourism Archive

047

Address 13, Yeouigongwon-ro, Yeongdeungpo-gu, Seoul

Phone 02-781-1000

Website office.kbs.co.kr/kbshall

KBS Hall Southwest

If you are a K-pop or K-classical music fan, chances are that you have already visited or are planning to visit KBS Hall, a comprehensive performance venue of the Korean Broadcasting System that opened in 1991. With 1,824 seats and an orchestra pit, it is the venue of choice for TV programs, musicals, operas, and ballets as well as KBS-hosted conferences and award ceremonies. Popular TV programs such as *Open Concert* and *Golden Oldies* are filmed and broadcast from here. KBS Hall is the resident concert hall for the KBS Symphony Orchestra and KBS Traditional Music Orchestra.



©Bae Jihun

LG Arts Center SEOUL Southwest

Originally located in Gangnam-gu, LG Art Center was moved to Magok-dong, Gangseo-gu, in 2022. Designed by Japanese architect Tadao Ando, the building is so stunning that tours are conducted on the premises alone. It houses a multipurpose theater with 1,335 seats, multi-use black box theater, rehearsal rooms, and studios. Diverse art performances, including musicals, plays, and concerts, are held here year-round. Having opened just last year, the center is equipped with state-of-the-art lighting and sound facilities. LG Arts Center SEOUL also has a restaurant and café with a nice view.

048

Address 136, Magokjungang-ro, Gangseo-gu, Seoul

Phone 1661-0017

Operating hours 10:00 to 23:00 (closed on Mondays)

Website lgart.com



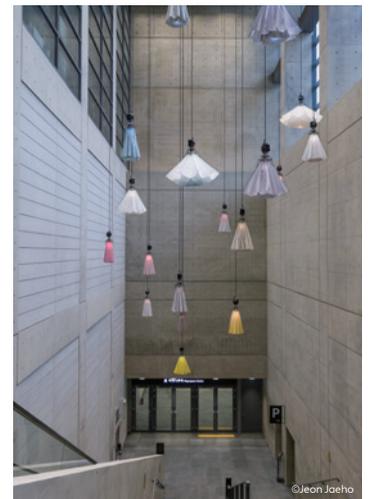
©Jeon Jaeho



©Jeon Jaeho



©Jeon Jaeho



©Jeon Jaeho



Seodaemun Museum of Natural History Northwest

Korea's first public natural history museum, the Seodaemun Museum of Natural History has been collecting specimens since opening its doors in 2003. Through its diverse exhibitions and educational programs, the museum strives to share its resources on nature, science, and culture in a way that makes them easily understandable to the general public. To aid such understanding, the exhibition spaces are arranged in temporal and spatial order and incorporate many three-dimensional dioramas. There is an especially diverse pool of programs for elementary school-aged students.



050

Address 51, Yeonhui-ro 32-gil, Seodaemun-gu, Seoul

Phone
02-330-8899

Operating hours 09:00 to 17:00 (until 18:00 on weekends, closed on Mondays)

Website
namu.sdm.go.kr



Nam-Seoul Museum of Art Southwest

The content displayed in Nam-Seoul Museum of Art is made more meaningful through the history of the building, which served as the Belgian Consulate Office during the Korean Empire (Daehan Jeguk, 1897-1910). Designated as Historic Site No. 254, the classical-style building is a beautiful blend of red brick walls and stone pillars for the balcony. The first and second floors are used as galleries, while the basement floor has meeting rooms and a classroom. The exhibition currently underway on the first floor, "Kwon Jin Kyu Forever Home," which comprises donations from the family of late sculptor Kwon Jin-kyu, has greatly increased foot traffic to the museum.



049

Address
2076, Nambusunhwan-ro, Gwanak-gu, Seoul

Phone 02-598-6246

Operating hours 10:00 to 20:00 (until 18:00 on weekends and holidays, closed on Mondays)

Website sema.seoul.go.kr



001Club Northwest

This is a live performance venue near Hongik University that features both amateurs and established musicians. Because of the club's location, most performances are by university students and Gen MZ musicians. It can accommodate 150 people or 120 with a mixture of seats and standing. At 001Club, a sound director and lighting director are always on-hand, ensuring performances of consistently high quality. The venue frequently serves as a filming location for TV and movies and is available for rental.

051

Address 20, Wausan-ro 18-gil, Mapo-gu, Seoul

Phone
010-4764-1822

Operating hours
18:00 to 02:00

Website
001club.co.kr

Sanwoollim Theatre Northwest

Sanwoollim Theatre, which is familiar to most Koreans for having featured high-quality dramatic works since 1985, is the resident theater of Sanwoollim, a theatrical production company that was the first in Korea to perform *Waiting for Godot*. The theater has also featured many plays on women's lives and identity-related issues, producing star actors such as Park Jeong-ja, Son Sook, and Yoon Suk-hwa. Since 2013, Sanwoollim Theatre has worked with up-and-coming theater organizations to feature experimental/unconventional events, such as Sanwoollim Classics Theater and Sanwoollim Letter Concert.



052

Address
157, Wausan-ro, Mapo-gu, Seoul

Phone
02-334-5915

Operating hours 11:00 to 18:00 (closed on Tuesdays)

Instagram
@tcsanwoollim

Whanki Museum

Innecity

Whanki Museum was founded to commemorate the art of Kim Whanki, whose painting was recently sold at a record-breaking hammer price for a Korean artist at a Christie's auction, and supported the creative activities of young artists. The museum is housed in a building that received the prestigious Kim Swoo Geun Prize for its architectural design. The museum's main building and two auxiliary buildings often house exhibitions with very different themes. Whanki Museum also offers educational programs for children and adults.



053

Address 63, Jahamun-ro 40-gil, Jongno-gu, Seoul

Phone
02-391-7701

Operating hours 10:00 to 18:00
(closed on Mondays)

Instagram
@whankimuseum



Seoul Olympic Museum of Art Southeast

An art museum specializing in sculpture and drawing with a floor area of 700,000 square meters inside Olympic Park, the Seoul Olympic Museum of Art, often referred to simply as "SOMA," houses two exhibition halls. The building was designed to link nearby cultural attractions, including Peace Square and Mongchontoseong Fortress, with the surrounding natural environment. Because of this, it is strongly recommended that a perusal of SOMA's exhibits be accompanied by a walk around the area outside. Olympic Park features sculptures by 155 artists from 66 countries.

054

Address 51, Wiryeseong-daero, Songpa-gu, Seoul

Phone
02-425-1077

Operating hours 10:00 to 18:00
(closed on Mondays)

Instagram
@soma_museum



D-cube Link Arts Center Southwest

A musical theater that opened in 2011, D-cube Link Arts Center is located on the seventh floor of D-cube City, a comprehensive cultural space right next to Sindorim Station. *Sister Act* will be playing here until February 2024. The building's lower floors are devoted to Hyundai Department Store D-cube City, while the floors above it house clinics and hospitals. On the seventh floor is Lotte Cinema's Sindorim branch. The charm of this venue is that it is easy to access and has a variety of facilities.

055

Address 662, Gyeongin-ro, Guro-gu, Seoul

Phone
02-2211-3000

Website
d3art.co.kr

Platz 2 Northeast

A multipurpose cultural space in Seongsu-dong that hosts themed exhibitions and pop-up events and aims to be "a place where different perspectives come together," Platz 2's most recent event was Seoul Vintage Fair 2023. It is one of the many facilities in Seongsu-dong that use a former factory building for a completely unrelated purpose. Platz 2 is made up of two buildings: Building A is an art gallery, and Building B houses a gallery, gift shop, and café. Don't confuse it with Platz S, which is nearby!

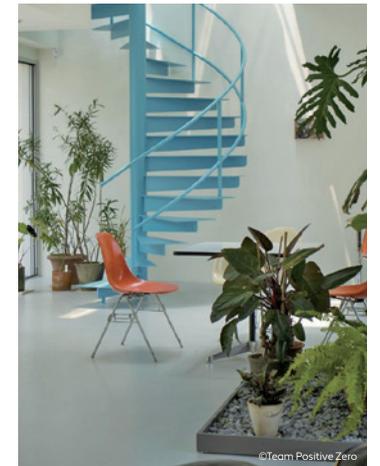
056

Address 35, Ttukseom-ro 17-gil, Seongdong-gu, Seoul

Phone
070-4105-2885

Website
platz.kr/25

Instagram
@platz_people





©Jeon Jaeho

Atelier Hermès Southeast

Atelier Hermès is a cultural space in the basement of Maison Hermès Dosan Park, a flagship store in Gangnam-gu that sells fashion and beauty products. A space that seems to always be hosting an exhibition of an internationally recognized artist, Atelier Hermès supports experimental artistic activity. It reflects Hermès' commitment to the contemporary arts, one example being the Hermès Creative Awards. The building's first-floor show window is itself a mini-gallery that features one artwork that is changed four times a year. The basement café serves food and beverages with Hermès tableware.

057

Address B1, 7, Dosan-daero 45-gil, Gangnam-gu, Seoul

Phone
02-3015-3248

Operating hours
11:00 to 19:00 (closed on Wednesdays)

Website
hermes.com/kr/ko



©Jeon Jaeho



©Jeon Jaeho

National Memorial of the Korean Provisional Government Northwest

A memorial opened in 2022 that is a must-visit for Koreans or, even if you are not Korean, anyone who is interested in Korea and its modern history. Displaying objects that reflect the spirit and values of the Korean Provisional Government, the memorial strives to secure resources on the Korean Provisional Government and hold exhibitions on government members' daily lives in Shanghai. It is a popular weekend destination for families due to its proximity to Seodaemun Prison History Hall, Seodaemun Independence Park, and a walking trail of Inwangsan Mountain.

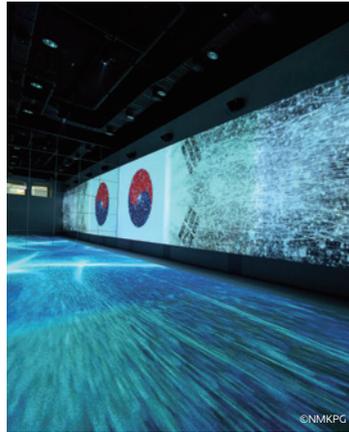
058

Address 279-24, Tongil-ro, Seodaemun-gu, Seoul

Phone 02-772-8708

Operating hours 10:00 to 18:00 (closed on Mondays)

Instagram @imjung0411



Seoul Museum Innecity

This private museum is renowned for the breadth of its collection, which includes works by Korean masters such as Lee Jungseop, Park Sookeun, and Kim Kichang. Physically connected to Seokpajeong, the well-preserved late Joseon villa of Heungseon Daewongun (father and regent of King Gojong), Seoul Museum is a symbol of Seoul's seamless blend of tradition and the modern. The entrance to Seokpajeong, which is surrounded by nature, can be found on the museum's third floor.

059

Address 4-1, Changuimun-ro 11-gil, Jongno-gu, Seoul

Phone 0507-1446-0100

Operating hours 10:00 to 18:00 (closed on Mondays and Tuesdays)

Instagram @seoulmuseum



060

Address 26, Insadong 9-gil, Jongno-gu, Seoul

Phone 02-733-1981

Operating hours 10:00 to 19:00 (closed on the third Monday of the month)

Instagram @araartcenter

Ara Art Center Innecity

Ara Art Center is a multipurpose cultural space that not only serves as a museum, but also strives to raise global awareness of contemporary Korean art and be an eyewitness of its development. The art center has 15 gallery spaces and is also used as a venue for cultural performances, parties, and various events. As it is relatively large for a building in Insa-dong, a neighborhood whose origins can be traced back to the Joseon dynasty, there is always a high demand for the rental of its facilities. Its modern, sun-filtering design catches the eye from a distance in a neighborhood made up of old buildings and traditional houses.

PLAY, WITH SEOUL.



Dancing with community

We met Bini (SuBin Son) after the Seoul concert, the last stop of BLACKPINK's year-long Born Pink World Tour, to learn what this renowned choreographer who still enjoys being at the front lines of K-pop recommends in terms of things to do in Seoul.

Bini Choreographer

There's a growing fascination with the role of the choreographer, which is so central to K-pop. How did you enter this profession? I loved dancing as a child. I was especially enamored with YG Entertainment's unique, sophisticated style and brand of music. When I was 20, I got a chance to audition for YG's choreography team. I first stepped into the dancer-choreographer world after being hired by YGX, which does dance management and operates a dance academy. It's satisfying to listen to a great song, mentally map out a dance for it, record it, and then see fans enjoy it.

You've choreographed for G-DRAGON, Taeyang, Psy, iKON, and SECHSKIES and accompanied Winner and BLACKPINK's world tours. Which dance is most popular with foreign fans? All songs by YG's artists are popular for the choreography. It's hard to choose one. But, if I had to, I would pick the songs from BLACKPINK's recent concerts. My choreography style is characterized by powerful motions that do not lose sight of femininity.

I don't have a song yet that I can call my "signature." Hopefully I'll come up with one soon!

Where do you get ideas for dances? I get a lot of inspiration from the music of global pop stars and watching their music and stage videos. I also gain ideas from the dance videos of foreign choreographers and even from the emotions I feel while working with K-pop artists. It's important to feel a lot and enjoy a lot.

YGX offers dance classes. Can tourists who are not confident in their dance skills participate? Of course. YGX's doors are open to anyone from anywhere in the world who loves dance. We teach, in a very step-by-step way, tourists who are learning for the first time. I offer private and group lessons for foreign tourists who wish to experience K-pop dance. Earlier today, I had a class that was attended by tourists and an actor from Thailand. I chose a solo song by BLACKPINK's Lisa, which was great because everyone enjoyed it so much. There's definitely a spike in classes for foreign tourists now that the COVID-19 pandemic is over, and I sometimes hold dance classes overseas. Recently, a French woman who attended a K-pop dance class I held in Paris came to





a YGX dance class in Seoul. I meet people from many different countries through these classes and am grateful that, despite the language barrier, we can have a good time together through the medium of dance. There's always at least one class underway. Everyone is welcome!

You've been away from Seoul for quite some time because of the world tour and have visited cities all

over the world. Is there a merit or attractive quality that you feel is unique to Seoul? Like you said, I've been to cities, quite literally all over the world, through world tours, including three in Paris. France has a very special, exotic mood and historic buildings. I realized that every city has a different face. Seoul, the first and last stop of BLACKPINK's Born Pink World Tour, has an attractive blend of modern urban spaces and people who love the concert culture. There's nowhere else in the world that

the audience enjoys the performance so much (or yells so loudly!). Every time I come back to Seoul from overseas, I am grateful for how beautiful this city is, with its clean air, blue skies, and nicely-arranged public spaces.

What itinerary would you recommend to a foreigner traveling in Seoul? Which places would you recommend to a K-pop enthusiast?

I recommend Insa-dong, the neighborhood where I spent my school years. It is one of Seoul's most "Korean" spaces. Once you get off at Anguk Station and walk off the main road a little bit, you will reach Samcheong-dong, which has tons of hidden restaurants and cute cafés in every alley. There are shops in the vicinity of Gyeongbokgung and Changdeokgung palaces, which are nearby, that rent out not only *hanbok* but also hair accessories and bags. I recommend taking photos at Gyeongbokgung and its surrounding streets while wearing a *hanbok*.

You can then go to Jongno-gu, first to its *hanok* (traditional Korean building) street, which is in Ikseon-dong, and then the "pocha street" later in the evening, where you can get a taste of Seoul's *pojangmacha*

(tented street food stall) culture while eating various dishes on a plastic chair. "Escape room" cafés are also fun, especially the ones that have life-like replicas of actual alleys or places in Seoul. I once went to one with my friends where you could climb ladders or take the "subway"—it was all very realistic. It's a fun activity for foreigners.

Hongdae is close to the YGX headquarters. What do you usually do there? Hongdae is, of course, a good place to visit even if it is far away from the office! I like spending time there. There's always a lot of young people because it is close to Hongik University, Yonsei University, and Ewha Womans University. There are also many cafés, restaurants, places to shop, and, these days, "four-cut" photo booths, which have everything from sunglasses and headbands to brushes, hair curlers, and accessories. It's a great way to make a lasting memory of your trip. I visit them a lot with my friends.

Hangang Park, which crisscrosses Seoul, is another must-see attraction. Divided into 11 parts, it is perfect for walking, jogging, or biking along the river. There are





also “duck boats.” Each of the 12 parks has cafés and a performance stage. Some even have a wedding facility. The best part, by far, is having *ramyeon* and a cool beer at a convenience store. It’s something that can only be done in Seoul.

As someone in show business, you are probably constantly exposed to fashion, dieting, and skincare trends. What is your skincare routine (or tips) of choice? I get this question a lot from tourists in my dance classes and friends who live overseas. Everyone is interested in Seoul’s cosmetics, clothing styles, and food. When I’m really busy with TV appearances, I take care of my skin on my own at home. I drink lots of water and use hair treatment products because I dye my hair a lot. I work out in addition to practicing dance. Eating healthy is also important. I started learning tennis recently. I recommend it because I feel healthier and that my stamina has improved. Finally, and most importantly, sleeping regularly and deeply—which, I know, is very difficult.

How would you define “travel?” What does it mean to you? Everything we experience is, in a sense, a trip. The path you are on may be smooth or rocky and uphill. If you don’t give up and keep walking, even if slowly, while not forgetting to look at the sky or dip your feet into a cool stream, you may be able to take the journey that is life without regrets and learn something (or many things) along the way. I do my best to fully experience and enjoy everything that comes my way. I believe I’ll be spending 2024, as I did in 2023, doing dance classes and appearing on music TV programs. There’s a project that the YGX choreographers will be featuring in the spring that I think is really cool.



How to maximize your trip

Travel is an experience. We set out for sites unseen in order to experience different cultures and, hopefully, grow through such experiences. With its blend of tradition and the modern, Seoul is the ideal place for a wide range of interactive experiences. The city is full of visitors year-round because of its wealth of content that can be enjoyed by all ages and genders. Experiences that involve all five senses bring out the best that Seoul has to offer.



Kwangya Seoul Northeast

Kwangya Seoul is a great destination for K-pop fans. It sells albums of and goods related to SM Entertainment's artists, such as NCT, EXO, and SHINee, and there is always a long line of people waiting to get in. Because of its location near Seoul Forest, many visit after a jog or walk in search of a café or restaurant. Kwangya Seoul is connected directly to Seoul Forest Station on the Suin-Bundang Line and can be visited on the same day as the nearby Understand Avenue and D Museum.

061 Address B1, 83-21, Wangsimni-ro, Seongdong-gu, Seoul | Operating hours 10:30 to 20:00 | Instagram @kwangya_seoul



Seoul Science Center Northeast

Korea's first municipal science museum, the Seoul Science Center was built in 2017 to improve public understanding of the sciences. It offers easy-to-understand, interactive experiences of scientific principles that can be found in our daily lives and strives to make science "fun for everyone" through collaborations with science YouTubers and events related to its individual exhibits. There are several exhibition halls and interactive facilities with educational programs, such as solar observatory and Hall Y and Yy which help young learners gain a sense of time and space.

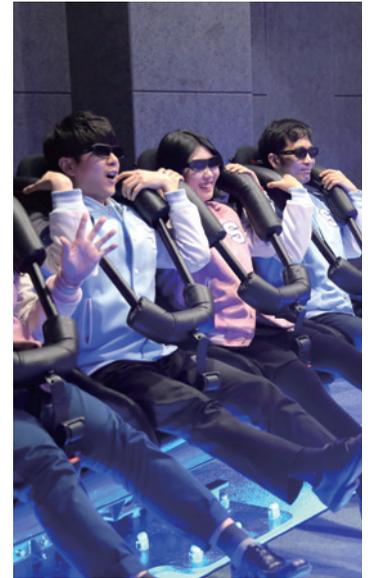
062

Address 160, Hangeulbiseok-ro, Nowon-gu, Seoul

Phone 02-970-4500

Operating hours 09:30 to 17:30 (closed on Mondays)

Instagram @seoul_sciencecenter_official



Catnooks Southwest

Strongly recommended for those who wish to become a cat owner for a day, Catnooks is an unconventional blend of study café and cats. It is the second branch of the original store, Book Reading Cat. None of the cats have a permanent owner, but all are adorable and strong-willed. Visitors must be middle school-aged or older. While it is technically not allowed to touch the cats, visitors may grab a cat that has left the premises. On any given day, you can see multiple adorable "chases" in progress.

063

Address 2F, 1843, Nambusunhwan-ro, Gwanak-gu, Seoul

Phone 0507-1360-5397

Operating hours 12:00 to 23:00

Instagram @catnooks

Goocan Gallery Southwest

Goocan Gallery is gallery-café near Sindorim Station that features exhibitions of Korean and foreign illustrators. The recently-held "Characters in Fine Art" exhibition was well-received for its adorable renditions of paintings by Van Gogh, Manet, and Botticelli with animal characters standing in for the human subjects. Visitors are free to browse the exhibits with a beverage in hand, the most popular option being the milk tea. The art workshop offers one-day classes.

064

Address #306, Building 101, 661, Gyeongin-ro, Guro-gu, Seoul

Phone 0507-1405-0037

Operating hours 10:00 to 19:00 (closed on Mondays)

Instagram @goocan_official



Noop Café & Pizza Pub Innercity

This place that offers a rare view of Namsan Mountain, N Seoul Tower, and a large section of Seoul. By day, Noop Café & Pizza Pub is bathed in sunlight, while at dusk, it never fails to amaze visitors with one of the best views of Seoul. It occupies the top two floors of the building, adding up to over 1,600 square meters of floor space that house, among other things, several full-sized pool tables. Its extensive menu includes coffee, pizza, beer, and pasta, making it a good destination for a family outing. The rooftop terrace is furnished with not only tables and chairs but also a large area of artificial grass for those who wish to sit on the ground, a swing bed, sun beds, and beanbags.



065

Address 5F-6F, 20, Sinheung-ro
26-gil, Yongsan-gu, Seoul

Phone
02-790-0789

Operating hours
11:30 to 23:50

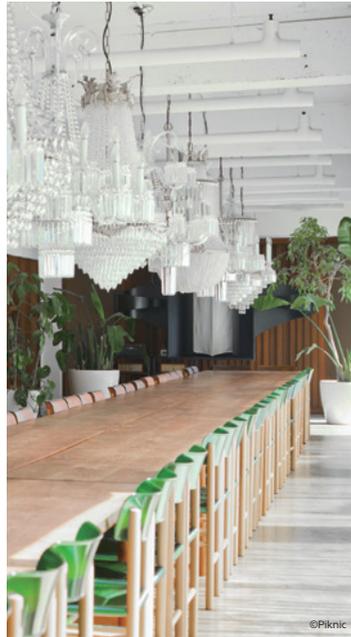
Instagram
@noopcafe





Piknic Innercity

Piknic is a multipurpose cultural space at the foot of Namsan Mountain. The skillful renovation of the old building in which it is housed gives it an elegant air while reminding visitors of its history from the exterior and gardens. Piknic is comprised of three areas: Kafe Piknic, Shop Piknic, and an exhibition space. Don't forget to go to the rooftop, where you can take in the beautiful view of Huam-dong. Serving coffee, wine, and seasonal foods, the café offers a view of the thickly-grown trees of Piknic's garden.



066 Address 30, Toegye-ro 6ga-gil, Jung-gu, Seoul
Phone 02-318-3233

Operating hours 10:00 to 18:00 (closed on Mondays)
Instagram @piknic.kr



067 Address B1, 29, Gangnam-daero 106-gil, Gangnam-gu, Seoul
Phone 02-564-1114

Operating hours 10:00 to 23:00
Instagram @smurfmagicforest_official

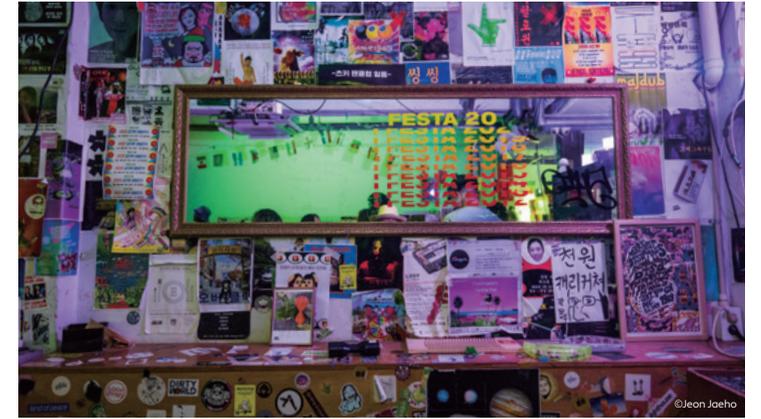
Smurf Magic Forest

Southeast

This is a mini urban theme park/room escape café that has licensed comic series *The Smurfs*. The "Papa Smurf's Magic Lab" takes place in the iconic mushroom houses. There may not be any locks, but the situation is made realistic entirely through devices and media art technologies that create "magic" effects. There is also a shop that sells 200 kinds of Smurf merchandise and a takeout-only café serving ice cream and desserts.

Channel 1969 Northwest

A club featuring live performances by young musicians, Channel 1969 serves alcohol and light snacks and frequently hosts pop-up events, which are announced, usually on the day of, via Instagram. The club's biggest asset is its live music, which patrons tend to enjoy on weekends while dancing on the floor in the center of the club. If the owner is in a particularly good mood, all patrons are given a drink on the house. This is signaled by a bell, so be sure to keep your ears open! The club, which also features top-notch deejaying, is a nice place to go if you are looking for a young vibe.



068

Address B1, 35, Yeonhui-ro, Mapo-gu, Seoul
Phone 010-9343-1969
Operating hours 20:00 to 01:00 (closed on Mondays and Tuesdays)
Instagram @channel1969.seoul





E-Land Cruise Southwest

No trip to Seoul is complete without checking out the Hangang River. Even better than viewing the cityscape from the riverbank is to do so from a boat gliding over the river, which cuts horizontally across Seoul. The most standard Hangang cruise package is the “Hangang Tour Cruise.” There is also the Sunset Cruise for those who wish to see the sunset, and Moonlight Music Cruise, which offers a view of Seoul by night with jazz music in the background. The cruise boat is equipped with a café and restaurant.



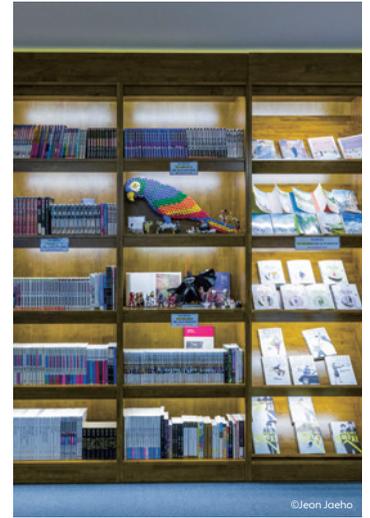
069 **Address** 280, Yeoidong-ro, Yeongdeungpo-gu, Seoul
Phone 0507-1349-6900
Operating hours 11:00 to 22:00 (closed on Mondays)
Instagram @eland_cruise

Sindorim Culture Space Darak Southwest

This place is an oasis-like rest area that was recently opened next to Sindorim Station. Darak is located on the second floor of the bicycle parking lot. To ensure that visitors can truly enjoy their break, there are many tables with chairs and Starbucks coffee capsules available at low prices. If you are looking for something to do, you can apply to make cotton candy or grill sweet potatoes, for a fee. The books in the mini-library can be borrowed.

070

Address 2F, 121-15, Saemal-ro, Guro-gu, Seoul
Phone 0507-1328-3414
Operating hours 13:00 to 20:00 (until 21:00 in summer, break from 17:00 to 18:00, closed on Mondays)



45ID Southeast

45ID is an instant photo studio that has taken over Darkroom Photomatic’s services and, interestingly, does not provide any retouching. The reason for this unorthodox decision is the idea that excessive photo retouching/editing detracts from what people truly want: to create lasting memories. Here, visitors can photograph one another in an inviting, comfortable setting. 45ID offers friend, family, and wedding photo services as well.



071 **Address** 3F-4F, 32, Dosan-daero 15-gil, Gangnam-gu, Seoul
Phone 010-5088-4505
Website 45idstudio.com
Instagram @45id_official

Hwagyesa Temple

Northeast

As much as Seoul is a flashy metropolis, it also has spaces for enjoying nature and practicing spiritual meditation. Hwagyesa is a Buddhist temple built in 1523 that, after multiple re-buildings and renovations, is still popular with tourists. Located at the end of a mountain range that includes Bukhansan, the temple is blessed with a breathtaking view. Those who are interested in temple-stay can book a variety of programs, including a walking meditation of Bukhansan’s Dulle-gil Trail, temple food experience, and tea meeting with a monk.



072 **Address** 117, Hwagyesa-gil, Gangbuk-gu, Seoul
Phone 02-902-2663
Website hwagyesa.org

PLAY, WITH SEOUL.

Quarter Northwest

Quarter is a music café operated by a guitarist who is also a drummer. There is an entry fee, but you can just listen to music or make a song request without having to order a beverage, which are sold separately. Despite the café's small size, its top-notch audio system makes the experience of immersing yourself in music all the more enjoyable. Most of the music is classical or jazz, and live performances will start being held in the near future. The deconstructed/bare wall décor, which the owner designed on his own, complements the café's music beautifully.



073

Address 43-1, Poeun-ro, Mapo-gu, Seoul

Phone 0507-1321-2874

Operating hours 15:00 to 22:00 (from 13:00 on weekends, break from 18:00 to 19:00, closed on Mondays)

Instagram quarter_official_account



Gonggan Wadiz Northeast

Gonggan Wadiz is an offline space where you can try out or purchase products on Wadiz, Korea's largest crowdfunding platform. At the first-floor showroom/shop, customers can look at or purchase products currently being crowdfunded through Wadiz. Those who apply for membership receive a complimentary beverage from the café on the second floor. The rooftop, offering a nice view of the city, is full of people on clear days. Gonggan Wadiz occasionally hosts pop-up events indoors or outdoors. Most recently, it held an event celebrating the eighth anniversary of Twice's debut that included a participatory program and the sale of Twice merchandise.

074

Address 7-1, Yeonmujaeng 1-gil, Seongdong-gu, Seoul

Phone 0507-1334-3604

Operating hours 11:00 to 20:00 (until 21:00 on Fridays and Saturdays, closed every other Monday)

Instagram @gonggan_wadiz



HiKR Ground Innercity

A space for tourists that overlooks Cheonggyecheon Stream, HiKR Ground is operated by the Korea Tourism Organization (KTO) and can be enjoyed free of charge. The first floor houses a wide media art wall, while the second, third, and fourth floors offer diverse tourism content. As some floors are reservation-only, please check the KTO website for further information. Visitors can play a game to win a prize or learn how to take photos or do a K-pop dance. The tourist information center on the fifth floor, which also has a café with a sweeping view of Seoul, is open year-round.

075

Address 1F-5F, 40, Cheonggyecheon-ro, Jung-gu, Seoul

Phone 02-729-9498

Operating hours 10:00 to 19:00 (closed on Mondays)

Instagram @hikrground_official

Movement Northwest

If you are tired of instant photo booths and want a unique mood for your photos, Movement is the place to go. It is already popular among Gen MZ customers for its unconventional angles, such as the High Angle, which has the camera on the ceiling. The Low Angle, in which the camera is on the ground, makes the experience even more fun because the result looks like a photo shoot of an idol star, while the Eye Level angle offers a different mood for each photo by allowing the customer to choose from several frame colors or use the store's accessories.

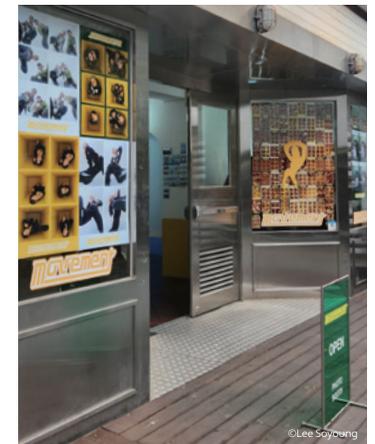
076

Address 19-11, Wausan-ro 17-gil, Mapo-gu, Seoul

Phone 0507-1486-2583

Operating hours 12:00 to 22:00

Instagram @movement.seoul



Lotte World Adventure Southeast

Amusement parks have virtually universal appeal. Lotte World has the additional advantage of being mostly located indoors, making it especially popular in the cold winter and hot summer months. Visitors are ushered into a world of childhood fun through the frequent parades and performances that Lotte World is famous for. At the same time, it cultivates a growing body of new content, such as “Dark Moon Boat” and “Haunted House.” The outdoor rides, which include the Gyro Spin, offer a great view of Seokchon Lake.

077

Address
240, Olympic-ro, Songpa-gu, Seoul

Operating hours
10:00 to 21:00

Phone
1661-2000

Website
adventure.lotteworld.com

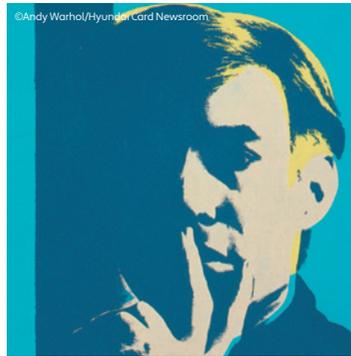




©Jean Jaeho



©Jeon Jaeho



©Andy Warhol/Hyundai Card Newroom

Storage by Hyundai Card Innecity

Located in the basement of a building next to Itaewon's Hyundai Card Music Library, Storage by Hyundai Card hosts exhibitions and events on an irregular basis. Recently, it hosted a pop-up exhibition in conjunction with Frieze Seoul with Christie's, the global art auction house, of two American artists—Jean-Michel Basquiat and Andy Warhol—of the legendary 1980s New York art scene. If you happen to be in Itaewon, make sure to check SHC's Instagram account: you may be able to catch an interesting themed exhibition!

078

Address
B2, 248, Itaewon-ro, Yongsan-gu, Seoul

Phone
02-2014-7850

Operating hours
vary by exhibition

Instagram
@hyundaicard



©Lee Hunchung/Hyundai Card Newroom



fyi Southeast

Fyi is a café with the lofty goal of serving as “a creative lounge for people who enjoy their work” that provides inspiration and stimulates the senses. As many would guess, the café's name is the abbreviation of “for your information.” In addition to regularly hosting programs and exhibitions in collaboration with diverse brands, fyi serves delicious financiers, croffles, and jambon sandwiches, against the backdrop of the lush garden behind the building. Due to its location in the office-rich Yeoksam-dong, the café is usually full of people hard at work on their laptops.

079

Address 180, Yeoksam-ro, Gangnam-gu, Seoul

Phone
0507-1486-1384

Operating hours 09:00 to 19:00 (11:00 to 18:00 for weekends and holidays)

Instagram
@fyi_lounge



©fyi



©Mooinn Gongbang



©Mooinn Gongbang

Mooinn Gongbang Northwest

This craft liquor studio hosts one-day classes on liquor brewing. As the studio is located in the hip district of Yeonnam-dong, many of the students are young couples, but there are also quite a few people who come alone. Once you arrive, via reservation, you will find the ingredients already set out for you. All you have to do is use the tablet PC to follow the instructor's directions. Don't worry about not being able to keep up: if you are having trouble, an employee will come immediately to your aid. Group reservations accepted.

080

Address 3F, 42, Yanghwa-ro 23-gil, Mapo-gu, Seoul

Phone
0507-1486-0803

Operating hours 13:00 to 19:00 (closed on Mondays and Tuesdays)

Instagram
@_mooinn

TRAVEL, WITH SEOUL.



Enjoying Seoul fully

It is no overstatement to say that the majority of Korean content today originated from a suggestion made by TaeYoung Kim about a filming location. Kim's top recommendation for Seoul—as a 21-year industry veteran who's traveled 800,000 kilometers all across Korea and taken three million stills—is Hangang Park.

TaeYoung Kim **Location manager**

You explore Korea's nooks and crannies for a living. How have you been? What have you been working on?

Today, I helped film a PR video on Korea for the Korean Culture and Information Service in Gwanghwamun. It involves transcending time by bringing a woman who lived a century ago together with a man living in 2023—it's an interesting concept. I'm also doing locations for the Netflix entertainment show *Zombiverse*, which is doing well because it's the first of its kind. Filming is done not in a studio but "on site," like a movie. Because of this, I've worked extra hard on choosing locations. With Korean content's power increasing alongside its global visibility, the role of the location manager is also gaining attention.

How did you become a location manager, which, for most people, is an unusual occupation? I used to work in the ad business. The first film I did—which happened by chance—was the movie *Tazza: The High Rollers*. It wasn't easy for a novice, but I had a lot of fun because the script was so good. I would laugh to myself in the car, reading it over and over again. Doing locations is completely different for an ad, film, and TV drama. I, being the fearless person I am, have tried everything—

movies and dramas—and am still having fun to this day. Now that I have some experience, when I read a script, I can map out the scene in my head like a 3D printer.

You're probably busier now that the pandemic is over. Can you explain the responsibilities of a location manager?

COVID-19, for me, was like a large rock in a stream. Although the rock blocks the water, it makes the sound of the gurgling water clearer. Korean content found its (now very large) niche in the platform market, specifically Netflix, thanks to COVID-19. Today, foreign as well as Korean content is filmed in Korea. It's made me very busy! I'm currently helping with the Hollywood sci-fi film *The Last Ticket*. It's about the moon becoming an Earth colony 350 years in the future. Filming was originally planned to be done in Spain, but the decision was made to do all filming in Korea.

Unlike what most people think, the location manager does a lot more than recommend locations. We call in extras, check everyone's line of movement, check for safety, and keep an ambulance on hand just in case. My company has contracts with several attractions in Seoul, including Namsan Seoul Tower. If a foreign filmmaker wants to shoot at Namsan's N Seoul Tower, we can help with getting permits, hiring actors, and other issues. Unlike in Korea, the location manager has long been an important job overseas. Hollywood has the Location Managers Guild International Awards and location-





related exhibitions, which are often attended by stars such as Brad Pitt.

Which film locations have you tended to recommend thus far? Is there a film shot in Seoul that stood out?

There's darker pieces, like *The Chaser*, *Inside Men*, *Jeon Woochi*, and *The Outlaws*, but also ones like *#iamhere*, a French movie that was shot in Seoul and screened as a World Cinema film at BIFF 2019. It's about a French chef in his 50s who goes to Seoul to meet a Korean woman he met on Instagram. The woman, uncomfortable with the fact that a divorced foreign man is coming to see her, hides. While waiting for her, the chef visits Jongno Tower, Gwangjang Market, a *tteokbokki* street, and other places in Seoul. I liked the scene where he has a bowl of *kalguksu* with *makegelli* at the market. The movie has

a happy ending: the chef reconciles with his ex-wife and sons and returns to France.

I also remember the first foreign film I worked on: *Hello Stranger*, a Thai romantic comedy released in 2010. The movie, which was shot at N Seoul Tower, Cheonggyecheon Stream, Myeongdong, and other places in Seoul and Korea, swept that year's film festivals in Thailand, one of which I was invited to. The budget was tight, meaning I spent two months shooting while eating only *gimbap*. But it was worth it because the movie was a success. It was also good PR for Seoul. There are still Thai tourists who plan their visit to Korea around the locations in that movie.

Do you travel a lot (for fun, not for work)? You'd think I'd get sick of traveling, but I actually like going places. For



me, the same place can look very different depending on the time or perspective. I like being in the streets at night. Seoul feels, at times, like the back alleys of Hong Kong or New York. Jongno, Dongdaemun, and Gwanghwamun are completely different at different times of the day. Older Koreans remember going to Gyeongju on school field trips. That, of course, doesn't mean you know the city. The same is true of Seoulites and Seoul. Try experiencing Seoul from a different perspective. Depending on how you are traveling, you can discover new, unexpected things even at famous places like the DDP.

How would you plan a three-night, four-day tour of Seoul for a tourist? For the first day, Hangang River. I like biking along the river on the weekends. One of the

best views there is at Ttukseom Hangang Park. On the second day, explore culture. The National Museum of Modern and Contemporary Art, Seoul Museum of Art, and Leeahn Gallery always have good exhibitions. On the third day, enjoy some music and shopping. A lot of people go to Myeongdong or Jongno. Now that the pandemic is over, foreigners have started visiting Myeongdong again. The range of nationalities has become truly diverse.

The palaces of Gyeongbokgung, Deoksugung, Changgyeonggung, and Gyeonghuigung are also a must. Changgyeonggung has a beautiful greenhouse and is quieter than Deoksugung and Gyeongbokgung. When you see high-rises in the distance, it feels like you own the view. *Red Sleeve* was shot at Changdeokgung Palace. The drama's popularity abroad has made Seoul's



palaces very much in-demand. There's also a lot of cool filming locations for idol music videos. I'm working on casting Layer57 and Peaches D8NE of Seongsu-dong for a music video for LE SSERAFIM.

Why is the Hangang River your first pick? It's one of the most captivating places in Korea and an invaluable tourism resource. Ttukseom has a beautiful view, while Yeouido Cascade Plaza is nice for families. But not many tourists know about them. Everyone, not only tourists, needs a special space like this. People today are very

stressed out. To avoid being scarred too easily and strengthen your emotional resilience, you need a nice, quiet spot of your own. Find a beautiful place near your work or home to enjoy some downtime.

How do you recommend that foreigners travel in Seoul, based on your travel philosophy? Try to think that you are a work of art, in and of itself. I like places that are full of light. I search for places that are good to tell a story in—the tennis courts along the Hangang River, Seoul Forest at sunset, riding a bike

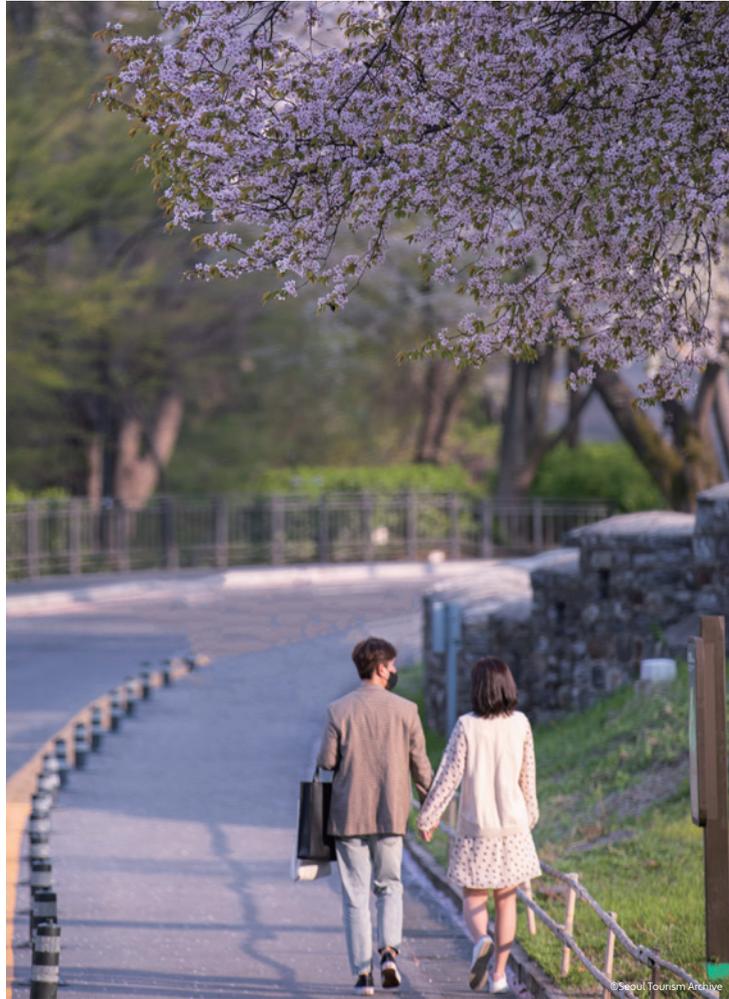
down Gangbyeonbukro. Yeouido as seen from the road heading toward Ilsan is quite beautiful. What's much more important than finding a "special place" is to have a unique perspective. There are a lot of places that can't be found with a simple Google search. That's why you have to try to see things differently. If you are persistent, you will find that visiting the same place two or three times will bring to light a different story each time. I do my best to maintain a strong curiosity about everything. To use a metaphor, I think the engine's horsepower is more important than the size of the boat you are navigating the world in. Over time, I find that the way in

which my mind's eye sees changes. Another factor that influences your perspective is who you are with at the time.

Another good way to travel is to experience the country's people and lifestyle from up-close. You can go to Tongin Market and, as Seoul residents do, have lunch for KRW 5,000. Convert your money into the market's currency, *yeopjeon*, to fill your plate with side dishes from whichever shops you want. For the younger traveler, I recommend Hongdae. There, you can get a sense of the culture, music, shopping, and clubs that young Koreans enjoy.

A memory for your photo album

What is the first place that comes to mind when you think of Seoul? For some, it will be symbols of Seoul's 600-year history, the city's beautiful mountains and river, and its status as an economic leader of the 21st century. For others, it will be locations that appear in their favorite Korean TV dramas or movies. What is the "right" answer? Anywhere in Korea's historic capital that inspires you or gives you a lasting memory is an attraction worth visiting.



Namsan Cherry Blossom Road Innecity

Namsan Mountain, standing at the heart of Seoul, is beautiful year-round but is especially scenic in the spring for its cherry blossoms and in autumn for its foliage. At the height of spring, the petals falling from the cherry trees' branches in a light breeze look like snow. The walking trail, which passes by Namsan's N Seoul Tower, Namsan Cable Car, Namsan Public Library, Namsangol Hanok Village, and Grand Hyatt Seoul, is a great way to see the city in any season, as it extends as far as Itaewon, Hannam-dong, and Seoul Station.



081

Address
109, Sowol-ro, Yongsan-gu, Seoul

Phone
02-120 (Dasan Call Center)

Website
korean.visitseoul.net



Hwarangdae Railroad Park Northeast

Hwarangdae Railroad Park is located at the end of the 6-kilometer-long Gyeongchun Line Forest Park on the former site of Hwarangdae Station, Seoul's last whistle stop. There is a train car on display that is popular with children, and the park's other facilities include a light garden, the Railroad & Time Museum, and a train-themed café. The park is open year-round, excluding Mondays, with the light garden opened a 30 minutes before sunset and the lights turned off at 10 p.m. Every autumn, Gyeongchun Line Forest Park hosts the Nowon Moonlight Walk to encourage citizens to visit at night.



082

Address 608, Hwarang-ro, Nowon-gu, Seoul

Phone 02-2116-0545

Website korean.visitseoul.net

Jungnang Rose Park Northeast

If you believe the rose is the queen of all flowers, make sure to visit the large rose park situated along Jungnangcheon Stream, which flows from Suraksan Mountain into the Hangang River. Each May, Jungnang Rose Park hosts the Seoul Rose Festival, featuring millions of roses in full bloom. The park is planted with diverse types and colors of roses, and there is also a rose tunnel, Korea's largest, that is popular as both a photo and walking spot. The observatory deck, rose arch, and rose benches throughout the park are also worth a look.



083

Address 243, Jungnangcheon-ro, Jungnang-gu, Seoul

Phone 02-120 (Dasan Call Center)

Website seoulrose.jnfac.or.kr (Seoul Rose Festival)

Gwanaksan Valley Southwest

The recent opening of the Sillim subway line has made it much easier to reach Gwanaksan Mountain. Since antiquity, Gwanaksan Mountain has been compared to Geumgangsan Mountain for its beautiful shape, peaks, and wealth of rocks and trees. The best time to visit is, of course, summer. Gwanaksan Trail, which follows Dorimcheon Stream, is an easy 3.2-kilometer-long path that ends where the much more arduous hiking trail begins.



084

Address 808-126, Sillim-dong, Gwanak-gu, Seoul

Phone 02-879-6521

Website korean.visitseoul.net



Jamsil Hangang Park Southeast

One of the 11 parks that line both sides of the Hangang River, Jamsil Hangang Park is known for its diverse sports and leisure facilities, which include a swimming pool, inline skating rink, bicycle rental center, ecological learning center, and basketball, badminton, and beach volleyball courts. The beautiful night view of Jamsildaegyo Bridge that can be seen from the park is best enjoyed on a summer evening. Nearby attractions include Olympic Park, Seoul Olympic Museum of Art, Museum Hanmi, and Mongchontoseong Fortress, a relic of the Baekje Kingdom.

085

Address 65, Hangaram-ro, Songpa-gu, Seoul

Phone 02-3780-0511

Website hangang.seoul.go.kr



Seoul Botanic Park Southwest

Seoul Botanic Park is located inside a park that is divided into four sections: Forest Field, Botanic Garden, Lake Garden, and Wetland. The Botanic Garden's greenhouse, the only one in the world shaped like a cylinder with a concave top, houses plants that are native to tropical and Mediterranean climates. If you crave greenery in the winter, visit the Garden Research Center, which occasionally offers gardening classes at both the beginner and expert levels. The park's outdoor areas—Forest Field, Lake Garden, and Wetland—are open year-round on a 24-hour basis.

086

Address 161, Magokdong-ro, Gangseo-gu, Seoul

Phone
02-2104-9716

Operating hours

Botanic Garden 09:30 to 18:00 (until 17:00 in winter, closed on Mondays)

Instagram @seoulbotanicpark_official



087

Address 4-1, Changuimun-ro 11-gil, Jongno-gu, Seoul

Phone
0507-1446-0100

Operating hours 11:00 to 17:00 (closed on Mondays and Tuesdays)

Instagram @seoulmuseum



Seokpajeong Innecity

A garden that was established in late Joseon, Seokpajeong is located at the northeastern foot of Inwangsan Mountain, featuring a stream, pavilion, pristinely-preserved house, and three-story stone pagoda from the Silla dynasty. Seokpajeong can only be entered through the museum, meaning that visitors can take in Seoul Museum's exhibits before enjoying the view from the house or pavilion that upper-class citizens of late Joseon would have seen while composing poetry or music together. The thick forest, which undergoes drastic changes in appearance each season, is especially beautiful.



Grand Greenhouse, Changgyeonggung Palace Innecity

The Grand Greenhouse is one of Seoul's most beautiful relics of the early 20th century. Completed in 1909, it is Korea's first Western greenhouse, standing 10.5 meters high, built with an iron-and-wood framework, and made up of glass panels. After the 1986 restoration of Changgyeonggung Palace, the Grand Greenhouse began featuring native Korean plants and was designated as a Registered Cultural Heritage in 2004. The interesting pairing of a Joseon palace and Western architectural format is amplified by the small yet beautiful plants that fill the Grand Greenhouse.

088

Address 185, Changgyeonggung-ro, Jongno-gu, Seoul

Phone
02-762-9515

Operating hours
09:00 to 21:00 (closed on Mondays)

Instagram @changgyeonggung_palace





BTS No. 1 Forest Northwest

BTS No. 1 Forest is a great stop to make on the way from Haneul Park to the grassy field of Nanji Hangang Park. Completed in April 2023, this small forest, although not easy to find because of its very small signboard, is meaningful in that it is the outcome of fan donations from Korea and overseas. Hangang Park is gaining more similarly-funded “celebrity forests,” including ones that bear the name of each BTS member (RM, Jungkook, Taehyung, Jimin, and Seokjin) as well as Youngtak, Ha Sung-won, and Seventeen.

089 **Address** 482-222, Sangam-dong, Mapo-gu, Seoul **Website** hangang.seoul.go.kr
Phone 02-3780-0611

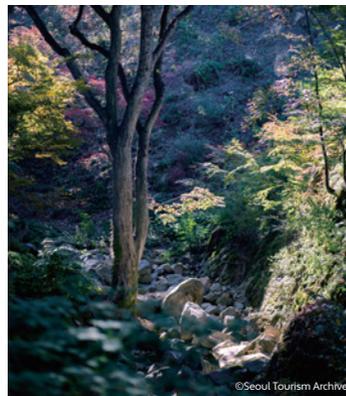
Jingwansa Temple

Northwest

If you are searching for peace of mind, a visit to a Buddhist temple may be helpful. Jingwansa Temple is a good destination if you want pristine natural scenery or are interested in temple cuisine. Built in the Goryeo dynasty, the temple has a view that will make you feel as if you are deep inside a mountainous area instead of a metropolis. It is famous for its Buddhist foods and visited by many prominent figures, including First Lady Jill Biden and Mrs. Yuko Kishida, wife of Japanese Prime Minister Fumio Kishida. There is also a temple stay program and a café that serves traditional teas.

090

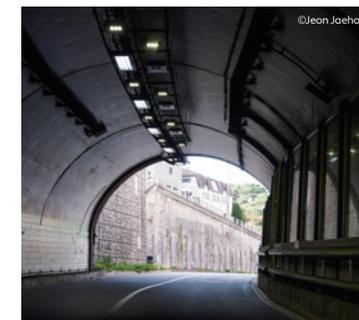
Address 73, Jingwan-gil, Eunpyeong-gu, Seoul
Phone 02-359-8410
Website jinkwansa.org



Seoraeseom Island Southeast

Located between the Dongjakdaegyo and Banpodaegyo bridges at the southern end of the Hangang River, which cuts horizontally across Seoul, Seoraeseom Island is an artificial island that was formed in the 1980s during the construction of Olympic-daero (Olympic Highway). It is connected to Banpo Hangang Park through three pedestrian bridges and features a walking trail that encircles the island, which is beautifully landscaped with willow trees, canola flowers, and reed fields. There is also a migratory bird habitat, flower garden, and water ski station. Offering a rare low-altitude view of the Seoul sunset, Seoraeseom Island can be reached from Exit 1 of Sinbanpo Station (Line 9).

091 **Address** 40, Sinbanpo-ro 11-gil, Seocho-gu, Seoul **Phone** 02-3780-0541 **Website** hangang.seoul.go.kr



Parasite Photo Zone

Innecity

Tourists who enjoyed the movie *Parasite* will find it fun to take photos in front of the steps of Jahamun Tunnel—where Song Kang-ho and his children run from their employer’s house after enjoying an illicit party that was interrupted when the employer and his family unexpectedly returned from a camping trip due to heavy rain. Across from the Jahamun Tunnel stairwell, there is a “Parasite Photo Zone” installed with a description of the location. Nearby attractions include the Seokpajeong, Seoul Museum and Whanki Museum.

092 **Location** A tunnel connecting Cheongun-dong and Buam-dong, Jongno-gu, Seoul **Phone** 02-120 (Dasan Call Center)
Operating hours All year round

Seokchon Lake Southeast

An artificial lake that is full of domestic and foreign visitors year-round, Seokchon Lake is frequented by joggers and people out for a stroll, especially for the beautiful view when the sun sets under Lotte World Tower. It is popular with all ages but mostly as a romantic date destination. Every spring, it hosts the Seokchon Lake Cherry Blossom Festival, and in autumn, the lake is graced with red and yellow leaves. Occasionally, Lotte Museum of Art displays floating artworks and figurines in the lake.

093

Address 136, Samhaksaro, Songpa-gu, Seoul

Phone 02-412-0190

Website korean.visitseoul.net



Mullae Arts Village

Southwest

In the 2000s, young artists in need of affordable studio space began settling in empty lots left behind by factories in Mullae-dong. With the addition of cafés and restaurants, the area has become one of Seoul's hippest cultural centers. Seoul Art Space Mullae, which is operated by the Seoul Foundation for Arts and Culture, has contributed significantly to the area's development through its exhibition hall and theater. Another defining trait of the neighborhood is the colorful, uniquely-designed wall paintings that can be seen throughout the area, including on the shutters of factories and old buildings.



094 Address 13-8, Dorim-ro 128ga-gil, Yeongdeungpo-gu, Seoul | Phone 02-120 (Dasan Call Center) | Website ydp.go.kr/tour



Seodaemun Hongje Waterfall

Northwest

This artificial waterfall is a new attraction of Seodaemun-gu whose water gushes down a craggy rock wall just as beautifully as a waterfall deep inside the mountains. Standing 25 meters high and 60 meters wide, the waterfall faces an outdoor terrace, café, and library, giving visitors plenty of opportunities to enjoy the view. It can be reached by a short bus ride from Exit 3 of Hongje Station on Line 3. If arriving by car, there is a parking lot of Seodaemun-gu Office behind the café.

095 Address 170-181, Yeonhui-dong, Seodaemun-gu, Seoul | Operating hours 09:00 to 20:00 (vary by season) | Website sdm.go.kr/culture | Phone 02-330-1114



Walkerhill Road

Northeast

The walking trail that starts from the entrance of Grand Walkerhill Seoul, the beauty of which transforms with each season, is one of Seoul's best-loved cherry blossom destinations. Each year, when the flowers start blooming, Grand Walkerhill Seoul hosts a cherry blossom festival and other outdoor events. Walkerhill Road, which curves along the base of Ahasan Mountain, is lined on both sides with cherry blossom trees. One of the best things about it is that the road is never too full, meaning that you can enjoy the view without bumping into too many other people. The section between Douglas House and Pizza Hill is a nice place to walk in any season. If you have a few hours to spare, hike up Ahasan Mountain for a sweeping view of the Hangang River or take a tour of Ahasan Ecological Park.



097

Address 177, Walkerhill-ro, Gwangjin-gu, Seoul | Phone 02-1670-0005 | Website walkerhill.com | Instagram @walkerhillhotelsandresorts

Dream Forest

Northeast

A massive park spanning six districts, including Gangbuk-gu and Dobong-gu, and the third largest park in Seoul after World Cup Park and Olympic Park, Dream Forest offers a wide range of facilities, including a cherry blossom trail, Fall Forest, pond, waterfall, grassy square, and Culture Plaza. The Dream Forest Art Center is popular with families for its combination of a performance venue, gallery, restaurant, and café. There is also a 49.7-meter-high observatory that offers a view of Bukhansan, Dobongsan, and Suraksan mountains.

096 Address 173, Wolgye-ro, Gangbuk-gu, Seoul | Operating hours All year round | Website parks.seoul.go.kr | Phone 02-2289-4000



88 Lawn Field, Olympic Park Southeast

Located in the eastern part of Olympic Park, 88 Lawn Courtyard is a wide grassy park that is perfect for picnics or walks. It is the venue for various sporting events and, due to its proximity to stadiums and Olympic Hall, visited by spectators of tournaments or cultural events who wish to keep enjoying the day after those events are over. You can spend an entire day touring the “nine sights of Olympic Park,” including 88 Lake, One Tree Hill, a music fountain, and World Peace Gate.



098

Address
424, Olympic-ro, Songpa-gu, Seoul

Phone
02-410-1114

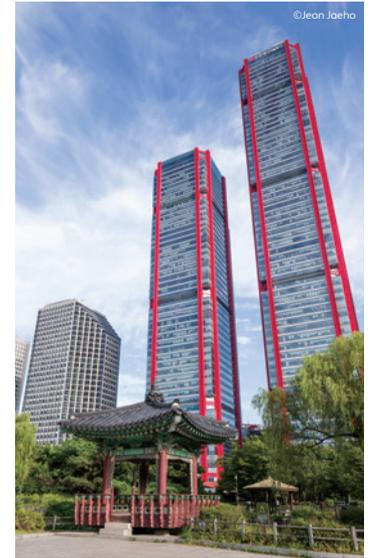
Website
ksponco.or.kr/olympicpark/



©Jeon Jaeho



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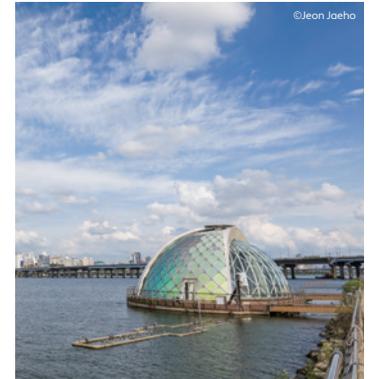
©Jeon Jaeho

Yeouido Mulbit Square Southwest

Yeouido Mulbit Square is located between the Mapodaegyo and Seogangdaegyo bridges of Yeouido Hangang Park. The 40-meter-wide, 196-meter-long square is filled with water in the warmer months for the enjoyment of all ages and is safe at just 15 centimeters deep. At night, the lights on the floor are lit to create a lovely view, and a fountain is operated from April through October. In winter, when the water freezes, the square is converted into a performance venue. It not only offers a sweeping view of Seoul, but also serves a practical purpose as a water recycling center for the subterranean water that is produced at Yeouinaru Station (Line 5).

099 **Address**
1451, Hangangnamjaeongeogil,
Yeongdeungpo-gu, Seoul

Phone 02-3780-0561
Website hangang.seoul.go.kr



©Jeon Jaeho



©Jeon Jaeho



©Jeon Jaeho

100 **Address** 95, Haneulgongwon-ro,
Mapo-gu, Seoul

Phone
02-300-5501

Operating hours
05:00 to 20:00 (vary by season)

Website
parks.seoul.go.kr

Haneul Park Northwest

Haneul Park is one of the five smaller theme-based parks that comprise World Cup Park, which was established as a large ecological park in commemoration of the 2002 FIFA World Cup. Befitting its name (*haneul* is Korean for “sky”), the park is located at a high enough elevation that it can offer a broad view of Seoul. It is made up of a silver grass field, rock garden, and sunflower field and hosts the Seoul Silver Grass Festival, an event best attended at night, every October. There is a (paid) shuttle bus that brings visitors to Haneul Park from the public parking lot at the intersection in front of World Cup Stadium.



MVP Thematic Tours : Seoul

Want to see more MVP thematic tours?



The following tours are organized by theme and preference for those who are not part of a group tour and wish to see must-visit places (MVPs) in Seoul.

“I want to enjoy Seoul on my own without a group tour. Where should I begin?”

The following 30 tours were developed based on data from surveys of foreign tourists conducted by the Korea Tourism Organization and Seoul Metropolitan Government (SMG), travel platform reviews, social media travelogues, and the SMG’s analyses of travelers’ interests and preferences.

Preference tour : examples

● If you are a cultural traveler

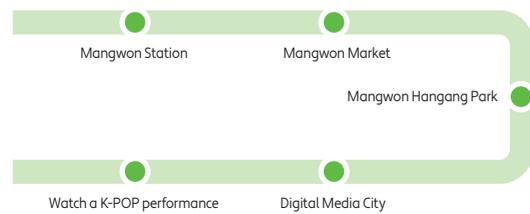


● If you are an activity lover

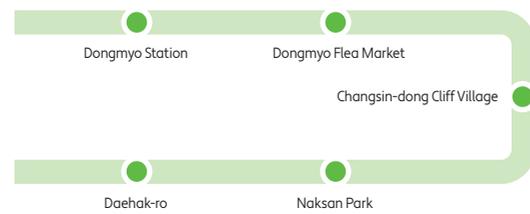


Themed tour : examples

● Lively Seoul Travel Course, HIGTEEN SEOUL

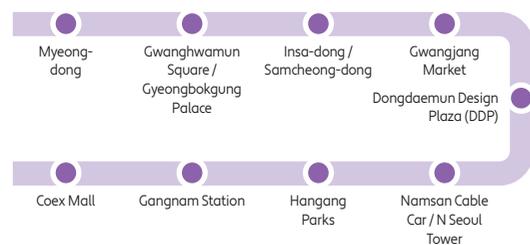


● Retro is Back! Seoul Travel Course, CLASSIC SEOUL

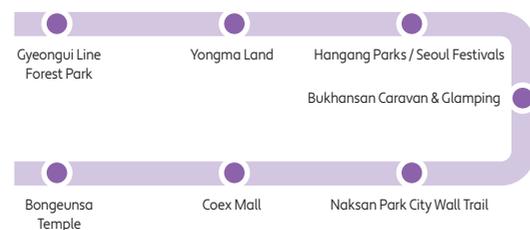


Recommended tour : examples

● 2 nights 3 days course for novices



● 3 nights 4 days course for those who have visited Seoul already



Want to see more interactive Hallyu programs?



Hallyu in Seoul : Interactive programs

The following programs are recommended especially for Hallyu fans. The 2024 Hallyu Experience Programs are scheduled to resume in March 2024.

K-Beauty Makeup Class



This cosmetics class, taught by a makeup artist, offers beauty-related tips on everything from stage makeup used by K-pop idols to everyday makeup styles of popular female celebrities.

K-Pop Dance Class



Take this special opportunity to receive instruction from a YGX-affiliated choreographer! Try learning the powerful, intricate dance routines for your favorite K-pop songs.

K-Food Cooking Class



Learn how to make Korean food! And experience the flavors of Seoul through dishes made with seasonal local ingredients.

K-Liquor Making Class



Learn about the regional diversity of traditional Korean liquors and, with the help of a traditional liquor sommelier, try brewing your own Korea-inspired alcoholic beverages.

K-Crafts Making Class



Enjoy an up-close experience of Korea’s history and traditions through a handicraft class taught by a craft artist.

Kimchi Museum Tour



Learn about Korea’s rich culinary tradition of fermented foods. You can even make kimchi with the help of a kimchi expert and take it home with you when you’re done!

