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# Person:able

## SEOUL



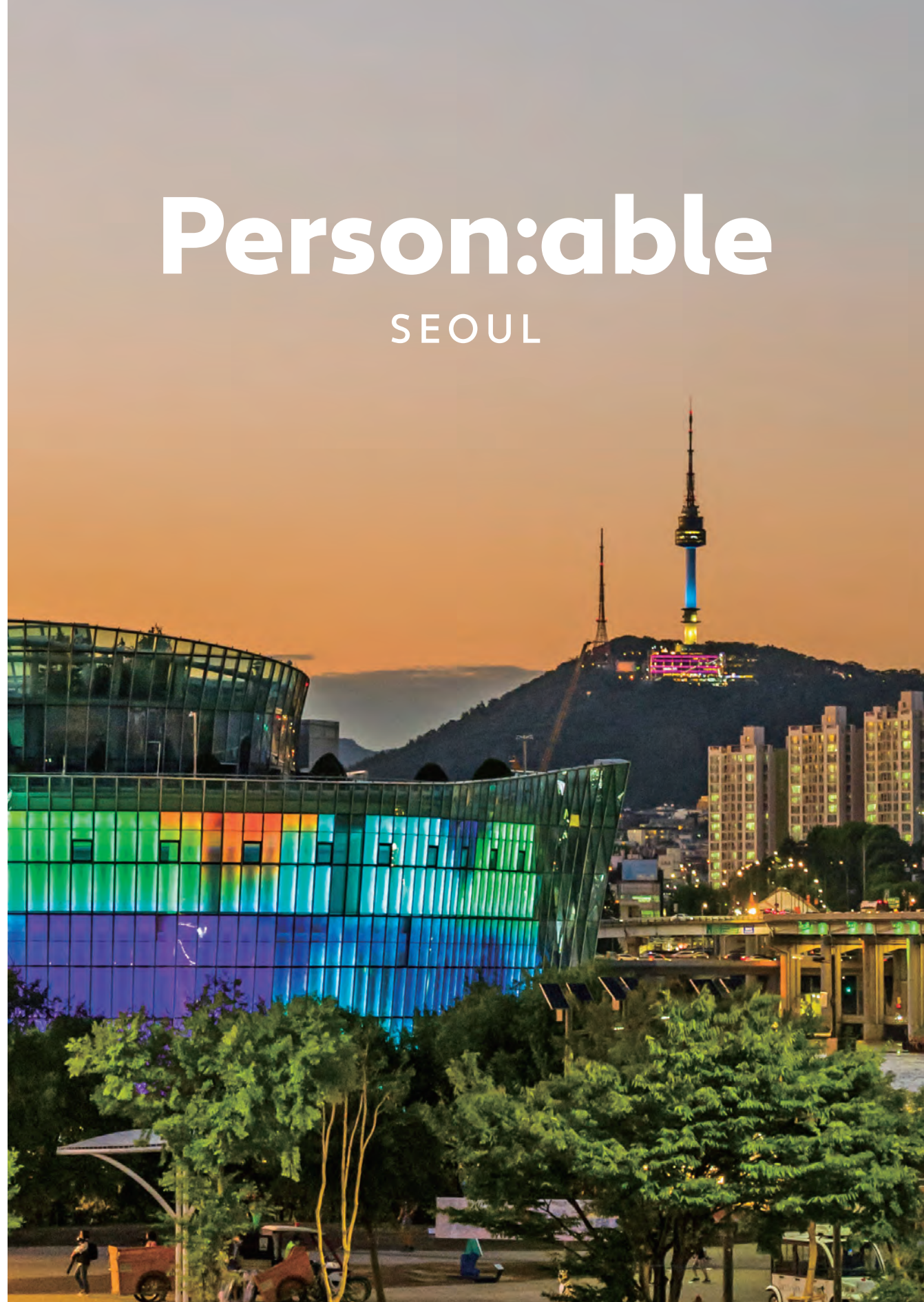
SEOUL  
HALLYU  
서울한류



2023 Seoul Hallyu Travel Guide

Person:able SEOUL

Seoul Metropolitan Government









Introduction

Welcome to Seoul, a city whose value lies in its fascinating, hardworking, and diverse residents!

*2023 Seoul Hallyu Travel Guide: Person:able SEOUL* is a guide to Seoul’s Hallyu attractions that stand as a testament to the city’s dexterous pairing of seemingly disparate identities: one as a cutting-edge capital of digital technology and repository of cultural heritage properties steeped in history and tradition, and the other as the quintessence of Eastern culture and modern global networking, as represented by the gently sloping traditional wooden buildings standing alongside gleaming skyscrapers.

With a smart device-based space curation platform, we selected 100 visit-worthy locations in Seoul’s five hottest districts. We also met with culture creators in each of these districts to learn about, and share with you, the city’s best attractions: its residents and their stories.

Those who are interested in Seoul, Hallyu, interesting spaces, and cultural content—as well as those looking to rediscover the joy of travel by exploring the nooks and crannies of Seoul’s streets—will be able to find something in this booklet that opens the door to an unforgettable experience in Korea.

*Seoul Hallyu Travel Guide* will continue serving as a guidebook for the global community by identifying and explaining the latest trends in Hallyu.



JONGNO

- 052 What do travel and food have in common?
- 058 Ancient streets with true character

SEONGSU

- 074 Life of a wise traveler
- 080 Lala Land or the land of coexistence



GANGNAM

- 008 Finding my way through the maze of tall buildings
- 014 This is Gangnam style

HONGDAE

- 030 Let’s ride horses around the streets
- 036 Youth on the march



YONGSAN

- 096 Fragrant memories
- 102 A district overlooked by N Seoul Tower
- 116 Seoul Beauty Travel Week
- 118 Next Fashion 2022





19oct #café 023
Achasan Mountain #nature 084
ADER Space 2.0 Flagship #shop 080
Amorepacific Group Headquarters #multifunctionalspace 112
Anthracite Seogyo #café 043
Approach #café 108
Archivépké Atelier Seoul Forest #shop 081
Banpo Hangang Park · Sebitseom Island #nature 016
Bar Cham #bar 063
base is nice #food 043
BO Market Gyeongnidan-gil #food 111
Bongeunsa Temple #attraction 014
BOON THE SHOP Cheongdam #shop 027



2023 Seoul Hallyu Travel Guide

# Person:able SEOUL

Seoul, a city whose value lies in its people

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daytrip

The 100 places introduced in this book were discovered and selected along with the travel content platform daytrip.

Checkngrow #book 044
Cheongun Literature Library #hanoklibrary 067
Chungdam Nine #jazzbar 020
Chunnyundongando #livecafé 070
Clique Records #vinylmusicbar 071
Club Evans #jazzclub 038
Conhas Hannam #café 110
D Museum · Under Stand Avenue #multifunctionalspace 085
Delphic #café 063
Dido Jazz Lounge #jazzbar 088
Easy Does It #jazzbar 088
EERT Mangwon #café 042
FELT Coffee Dosan #café 022
Gallery The Square Yongsan #café 107
GRANHAND. Namsan #perfume 113
GRAPHIC #book 102
Gwanghwamun Square #attraction 060
Gyeongbokgung Palace #attraction 058
Gyeongui Line Forest Park #nature 045
Haneul Park #nature 046
Haus Dosan #multifunctionalspace 025
Hills & Europa #vinylmusicbar 114
Horim Museum Sinsa #exhibition 015
Hotel Anteroom Seoul #stay 019
Hyundai Card Music Library #multifunctionalspace 115
imi coffee #dessertcafé 043
Jahamun Tunnel #photospot 059
Jebidabang #livecafé 038
Kompakt Record Bar #vinylmusicbar 018

Kuna #food 092
Kwonsooksoo #food 021
La Clé #jazzbar 070
LCDC SEOUL #multifunctionalspace 084
Leeum Museum of Art #exhibition 106
Magpie & Tiger Sinsa Tearoom #café 022
Maison Southcape Dosan Park #shop 026
MANMADE Dosan #multifunctionalspace 027
Matchacha Seoul #café 092
Midnight Suup #jazzbar 087
Midopa Coffee House #café 036
Mingles #food 021
Mishmash #food 066
MMCA Seoul #exhibition 059
MO-NO-HA Hannam #multifunctionalspace 113
MOOD SEOUL by Get All Right #jazzbar 018
Mosu Seoul #food 107
Mulgyul Hangang #café 040
Music Complex Seoul #vinylmusicbar 071
Musinsa Terrace Hongdae #multifunctionalspace 048
National Hangeul Museum #exhibition 103
National Museum of Korea #exhibition 103
Nodeulseom Island #nature 104
NONFICTION Hannam #cosmetic 114
Oil Tank Culture Park #multifunctionalspace 045
Onjium #food 062
ORFEO Hannam #music 114
ORR Seoul #fashion 049
OUDE #café 093

Perception #café 044
Perlen #café 039
piknic #multifunctionalspace 067
Point of View #stationery 081
Positive Zero Lounge #jazzbar 088
Seogwanmyeonog #food 023
Seokchon Lake #nature 015
Seongsu Café Street #attraction 083
Seoul Forest Park #nature 086
Seoul Museum of Craft Art #exhibition 059
Seoul Sanghoe #café 064
Sikmulgwan PH #café 021
Sil Nak Won #jazzbar 071
Sisology Showroom in Hongdae #perfume 049
SongEun Art Space #exhibition 015
Songjeong Embankment Walkway #nature 086
SoundDog #livepub 115
Sulwhasoo Bukchon #multifunctionalspace 068
Tas #winebar 039
thisisneverthat #fashion 049
Tourtière #café 089
Uhjjuhdah Promenade #multifunctionalspace 067
UOVO Pasta Bar #food 089
Upstanding #café 107
Urban Plant Seobinggo #café 110
Wynyard Seongsu #café 092
Yeonnam 5701 #jazzbar 037
Your Naked Cheese #wineshop 090
Zero Complex #food 062



# TASTY SEOUL GANGNAM





## Finding my way through the maze of tall buildings

Bartender JaeJin Lim runs four bars and brunch spots in Seoul.

He works in Gangnam because he wants to be in the center of Korea. The district, located south of the Hangang River, is undoubtedly a trendsetter, inspiring others to follow its lead.

JaeJin Lim **Le Chamber · Bartender**

**Let's get right to the point. What is the best two-day trip in Gangnam?**

First, find a brunch spot in Apgujeong and have a hearty breakfast there. Then head for Cheongdam-dong to shop at multi-brand stores, including 10 Corso Como, BOON THE SHOP, and Galleria. Now, it's time for a cup of coffee at FELT Coffee, Camel Coffee, or Mamma Dosan near Dosan Park. Dining at two Michelin-starred Jungsik, Mingles, Kwonsoksoo, or alla Prima is a great way to finish the evening. A little later, your craving for late-night snacks will be alleviated at Baekgom Makgeolli (White Bear Makgeolli Bar & Brewery). Full of unique Korean vibes, it is a casual bar serving Korean traditional wine and food. Or go for *samgyeopsal* (grilled pork belly) and *tteokbokki* (stir-fried rice cake) at Yeongdong Market, which is most alive and bustling with savory smells at night. It is my go-to place whenever dining with my staff. I recommend taking up lodgings in one of the high-end hotels with a good view of Gangnam. And, of course, you should hit the bars: Le Chamber, Still, Pine&Co, Zest, Alice, or Mixology.

**Could you elaborate on Gangnam's charm?** Gangnam is a great place to identify new trends and absorb information. Anyone you encounter will have something interesting to tell you and be eager to make friends. You

will bounce around "oldies but goodies" restaurants and brand-new establishments based on emerging culinary trends. Gangnam is a destination for overseas visitors who are drawn to this kind of unique experience.

Gangnam has a sense of adventure as a trendsetter: it can afford to try new things instead of maintaining the status quo. People in Gangnam tend to venture to new places even if they don't know what they are. I think, for example, the nationwide popularity of single-malt whiskey and cocktails began in Gangnam. No matter how foreign the culture is, Gangnam happily accepts it if it seems cool. Looking back on my early days, when I was just a young nobody, Gangnam took me seriously and listened to what I had to say. I am still grateful for that tolerance.

**Why did you choose Gangnam to display your bartending skills?**

After deciding to open a bar, hopefully the first of many to come, I scoured Seoul for the right place and concluded that it should be Gangnam, the center of Korea, if I wanted to become one of the best bartenders. Gangnam transitions seamlessly from a formal business district during the day to a classy yet trendy place at night. The first bar I opened was Le Chamber, a French bar, in Cheongdam-dong. My second bar, Still, opened the following year. It is a place where people feel as if they are at a bar in New York City. Hyper, the club I founded in 2019, is based







on the slogan “old and new,” reflecting my wish to meet a new generation of customers. It is a hybrid bar and entertainment venue where the bartenders treat guests to a fire show, reviving an old-fashioned trend.

**How would you describe your guests?** Many are travelers, despite the pandemic situation. I think they appreciate the fact that I and another owner-bartender, DoHwan Eom, are World Class champions (Korean winner and global runner-up). Importantly, Le Chamber being



listed on Asia’s 50 Best Bars since 2017 has led to a surge of overseas travelers. We ranked 39th this year. Moreover, our location was a filming site for the Korean TV drama *Dokkaebi*, known as *Guardian: The Lonely and Great God* in English. The percentage of overseas travelers among Le Chamber visitors grew from 15% in 2017 to 25% in 2022. Many of them come from Singapore and the United States and include both men and women, ranging in age from their 20s to 60s. There is no dress code, but well-dressed customers never fail to earn my admiration.

**What are travelers’ favorite cocktails? And could you recommend one that goes well with Gangnam?** “Chamber Story” is our signature and most popular cocktail. Served in a book-like container, it has a unique haze. The smokey scent of burning lavender emanating from the container makes the drinker remember this cocktail by the scent. In order to get into this speakeasy, visitors have to find and push a book titled *Le Chamber* on the bookshelf that hides the entrance, adding to the mysterious ambiance of the bar and its cocktails.





**You have a special itinerary for your friends overseas, don't you?** I have the best itinerary for my friends, whether they are bartenders or not. They all like local Korean food, especially *samgyetang* (ginseng chicken soup), *galbi* (Korean-style grilled beef ribs), and *samgyeopsal*. I often take them to the Majang Meat Market to treat them to their favorite meat grilled over charcoal. We buy about three kilograms of beef, which we grill and eat there with some *somaek*, a mix of beer and soju. Even bartenders love *somaek*. (laugh)

**How would you describe the shifting trends in Gangnam? Anything new that catches your eye?** I like the alley of 10 Corso Como across from Galleria: it reminds me of the days when I first came to Seoul from my hometown of Gochang, Jeollabuk-do. I worked part-time in Gangnam, where I admired the splendor of the street and imported luxury cars all along the road. Taking a walk in one of the most expensive neighborhoods in Korea made me dream of success. You know, I didn't come here to stay. I was planning to go back home sooner or later. But working in this area encouraged me to keep going, and now I am as successful as I dreamed I would be. Looking back on those days makes me emotional. In my early days, around 2003, many bars and restaurants in Gangnam were faux versions of the original ones the owners had seen overseas. It was a

fad to play the upstart millionaire by opening a bar or restaurant. Fortunately, things have changed. It is nice to see that most people today are starting their businesses after learning the necessary skills and culture. Gangnam has not only hyperstores but also unique mom and pops around the corner. Gone are the good days of franchise shops. Being distinguished or unique is now a prerequisite for survival in Gangnam. In the past, location determined the life or death of a café or restaurant. Not any longer. With the help of social media and mobile devices, we can find and visit any hidden jewel no matter where it may be.

**Do you have any method for finding the best places in an unfamiliar city?** I begin by searching for the best bars in my destination. I check everything I can find—reviews, ratings, interior and cocktail pictures, Instagram accounts, and videos before marking the bars I want to visit on the map. I then chart a pub crawl route and hop the bars. If a bar is disappointing, I have just one drink and go. If the service is satisfying, I order a second drink based on the bartender's recommendation. I also ask the bartender to recommend other bars in the area. Locals always know the neighborhood the best. I get similar questions from overseas visitors to my place.

**Have you found any district comparable to Gangnam abroad?** Lower Manhattan in New York City, where the Soho neighborhood is located. This part of the city houses nice little cafés and shops while giving off a hip-hop vibe, kind of like Gangnam's Apgujeong Rodeo Street. In Greenwich Village, where Carrie Bradshaw's home from *Sex and the City* is located, you will see beautiful streets and luxury cars, just like in Cheongdam-dong.

**Can you share any unforgettable moments you have had in Gangnam?** Chloë Moretz visited my bar twice. Her pick was Chamber Story on the first visit. She came to see me again during her next movie promotion in Korea. Now I am looking forward to her third visit.

**What are the hidden charms of Gangnam?** I go to work at seven in the evening and leave at five in the morning. When I am going to work, others are heading home. Some with tired feet, and some with joy and expectation to see their friends or lovers or have a dinner party. Gangnam at dawn, when I leave work, is so quiet with the lights off and no heavy traffic. This is another side of Gangnam. The neatness of it is worth experiencing.

“Gangnam, the epicenter of the Korean economy and the heart of Seoul, is enterprising, like many lively young people today, embracing both existing businesses and stores and the new ventures that are popping up on a daily basis. The deep alleys behind its metal, glass, and concrete building-lined streets form rather warm, welcoming spaces. Instead of looking at the skyscrapers from afar, enter the backstreets to find the people there.”





# This is Gangnam style

Gangnam is an extremely busy commercial area with the highest concentration of outdoor ads and billboards in Korea. Stroll around the busy streets long enough, however, and you will eventually come across the historical spot where Bongeunsa Temple and Dosan Park are located, amid a beautiful natural landscape and completely free from the influence of worldly affairs. It is both busy and quiet, which is the kind of duality described by PSY in Gangnam Style, a global hit released in 2012. Gangnam transitions seamlessly from a formal business district during the day to a trendy hub at night, like an office worker who works hard during the day but then plays hard at night, hitting the hottest restaurants and clubs. Behind the splendid Galleria, the landmark department store of Gangnam, there are luxurious tree-lined promenades leading to Hangang Park. Near Dosan Park are multipurpose cultural spaces established by household names, as well as branches of international galleries. Let’s explore the urban contradictions of Gangnam, which stand in stark contrast to the “old city” charm of Gangbuk.



## Bongeunsa Temple

Bongeunsa Temple was established 1,200 years ago, when there were three kingdoms on the Korean Peninsula. It is a nice surprise to find yourself on the premises of this historical temple after walking only five minutes from the COEX Mall, a symbol of the complexity of modern culture. This holy space has historical relics in almost every corner, including 23 items designated as Tangible Cultural Heritages of Seoul Metropolitan Government. Bongeunsa has two programs for visitors from home and abroad: Templestay is a two-day program for experiencing the life of Buddhist practitioners, while Templelife offers a chance to learn about the culture of Korean Buddhism during the day.

001

**Address**  
531, Bongeunsa-ro, Gangnam-gu, Seoul

**Phone**  
+82-2-3218-4800

**Website**  
bongeunsa.org

## SongEun Art Space

This museum was designed by the Pritzker-winning architect duo of Herzog and de Meuron. Although it may seem like just an understated triangular building to passersby, it is a unique museum with an open terrace for those who work inside. What is interesting here is that there is a space for exhibits on the second basement floor, which is under the parking lot on the first basement level. The museum, run by the SongEun Art and Cultural Foundation, is devoted to identifying emerging Korean artists who are at the forefront of contemporary art and giving them an opportunity to exhibit their works.



002

**Address** 441, Dosan-daero, Gangnam-gu, Seoul

**Phone**  
+82-2-3448-0100

**Operating** hours 11:00 to 18:30  
(advance reservation online)

**Website**  
songeun.or.kr



## Seokchon Lake

This lake is a by-product of the reclamation of the Hangang Songpanaru (Songpa Ferry Crossing) for urban development. The 2.5-kilometer-long lake trail, situated amid beautiful natural surroundings, is a great place for jogging or walking. The East Lake is the most favored by joggers, while the West Lake is home to Lotte World’s Magic Island and Seoul Norimadang (a performance venue for Korean folk arts). The Seokchon Lake Cherry Blossom Festival and events held in the Jamsil Special Tourist Zone are also quite popular. The Seokchon Lake area is now commonly called “Songridan-gil”, as many cafés have been popping up around the lake.

003

**Address** 136, Samhaksa-ro, Songpa-gu, Seoul

**Phone**  
+82-2-412-0190

**Operating hours**  
all year round

## Horim Museum Sinsa

The Sinsa branch of this museum, designed by architect TaeYong Yoo and based on ceramics, represents the museum’s dedication to Korean antiques. The design concept for the Horim Art Center, which is directly connected to the branch, was inspired by comb-pattern pottery. The Sinsa branch has exhibition rooms on the second, third, and fourth floors as well as a museum shop and outdoor terrace. Its high-quality collection features eight National Treasures and 54 Treasures. It is located right in front of Dosan Park, making it easy for museum visitors to take a walk.



004

**Address** 317, Dosan-daero, Gangnam-gu, Seoul

**Phone**  
+82-2-541-3525

**Operating hours** 10:30 to 18:00  
(closed on Sundays and Mondays)

**Website**  
horimmuseum.org





Banpo Hangang Park · Sebitseom Island

Banpo Hangang Park is a public park on the southern bank of the Hangang River in the middle of Seoul, intersected by Banpodaegyo Bridge (Jamsugyo Bridge). The park’s well-maintained bike and walking paths always attract walkers, joggers, and bikers. The Moonlight Rainbow Fountain runs alongside Banpodaegyo Bridge, measuring 1,140 meters in length. This makes it the world’s longest bridge fountain, securing it a spot in the *Guinness World Records*. Its water jets and a dazzling array of rainbow-colored lights, as its name suggests, regularly mesmerize Seoul citizens. The Sebitseom islets are four artificial islets sitting right next to the fountain. The three oval islets of Solvit, Chabit, and Gabit form a triangle. They are the world’s first floating bodies with buildings on top. Next to the three islets, illuminating the Hangang River, floats Yebit, which features a large outdoor screen. How about having jajangmyeon, pizza, and chicken delivered to you at Hangang Park? Or try some cup noodles and beer from a nearby convenience store? These are some of the small pleasures that bring Koreans happiness every day.

005

**Address** Banpo Information Center, Hangang Park, 40, Sinbanpo-ro 11-gil, Seocho-gu, Seoul

**Phone**  
+82-2-591-5943

**Website** hangang.seoul.go.kr (Hangang Park)

**Instagram** @somesevit (Sebitseom Island)







Kompakt Record Bar

A perfect place to enjoy a drink and music, Kompakt Record Bar was opened by a DJ and designer hoping to create a space that felt something like a shelter for visitors. At only 30m<sup>2</sup>, the bar is truly “kompakt” and also full of charm. The manager of the day picks a record from the bar’s collection and plays it on a turntable connected to an Altec A7 speaker. It also holds events featuring famous DJs and record collectors who introduce their own record collections. There is also another branch of the bar located nearby. For more information, please check out Kompakt Record Bar’s Instagram page.



MOOD SEOUL by Get All Right

Not many people know there is a jazz bar in Banpo Hangang Park. MOOD SEOUL is a jazz bar located on Solvitseom, one of the four artificial islets that make up Sebitseom Island. The best way to fully enjoy this place is to arrive before the live performance so that you can take a stroll in the park. It has a restaurant on the first floor and holds live jazz performances at night. The red curtains and magnificent chandeliers make this place quite photogenic. The table with the best view of the Hangang River is a little far from the stage, but not so far that you can’t listen to the music. A fully-refundable deposit is required with the reservation.



**006**  
**Address** 46, Dosan-daero 25-gil, Gangnam-gu, Seoul  
**Operating hours** 19:00 to 02:00 (closed on Sundays)  
**Website** kompakt.kr  
**Instagram** @kompaktrecordbar

**007**  
**Address** 2F, Solbitseom, 2085-14, Olympic-daero, Seocho-gu, Seoul  
**Phone** +82-2-532-5270  
**Operating hours** 20:00 to 02:00 (closed on Mondays through Wednesdays)  
**Instagram** @mood.seoul\_

Hotel Anteroom Seoul

A hotel located on Garosu-gil, Gangnam, Hotel Anteroom Seoul’s aesthetic elements were decided by Sandwich, a creative platform led by Japanese artist Kohei Nawa. Even the music was meticulously selected by Marihiko Hara, a musician also with Sandwich, accentuating the hotel’s identity. Hotel Anteroom Seoul aims to be an inspirational place that connects art with culture as well as people with people. On the first floor is I Pho U, the second restaurant opened by Chef JungSik Yim after his two-Michelin-starred restaurant, Jungsik. On the 19th floor is Tellers 9.5, an art book café and bar with a breathtaking view. Apart from the gallery in the basement, every corner and wall of the hotel is decorated with artworks.



**008**  
**Address** 153, Dosan-daero, Gangnam-gu, Seoul  
**Phone** +82-2-542-2300

**Website** anteroom-seoul.com  
**Instagram** @anteroomseoul







Chungdam Nine

A jazz bar, Chungdam Nine is known for its impressive stage in burning red located on the second basement floor, where diners can enjoy a live performance while having Korean and Italian fusion dishes. Live performances are scheduled for everyday. Once on Sundays and Mondays, twice on other days. Both renowned and up-and-coming artists perform here, but only after passing an audition. The nine private rooms, both small and large, on the B1 are for business meetings.



009

**Address**

B1 and B2, 634, Samseong-ro, Gangnam-gu, Seoul

**Phone** +82-2-2002-9800

**Operating hours**

17:30 to 01:00  
(until 23:00 on Sundays and Mondays)

**Instagram** @nine\_chungdam

Mingles

A Korean fine dining restaurant that earned its first Michelin star in 2017 and its second in 2018, Mingles serves reinterpretations of local Korean dishes. Chef MinGoo Kang says, “Mingles pursues a mingling of different things.” As a chef, he “mingles” traditional Korean dishes with sensibilities of the 21st century to create a new kind of cuisine. The restaurant is highly acclaimed for its dishes made using Korean *jang* (sauce/paste), which had rarely been used in fine dining previously.



010

**Address** 2F, 19, Dosan-daero 67-gil, Gangnam-gu, Seoul

**Phone** +82-2-515-7306

**Operating hours**

11:00 to 19:00 (closed on Sundays)

**Website** restaurant-mingles.com



Sikmulgwan PH

With a name meaning “botanical garden,” Sikmulgwan PH is a beautiful, two-story building with glass walls and ceilings, reminiscent of a botanical garden. The glass house is a multifunctional cultural space with a small garden full of green leaves and flowers, café, exhibition hall, shop, and education/training zone. The café is on the first floor, and the lounge is on the second floor, with all the exhibitions being held on the third and fourth floors at the back of the building. Every nook and corner is a great spot for a photo, making the place popular among photography enthusiasts.

011

**Address** 24, Gwangpyeong-ro 34-gil, Gangnam-gu, Seoul

**Phone** +82-2-445-0405

**Operating hours**

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

**Website** sikmulgwan.com

Kwonsooksoo

A two-Michelin-starred restaurant, Kwonsooksoo serves modern Korean dishes made with rare ingredients from all over the country as well as *kimchi*, *jangajji* (pickled vegetables) and *jeotgal* (salted seafood). By reproducing the Korean tradition of having a meal set on a table for one person and selecting wine and traditional liquor pairings, the restaurant has become a popular place among lovers of fine cuisine. The restaurant’s name is a combination of *sooksoo* (title for a professional cook) and *Kwon* (the surname of the chef). This place offers two lunch courses and one dinner course.



012

**Address** 37, Apgujeong-ro 80-gil, Gangnam-gu, Seoul

**Phone** +82-2-542-6268

**Operating hours**

12:00 to 22:00  
(closed on Sundays and Mondays)

**Website** kwonsooksoo.com



Magpie & Tiger Sinsa Tearoom

A tearoom serving the best teas and refreshments from East Asia, Magpie&Tiger Sinsa Tearoom, which requires a reservation, allows guests to stay for 90 minutes while enjoying tea in a cozy, private space that is softly lit to help them concentrate on the taste of the tea. The goal of the tearoom is to improve the mental and physical health of its visitors and reawaken their subdued senses through tea. While having a welcome drink, you can wait for your order or ask for help from a tea master, who will recommend a tea that is appropriate for your mood and body.



013

**Address** 2F, 44, Nonhyeon-ro 153-gil, Gangnam-gu, Seoul

**Phone**  
+82-507-1352-4023

**Operating hours** 13:00 to 20:30 (closed on Mondays and Tuesdays)

**Website**  
magpie-and-tiger.com



FELT Coffee Dosan

FELT Coffee Dosan stands out among the many fancy cafés around Dosan Park. The black color of the unique shop is easy on the eyes, and the coffee is a treat for the taste buds. It is not just a coffee house, however, as the baristas here visit coffee farms every year to select the best green beans and roast them to provide specialty coffee to their customers. Visitors can buy coffee beans, drip coffee bags, and cups made from recycled green beans. It also holds public brewing events where participants can sample hand-drip coffee, evaluate the taste, and discuss the coffee industry and its sustainability. Valet parking is available.



014

**Address** 23, Eonju-ro 164-gil, Gangnam-gu, Seoul

**Phone**  
+82-70-7756-3145

**Operating hours**  
11:00 to 21:00

**Website**  
feltcoffee.com



Seogwanmyeonog

One of the food crazes in Korea right now is *Pyeongyang naengmyeon* (Pyongyang cold buckwheat noodles). This is good news for Seogwanmyeonog, a *Pyeongyang naengmyeon* place near the Seoul Arts Center. At 10am every day, the cooks grind buckwheat from Jeju Island using a hand mill to make the noodles and boil Korean beef brisket and shank to make the soup. Upon opening at 11am, the restaurant begins taking orders of its lunch special, *Seogwan-myeonsang*. Only 20 portions are prepared per day on a first-come, first-served basis. *Myeonsang* is a traditional meal set on a table for one person with noodles as a main dish. *Seogwan-myeonsang* consists of an appetizer, *naengmyeon*, assorted pan-fried delicacies, boiled beef or pork slices, and dessert.

015

**Address**  
11, Seocho-daero 56-gil, Seocho-gu, Seoul

**Phone** +82-2-521-9945

**Operating hours**  
11:00 to 21:30 (break from 15:00 to 17:00)

**Website**  
seogwanmyeonog.kr

19oct

If a full-course meal consisting of only desserts existed, a true gourmet would want to know about it. At 19oct, located in Seocho-dong, such a meal is actually served. The special consists of four desserts accompanied by wine, non-alcoholic beverages, drip coffee, or black tea. Don't forget to make a reservation by text message (up to four people per table) so that the restaurant can prepare the desserts by the time you arrive. Children under 13 are not permitted, however. As 19oct is located in front of the Seoul Arts Center, the desserts it offers are a great way to end your day after enriching your mind and soul with a concert or exhibition. Dine-in and take-out are both available.

016

**Address** #101, 31, Banpo-daero 3-gil, Seocho-gu, Seoul

**Phone**  
+82-10-9461-1906

**Operating hours** 12:00 to 20:00 (closed on Mondays and Tuesdays)

**Instagram**  
@songi\_19oct







Haus Dosan

A multifunctional cultural space with the most popular brand shops, Haus Dosan features the cosmetics brand Tamburins on its fourth floor, where you can try products well-known for their unique fragrances or take a rest on a terrace overlooking Dosan Park and the surrounding area. On the second and third floors, the eyewear of Gentle Monster, which has become an international brand after collaborating with Blackpink’s Jennie, is displayed and sold. The first floor regularly exhibits installation artworks, including an artwork displayed by Gentle Monster that was inspired by the soccer player HeungMin Son. In the basement, Nudake is a coffee and dessert spot that is well-known for its “grotesque” atmosphere.

017

Address 50, Apgujeong-ro 46-gil, Gangnam-gu, Seoul

Phone +82-70-4128-2126

Operating hours 11:00 to 21:00

Website gentlemonster.com



Maison Southcape  
Dosan Park

South Cape in Namhae is a must-go place for golfers in Korea. Maison Southcape Dosan Park, a multifunctional cultural space located across from Dosan Park, is a two-story building with two basement floors. It features a Southcape flagship store for golf and resort wear on the first floor, cafés and restaurants on the second floor, a studio-type gallery on the first basement floor, and golf studios equipped with a GCQuad launch monitor system as well as a private lounge on the second basement floor. The exterior of the building is decorated with handmade curved glass, representing the rippling waves.



018

**Address** 17, Dosan-daero 45-gil,  
Gangnam-gu, Seoul

**Phone**  
+82-2-6205-6700 (Store)

**Operating hours**  
11:00 to 20:00 (Store)

**Website**  
southcape.shop



MANMADE Dosan

MANMADE Dosan features the clothes of WOORYOUNGMI, a renowned international fashion designer from Korea, as well as cafés and exhibitions. Café MANMADE Dosan, occupying the first and second floors, is decorated in deep red, reminiscent of a catwalk, making it a great spot for photography. The second floor is also a space for interesting exhibits. The third floor houses WOORYOUNGMI's flagship store, while Solid Homme is on the fourth floor. Although WOORYOUNGMI is well-known for its men's wear, MANMADE Dosan displays clothes for women as well. However, visitors are strictly forbidden from taking photos of the clothes.



019

**Address** 35, Seolleung-ro 153-gil,  
Gangnam-gu, Seoul

**Phone**  
+82-2-515-8897

**Operating hours**  
11:30 to 20:30



BOON THE SHOP  
Cheongdam

BOON THE SHOP is a sanctuary for fashion enthusiasts. This leading select shop has introduced many high-end brands and emerging designers to Korea. Run by the Shinsegae Group, the store also promotes various lifestyles by not only selling carefully curated fashion items, but also holding cultural events where people learn about art. Its recent joint exhibition of masterpieces by Francis Bacon and Adrian Ghenie, which was also a preview of Christie's upcoming auctions, received much enthusiastic praise.

020

**Address** 21, Apgujeong-ro 60-gil,  
Gangnam-gu, Seoul

**Phone**  
+82-2-2056-1234

**Operating hours**  
11:00 to 20:00

**Website**  
boontheshop.com



# VIBRANT SEOUL HONGDAE





## Let's ride horses around the streets

Have you heard about Kyungrock-jeol, one of the three major festivals of Hongdae (a neighborhood near Hongik University)? Punk rock band Crying Nut's Kyungrok Han won a special award at the 2022 Korean Music Awards for Kyungrock-jeol, a local festival that originated with his birthday party. The selection committee officially recognized his devotion to promoting the local arts and music industries. Han lives in Hongdae, plays his music in Hongdae, and sings in Hongdae. Why does he like this place so much?

Kyungrok Han **Crying Nut** · Bassist

**What are the unique charms of Hongdae?** Music, art, romance, and passion are everywhere. Hongdae is a huge collage of live clubs and other tasteful hot spots. Music, lovely cafés, and art spots are a fixture of Hongdae's streets. People engaged in architecture, art, music, and literature use Hongdae as a salon and gather here to chat, find inspiration, and create new kinds of art, at all hours of the day.

**Kyungrock-jeol is mentioned as one of the three major holidays in Hongdae, along with Christmas and Halloween. Can you share your most memorable Kyungrock-jeol moment?** Kyungrock-jeol started in 2007, so it has been over 15 years already. It was just a joke at first, and we definitely didn't expect it to become the biggest local event. My friends gathered to celebrate my birthday, so I happily treated them to some beer. They got a nice buzz and began to sing and play music, which turned into an incredible jam session that later transformed into a music festival. This festival is sort of a romantic accident that is only possible in Hongdae. Musicians from a wide range of genres and spectrums gather here and meet other artists working in different areas, creating a cultural hub. Masters of popular music, such as BaekHo Choi, ChangWan Kim, SanEh Kang,

YoungAe Han, SooChul Kim, and JinYoung Hyun, came to meet younger musicians and performed on the spot. Choi was deeply moved when everyone sang along as he performed his song *About Romance*.

Performing in person was forbidden last year, but I didn't want to let music succumb to the pandemic. So, I planned a live performance online. A total of 82 groups from five countries-the UK, US, Japan, Russia, and Korea-held a concert online, streaming live or pre-recorded videos non-stop for exactly 18 hours and one minute. That was when I recognized the limitless potential of online content. Celebrities such as LEENALCHI, Jay Park, and JungSe Oh joined the event, but I carefully arranged the lineup to give opportunities to yet-unknown indie bands. We had a three-day concert online this year as well, featuring as many as 108 groups. I was particularly impressed by ChangWan Kim, who wrote a song for Kyungrock-jeol.

**Do you have any tips on how to get the most out of the three festivals?** You need to see all the major artists of Hongdae. At Kyungrock-jeol, in particular, free drinks are served at concerts and events. You can come in comfortable attire or dressed to kill. We raise funds for UNHCR and sell goods in an effort to stay independent. All three festivals are held in cold weather, but I recommend that you carry an extra T-shirt to change into after getting sweaty from having so much fun.







“Hongdae is definitely a hub of entertainment, as the streets are lined with clubs and pubs. However, we locals also have strict norms and value safety. The prices are reasonable for students attending the several large universities near here. This area is like a safe space for rejuvenation and a place to recharge. Here, current trends are put on display, while new ones are put to the test. People come to blow off steam and communicate with others. You should also come to this vibrant place to nurture your creativity.”



Anything can happen at these festivals, which attract many tourists from overseas. There were musicians from Sweden, Japan, Hong Kong, the Netherlands, France, and Mexico who came to Korea for other reasons, but when they saw what we were doing here, they joined us without hesitation and played their music.

**What do we need to know to have fun at the concert halls, clubs, or other places in Hongdae?** You will see people from all walks of life in the live clubs of Hongdae, including non-Koreans and, of course, loners. When people come here, they leave their worries behind, which creates a kind of bond. Enjoying the same culture brings everyone together. In fact, you don't need to be self-conscious because everyone is busy enjoying themselves. You will have so much fun that you will wonder why you hesitated to come. The live clubs are open to everyone. First-time visitors usually get quite excited, like they are going to an amusement park for the first time or taking the first step into an unknown world. Come and experience Hongdae.

**Is Hongdae the place where you have spent most of your life?** Yes. I've lived here longer than I stayed in my childhood hometown of Dongbuichon-dong. I moved here 17 years ago, but as a musician, I've been here for 27 years. I began playing at a live club, Drug, in 1995, and

still perform at several clubs. As an artist, Hongdae is my hometown.

**Could you, a native of Hongdae and witness of the changes the area has undergone, tell us about the latest changes and remarkable trends there?**

In the 2000s, Sangsu Station on Subway Line 6 was established not far from here on Wausan-ro. At that time, the main gate of Hongik University wasn't as big and cool as it is now. It was 2008 when the university had a new gate built. “Hongdae” refers to the Hongik University area, but it has continuously expanded to include Mangwon-dong and the so-called “Yeontral Park” (Yeonnam-dong and Central Park, officially called “Gyeongui Line Forest Park”). Clubs of various genres are popping up one after another, contributing to the diversity of music in Hongdae. In the past, we used to do what everyone else did, but now we pursue diversity in fashion and music. It makes things much more fun.

There are many programs to enjoy, such as good live performances and exhibitions, so it is easier to discover our own tastes. Many dance clubs have been established around Samgeori Pocha. Yes, dancing to the music is good, but I'd like to emphasize and promote Hongdae's cultural diversity. Seoul doesn't have many places that can satisfy our artistic side, but Hongdae does. I strongly recommend visiting the indie band live clubs, as they symbolize Hongdae. Recently, Hongdae has been becoming more internationalized, partly because of K-pop and *hallyu*, and many people are getting into the art scene that Hongdae has created.

**Can you tell us which places you go to the most?** The place we took pictures at today-Jebidabang. I perform there frequently as well. Club FF and Woodstock are the hottest places. Chul's Music is for old pop listeners, and Gaucho is a vinyl bar for jazz lovers. Colline is a cozy and





## VIBRANT SEOUL HONGDAE

peaceful brunch café and flower shop, and Kitchen 485 serves delicious wood-fired pizza and pasta. Ddobagi Chicken, 1976 Shabu Shabu, Hakata Bunko, and Ramen Truck Lab are also worth visiting.

**Is there any song that expresses the energy and inspiration that Hongdae has given you?** “It is already the dead of night. Wandering and dancing lights. Heady with the night, swinging back and forth. It is already dawn, but I am still alone. This doesn’t feel bad at all. (skip) Watching the fairy-tale-like stars of my childhood rising in tandem, I will ride a drunken carriage and go reaching for the wearied moon tonight.”

My song, *Oh, what a shiny night* is about Hongdae, and the “meet and break up” experience I describe in the lyrics all happened here. I write most of my songs about what I have felt. It is only natural that my songs embody my feelings about this area. In particular, *Ruailrock* and *Moving Day* are about gentrification.

**You go overseas to perform a lot. Do you know of a place that has something in common with Hongdae?**

Yes, I do. It’s the South by Southwest Festival in Austin, Texas. During the week I stayed there to perform, I witnessed Austin transforming into a rock ‘n’ roll city. Rock ‘n’ roll fans flock to South by Southwest from all over the world. Musicians performed everywhere, even in restaurants and cafés, and the streets were a symphony of buskers. The festival reminded me of how colorful and fun music can be. Of course, Hongdae outshines Austin during our festival here. Young people sing in the streets, which are full of live clubs and hip-hop clubs. In other countries, the clubs close at around 2am, but we keep enjoying music all night long. Hongdae has its own unique flavor and definitely knows how to have as much fun as Austin.

**How would you describe the charm of this place?** I talked a lot about the live clubs. I am partial to the sense of hearing the most, maybe because I am a musician, but Hongdae satisfies the other senses of smell, taste, sight, and touch from a cultural point of view as well. There are many unique restaurants, and the area has an artistic vibe thanks to Hongik University, which is especially well-known for its art college. In Hongdae, February is for Kyungrock-jeol, and October is for the festival of art students. The streets are completely covered with mural paintings and are made all the more colorful with art performances. Because every part of Hongdae is always full of fun, I can’t leave this place.





# Youth on the March

Hongdae (Hongik University area) may be the district with the most cafés and clubs in Korea. When did it become such a vibrant neighborhood? A half-century ago, young people used to gather in Sinchon, a place neighboring Hongdae that is close to Yonsei University, Ewha Womans University, and Sogang University. With the development of the transportation system, however, young people gradually moved away from Sinchon in favor of the area surrounding Hongik University, which has the best art departments in the country. Although Sinchon is still recognized as one of the most well-known campus towns, it is undoubtedly Hongdae that sets the trends for youth culture and entertainment. It was years ago when the first clubs, art shops, cafés, and restaurants were established in this area, bringing many young people. Hongdae provides students with a place to study during the day and a safe space in which to enjoy clubs and pubs at night. Hongdae is a vibrant and dynamic area where university students, artists, and young people live and gather together to enjoy their lives.



## Midopa Coffee House

Seendosi, a famous bar in Eulji-ro, planned and opened Midopa in Yeonhui-dong in 2020. “Midopa” (美都波), a phonetic transcription of Metropolitan in English, means “beautiful urban wave.” The design of this retro spot, where you can have both alcoholic and non-alcoholic beverages with snacks, will make you smile no matter what kind of mood you may be in. It has a separate space for pop-up stores and small exhibitions that has featured individual exhibitions of SunPil Don, ChaRyoung Lee, and JaeHwan Lee; pop-up stores of Shall We Dance, dpqp78, and ByungJae Lee; and collaborations with young artists such as Midopa X Cosmos Wholesale. The past event this fall was an exhibition of an international artist, JeongHwa Choi. On weekends, the DoReMiDoPa music event is held for the general public.



## 021

**Address** 2F, 317, Seongsan-ro, Seodaemun-gu, Seoul

**Phone**  
+82-70-4108-2020

**Operating hours** 12:00 to 23:00  
(until 01:00 on Fridays and Saturdays)

**Instagram**  
@midopacoffeehouse



## Yeonnam 5701

Hidden in a quiet residential area of Yeonnam-dong, Yeonnam 5701 is stylish performance venue outfitted with stage curtains, a corner dedicated to selected wines, and a stage that is open between 8pm and 10pm. Each guest is required to order at least one drink and one dish, and it is recommended to have dinner here before the performance begins, although you can order and eat during the show. As the space is long and rectangular, those who want to chat should choose a table in the back.



## 022

**Address** B1, 64, Donggyo-ro 23-gil, Mapo-gu, Seoul

**Phone**  
+82-2-333-8161

**Operating hours** 18:30 to 23:00  
(closed on Mondays and Tuesdays)

**Instagram**  
@yeonnam5701







Jebidabang

Named after the café where poet Yi Sang hung out with his friends, Jebidabang opened ten years ago as a place for coffee and work during the day but performances and events at night. Live performances are held from Thursday through Sunday. Uniquely, when the weather permits, the café often leaves the windows open. The internal layout is quite interesting: from the first floor, you can look out over the basement-level stage, making it a great spot to enjoy a performance or take photos.

023

**Address**  
24, Wausan-ro, Mapo-gu, Seoul

**Phone**  
+82-2-325-1969

**Operating hours**  
11:00 to 02:00

**Website**  
jebidabang.com



024

**Address**  
2F, 63, Wausan-ro, Mapo-gu, Seoul

**Phone**  
+82-2-337-8361

**Operating hours**  
19:30 to 23:00  
(until 01:00 on Fridays and Saturdays)

**Website**  
clubevans.com

Club Evans

Recently marking 20 years as a Hongdae mainstay, Club Evans released a vinyl record to mark its anniversary. The owner, bassist SeJon Hong, opened the club with his apartment deposit money when he returned from studying in Japan. The club has its own artists with enough talent to operate as a jazz label. The first part of the performance is from 8:30pm, and the second part runs from 9:50pm. Get there before the show to make sure you are ready to enjoy the Korean-style jazz performance. A special jam session is held on the last Monday of every month where the performers pick a musician of the month and play his or her music together.

Perlen

Can't coffee be a dish? Perlen believes that coffee is more than just a beverage, and it wants to be more than a café, providing customers with fine cuisine paired well with good coffee. Its goal is to improve the dining experience as much as possible with meticulously selected coffee. To this end, a space designer, graphic designer, and branding expert joined forces to create a coffee house that also provides visitors with unique hands-on experiences. The bar is designed and decorated to facilitate discussion on coffee between Perlen's experts and customers. Perlen's signature beverages are Giant Ball, which has a slowly melting block of ice in it; Whiskey Dutch; and the Perlen Master's Special, which requires a reservation in advance. When you order a cup of Perlen's Pick, a custom-made coffee, your Perlen master selects the coffee beans, roasting method, flavors, and tastes all based on your preferences. It is worth experiencing if you are a coffee enthusiast. "Perlen" means "sparkle" or "bubble" in German, suggesting the image of brewing coffee.

025

**Address**  
Bldg. A, 18, Seongmisan-ro  
22-gil, Mapo-gu, Seoul

**Phone**  
+82-2-332-9287

**Operating hours**  
12:30 to 22:00  
(closed down between 17:30 to 18:30,  
closed for holidays)

**Instagram**  
@perlen\_official



Tas

A restaurant with a good atmosphere where you can enjoy delicious food with wine, Tas lines up its wine bottles on the shelves with a simple price tag on each. For people unfamiliar with wine, it is hard to choose one, but the staff is always ready and willing to give recommendations. Dishes inspired by the flavors of Europe, such as the Ibérico Chorizo Slice, Flatfish Carpaccio, and Ibérico Pluma Steak, taste absolutely wonderful. The lunch specials are three hot dog variations: sweetcorn, lamb ragout, and truffle egg. Tas closes any time between 3:30pm and 5pm.

026

**Address**  
10-8, Yanghwa-ro 23-gil,  
Mapo-gu, Seoul

**Phone**  
+82-70-4647-0447

**Operating hours**  
17:00 to 24:00 (closed on Sundays)

**Instagram**  
@tas.seoul





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©Mulgyul Hangang

Mulgyul Hangang

A floating café that brings visitors as close as possible to the waters of the Hangang River, Mulgyul Hangang (with “mulgyul” meaning “waves”) features wavy benches down on the terrace and backrest chairs and tables up higher in the back, making sure that everyone has a view of the river. The café is actually a barge floating on the water, allowing the guests to feel the water moving beneath them, and the wave-themed furnishings are quite charming. Its signature Mulgyul Mojito is non-alcoholic, to ensure the safety of everyone onboard, and a cool summer drink with a refreshing color that looks even better in photographs.

027

**Address**  
296, Maponaru-gil, Mapo-gu, Seoul

**Phone**  
+82-507-1351-9138

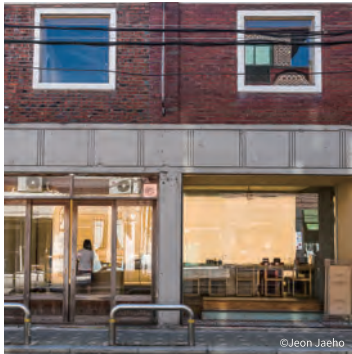
**Operating hours** 11:00 to 22:00  
(closed on Mondays)

**Instagram**  
@mulgyul\_hangang



EERT Mangwon

A quiet and peaceful café right in front of Mangwon Market, EERT Mangwon was an old Western-style home built in 1960 on a pleasant street. Now it is a café. The “EERT” in the café’s unusual name is “TREE” spelled backward. With an interior neatly finished with wood, EERT Mangwon’s first floor is separated into three zones for packaging refreshments, making tea, and brewing coffee, and its second floor is where the tables are. Its blended teas, inspired by the 24 solar terms of the traditional Chinese calendar, and seasonal desserts go well together. Visitors will often see couples at tables taking pictures of the dessert items.



028

**Address** 1F and 2F, 105-1, Poeun-ro, Mapo-gu, Seoul

**Phone**  
+82-2-336-6610

**Operating hours**  
12:00 to 22:00

**Instagram**  
@eert\_official



Anthracite Seogyo

An old mansion remodeled into a café filled with the strong aroma of coffee, Anthracite is named after an old anthracite factory in Hapjeong, which was transformed into the first of the five Anthracite cafés. The other four (three in Seoul and one in Jeju) are also remodeled buildings. The Seogyo location features a well-maintained garden with beautiful pine trees. The café roasts coffee beans and makes coffee using various methods, including hand drip, mocha pot, and cold drip. It also serves single-malt whiskeys, reflecting Hongdae’s rebellious vibe.



029

**Address** 11, World Cup-ro 12-gil, Mapo-gu, Seoul

**Phone**  
+82-2-336-7650

**Operating hours**  
09:00 to 22:00

**Website**  
anthracitecoffee.com



base is nice

A vegetable-friendly restaurant selected as one of the 2022 Bib Gourmand of Michelin Guide and Asia’s 50 Best Restaurants 2021: Essence of Asia, base is nice is owned by Jang Jin-a who worked as a restaurant consultant in New York and opened this small restaurant in Hongdae to try something new and refreshing. Working alone, she opens the place only for lunch. Although it’s difficult to make a reservation, there are many regulars who appreciate how her dishes, all made with seasonal vegetables, are different from those of typical restaurants, most of which contain meat. She recently published the vegetable recipe book *Her Vegetables*.

030

**Address** 20, Dohwa 2-gil, Mapo-gu, Seoul

**Phone**  
+82-507-1306-6724

**Operating hours**  
11:00 to 15:00 (closed on Mondays)

**Instagram**  
@baseisnice\_seoul



imi coffee

“Pick your dessert. We already have the perfect coffee to match it.” This is the motto of imi coffee with “imi” meaning “already” in Korean. Under this motto, the roaster brings out the authentic taste and aroma of the coffee; the pâtissier makes a dessert that goes well with the coffee; and the barista brews the coffee in a way perfect for the dessert. The result is the ideal coffee and dessert pairing. A native of the area, the shop also holds various events to talk about books or share coffee beans for free. All these events are announced in advance on Instagram.

031

**Address** 7, Donggyo-ro 25-gil, Mapo-gu, Seoul

**Phone**  
+82-2-6368-5228

**Operating hours** 12:00 to 21:00 (closed on Mondays and Tuesdays)

**Instagram**  
@imi.coffee





Perception

With a wavy, wooden ceiling that looks like something you might see in Northern Europe, Perception is a unique café that has won an iF Design Award and other interior design awards. It is a treat for both the eyes and the tastebuds. The café has a fascinating coffee and dessert menu, with canelés and tiramisu being the most popular items. In summer, the watermelon juice is a great way to beat the heat. Exhibitions are also held here from time to time to support up-and-coming young artists.

032

**Address** 16, Eoulmadang-ro 1-gil, Mapo-gu, Seoul

**Phone** +82-507-1320-1086

**Operating hours** 10:00 to 22:00

**Instagram** @perception.coffee

Checkngrow

A multifunctional cultural space with panoramic views of the Hangang River and Yeouido, Checkngrow is housed in a nine-story building with a rooftop café near Mapo Station on Subway Line 5, making it a great spot to enjoy a red sunset. The in-house bookstore holds a meeting of its book club at 7am on Saturdays, which is broadcast to its Instagram followers in real-time. A variety of restaurants, study rooms and cafés are located on the building's many floors. It is within-walking distance from the eight scenic spots of the Hangang River, as well as the 300-year-old Seok-bulsa Temple and Hangang Park.

033

**Address** 31, Mapo-daero 4da-gil, Mapo-gu, Seoul

**Phone** +82-2-711-2188

**Operating hours** 09:30 to 21:30 (closed for holidays)

**Website** checkngrow.modoo.at



Gyeongui Line Forest Park

The Korean War divided the Korean Peninsula into two, leaving the Gyeongui Line, which connected Seoul in the south and Sinuiju in the north, obsolete for a long time. A section of the abandoned railroad was revived as a park in 2016, becoming a place frequented by citizens. This narrow but long railroad park provides people with a great trail to take a walk on, day or night. Lush trees and flowers in full bloom make the place all the more attractive. Many old houses along the railroad have since been remodeled into cafés and restaurants, making the area a nice place to rest.

034

**Location** Yeonnam-dong (Mapo-gu) to Yongsan-gu Culture & Sports Center, Seoul

**Phone** +82-2-719-8830

**Operating hours** all year round

**Website** parks.seoul.go.kr (Parks in Seoul)



Oil Tank Culture Park

A former oil reserve that has been transformed into a new “culture reserve,” Oil Tank Culture Park began with the global oil crisis of 1973, which prompted Seoul to secure enough oil reserves to last its citizens for about one month. The oil tanks have now been turned into a place for cultural events, and the once-deteriorated surroundings have become a cultural playground for children. The collapsed gasoline tank was turned into a glass pavilion for exhibitions, and the diesel tank is a hybrid indoor/outdoor concert hall. The steel plates of the tanks were used to build a community center with a café and ecological library, creating a welcoming space for visitors.

035

**Address** 87, Jeungsan-ro, Mapo-gu, Seoul

**Phone** +82-2-376-8410

**Website** parks.seoul.go.kr (Parks in Seoul)

**Instagram** @culturetank





Haneul Park

One of the five World Cup Parks built in commemoration of the 2002 World Cup held in Korea, Haneul Park was once a mountain of garbage. However, it was transformed into a large green hill that is now known as the venue for the Seoul Silver Grass Festival, held every October. It is closed at night to protect the wildlife but remains open until 10pm during the festival period to allow visitors to enjoy the waves of silver grass and the beauty of fall. The park is divided into several ecological-themed areas: Silver Grass Plant, Rock Garden, Mixed Grass Plant, and Sunflower Plant. There is also a free dog playground in the G Block of the Pyeonghwa Park parking lot.

036

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

**Phone**  
+82-2-300-5501

**Operating hours**  
05:00 to 22:00 (vary by season)

**Website**  
parks.seoul.go.kr (Parks in Seoul)





Musinsa Terrace Hongdae

With perhaps the best view in Hongdae, Musinsa Terrace occupies the top floors of the tallest building in the area. This branch of Musinsa has a shop, café, lounge, and open park on the 17th floor with a pleasant view of the downtown area and sunset. All these spaces are open only to Musinsa membership holders, but anyone can become a member through a few easy steps on Musinsa’s mobile app. The shop displays products created through collaborations with brands loved by Gen Z as well as independent publications, vinyl records, and event products, while the lounge holds exhibitions and other events.

037

**Address** 17F, AK & Hongdae, 188, Yanghwa-ro, Mapo-gu, Seoul

**Operating hours** 11:00 to 21:00 (closed for holidays and corporate events)

**Website** musinsaterrace.com

**Instagram** @musinsaterrace



ORR Seoul

With a name that combines the first letters of the words “original” and “realize,” ORR is a fashion shop that pursues the innate value and beauty of products that take time to create. Its basic yet bold products are infused with the value that transcends time. The staff identifies what customers want to know about fashion, proposes solutions, and helps them discover new beauty in fashion. The modern, four-story store displays a new collection every season.

038

**Address** 71-2, Imjeong-ro, Mapo-gu, Seoul

**Operating hours** 11:00 to 20:00 (closed on Mondays, the last Tuesday of the month, and holidays)

**Website** orr.co.kr

**Instagram** @orr\_official



thisisneverthat

A street fashion brand so popular that it is now called “Korea’s Supreme,” thisisneverthat is gaining popularity as a favorite of rappers Swings, Giriboy, and Reddy. It was launched in 2010 and won the Samsung Fashion & Design Fund (SFDF) award in 2017. With designs based on the sportswear and military styles of the 1990s, the brand has garnered international attention by working with household names such as Reebok, New Balance, and Puma every season.

039

**Address** 1F, 32, Jandari-ro, Mapo-gu, Seoul

**Phone** +82-70-8817-0170

**Operating hours** 12:00 to 21:00

**Website** thisisneverthat.com

Sisology Showroom in Hongdae

A space dedicated to communication through fragrance, Sisology works with art directors to create fragrance-based themes for each season, allowing customers to actually see, hear, smell, and touch fragrances. Going beyond fragrances, it is a place for synesthesia, where you can associate various images and scents based on a theme selected for each season. For example, the most recent theme was “Le delà,” which refers to the concept of “first love” with the meaning “beyond, beyond time.” The Le delà room is organized in such a way as to remind you of your very first love, prompting you to think about love and experience fragrances through your eyes, nose, and skin.



040

**Address** 1F, 34, Wausan-ro 18-gil, Mapo-gu, Seoul

**Phone** +82-70-4647-1528

**Operating hours** 12:00 to 21:00 (closed on Mondays)

**Website** sisology.net





# BEAUTIFUL SEOUL JONGNO



## What do travel and food have in common?

We use all five senses while traveling or consuming food. So, we remember trips by the food we ate at the time. Food reminds us of the happy moments we had while traveling. All memories of food, wine, and laughter begin from the chef's fingertips. What is truly rewarding to Chef JaeHun Lee is when his food makes people happy.

JaeHun Lee **Ca'del Lupo · Chef**

### What makes Seochon and Bukchon stand out among the attractive travel destinations in Jongno?

Bukchon is a *hanok* (traditional Korean house) village. It is fun to walk around and look at all the traditional houses here. Seochon is also a great place to take a stroll, and the alley leading up to Inwangsan Mountain is particularly nice. I recommend taking the path that leads to the left from the pavilion at the end of Tongin Market, which you will find as you go up to the Jongno Park No-Soo Art Museum. It is full of beauty in each of the four seasons, especially its spectacular flowers in spring. The lyrical atmosphere distinguishes the area from other places in Seoul. It is only natural to wonder what will be waiting for you when you turn a corner there. My usual workout is climbing Inwangsan Mountain - I think of it as a kind of fasted cardio. I don't go all the way to the top of the mountain-I just go up about halfway and come back down. Sometimes, I choose not to climb and walk to Buam-dong instead, which is also fun. The view of Seoul from Buam-dong near Gyeonggi Commercial High School is wonderful.

I like Bar Cham, located near my restaurant. It is run by a bartender who has appeared in the media a lot. At first, I was skeptical as to whether it would be as cool as the media claimed, but it was so full of charm, unlike other

bars. It was very inspirational. Even amid the rampant spread of COVID-19, the bar was full every day, and I totally understood why.

### After graduating from the prestigious Italian Culinary Institute for Foreigners (ICIF), you returned to Korea and opened an Italian restaurant in Seochon. Why? Is this place that fascinating to you?

I stayed in Costigliole d'Asti from 2008 to 2010. It is a small rural town next to Torino, reminiscent of a mountain village in Gangwon-do. Its specialty is Moscato d'Asti, a semi-sparkling wine. One day, I was enjoying the quiet life in the country, and the next, I was working in a large-scale, frenetically busy restaurant in Gangnam, where I felt like a machine. I wanted to communicate with customers, so I opened this restaurant. It felt like destiny. At that time, Seochon was not a common topic of conversation in Seoul, and the existence of the Presidential Residence of Cheong Wa Dae near here restricted much of the restaurant business in the area. But none of this stopped me. Just looking at the old alleys pleased me. It felt like that misty first day I arrived in Italy.

My friends were opposed to the idea of opening a restaurant in an unknown alley, but I was eager, or maybe almost desperate, to do so. Finally, in 2011, I opened Ca'del Lupo here. My place began making a name for itself by 2015. At that time, I had become so bold that I was running six restaurants in Seochon. One of them is







“enoteca chin chin,” which is still in operation in front of the Jongno Park No-Soo Art Museum. Seochon is a small town, but over the past decade, all kinds of restaurants, cafés, and shops have been popping up here. Through trial and error, I learned to take one step further.

**What does Seochon have in common with Italian villages?** During my first days in Italy, jet lag caused me to wake up too early in the morning, prompting me to go out for walks along the country roads. I have vivid memories of the beautiful, foggy days. I felt as if I was



living those days again when I first visited Seochon after returning to Korea. At that time, Seochon was not as well organized as it is now. The alleys, which people rarely passed by, and the unique ambience created by the old photo studios and *hanbok* (Korean traditional clothing) shops were completely different from Gangnam. It deeply impressed me.

**How has Seochon changed over time? What has made Seochon this popular over the past 11 years?** Recalling the ever-developing Seochon makes me

emotional. I think I am the only owner and chef who has been running a Western restaurant here for 11 years. I am not bragging; I just want to say that it is really difficult to run a restaurant in one place for a long time. Seochon is a battleground of food and beverages from all over the world, including France, Spain, and Asian countries. I was a trendsetter before, but now I learn a lot from others. To be honest, I didn’t expect my restaurant to be popular for this long. There are usually not many people around here, but my place is full every day, so I think my genuine sincerity is appealing to people. I was young and daring



“Seoul is a 2,000-year-old city that has served as a capital for 600 years since the beginning of the Joseon Dynasty, and the Jongno area is a treasure house of the old and traditional parts of Seoul. Jongno is still home to the remains of the Goryeo and Joseon dynasties. Don't miss the thrill of enjoying the past and present together while threading through the streets and alleys of Jongno, where the founders of Seoul once lived and breathed.”



enough to take out loans to expand my business, but the MERS and COVID-19 crises made me reflect on my youthful indiscretions. Every business I touched turned into gold, so it was inevitable that I would become overconfident and smug.

**Can you describe the landscape you see while commuting? What is Seochon like in the morning and evening?** Jongno is busy in the morning, when office workers and small business owners are scurrying to work. The misty Inwangsan Mountain comes into sight only after rush hour, when Seochon settles back into its usual calmness. Time passes slowly in Seochon, except on weekends.

**What is the best way to spend two days in Jongno?** You should stay in a *hanok* guesthouse. The vibe is different from that of Western-style hotels. A *hanok* is such a mellow place when it rains. Non-Korean travelers might feel out of place in a *hanok*, but it is definitely the best part of any trip to Jongno. I also recommend a small restaurant where the owner-chef serves guests, rather than a large-scale restaurant. Take a leisurely walk around the neighborhood and visit a museum or gallery if you like. A glass of wine at a small bar will be the perfect finishing touch on your day.

**Don't you have to frequent markets or grocery stores as a chef?** I have ingredients delivered every day, but I sometimes go to Tongin Market across the street. The merchants there carry a variety of fresh vegetables and fish. The wide range of street foods is another reason why travelers shouldn't skip the market. It's fun to choose from among *gireum tteokbokki* (stir-fried rice cake), *jeon* (pan-fried batter), and *sikhye* (sweet rice punch). Hwanghak-dong Flea Market is also a great place to look around. I sometimes buy vintage furniture and accessories for my restaurant there. You can also buy a postcard made with a picture showing a memorable moment of someone you don't know. Looking at this kind of postcard, I often imagine myself in that moment. Sharing memories in this way is a great way to make you and others smile.

**Why is your place known as an Italian restaurant with a Korean touch?** Before the pandemic, Chinese and Japanese travelers frequented my place. They seemed to be fascinated by the idea of having Western food in a *hanok*. My taste as the owner and chef led me to decide that our restaurant would use a lot of Korean ingredients.



I use *gamtae* (paddle weed, *Ecklonia cava*), honey, and laver, which are rarely seen in Italian cuisine. Popular dishes are pasta with perilla oil, which my grandmother sends me, and appetizers with *ganjang* (soy sauce). My own Italian-style dishes seem to appeal to diners.

**As a Seoul resident with a lot of travel experience, do you have any tips for those who want to travel to Seoul, especially Jongno?** When I went to study abroad, I was nervous because I didn't know my destination well. To anyone who is as nervous as I was, let your travel book guide you. If you are lost, go where your feet take you. Have one destination in mind and walk leisurely and freely until you come across something you want to explore. If you avoid being outside late at night, you will be fine with this kind of travel. The only problem I had at the time was that I didn't have a credit card. Seoul's credit card payment infrastructure, however, is the best in the world, so you can feel safe no matter where you are in Seoul with a credit card. If you let fate guide your trip, Jongno will be much more fascinating. The district is well-known for its beautiful scenery in all seasons. All white and covered with snow, Jongno in winter will take your breath away. Jongno residents sometimes avoid walking on the snow that accumulates under the trees just to preserve the beauty of it. The tranquility of rainy days in summer and soft green buds in spring are also wonderful. However, autumn is my favorite season here.



# Ancient streets with true character

The former center of the Joseon Dynasty, Jongno remains the heart of Korea today. This is indicated by the four main palaces that are located here. What, you may ask, made Jongno the center of the Korean Peninsula in both the past and the present? The answer is its location. Jongno has many places that are frequented and loved by Koreans, including traditional markets and mountains. Among them, Samcheong-dong and Insa-dong are two places with the most galleries in Seoul. One of the most fascinating aspects of these areas is how traditional Korean houses, or hanok, are used in modern ways. Although many of these hanok are still serving their original purpose, some are now used as restaurants, hotels, or galleries, fascinating visitors from abroad. Tile roofs of hanok seen from above from Bukchon and Seochon are so incredibly elegant, contributing significantly to Jongno's charm. Korean traditional clothing, hanbok, also brings joy to those who visit Jongno. Strolling around this historical area in a hanbok is a great way to enjoy your time here even more.



## Gyeongbokgung Palace

The largest of the four major palaces of Joseon Dynasty. Founded in 1395 by King Taejo, the first king of Joseon, it was once comprised of about 500 buildings, where up to 3,000 people, including the king and queen, lived and worked. A recommended route is a 40-minute course that takes you to Heungnyemun Gate, Yeongjegyo Bridge, Geunjeongjeon Hall, Sajeongjeon Hall, Gyeonghoeru Pavilion, and Sujeongjeon Hall. If you wear a *hanbok* (traditional Korean clothing), which are available at the many *hanbok* rental shops nearby, you can enter the palace for free. Having your picture taken in this beautiful attire will be the highlight of the day. The Changing of the Royal Guard at Gyeongbokgung Palace is a daily ceremony held at 10am and 2pm. The palace is flanked by the National Folk Museum of Korea and National Palace Museum of Korea.



041

**Address**  
161, Sajik-ro, Jongno-gu, Seoul

**Phone**  
+82-2-3700-3900

**Operating hours** 09:00 to 17:00, 18:00, or 18:30 by season (the last admission: one hour prior to closing, closed on Tuesdays)

**Website**  
royalpalace.go.kr



## Seoul Museum of Craft Art

Seoul Museum of Craft Art displays intangible cultural assets as well as embroidery, ceramics, and craftworks made by artists and artisans. It is perhaps most noted for having no fence. You can just walk onto the premises, stroll through the garden, and rest in a chair made by ceramicist KangHyo Lee. The chandelier installed on the ceiling of the Information Building was made by glass artist HunChul Kim, while the desk under it is by ceramicist HunChung Lee. Photographers particularly appreciate *Gate of No Aging*, located under a 400-year-old ginkgo tree, and the masonry work of JaiSoon Lee's stone chairs. The museum provides smart devices that guide people with visual impairments or help visitors explore the exhibits in Korean or English.



042

**Address** 4, Yulgok-ro 3-gil, Jongno-gu, Seoul

**Phone**  
+82-2-6450-7000

**Operating hours** 10:00 to 18:00 (last admission at 17:30, closed on Mondays)

**Website**  
craftmuseum.seoul.go.kr



## National Museum of Modern and Contemporary Art Seoul

A must-visit place for any culture enthusiast, MMCA Seoul is one of the four branches of the MMCA which specializes in contemporary art and displays the latest domestic and international artworks. As the leading national art museum in Seoul, it holds at least three exhibitions at the same time while also operating an art shop, art bookstore, Korean restaurant, and café, making it a fantastic stop on any day tour. RM of BTS, a regular of MMCA Seoul, donated KRW 100 million to the MMCA Foundation to make art books easily accessible to teenagers in need.

043

**Address** 30, Samcheong-ro, Jongno-gu, Seoul

**Phone**  
+82-2-3701-9500

**Operating hours** 10:00 to 18:00 (until 21:00 on Wednesdays and Saturdays)

**Website**  
mmca.go.kr

## Jahamun Tunnel

If you are a Korean movie fan, this tunnel should be on your list of places to visit. JoonHo Bong, four-time Academy Award-winner, filmed part of his Oscar-winning movie *Parasite* in Jahamun Tunnel. The scene where the main character and his family members return to their semi-basement house in the torrential rain was filmed inside Jahamun Tunnel, facing Cheongun-dong and on the stairs leading to Cheongun-dong. Located near this one-way, two-lane tunnel, which was opened in 1986, are Cheong Wa Dae, Seoul Museum, and Yoon DongJu Literary Museum. Seochon, a *hanok* village is also nearby.



044

**Location** A tunnel connecting Cheongun-dong and Buam-dong, Seoul

**Phone**  
+82-2-120 (Dasan Call Center)

**Operation Hours** All year round



Gwanghwamun Square

Opened on August 6, 2022, the new Gwanghwamun Square is a place where you can feel the past and present of Seoul while viewing Gyeongbokgung Palace, Cheong Wa Dae, and Bugaksan Mountain all at once. At the center of the square are statues of King Sejong the Great and Admiral Yi Sun-shin as well as models of Joseon's sundial and water clock for children to enjoy. In the four-season garden, native Korean trees (Cornus officinalis, Prunus sargentii Rehder, Cornus kousa, and Lagerstroemia indica), representing the beauty of Korea's four seasons, are planted in a long, stone pedestal fence. Offering more than its many trees and flowers, Gwanghwamun Square also features fountains, chairs, and tables, making it a great place for people to take a rest regardless of the season. The square is also a good starting point for first-time visitors to Seoul interested in the city's cultural sites, as it is within walking distance from the Sejong Center for the Performing Arts, National Museum of Modern and Contemporary Art Seoul, Ilmin Museum of Art and Gyeongbokgung Palace. It is directly connected to Gwanghwamun Station on Subway Line 5.



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045

**Address**  
172, Sejong-daero, Jongno-gu, Seoul

**Phone**  
+82-2-120 (Dasan Call Center)

**Operating hours**  
all year round

**Website**  
gwanghwamun.seoul.go.kr



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Onjium

This one-Michelin-starred restaurant near Gyeongbokgung Palace is so popular that it is nearly impossible to make a reservation. The word “onjium” for its name reflects the restaurant’s intention to create a new lifestyle and culture for the future generation by protecting and preserving the ways we eat, wear clothes, and live. At Onjium, the chefs actually do research on traditional food, which is why they are called “researchers.” The restaurant introduces a new course every month, paying special attention to how it interprets royal and noble cuisines. Diners can either enjoy the view of Gyeongbokgung Palace and Bugaksan Mountain or watch the researchers hard at work cooking in the open kitchen behind the glass wall.

046

**Address** 4F, 49, Hyoja-ro, Jongno-gu, Seoul

**Phone** +82-2-6952-0024

**Operating hours** 12:00 to 22:00 (closed on Saturday through Monday)

**Instagram** @onjium\_restaurant



Zero Complex

Located on the third floor of the picnic building near Namdaemun, Zero Complex is run by ChungHu Lee, who became Korea's youngest Michelin-starred chef in 2017. He was born and raised in Jinju, the home of gourmet food in Korea, and left for France with no definite plan in mind other than learning Western cooking. As suggested by the impressive view of the small garden and greenhouse, this restaurant is particularly well-known for its vegetable dishes. Zero Complex gets herbs and vegetables from farms with which it has supply contracts and can serve a vegan course if notified in advance. It also has an impressive wine list made up of only organic wines.

047

**Address** 30, Toegye-ro 6ga-gil, Jung-gu, Seoul

**Phone** +82-2-532-0876

**Operating hours** 12:00 to 22:30 (closed on Mondays)

**Instagram** @zerocomplex\_seoul

Delphic

A hidden jewel in Bukchon, Delphic is the creation of architect SeungMo Seo. He remodeled his childhood home into a two-story establishment with an exhibition space, Museumhead, on the first floor and a tearoom, Delphic, on the second floor. The museum mainly showcases the challenging and clever works of young Korean artists, while the tearoom offers desserts along with black and green teas. Visitors can also purchase teacups and plates made by young ceramists as well as Delphic’s signature tea. Delphi was the location of an oracle in ancient Greece where people went to seek advice from the gods. Delphic hopes that visitors feel revitalized by the energy of this place, just like they would in an ancient Greek temple.

048

**Address** 2F, 84-3, Gyedong-gil, Jongno-gu, Seoul

**Phone** +82-2-742-9147

**Operating hours** 11:00 to 20:00

**Website** delphic.kr



Bar Cham

The best bar in Seochon, Bar Cham has been listed on Asia’s 50 Best Bars three years in a row, ranking 28th in 2022. Led by bartender ByungJin Lim, the bar is housed in a hanok. “Cham” is Korean for “black oak,” which was used as a material to accentuate the bar’s interior. Bar Cham’s specialties are cocktails based on traditional Korean liquors from all over the country. Most of the menu items are created by the bartenders, but bespoke cocktails are available as well. All you have to do is take a seat at the bar, and the bartender will come and make a drink for you.

049

**Address** 34, Jahamun-ro 7-gil, Jongno-gu, Seoul

**Phone** +82-2-6402-4750

**Operating hours** 18:00 to 01:00 (closed on Tuesdays)

**Instagram** @bar.cham





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Seoul Sanghoe

The stunning view of Bosingak Pavilion with which patrons are presented upon entering Seoul Sanghoe never fails to amaze. The place where the annual bell-ringing ceremony is held on December 31, the pavilion is beautiful throughout the four seasons, but is particularly spectacular amid the greenery of summer and snow of winter. As Seoul Sanghoe roasts its own coffee beans, it is a great place for a cup of hand-drip coffee. However, a highball or glass of whiskey may be better on a night out on the town. The desserts, all made in-house, are also delicious. The café sells not only coffee beans but also books and art products. Its bestsellers are products featuring cats.

050

**Address**  
3F, Donggang Building, 17,  
Ujeongguk-ro 2-gil, Jongno-gu, Seoul

**Operating hours** 12:00 to 22:00  
(refer to the notice for Sundays)

**Instagram**  
@seoul\_sang\_hoe





Mishmash

Mishmash is a restaurant where Chef Minzi Kim Wind, who has honed her skills at Michelin-starred restaurants in Denmark, France, and Spain, presents modern Korean cuisine. Chef Kim offers lunch and dinner courses arranged with seasonal dishes. Part of the charm of this place is the opportunity it provides to enjoy modern Korean food in a modern *hanok*. Reservations are required to dine in the annex. Mishmash is located on the site where the *geum-gun* (king’s guard in the Joseon Dynasty) used to live, offering diners a view of Changdeokgung Palace while they eat.



051

**Address** 47, Changdeokgung-gil, Jongno-gu, Seoul  
**Phone** +82-507-1415-2211

**Operating hours** 11:00 to 22:00 (until 18:00 on Sundays, closed on Mondays)  
**Instagram** @mishmashkorea



Uhjjuhdah Promenade

As the entrance has no signboard, you could ask for directions again and again and still walk past the door a few times before you find it. Just go down the stairs to the basement until you see a tall tree in a well-organized garden. It is a café and bookstore that introduces its new releases through Instagram, and visitors can read or buy the books on display. The café sells different coffee and dessert pairings for each season, as well as tea ware and accessories that are elegantly packaged for gifts. It also serves tea blends inspired by literary works, such as the Botanical Blend Tea, which was inspired by Shakespeare’s Sonnet 18.

052

**Address** B1, 101, Dongsung-gil, Jongno-gu, Seoul  
**Phone** +82-2-747-7147

**Operating hours** 12:00 to 21:00  
**Instagram** @ujd.promenade

Cheongun Literature Library

It is Jongno-gu’s first public library established in a *hanok*, a traditional Korean building (although the basement floor is structured like a modern building). Because the library is located on a sloped lot at the base of Inwangsan Mountain, both floors receive plenty of sunlight. Visitors can also enjoy the view of Inwangsan Mountain and Seoul’s building-lined landscape from a seat anywhere in the first floor’s open-ended common area or narrow outdoor wooden porch. The basement floor has a resource room and reading room. The library’s collection is comprised mostly of literary works.



053

**Address** 40, Jahamun-ro 36-gil, Jongno-gu, Seoul  
**Phone** +82-70-4680-4032

**Operating hours** 10:00 to 21:00 (until 19:00 on Weekends, closed on Mondays and Holidays)  
**Website** libjongno.go.kr



piknic

A cultural center founded in 2018 and run by the exhibition planner GLINT, piknic has, since the first exhibition of Japanese musician Ryuichi Sakamoto, been holding unique exhibitions every year. It houses several different stores: shop piknic, selling exhibition products; kafe piknic, serving seasonal drinks; bar piknic, for wine and tapas; and one-Michelin-starred restaurant Zero Complex (third floor). On the rooftop overlooking Hoehyeon-dong, exhibition-related programs are sometimes held.

054

**Address** 30, Toegye-ro 6ga-gil, Jung-gu, Seoul  
**Phone** +82-2-318-3233  
**Operating hours** 10:00 to 18:00 (closed on Mondays)  
**Website** piknic.kr  
**Instagram** @piknic.kr





Sulwhasoo Bukchon

A new must-visit place in Bukchon, Sulwhasoo Bukchon was created by architect Wook Choi by tastefully renovating and connecting a *hanok* and a Western-style house that were built in the 1930s and 1960s, respectively. Choi emphasized the open space between the roof and floor by designing the walls to be transparent, allowing the inside to be seen from the outside. After appreciating the exhibition on the past and present of Sulwhasoo in the *hanok*, visitors go to the Western-style house to enjoy the garden and café with a scenic view. On the first floor of the Western-style building is Tea Atelier, where you can identify what kind of tea you like with the help of tea masters. On the second floor is the Tea Lounge, serving tea and other drinks, and Tea Food Atelier, offering freshly-baked refreshments. On the third floor is the Tea Room, which provides private classes, and Bar Sulloc, which serves tea cocktails. Don't miss the delicate and meticulous landscaping in the terrace and garden overlooking Bukchon Hanok Village.



055

**Address**  
47, Bukchon-ro, Jongno-gu, Seoul

**Phone**  
+82-2-762-5743

**Operating hours** 10:00 to 20:00  
(closed on the first Monday of the month and for holidays)

**Website** [sulwhasoo.com](http://sulwhasoo.com)



Chunnyundongando

One of Seoul’s well-established jazz bars for live performances by domestic and overseas artists, Chunnyundongando began its story in 1996 at Daehangno before moving to today’s Nagwon-dong venue. Its live performances by jazz bands every evening represent the pride of Korea’s leading jazz bar. Performance times vary: on Saturdays, the first performance is from 6pm to 8:30pm, and the second is from 9pm to 11:30pm, while on all other days, there is only one performance, from 8:30pm to 11pm. The bar has an outdoor screen that displays the day’s show to passersby strolling along the street, but nothing compares to the experience of attending a performance in-person. Check out the jazz bands and make a reservation to feel the thrill of a live performance.

056

**Address** #201, 2F, 134, Supyo-ro, Jongno-gu, Seoul

**Phone**  
+82-2-743-5555

**Operating hours**  
18:00 to midnight

**Website**  
chunnyun.com



La Clé

Having found its second wind after being featured as the date spot for couples in Channel A’s romance variety show *Heart Signal Season 2*, La Clé is a jazz bar located in the basement of the building next to CHOI&CHOI Gallery in Samcheong-dong. Upon entering the bar, you will see and feel the traces of its history since opening in 2005. Each jazz group has a designated day to perform. If you like one of them, just check when the group plays and visit on that day. Most of the music played is popular jazz songs. La Clé is ideally located for a visit after strolling around Samcheong-dong or reveling in artworks at galleries and museums.

057

**Address**  
B1, 42, Palpan-gil, Jongno-gu, Seoul

**Phone**  
+82-2-734-7752

**Operating hours**  
19:00 to midnight

**Website**  
lacle.modoo.at

Sil Nak Won

A hybrid craft beer and jazz bar, Sil Nak Won (Paradise Lost) serves burgers and craft beer fresh from Jongno Brewery to customers as they enjoy a live jazz performance. The interior, finished with reeds, looks great with the colorful lights. Live jazz performances are held only from Friday through Sunday, but many customers come on weekdays as well for its craft beers and burgers. It is located right next to another jazz club, Chunnyundongando. Wouldn’t taking in two jazz performances be a great way to spend a night?

058

**Address** 2F, 428, Samil-daero, Jongno-gu, Seoul

**Phone**  
+82-2-764-9955

**Operating hours**  
17:00 to 23:00

**Instagram**  
@paradiselost\_seoul



**Clique Records**

Venture into the twisting alleyways of Euljiro until you find an old building with iron stairs. Bravely climb the stairs to the third floor, open the door, and voila, you will find yourself at Clique Records! It is also called “The Edge Bar” late in the evening. Clique Records carries all analog formats of music recordings, including vinyl records and cassettes, as well as CDs, all categorized by era and genre. Listening before buying is always allowed, with no commitment to buy a record just because you listened to it. It is quite romantic to listen to music in vinyl while drinking a cocktail, whiskey, or beer.

059

**Address**  
3F, 8, Eulji-ro 12-gil, Jung-gu, Seoul

**Phone**  
+82-2-2276-0302

**Operating hours** 12:00 to 20:00  
(closed on Mondays)

**Website**  
cliquerecords.kr

Music Complex Seoul

In May 2022, the LP café Music Complex Seoul opened on the fifth floor of the multifunctional cultural space Anyoung Insadong. Visitors are allowed to use the turntables and headphones to listen to music from records with artistic sleeves that are easy on the eyes. The space, featuring black well-contrasted with deep red, has everything you need to indulge in music, ranging from a romantic vibe to coffee, tea, beer, and snacks. If all the tables with turntables are already taken when you stop by, don’t despair: listening to the soothing analog music coming from the speakers will be more than enough to satisfy you.

060

**Address** 5F, 49, Insadong-gil, Jongno-gu, Seoul

**Phone**  
+82-2-6954-2939

**Operation Hours**  
10:00 to midnight

**Instagram**  
@music.complex.seoul





# ATTRACTIVE SEOUL SEONGSU





## Life of a wise traveler

Reshaping factories into cultural spaces is a global trend. This pleasant trend also came to Seongsu, forming a new downtown area with remodeled factory buildings rather than demolishing existing buildings to build new ones. These remodeled factories are spacious and have high ceilings, allowing them to serve multiple purposes.

Misol So **Musinsa · Editor**

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**If a traveler from abroad asks what kind of neighborhood Seongsu is, how would you answer?** Seoul is a collection of neighborhoods that each has its own charm. Seongsu stands out among them as a neighborhood where every street and corner has a different vibe. Things that don't belong in just one category gather together here in no particular order, making Seongsu more attractive and trendier. In other areas, you can see their characteristics at a single glance, but in Seongsu, you must go deep into the streets to discover its true colors.

**Travel is more satisfying when it presents you with an unexpected surprise. Are there any such pleasant surprises in Seongsu?** The typical travel itinerary includes the places everybody knows, such as iconic historical landmarks and beautiful tourist attractions. That is not the case in Seongsu. Your itinerary will be filled with the places only you know or want to know. So, Seongsu is most attractive to those who reject the typical tourist routes and try to enjoy themselves as locals do. Imagine yourself being a local here and visiting the simple but interesting places, not as a traveler but as a resident. This is what I do. I appreciate Seongsu the same way I live my daily life, rather than allowing myself to be seduced by its bustling commercial façade.

**What do you, as a professional in fashion commerce, think is the most prominent fashion philosophy in Seoul?** It is the association of fashion with freedom. Freedom is not only about your freedom to dress and act as you like; you should also understand that others have the same freedom and accept their fashion styles. In the past, I would try to impose my fashion philosophy on others, but those days are long gone. There are so many people and so many fashion styles that it is impossible to identify future trends. I welcome this change toward inclusiveness and tolerance.

**Are there any popular fashion items in Seongsu?** Seongsu is a showroom for trendy fashions and styles. The use of accessories is particularly interesting to me. The young people who come to Seongsu pick the clothing, accessories, bags, and hairstyles that express their uniqueness. Don't get me wrong; I am not saying that travelers to Seongsu should worry about what to wear. Wear what you want-this is the most important fashion philosophy. It is actually a global trend. People are now making short video clips showing what they wear, not only for fashion content or news but also to post on Instagram and Facebook, expanding the fashion sphere. They do not draw a clear line between themselves and others but accept and support those who are different.

**Taking a walk through the alleys of Seongsu is a fun**







**way to pass the time. Which street do you recommend to travelers?** In Seongsu, the streets converge and diverge freely, confusing first-comers. Since most of the alleys spread out from the street of Daelim Changgo, a multifunctional cultural space, find that street and begin your walk there. You can see exhibitions held in various places, and Songjeong Embankment Walkway, which is a little off the main street, is a great place for a stroll. It is a beautiful walkway that leads to Jungnangcheon Stream, across from the underpass. Here, you can see

the beauty of the four seasons in Seoul, including the cherry blossoms in spring. I also recommend Seongsu Café Street. It is commonly called a “café street,” but it is actually a wide area with many cafés scattered here and there, some of which are quite hard to find. Every café has its own unique flavor, and every alley hides a café. So, check that out and have fun discovering a hidden jewel. About 10 years ago, when I was a college student, Seongsu was well-known as a cluster of handmade shoe factories. As a fashion major, I often visited those



factories. There were handmade shoe shops inside the subway station and a statue of a craftsman on the street. The factories have since been remodeled into cafés or exhibition halls. Some of them moved out of town, making way for businesses that appeal more to young people. I love the pop-up exhibitions in Seongsu. The area has the perfect conditions for pop-ups: spacious buildings and many young regular customers. Among the many pop-ups, my favorites have been fashion brand collaboration pop-ups and gift and

merchandise pop-ups for Netflix movie promotions. I get ideas from collaboration pop-ups.

**Musinsa Studio Seongsu includes shared offices, content production studios, cafés, fashion lifestyle shops, and a rooftop garden. How can a traveler enjoy this place to the fullest?** Basically, shared office users are allowed to enter the building. However, the third floor, where cafés and pop-ups are, is open to the public. Musinsa Studio Seongsu and Daelim Changgo are



ATTRACTIVE SEOUL SEONGSU

aligned with one another geographically. How about getting off the subway and starting your Seongsu trip here? I write for *Musinsa Magazine* to introduce pop-up exhibitions held in Musinsa Studio Seongsu, focusing on fashion brands that are popular among young people.

**Is there any brand that interests you as an editor?** I have mainly introduced brands that have entered Musinsa stores or pop-up exhibition brands. Now many brands are settling down in Seongsu, so I would like to make a special feature. Although many of the events in Seongsu are held by international brands, such as Chanel and Dior, I see Korean brands actively joining the trend. My attention is drawn particularly to thisisneverthat and ADER Space.

**What is trendy in Seongsu now?** In Seongsu, the trend is remodeling old buildings to create new spaces. Here, you really shouldn't judge a building by its façade. The exhibitions in Seongsu are different from the typical ones usually held in white cube-like exhibition halls. The history of the former factory or company building is embedded into the space itself, so it is interesting to see



Seongsu Café Street ©Jeon Jaeho

both the building and the exhibition it hosts. A jazz bar located between old factories seems out of place, and this disharmony makes it even more fascinating.

**Can you share any unforgettable moments you've had in Seongsu?** I go to Songjeong Embankment Walkway every year when the cherry blossoms are in full bloom. Yeouido is really overcrowded during cherry blossom season, but the embankment is not as widely known as Yeouido. It is a secret place where you can avoid the crowds and enjoy the flowers. This spring, I was too busy to appreciate this spring beauty. One day after work, fortunately, I managed to stop by the embankment in the evening and admired the popcorn-like flowers. I will never forget the flowers of that day. The embankment is beautiful in all four seasons. It is locals' favorite place to walk or jog. If you want to experience this place like the locals do, you should visit the embankment and take a walk.

**Many people compare Seongsu to Brooklyn, New York. What do you think?** There is a visual similarity. Brooklyn has a lot of old, heavy, rectangular buildings with an iron bridge standing over them. In Seongsu, many buildings are rectangular because they were built as factories, and the overpass carrying subway trains is reminiscent of Brooklyn's iron bridge. Brooklyn is home to many immigrants, who have brought unique vibes into each alley. This also reminds me of the diverse alleys of Seongsu.

**Seongsu has many culture-oriented, multifunctional trendy spaces. Which is your favorite?** For travelers, my favorite is Seongsu Yeonbang. It was a factory dormitory that was remodeled and divided into small spaces, each of which has a café or lifestyle shop. I went there with a friend again yesterday. Every floor boasts different charming places. A garden with lush trees and an outdoor terrace connecting three floors are two of the best spots there.

**What is the best two-day trip in Seongsu?** Let's begin with a walk and workout at Seoul Forest and then go down along the street to stop at restaurants and cafés. My recommendations are LCDC and Grandpa Factory Café. Architect SeungMo Seo remodeled a shoe factory to create LCDC, a place for trendy brands, which I believe represents Seongsu's identity. Grandpa Factory Café was once a body shop. As a native of Seongsu, this café speaks to Seongsu's history.

“Seongsu, which has maintained the structure of the old city, is like a bunch of treasure chests scattered around. This place cannot be experienced through sightseeing; you have to go deep into the streets. If you simply look at it while passing by, you will never find out how incredible it actually is. Now, it is one of the hottest areas in Seoul, attracting trendy pop-ups and forming a playground for art enthusiasts.”



Seongsu Café Street ©Jeon Jaeho



# Lala Land or the land of coexistence

Seongsu used to be a semi-industrial district packed with the kind of small factories that supported Seoul's growth and development in the past. As new industries emerged and the city grew, these businesses were pushed out and the remaining buildings were remodeled to become the homes of fashion brands and cafés. It was through this process that Seongsu became the unique area it is today, with small factory buildings and culture-oriented multifunctional spaces. In addition, the apartment complexes located around the entrance of Seoul Forest, have made the district even more popular. Young entrepreneurs and artists, who have recently settled down in Seongsu following its designation as Seoul's Urban Regeneration Pilot Project Zone, are renovating even more factories and warehouses. Now, Seongsu is leading the trend where the old and new are made to coexist in harmony. Buildings that have turned into hot spots are ideal places for holding indoor events, which lure young people (millennials and Gen Zs), who, in turn, attract the interest of big businesses.



## ADER Space 2.0 Flagship

Even a fashion shop has to be artistic in Seongsu-dong. ADER Space 2.0 Flagship is a universe-themed clothing store, where visitors feel as if they have stepped into a sci-fi movie. Even the two dressing rooms are spaceship-themed, and they make sounds that remind people of the mystical universe while trying on clothes. To complete the theme, the checkout counter was designed to look like a space station. Founded in 2014, ADER produces clothing, bags, shoes, jewelry, and accessories with modern designs that suit both men and women. The flagship store is divided into nine zones, and the café, TONGUE PLANET, on the second floor is a particularly attractive space. Although you sometimes have to wait in line to enter a certain zone, there are many things to do while you wait, such as enjoying the music and videos played at the café, appreciating the interior decor, or taking a break on the rooftop.



061

**Address**  
82, Seongsui-ro, Seongdong-gu, Seoul

**Phone**  
+82-2-468-2223

**Operating hours**  
13:00 to 21:00

**Website**  
adererror.com



## Archivépke Atelier Seoul Forest

A showroom of Archivépke, Kolon FnC's brand for women Archivépke Atelier Seoul Forest is a two-story house near Seoul Forest that was transformed into an atelier infused with the brand's persona. The showroom focuses on creating an atelier space by arranging and displaying a variety of products as well as vintage designer furniture pieces dating from the 1950s to 1970s. The products have a simple design that goes well with any style, and visitors flock to the showroom to see the products in person and in the way they want. The shoes and bags are particularly popular.

062

**Address**  
7, Seoulsup 4-gil, Seongdong-gu, Seoul

**Phone**  
+82-2-6397-0917

**Operating hours**  
11:00 to 20:00

**Website**  
archive-epke.com



## Point of View

Stationery items are likely the most basic yet effective tools of human cognition. However, stationery stores have become increasingly rare in today's ever-changing modern world. At Point of View, you can try paper, pens, and other instruments that engage all five of the senses. All items are curated and contextualized from the store's "point of view." Visitors learn about individual products by reading their curation cards and can experience pencils and pens in the writing zone. The store was renovated this summer, allowing it to welcome guests with a renewed concept.

063

**Address** 18, Yeonmujang-gil, Seongdong-gu, Seoul

**Phone**  
+82-2-467-0018

**Website**  
pointofview.kr

**Instagram**  
@pointofview.seoul





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Seongsu Café Street

This café district spans from Seoul-forest Station on the Suin-Bundang Line to Seongsu Station on Subway Line 2 and Konkuk University Station. Many say it is a “café street,” but it is actually a large area with many cafés scattered around with even some hidden ones. Green Lab, or.er, Café Yeonmujang, Rafre Fruit, OUDE, and Scène as well as converted factory spaces (Daelim Changgo and Grandpa Factory Café) are the most well-known. The modern interior designs and large sizes of these locations attract many brands that open pop-ups here. The beauty of this district is its diversity: here, you can find exactly what you want.

064	Location	Around Seongsu-dong 2ga, Seongdong-gu, Seoul	Phone	+82-2-120 (Dasan Call Center)





**LCDC SEOUL**

LCDC SEOUL is a “platform” consisting of a café (first floor), lifestyle store (second and third floors), and rooftop bar (fourth floor). “LCDC” is an acronym for *Le Conte Des Contes* (Tale of Tales) by poet Giambattista Basile, suggesting that the platform wants to be a “brand of brands.” The building, which used to house a body shop and shoe factory, has been modernized by the skillful hands of architect SeungMo Seo. Small but influential brands occupy each floor, and pop-up stores are regularly opened here as well. *Le Conte des Contes*, located on the second floor and decorated with impressive furniture items made by artist KwangHo Lee, is a fashion store inspired by traveling.

065

**Address** 10, Yeonmujang 17-gil, Seongdong-gu, Seoul

**Phone** +82-2-3409-5975

**Operating hours** 11:00 to 21:00 (café on the first floor)

**Website** [lcdc-seoul.com](http://lcdc-seoul.com)

Achasan Mountain

Standing tall amid the fantastic scenery along the Hangang River, Achasan has amazed people throughout history. Kings frequented the mountain to hunt tigers, had a summer house here. The hiking trail connecting the Achasan and Yongmasan mountains is still popular today. In about an hour and a half, hikers can tour Achasan Ecological Park, Nakta Gogae Pass, and Chinsu Valley. The ecological park has a garden of native Korean plants, butterfly garden, wetland area, and ecological archive, all of which are free of charge and open all year round. The park is a good spot for taking a walk or getting some exercise at the many playgrounds and pavilions.



066

**Address** 370-3, Gwangjang-dong, Gwangjin-gu, Seoul

**Phone** +82-2-450-1395

**Operation hours** All year round

D Museum · Under Stand Avenue

D Museum, a landmark in Hannam-dong, moved to Seongsu in 2021. The museum was opened in commemoration of the 20th anniversary of the Daelim Cultural Foundation with the aim of turning everyday life into art. Located in ACRO Seoul Forest, a lively residential and cultural complex and situated near other high-end complexes, D Museum features many exhibitions that propose new lifestyles, with those inspired by photos, cartoons, and music having been the most popular. The best photo spot at the museum is the outdoor garden on the first floor, where 24 candle lights by designer KyuHyung Cho shine among the beautifully-arranged trees. The garden leads to Under Stand Avenue, a public cultural space created from 116 colorful cargo containers, where an employment/entrepreneurship support center is operated in cooperation with Seongdong-gu, along with startup stores, cafés, an exhibition section, and performance hall.

067

**Address** 83-21, Wangsimni-ro, Seongdong-gu, Seoul

**Phone** +82-2-6233-7200 (D Museum)

**Operating hours** 11:00 to 20:00 (D Museum, until 21:00 on Saturdays, closed on Mondays and for holidays)  
08:00 to 21:00 (Under Stand Avenue Café Seoul Forest)

**Website** [daelimmuseum.org](http://daelimmuseum.org) (D Museum)

**Instagram** @understandavenue (Under Stand Avenue)





Seoul Forest Park

While New York City has Central Park, Seoul has Seoul Forest Park. A former royal hunting spot that was transformed into a park for rest and relaxation amid beautiful trees and lakes in 2005, Seoul Forest is a place where family members, couples, and friends can spend quality time together and enjoy its various facilities including Splash Fountain, fitted with 100 waterpouts; Mirror Lake, which reflects the surrounding natural scenery in its shallow waves; Deer Corral, where children can see Korean spotted deer; Footbridge, connecting to Hangang Park; and Insect Garden, where you can become a child again while looking at about 100 species of insects.

068

**Address** 273, Ttukseom-ro, Seongdong-gu, Seoul

**Phone** +82-2-460-2905

**Operating hours** 05:30 to 21:30 (Eco Forest)

**Website** parks.seoul.go.kr (Parks in Seoul)



Songjeong Embankment Walkway

A beautiful trail that runs from the embankment of Gwangnarut-gil to the northeast from Seongdonggyo Bridge over Jungnangcheon Stream, Songjeong Embankment Walkway offers breathtaking scenery of cherry blossoms in spring, luscious greenery in summer, gold and red leaves in autumn, and white snow in winter. The 17,500 trees lining the three-kilometer-long stream bank have made this trail a paradise of nature in the city. As a walking path located along the water, it has been designated as a “Summer Green Trail” and “Autumn Leaves Trail” by Seoul City, and the lush cherry blossoms are often featured in TV commercials. The Songjeong Embankment Walkway connects Seoul Forest and Seongsu-dong, providing an ideal route for tourists.

069

**Location** Around 73, Songjeong-dong, Seongdong-gu, Seoul

**Phone** +82-2-120 (Dasan Call Center)

**Operating hours** all year round



Midnight Suup

How nice it is to have barbecue and craft beer at a jazz bar! Midnight Suup is the result of a collaboration between Midnight Bistro Jubari Project in Itaewon and Taphouse SUUP in Seongsu. The owner, a jazz and barbeque enthusiast, has spent years developing his own barbeque recipe. In addition to the barbeque, there is also Swiss potato cake (rösti), Hungarian goulash, and clam chowder to go with the craft beer, which you can enjoy while listening to live music. There is a display on each table that explains in great detail the dishes and beer in Korean, and you can just tap on what you want to order. Smoked barbecue is available for 24 hours every day, but performances are held only from Thursday through Sunday. It mainly presents free jazz, avant-garde jazz and prefers musicians with their own original songs.

070

**Address** B1, 2, Ahasan-ro 13-gil, Seongdong-gu, Seoul

**Phone** +82-2-6012-7950

**Operating hours** 16:00 to 03:00 (from 15:00 on Saturdays and Sundays)

**Instagram** @midnight\_suup\_jazz



ATTRACTIVE SEOUL SEONGSU

Easy Does It

Go down the stairs of this building, bearing a small “Easy Does It” signboard, and you will be greeted by posters of great musicians on the wall. This is a shelter-like bar open to anyone looking to enjoy some wine and jazz. The first performance is from 7:30pm to 8:15pm, and the second performance runs from 8:45pm to 9:30pm. Each wine on the list comes with a brief introduction and outline of its characteristics to help beginners. Birthday guests receive a free glass of the house wine. The snacks are also delicious, with the most popular being Rosé Tteokbokki.



071

**Address** B1, 45, Yeonmujang-gil, Seongdong-gu, Seoul

**Phone** +82-507-1360-0572

**Operating hours** 18:30 to 22:30 (closed on Mondays through Wednesdays)

**Instagram** @easydoesit\_official



Dido Jazz Lounge

A jazz lounge near Guui Station on Subway Line 2, Dido Jazz Lounge holds live performances every evening from 8:30pm to 10:30pm. If you want to visit on a Saturday, remember that there is an additional performance between 4pm and 8:30pm. This lounge is a great place for those who want to enjoy a jazz performance while having dinner, as the show is long, and the menu has many dishes to choose. If you prefer particular singers, visit the lounge’s Instagram page to see who will be performing before making a reservation.

072

**Address** 56, Jayang-ro 18-gil, Gwangjin-gu, Seoul

**Phone** +82-70-8621-7869

**Operating hours** 19:00 to midnight (from 15:00 on Saturdays, closed on Mondays)

**Instagram** @dido\_jazz\_lounge

Positive Zero Lounge

As the signboard of Positive Zero Lounge is never easy to find, look for a four-story building finished with red bricks instead. It may look like a typical office building, but there is a romantic jazz lounge in the basement. Something interesting to note is that the small signboard actually has its own story. At first, the lounge couldn’t afford a signboard, so it soon became known as a great jazz lounge without a signboard. This still prevents Positive Zero Lounge from installing a large, more visible signboard today, for fear of tarnishing its image. The place boasts diverse jazz musicians who play different music every day.



073

**Address** B1, 14-2, Yeonmujang-gil, Seongdong-gu, Seoul

**Phone** +82-2-462-5994

**Operating hours** 19:00 to 00:30 (closed on Mondays and Tuesdays)

**Instagram** @positive\_zero\_lounge

Tourtière

Meaning “meat pie” in French, Tourtière serves a meat pie that is inspired by *hanu* (native Korean beef) *tteokgalbi* (grilled beef rib patties) but made more savory with nutty marron paste. Other options are apple compote, coconut curry, and brown sauce. Run by a professional makeup artist, it features a unique “package” design. Even the wall with pie boxes stacked against it is photo-worthy. The shop has no tables: those who want to have their pie right away can go downstairs to Public Kitchen, a wine bar, where they can sit down and eat.

074

**Address** 30, Wangsimni-ro 2-gil, Seongdong-gu, Seoul

**Operating hours** 12:00 to 17:00 (closed on Sundays)

**Instagram** @tourtiere.seoul



UOVO Pasta Bar

Offering only freshly-made egg pasta with a springy texture and good wine, UOVO Pasta Bar pursues the simple and natural flavors that only the best seasonal ingredients can provide. It also selects a list of wines that go well with each dish. It opens only for dinner. When making a reservation, you have to pick a time from 5pm to 7pm or 7:30pm to 10pm, and every table is required to order wine. Reservations can be made at 11pm on the first and 15th of every month using the Catchtable app.

075

**Address** 1-16, Gwangnaru-ro 4-gil, Seongdong-gu, Seoul

**Operating hours** 17:00 to 22:00 (closed on Sundays and Mondays)

**Instagram** @uovopastabar





Your Naked Cheese

This is not your typical cheese shop. At Your Naked Cheese, lovers of fine cuisine will enjoy wine and cheese, pasta and cheesecake, and *kkakdugi* (diced radish kimchi) fried rice and salad, all served in unique tableware, while sitting in a dining space decorated with fascinating ornaments. A glass of wine or some other alcoholic beverage at lunch would not be out-of-place here. This high-ceilinged food and beverage establishment looks especially attractive in photographs and is featured in magazines quite often. You can pick items to make a gift set or fill the cute gift box with items recommended by the staff. With wine gaining in popularity, more people are coming to take out a platter of their favorite cheese for one or two and handcrafted fruit cheese.



076

**Address** 6, Wangsimni-ro 10-gil, Seongdong-gu, Seoul

**Phone**  
+82-2-2124-0924

**Operating hours** 12:00 to 23:00 (closed on Mondays)

**Website**  
yournakedcheese.com



ATTRACTIVE SEOUL SEONGSU

Wynyard Seongsu

A café during the day and a wine bar at night, Wynyard Seongsu is a charming place that serves coffee until 5pm and wine from 6:30pm. As wine is not for everyone, Wynyard offers free samples before taking your order. It is located on Yeonmujang-ro, the busiest street in Seongsu, and its black and wood interior is a good match for the area.



**077** **Address** 8-1, Yeonmujang-gil, Seongdong-gu, Seoul **Operating hours** 10:00 to 23:00 **Instagram** @wynyardco



**Kuna**  
The chef, who was inspired by dishes cooked by a grandmother at a tiny restaurant in a rural Italian village that he visited during his travels, returned to Korea and opened Kuna. It serves home-style Italian food in a restaurant setting. The most-loved dishes are gnocchi with porcini mushrooms, bacon, and cream and butter-seasoned octopus with carrot puree. Waiting is almost inevitable due to the lack of tables, but the restaurant's open kitchen allows customers to watch and enjoy the dazzling skills of the professional cooks while standing in line. Reservations can be made via the Tabling app, and walk-ins have to write down their phone number on the waiting list.

**078** **Address** #105, 9-16, Yeonmujang 5-gil, Seongdong-gu, Seoul **Operating hours** 12:00 to 22:00 (closed on Mondays and Tuesdays) **Phone** +82-507-1448-1040 **Instagram** @chefkuna

Matchacha Seoul

A romantic tea bar overlooking Seoul Forest, Matchacha Seoul serves tea courses consisting of seasonal teas and dessert pairings. One tea session can be attended by six guests and, with guidance, takes one and a half hours. The tea bar's terrace is open on sunny days. Children are not allowed to enter given that the course is difficult for them to follow. Those looking for more information on tea can partake in a one-day private tea class held between 11am and 1pm on Thursdays and Saturdays. The most popular item is Matchacha Signature Malcha (powdered green tea). Gift sets are also available.



**079** **Address** 18-11, Seoulsup 2-gil, Seongdong-gu, Seoul **Operating hours** 11:00 to 19:00 (closed on Mondays and Tuesdays) **Phone** +82-507-1313-8707 **Website** matchachaseoul.com



**OUDE**  
Stylishly designed using wood, marble, and stainless steel, OUDE brings to mind Seongsu's history as a factory district. This spacious and modernly-designed store is a good venue for large-scale events. The surroundings and natural light stream in through the large windows installed not only in the four walls but also in the ceiling, which is particularly attractive to photographers. The café carries well-balanced aromatic coffees, a variety of freshly-baked desserts each morning, brunch, and wines. The most popular desserts are the vanilla cream cronut, cinnamon cream cheese cronut, carrot cake, and lemon cake.



**080** **Address** 101-1, Yeonmujang-gil, Seongdong-gu, Seoul **Operating hours** 11:00 to 22:00 **Phone** +82-70-8844-0196 **Website** oude.kr





# TIMELESS SEOUL YONGSAN



## Fragrant memories

Yongsan is ideally located, with the spiritual Namsan Mountain in the north and the romantic Hangang River in the south. The geographical advantage of being in the middle of Gangnam and Gangbuk with the Hangang River in between also makes Yongsan quite attractive. We spoke to a naturalistic florist who shared high praise for her neighborhood, where she has found her second wind.

JiHye Lee **Beige.Hye · Florist**

**You must have really fallen in love with Yongsan to open a flower shop here.** The location is great as Yongsan is in the center of Seoul. Being in the center means that it is easy to travel anywhere in Seoul from here. Namsan Mountain and the Hangang River, also located nearby, keep you mentally sound and healthy as well. Yongsan is a great example of how harmony can be established between the old and the new. The skyscrapers downtown are only a short drive away, but the residential area retains the charm of the old days. Therefore, I felt as if I was on a movie set the first time I came here. This area is full of houses, instead of apartment buildings, so it's a nice, quiet place for small classes. Yes, I fell in love at first sight.

I had never been to this neighborhood before until I opened Beige.Hye in Huam-dong. My top priority was to find a quiet place, rather than a busy district, for my flower shop. I wanted to concentrate on my class without being disturbed by the city noise. In the end, after searching all over Seoul to find a place to open my first space as a florist, I came across this one. I feel like it was destiny.

**Why do you think people feel happy when they see flowers?** Flowers are easy on the eyes and give off a

fragrant smell. They revive any space with the power of life. When we look at flowers, we come alive because they breathe life into us. Flowers heal us with happiness. Anyone who has gifted a bouquet of flowers would agree that it makes not only the recipient but also the giver happier. Furthermore, flowers are mainly used for good occasions. So, being a florist who contributes to people's happiness is the joy of my life.

**If we were to compare Yongsan to a flower, how would you describe it?** To be honest, I love nameless green leaves and plants, which make flowers stand out, more than flowers themselves. These green leaves and stalks may seem insignificant, but no flower decoration is complete without greens. While Yongsan is one step away from being the busy center of Seoul, it accentuates the beauty of Seoul. So, Yongsan is to Seoul what greens are to flowers.

**How can you describe to others the uniqueness of this neighborhood?** What I have realized while running a flower shop here for two and a half years is that each neighborhood of Yongsan gives off a different vibe. Sinyongsan, which has many businesses such as Amorepacific and HYBE, gives off the unique vibe of a business district. The Sookmyung Women's University area is full of the freshness of young people. Itaewon, a mecca for tourists, has an exotic vibe. Hannam-dong is







characterized by the neatness of a high-end residential area. Now, I am watching the area behind Samgakji Subway Station with interest, as trendy restaurants and cafés are popping up there. Recently, I heard the good news that the Seoul Metropolitan Office of Education is relocating to a spot near my shop in Huam-dong. Also, after the Yongsan Garrison closed, part of the site was opened to the public as Yongsan Park, which I expect will be reborn as a city park. I am very excited to see a big park in the middle of Seoul.

**Can you share any unforgettable moments you've had in Yongsan?** There are a lot, but let me tell you about the latest ones first. I had a flower decoration

class for Yongsan High School students, and I was touched by how brightly they smiled. Also, I have some stray cats that come to eat at my place: they are an endless source of precious memories. I was never a big fan of cats, but the previous occupants asked me to feed them after they moved out, so now I have several regular diners. My new feline friends, Beom, Bom, and Jjakbeom, add softness and warmth to my days. They come inside to play around when the door is left open. I guess I'm kind of a butler to them now. Ha ha!

**As a florist, do you consider regional characteristics when you arrange flowers? Where do you get your inspiration?** The small signboard of my shop reads



“All About Flowers” under the shop name. Because my shop is in Yongsan, my customers come from all walks of life. The Korea Herald, Sookmyung Women’s University, and various small enterprises are all near here. Office workers, young people, and couples on a date in Haebangchon come to my shop. There are large corporations near Seoul Station as well. Considering this wide spectrum of customers, I avoid being abstruse or overly trendy or old-fashioned.

I like my creations to be natural. I get ideas from the flowers and trees I see outside. A wayside flower prompts me to imitate its natural state. I pursue natural and familiar feelings and often examine flower-themed artworks or still-life paintings in old books.

**Can you share your favorite fascinating places?** I walk down Sowol-gil by Namsan Mountain to work every day. It is so beautiful all year round, especially when the leaves turn red in autumn. It would not be an exaggeration to say that I love Namsan just because of the autumn leaves on Sowol-gil. There are several walking trails on the mountain as well, overlooking the entire city of Seoul. The route I often take is the one that goes up the stairs of Namsan Public Library. I go for a walk whenever the weather permits. Let me recommend the cafés in Namsan that I frequent along the way. MAMOE, at the foot of Namsan Mountain, has floor-to-ceiling windows overlooking Seoul. The desserts and coffee are great, and the owner is very kind. Sunday





Sounds is a small dessert café near my shop. The cozy atmosphere never fails to draw me in. Approach is also a great café, but it's so popular that you always have to wait in line. Its flower decorations also amaze me. Another place I'd like to recommend is Namsan Botanical Garden. A tourist attraction that is open all year round, it is a fragrant space with more trees than flowers.

**Do you have any itinerary to recommend to someone planning a Yongsan tour?** Yes, I do, and I shared it once before for a customer who came to visit a friend working nearby. During our friendly conversation, I explained my favorite places. For a two-day trip, I recommend beginning at one of the gourmet restaurants behind Sinyongsan Station. After lunch, move to Itaewon and have a cup of coffee while enjoying the different atmosphere there. It would be best to have dinner in the quiet environment of Huam-dong. Then have a glass of wine in Haebangchon while appreciating Namsan's breathtaking evening glow. You should also visit at least one of the aesthetically-pleasing cafés in Hannam-dong. ASTIER de VILLATTE, standing at the foot of the Leeum Museum of Art, is a cultural space that sells French ceramics as well as coffee. The colorful paper flower decorations on the first floor

are quite eye-catching. You may be a little disappointed that the café doesn't permit photography, but it is so remarkable that you won't forget it anyway. I'm used to seeing joggers at dawn when I visit the flower wholesale market. So going jogging or riding a bike, just like the locals do, would be a good idea too. If you can't make it to Namsan Mountain, that's fine-just taking a walk around your hotel will make you feel recharged.

**How do you hope Yongsan is remembered by travelers?** Yongsan, which retains both the historical and modern aspects of Seoul, can mesmerize anyone. If you want to learn about the serenity of Seoul, stroll around the alleys near Samkwang Elementary School in Huam-dong. Flowers are in full bloom in the alleys lined with old houses. Maybe because the houses are on the sunny side, the residents put potted plants outside their houses and their gardens are green with lush trees. The view of N Seoul Tower from Yongsan is the best in Seoul. The illuminated tower is a great guide for people traveling around at night.

**Travel is a wonderful source of inspiration. What is travel to a florist?** Travel is a break and an opportunity to learn about the culture in a different place, which influences my work and life in positive ways. I don't travel, either in Korea or abroad, without visiting a botanical garden and going to a flower shop to buy a bunch of flowers. By doing this, I learn about their flower varieties, characteristics, and decoration trends. I bring the bouquet to my lodging or give it to the staff as a gift. All this makes precious moments that I remember with all five of my senses. Looking at my flower photos from that time brings me fragrant memories, and I feel rejuvenated. Fragrance plays an important role in the healing power of flowers. I can smell those days I lived when I look at the pictures.



“While Paris has the Eiffel Tower, Seoul has N Seoul Tower. Sometimes you may forget that it is there, but just lift your head and you will see, even from the streets of your neighborhood, the tower standing tall and unchanged, although the mountain on which it stands changes colors over time. Yongsan has grown into a new cultural hub where galleries and art shops are emerging, centered around several large museums that opened recently. I couldn't help but be fascinated by their harmony.”



# A district overlooked by N Seoul Tower

Yongsan is well known for its geographical feature of having a mountain (Namsan Mountain) in the north and water (Hangang River) in the south. It is home to both Itaewon, a popular destination for tourists visiting Korea, and Hannam-dong, an emerging affluent village. There is also a kind of art village, with branches opened by internationally prestigious galleries, such as Pace Seoul, Lehmann Maupin Seoul, Thaddaeus Ropac Seoul, Various Small Fires Seoul, Gallery Baton, and Gana Art Hannam, all centered around Leeum Museum of Art. The places in Yongsan frequented most by tourists are Gyeongnidan-gil, Haebangchon, Itaewon, and Hannam-dong. Just walking down the street in these areas will show you how diverse Yongsan really is. The district's landmark is N Seoul Tower, which is like a lighthouse for evening and night joggers and people just taking a walk. It has recently been decided that the old neighborhood at the foot of Namsan Mountain will be redeveloped, raising expectations about how the landscape, which has aged well with time, will be refreshed.



## GRAPHIC

GRAPHIC is a bookshop dedicated to graphic novels and art books. Once paying the entrance fee, you can read all the books there and have some water, soft drinks, and coffee for free, but the wine, beer, and cocktails at the third-floor bar come at a cost. The books, displayed on wooden shelves, are for sale as well. The unique building, designed based on the shape of a book, is finished with ceramic, rather than the usual materials of concrete or cement. The first floor houses romance comics, art and architecture design books, science fiction books, and Marvel and DC comics, while the second floor has short stories and books on sports, nature, food, philosophy, and religion. The third floor features the themes of photographs, fashion, music, and women. The small windows throughout the space bring in nature light during the day and create a unique ambience at night.



081

**Address**  
33, Hoenamu-ro 39-gil, Yongsan-gu, Seoul

**Phone**  
+82-70-4070-0204

**Operating hours**  
13:00 to 23:00 (closed on Mondays)

**Instagram**  
@graphicfan



082

**Address**  
137, Seobinggo-ro, Yongsan-gu, Seoul

**Phone**  
+82-2-2077-9000

**Operating hours** 10:00 to 18:00  
(until 21:00 on Wednesdays and Saturdays, last admission: a half hour prior to closing)

**Website** museum.go.kr



## National Museum of Korea

The place where BTS filmed "Dear Class of 2020" and where President Yoon Suk-yeol greeted US President Biden, the National Museum of Korea is filled with Korean cultural properties, including the Ten-story Stone Pagoda from Gyeongcheonsa Temple Site (National Treasure No. 86) and Stele for Great Master Wollang (Treasure No. 360), and holds various exhibitions in its six permanent exhibition spaces, special exhibition hall, and Children's Museum. Admission is free, except for special exhibitions. The museum, boasting such a huge collection that it is impossible to see everything in one day, is the best place to learn about why Koreans are so proud of their cultural heritage while appreciating paleolithic hand axes, gold crowns of the Three Kingdoms Period, Goryeo celadon, and paintings from the Joseon Dynasty. Visitors can also enjoy strolling around the traditional garden, which features a pond, or visiting art shops and restaurants.

## National Hangeul Museum

The National Hangeul Museum is located right next to the National Museum of Korea. Visiting the two museums in one go is a great way to enjoy a day. The building was designed based on the concept of Hangeul as a means of communication connecting the three layers of heaven, humans, and earth, which represent the three primary vowels of Hangeul. The museum is an inclusive cultural space with exhibition halls, a Hangeul library, auditorium, rest areas, and beautiful garden leading to Yongsan Family Park. It also serves as an exhibition space that aims to facilitate greater understanding of Hangeul and conducts experiments, looking for opportunities to collaborate with people in various fields.



083

**Address**  
139, Seobinggo-ro, Yongsan-gu, Seoul

**Phone**  
+82-2-2124-6200

**Operating hours** 10:00 to 18:00  
(until 21:00 on Saturdays)

**Website**  
hangeul.go.kr





Nodeulseom Island

Located next to Hangangdaegyo Bridge, Nodeulseom Island has been transformed into an island of art. The word “nodeul (sauntering)” in its name comes from the fact that the island was known as “a rock on which herons saunter around.” The name gives us an idea of what this small island looked like in the past. In 2019, it was reshaped into a cultural space mainly for music and art, providing Seoul citizens with a good spot for some rest and relaxation. The island’s Grass Field is an outdoor space perfect for appreciating the sunset and night view of the Hangang River. It can holds festivals in spring and fall and it can be turned into an ice-skating rink in winter. There is a natural habitat for narrow-mouth frogs that has been preserved in the forested area on the east side of the island. Children will be excited to see the endangered species there. The Live House, with seating for 456 people, has a stage that is typically used for pop music performances. Also found on the island is Nodeul Bookstore, which sometimes holds exhibitions. The current exhibition is Argentinian artist Leandro Erlich’s “Bâtiment.” His works playing with optical illusions are scheduled to be on display until the end of 2022. The building also houses a café, pub, restaurants, library, and convenience store, all of which are open to people taking a walk in Hangang Park.





TIMELESS SEOUL YONGSAN

Leeum Museum of Art

The Leeum Museum of Art holds three exhibitions simultaneously in its three beautiful buildings. M1, created by Swiss architect Mario Botta, displays a collection of Korean antiques, while M2, designed by French architect Jean Nouvel, presents a modern art collection. Special exhibitions are held regularly in the Child Education & Culture Center, a creation of Dutch architect Rem Koolhaas. The recently-refurbished lobby features an art shop and café selling special products made by Korean artists and artisans. There are a number of art galleries in Hannam, with Leeum at the center, forming a kind of art village.



085

**Address** 60-16, Itaewon-ro 55-gil, Yongsan-gu, Seoul

**Phone**  
+82-2-2014-6900

**Operating hours**  
10:00 to 18:00  
(closed on Mondays and for holidays)

**Website**  
leeum.org



Gallery The Square Yongsan

Gallery The Square Yongsan is a casual tea bar that recently opened a Yongsan branch, following its Gyedong branch, boasts a quaint view of Bukchon Hanok Village. The second branch offers a good view of Yongsan as well as a cozy and comfortable atmosphere in which guests can enjoy the daily pleasure of drinking good tea. As most Koreans drink coffee on a daily basis, not many are familiar with tea. This tea house caters to such people with its tea master specialty program. Make a reservation and enjoy tea and refreshment pairings meticulously selected by tea masters.



086

**Address** 2F, 103-1, Sinheung-ro, Yongsan-gu, Seoul

**Instagram**  
@gallery\_the\_square-yongsan



Mosu Seoul

A restaurant known for innovative Korean dishes, such as deep-fried fish with Kalopanax and edible fatsia shoots, Mosu Seoul is always crowded with tourists from abroad. Chef Sung Ahn, who moved to the US as a child, won his first Michelin star the year after he opened Mosu in San Francisco in 2015. Mosu Seoul, which he opened after returning home, received three stars. "Mosu," derived from the Korean pronunciation of cosmos flowers, is a name that suggests Ahn's source of inspiration for his cooking as cosmos flowers grew in the backyard of his childhood home.

087

**Address**  
45, Itaewon-ro 55ga-gil, Yongsan-gu, Seoul

**Phone** +82-2-793-5995

**Operating hours** 12:00 to 15:00 (lunch), 18:00 to 22:00 (dinner)  
(closed on Sundays and Mondays)

**Website** mosuseoul.com

Upstanding

A specialty coffee house in Sinheung Market located at the five-way intersection in Haebangchon, Upstanding is a shop whose name expresses that it is full of passion and has a reputation for being upstanding when it comes to coffee. The owner found a small, neglected space inside the market and remodeled to create an incredibly popular spot with the help of architect JaeYoung Choi of T-FP. A circular staircase connects the second and third floors and leads to an indoor café and rooftop overlooking the market. This place is worth a visit for not only the coffee but the interior decoration as well.



088

**Address**  
99-11, Sinheung-ro, Yongsan-gu, Seoul

**Phone**  
+82-507-1393-8727

**Operating hours**  
12:00 to 18:00

**Instagram**  
@upstanding\_coffee





**Approach**

A café in a remodeled Western-style house with an outdoor terrace on the first floor and rooftop tables that are especially busy on sunny days, Approach always has a long queue of people waiting to get in during peak hours. The café is well known for its All-Day Brunch items, including British pancakes, house-made granola, and Approach breakfast sets. Its gambas al ajillo, prosciutto, and many other snacks and desserts are also popular. Every corner is well decorated based on an "old and new" concept, which is particularly appreciated by photographers. It is too crowded for children or pets to be allowed in. Reservations are not accepted.

089

**Address**

18-3, Hangang-daero 40-gil,  
Yongsan-gu, Seoul

**Phone**

+82-2-798-8825

**Operating hours**

10:00 to 21:00

**Instagram**

@approachcoffee\_





Conhas Hannam

A café with a swimming pool in which you can't actually swim, Conhas Hannam offers poolside seating and footbaths in the summer. The pool is actually a refreshing sight and a good spot for taking pictures, leading it to be known as the symbol of Conhas Hannam. The crisp blue gate of the café, which used to be a two-story Western-style family home, gives a cool and clean first impression. A variety of coffees are served as well as brunch menus, pasta, and salads. As one of the most popular places in Yongsan, it is always packed with customers. On weekends, you can stay for no longer than two hours, even if you waited for hours to get in.



090

**Address** 22, Itaewon-ro 55na-gil, Yongsan-gu, Seoul

**Phone** +82-2-790-0792

**Operating hours** 10:00 to 22:00

**Instagram** @conhascoffee\_co.ltd



**Urban Plant Seobinggo**

An elegant café in a remodeled old house sitting in a quiet residential area, Urban Plant Seobinggo is a place where the natural beauty of the *hanok*, decorated with water, stones, and pine trees, has been reinterpreted and reborn as a modern establishment. The signature drink is Sangria Tea, which is popular as a refreshing and sweet non-alcoholic drink made mainly with hibiscus. The Canelé & Stone Mousse is a unique dessert found only here. Feel free to eat the stones too, as they are actually chocolate, *malcha* (powdered green tea), apple, or strawberry mousse cakes.

091

**Address** 7-4, Seobinggo-ro 59-gil, Yongsan-gu, Seoul

**Phone** +82-70-4192-0936

**Operating hours** 11:00 to 21:00

**Instagram** @urbanplantseobinggo



**BO Market Gyeongnidan-gil**

This neighborhood had no grocery store before BO Market, which was established by a resident of Namsan Mansion who wanted to address this inconvenience. This is the second branch of BO Market, located in front of the Jugong Apartment Complex in Itaewon. The second branch is popular because it has tables in a small garden for guests to eat at. The market carries all kinds of everyday products, from rubber gloves to wine, toothpaste, and jam. It also designs and sells bags, tumblers, and disposable cameras.

092

**Address** 286, Noksapyeong-daero, Yongsan-gu, Seoul

**Phone** +82-2-792-3380

**Operating hours** 10:00 to 20:00

**Website** bomarket.co.kr





Amorepacific Group Headquarters

This is the headquarters of Amorepacific, well known for its cosmetics brand Sulwhasoo. British architect David Chipperfield designed the building based on the concept of a white porcelain moon jar, symbolizing the beauty of Korea. Welcoming visitors in the lobby on the first floor are the Osulloc Tea House, as well as Helena Flower, the Amorepacific Museum of Art, and a library. On the basement floors, which are directly connected to Sinyongsan Station on Subway Line 4, are many stores frequented by young people, including craft beer pub and restaurants serving international cuisines.



093

**Address**  
100, Hangang-daero, Yongsan-gu, Seoul

**Phone**  
+82-2-6040-2345 (Museum)

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

**Website**  
apma.amorepacific.com (Museum)



MO-NO-HA Hannam

A cultural complex that embraces the beauty of art, craft, design, fashion, and architecture, MO-NO-HA Hannam was originally an old knitting factory near Hannam Station, on Subway Line 1, that has been reborn as a meditative space based on a “white and wood” concept. It sells clothing and ceramic works in a space decorated with 20th-century design furniture and works by monochrome artists, exuding a museum-like atmosphere. Visitors can enter the first floor through a front garden to enjoy exhibitions, which are held irregularly, before heading upstairs. The second and third floors are dedicated to ceramics, artworks, cutlery, and clothing. MO-NO-HA Hannam aspires to be a place where visitors can appreciate the energy of artists at their own pace, free of any pressure to buy more and leave faster.

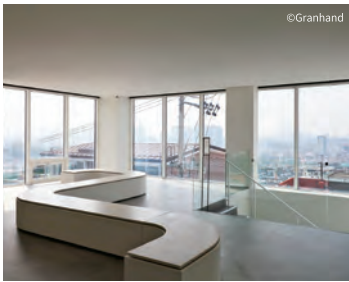
094

**Address**  
36, Dokseodang-ro, Yongsan-gu, Seoul

**Operating hours**  
11:00 to 19:30 (closed on Mondays)

**Website**  
mo-no-ha.com

**Instagram**  
@monoha\_hannam



GRANHAND. Namsan

A cultural complex with the goal of bringing scents into everyday life, GRANHAND. Namsan focuses on scents and products that people can enjoy every day, not just on special occasions. The Namsan branch is located on Sowol-ro, which retains its beauty all year round, and has a large parking lot. Take a stroll through the alleys of Haebangchon or immerse yourself in the nature of Namsan Mountain before coming to the GRANHAND. Namsan branch to experience a private tea lounge overlooking the entire city of Seoul. The panoramic view of the beautiful sunset over the city is a view that should not be missed. It is open until 10pm, which is good news for night owls.

095

**Address** 4F, 49, Duteopbawi-ro 60-gil,  
Yongsan-gu, Seoul

**Phone**  
+82-2-333-6525

**Operating hours**  
11:00 to 20:00

**Website**  
granhand.com





NONFICTION Hannam

This is the Hannam store of NONFICTION, a lifestyle beauty brand focusing on fragrances. It rejects “fiction” based on affectation and pretense and, instead, pursues purity, honesty, and essence. It is located on the first floor of the building across from the Leeum Museum of Art and easily accessible on the way to and from Itaewon. NONFICTION does not use 17 harmful ingredients, such as paraffin and sulfate, and pays careful attention to design, creating unique Korean products that make great gifts. The white interior and small outdoor garden reflect the brand’s identity.

096	<b>Address</b>	<b>Operating hours</b>
	242, Itaewon-ro, Yongsan-gu, Seoul	11:00 to 20:30
	<b>Phone</b> +82-2-790-4097	<b>Website</b> nonfiction.kr

Hills & Europa

Well known for its caramel cream pudding, Hills & Europa is a cocktail bar in Haebangchon where analog music enthusiasts gather to listen to vinyl records but is operated as a café during the day. The caramel cream pudding goes well with either coffee or a cocktail. It also serves hearty meals, such as char-grilled sirloin and gambas al ajillo. The interior is reminiscent of an American Western movie set.

097	<b>Address</b>	<b>Operating hours</b>
	2F, 35, Sinheung-ro, Yongsan-gu, Seoul	12:00 to 02:00
	<b>Phone</b> +82-507-1481-1130	<b>Instagram</b> @hillsandeuropa



ORFEO Hannam

It is a native of SOUNDS Hannam, which houses cafés, stationery stores, galleries and even apartments. A sound theater lounge in ORFEO screens various movies and live videos on a regular basis. Rental is also available. The lounge is both a listening room and a showroom for ODE Audio, which imports world-class, high-end audio products. Digital cinema and multi-channel sound system provide an experience that resonates with all five senses.

098	<b>Address</b>	<b>Operating hours</b>
	5F, 35, Daesagwan-ro, Yongsan-gu, Seoul	12:00 to 21:00 (closed on Mondays and Tuesdays)
	<b>Phone</b> +82-2-512-4093	<b>Instagram</b> @ode.orfeo



Hyundai Card Music Library

The Hyundai Card Music Library Plaza has been transformed into a work of US photographer Alex Frager. The half of the front façade facing Itaewon-ro is wrapped with the printed image of a woman appearing in his work. Hyundai Card holders or those who have installed the Dive app on their smartphones can enter the building free of charge (except on weekends and holidays). The first floor is a café, and the second floor houses the Music Library. It has a lot of vinyl records and rare albums with nine turntables and allows visitors to listen to up to three records each. Also, make sure not to miss the Hyundai Card Art Library, which was recently opened next door.

099	<b>Address</b>	<b>Phone</b>	<b>Operating hours</b>
	246, Itaewon-ro, Yongsan-gu, Seoul	+82-2-331-6300	12:00 to 21:00 (until 18:00 on Sundays and holidays, closed on Mondays and for holidays)

SoundDog

A jazz pub in a market? First-time visitors may be confused by the fact that SoundDog is situated among the many stores in Huam Market. But that confusion will give way to admiration while they enjoy the two-hour live performance starting from 8pm, when all the early-rising merchants in the area leave for home. The lilting music will make you feel as if you are in New Orleans. The outdoor tables are the best choice for those accompanied by children or dogs with sensitive ears. The glass wall suppresses the pounding rhythms just enough to enjoy the music with a glass of draft beer. There is also a mirror mounted on the ceiling above the stage to help guests see the players in the back row as well. Refer to the Instagram account to check the performance schedule and make a reservation. The owner, Seong Kim, is crazy about jazz.

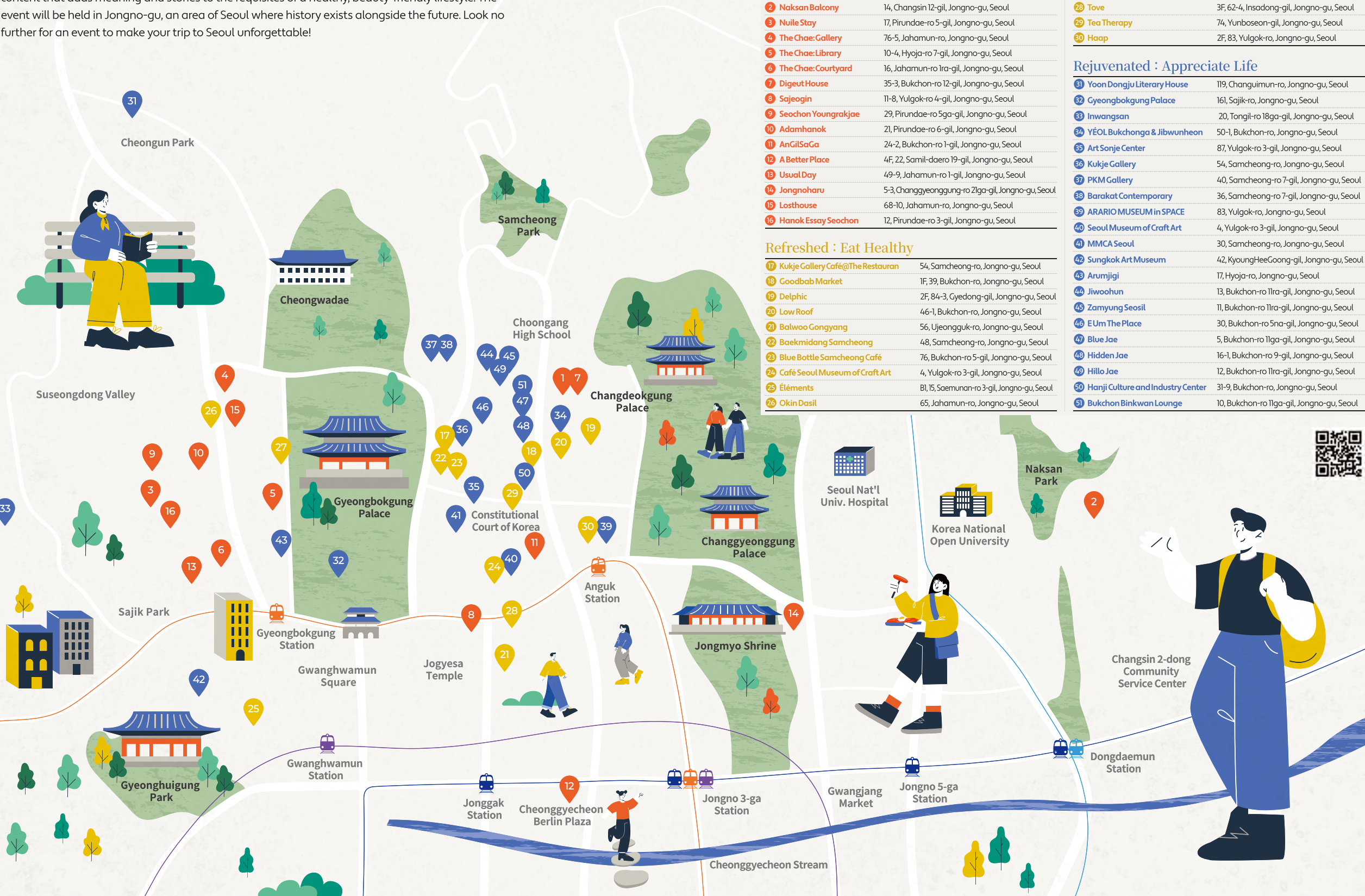
100	<b>Address</b>	<b>Operating hours</b>
	77, Hangang-daero 104-gil, Yongsan-gu, Seoul	18:00 to midnight
	<b>Phone</b> +82-10-5368-2584 (reservation possible through text messages)	<b>Instagram</b> @sounddog_jazz





# Seoul Beauty Travel Week

Seoul Metropolitan Government is proud to host Seoul Beauty Travel Week 2022, which offers travel content that adds meaning and stories to the requisites of a healthy, beauty-friendly lifestyle. The event will be held in Jongno-gu, an area of Seoul where history exists alongside the future. Look no further for an event to make your trip to Seoul unforgettable!





# Next Fashion 2022

Next Fashion 2022 is a tourism festival that encourages diverse experiences and direct participation in activities merging fashion, music, and local culture. Concerts and performances will not be featured this year due to COVID-19, but the spaces in Seoul Forest and Seongsu-dong for other interactive tourist activities will be open to all.



## Participants of Next Fashion 2022

### Beauty/Life

1 Eastoklm	B1, 13, Gwangnaru-ro 4ga-gil, Seongdong-gu, Seoul
2 Gondry Workshop	11-7, Seoulsup 2-gil, Seongdong-gu, Seoul
3 Goowolcabinet	B1, 48, Ahasan-ro 17-gil, Seongdong-gu, Seoul
4 Hanahzo	10, Yeonmujang 17-gil, Seongdong-gu, Seoul
5 Happier Mart by oh, lolly day!	5F, 61, Seongsui-ro 22-gil, Seongdong-gu, Seoul
6 KioskKiosk	2F, 18-14, Seoulsup 2-gil, Seongdong-gu, Seoul
7 KunaJangrong	2F, 7, Yeonmujang 7ga-gil, Seongdong-gu, Seoul
8 LAR Shoes	1F, 54, Seoulsup-gil, Seongdong-gu, Seoul
9 Onezeom	42, Ahasan-ro 7-gil, Seongdong-gu, Seoul
10 Onif	2F, 25, Gwangnaru-ro 2-gil, Seongdong-gu, Seoul
11 Slow+Pharmacy	1F, 26, Ahasan-ro 11ga-gil, Seongdong-gu, Seoul
12 PENDUKA	1F, 38-1, Seoulsup 2-gil, Seongdong-gu, Seoul
13 Munchies And Goodies	33, Yeonmujang-gil, Seongdong-gu, Seoul

### F&B

14 5To7	1F, 44-13, Seoulsup 2-gil, Seongdong-gu, Seoul
15 Backyardbuilder	152, Gwangnaru-ro, Seongdong-gu, Seoul
16 Castanets	1F, 32-14, Seoulsup 2-gil, Seongdong-gu, Seoul
17 Center Coffee	28-11, Seoulsup 2-gil, Seongdong-gu, Seoul
18 Chedda&oli	32-14, Seoulsup 2-gil, Seongdong-gu, Seoul

19 Comoff	1F, 17, Seoulsup 4-gil, Seongdong-gu, Seoul
20 Comoffroasters	1F, 7, Wangsimni-ro 6-gil, Seongdong-gu, Seoul
21 Goosecage	2F, 19-13, Seoulsup 2-gil, Seongdong-gu, Seoul
22 Kooookhee café	2F, 12-22, Seoulsup 4-gil, Seongdong-gu, Seoul
23 Perment	B1, 37, Seoulsup 2-gil, Seongdong-gu, Seoul
24 Rafe Fruit	2F, 8-8, Seoulsup 2-gil, Seongdong-gu, Seoul
25 Secondeire	2F, 34, Seoulsup 2-gil, Seongdong-gu, Seoul
26 Today's Enough	B1, 44-13, Seoulsup 2-gil, Seongdong-gu, Seoul

### Showroom

27 Archivépke	7, Seoulsup 4-gil, Seongdong-gu, Seoul
28 Empty	1-4F, 97, Seongsui-ro, Seongdong-gu, Seoul
29 FENNEC	8, Yeonmujang 3-gil, Seongdong-gu, Seoul
30 Lucky Marché	1F, 22-31, Seoulsup 4-gil, Seongdong-gu, Seoul
31 Marge Sherwood	2F, 8, Wangsimni-ro 14-gil, Seongdong-gu, Seoul
32 MMGL	3F, 3, Seongsui-ro 1-gil, Seongdong-gu, Seoul
33 Nasty Habit	1-2F, 22, Wangsimni-ro 4-gil, Seongdong-gu, Seoul
34 OSOI	1F, 8, Wangsimni-ro 14-gil, Seongdong-gu, Seoul
35 OSTKAKA	1F, 11, Ahasan-ro 1-gil, Seongdong-gu, Seoul
36 Raive	1F, 20, Yeonmujang-gil, Seongdong-gu, SeoulAw





