

Seoul  
Attraction

*Never ending story*

# Seoul

OFFICIAL TOURIST GUIDE



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[www.VisitSeoul.net](http://www.VisitSeoul.net)  
The Official Seoul City Tourism Website



**1330 Korea Travel Hotline**

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• 24 hours a day, 365 days of the year.

In Korea **1330** From overseas **+82-2-1330**

- 1 Korean
- 2 English
- 3 Japanese
- 4 Chinese

## Key to Symbols

- UNESCO World Heritage
- Accommodation
- Museum / Gallery
- Performance Hall
- Shopping
- Tourist Information Center
- Craft Studio
- Restaurant
- Police Station
- Post Office
- Embassy
- Hospital
- Bank
- School
- University
- Seoul Free Wi-Fi \*
- Airport Limousine
- City Tour Bus
- Casino
- Theater
- Club
- \* Areas with access to Seoul Free Wi-Fi
- Cost
- Hours
- Foreign Language Service
- Location
- Contact
- Website

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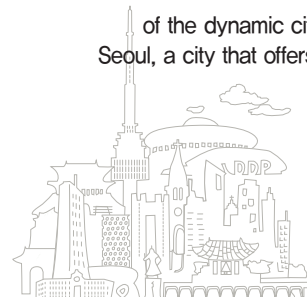
※ Some content in this guidebook was inspired by <Seoul Dining: A Delicious Epicurean Journey> and other publications about the city.

Photo courtesy of Wow Seoul (wow.seoul.go.kr) and the Official Seoul City Tourism Website (www.visitseoul.net)  
Maps courtesy of Seoul Map

# Never ending story Seoul

Embracing both the traditional and the contemporary, nature and the latest technology, Seoul is now reaching beyond Asia to be reborn as a global city.

This book presents the stories of the dynamic city through its seven major districts. Seoul, a city that offers more than you can ever imagine.



City Center

Palace Quarter

Dongdaemun & Around

University Quarter

Yongsan & Yeouido

Gangnam

Jamsil

Official title Seoul Special City | Area 605.33 km<sup>2</sup> | Population 10,383,651 (as of the Q2 2014)

Language Korean | Climate temperate | Currency unit won (₩, KRW) | Local standard time GMT+9 (Korea Standard Time)

Country code +82 | Local code Seoul 02 (when calling from abroad, omit "0" and just press "2".)

# The Center of Seoul, Where the Past Meets the Present

Around City Hall / Myeong-dong and Euljiro  
Namdaemun Market and Namsan



Deoksugung Palace, the setting of Korea's modern history in the late Joseon Dynasty, is located in the City Hall area, in central Seoul. Here, the past blends with the present in harmony with royal palaces situated among the forest of high-rise buildings.

Deoksugung is the only one of the five royal palaces in Seoul that has been able to keep a modern architectural style. Its main tourist attractions are : Junghwajeon (Hall), which features the architecture of a traditional royal residence; the majestic sight of Seokjojeon (Hall), Korea's first Western stone building, and Jeonggwanheon (Pavilion), where King Gojong, the last king of the Joseon Dynasty, used to enjoy his coffee. After touring the Deoksugung area, you can take a walk along the Deoksugung Doldamgil, known as one of the most beautiful walking paths in Seoul. Turn right at Daehanmun (Gate) and walk down the path that takes you to the Seoul Museum of Art.

You can feel the vigorous energy of Seoul in Myeong-dong and Namdaemun Market, a 600-hundred-year-old market where you can enjoy a friendly haggle with merchants. Myeong-dong is a modern shopping district where you can find various shopping items and the 100-year-history of overseas Chinese in Korea on Gwanqian Street, where the Embassy of China is located.

When the sun goes down, it is time to visit N Seoul Tower on Namsan (mountain). This is the best place to get a single, sweeping vista of entire nightscape of Seoul and may be the most special moments of your visit to Seoul.

## Highlights

**Deoksugung Palace** Watch the ceremony of the changing of the royal guards, (called Surmunjang), which takes place three times a day before setting off on a laid-back stroll on the Doldam-gil by Deoksugung. (p.9)

**Seoul City Hall** Sky Square, an ecology landmark in Seoul that boasts the world's largest "green wall" at the new Seoul City Hall building, is a place where you can take a break at a gallery or cafe on the 8th and 9th floors, respectively. (p.9)

**Myeong-dong** Indulge in shopping for Seoul trends on the streets of Myeong-dong and learn more about the Korea-China relationship walking along Gwanqian Street. (p.11)

**N Seoul Tower** Go up N Seoul Tower in Namsan Park where a beautiful walking path harmonizes with nature, and enjoy the night view of Seoul that can be seen from this vantage point. (p.13)

## Suggested Itinerary

Seoul Plaza (30mins) – Deoksugung Palace (1hour 30mins) – Deoksugung Doldam-gil (10mins) – Seoul Museum of Art or Seoul Museum of History (1hour) – Take the subway to Namdaemun Market (20mins) – Shop and eat lunch in Namdaemun Market (2hours) – Take a ride on the Namsan cable car (30mins) – Visit N Seoul Tower (1hour 20mins) – Take the Namsan shuttle bus to Myeong-dong (20mins) – Shop in Myeong-dong (2hours)

※ Durations may vary depending on the itinerary and mode of transportation.

## What to do

**Namsangol Hanok Village** Visitors to Namsangol Hanok Village can experience various Korean traditions such as hanbok (traditional clothing) and a tea ceremony. (p.11)

**The N Seoul Tower Roof Terrace** Originally built as a wooden deck for an aerial view of the city, the Roof Terrace is now more popular as a place where visitors hang their 'locks of love' on the fence. You may want to leave your own lock with your loved one's name on it and let it be part of the endless parade of memories. (p.13)

**Namdaemun Market Mokjagolmok** Visit the so-called Mokjagolmok (Eatery Alley) and indulge in popular street food such as braised cutlass fish, kalguksu (noodle soup) and hotteok (fried buns), to name just a few. (p.13)

## Local Tips

- Use the Seoul City Tour Bus for convenient transportation to Deoksugung Palace, Myeongdong, Namdaemun Market, and Seoul Station.

- A recommended place to visit along with the Seoul Museum of History, Gyeonghuigung Palace was once a palace massive enough to house a hundred structures within its grounds during the Joseon Dynasty. Some of the structures and the leafy woods behind the palace are in high demand as a location for filming period movies.

## Around City Hall

시청 주변

Nearby subway station 1 2 City Hall



## Plan your trip

- Watch the changing of the royal guards ceremony at Deoksugung Palace and take a stroll
- Experience the "Tong Tong Tour", a tour of Seoul City Hall, which is considered an ecological landmark in Seoul.
- View diverse exhibitions at the National Museum of Contemporary Art in Deoksugung Palace, the Seoul Museum of Art, and the Seoul Museum of History

## 1 Deoksugung Palace 덕수궁

Originally built during the Joseon period, this historic palace played an important role in Korea's modern and contemporary history. In fact, it served as the backdrop for the Daehanjeguk, or Great Korean Empire. The only palace among all the ancient palaces in Seoul to have a Western-style garden, fountain, and modern royal palace, it stands as the bridge between the older and modern eras. The changing of the royal guards ceremony that takes place at the main gate (called Sumunjang) is one of the must-see sights of Seoul.

☎ Adults (over 19) ₩1,000 Youth (7-18) ₩500 ☎ 09:00-21:00 (Closed on Mondays) ※ Permanent events : royal guard changing ceremony 11:00 14:00 15:30 ☎ Weekdays guided tours in Japanese twice a day, English and Chinese-guided service once a day, guided tours in Weekends Japanese once a day, guided tours in English or Chinese once a day, no tours provided on holidays ☎ Lines 1,2 City Hall Station(exit 2 or 12) ☎ 02-751-0734 ☎ <http://www.deoksugung.go.kr>

1-1 Deoksugung Doldam-gil Stone-wall road that has been designated one of Korea's 100 most beautiful roads. A beautiful place for a stroll with tall trees lining the street and an ancient stone wall.

## 2 Seoul Plaza 서울광장

This is a grass plaza in front of Seoul City Hall where various events including mini concerts, outdoor exhibitions and flea markets are held almost every day. During the winter, an ice skating rink is set up for visitors to enjoy ice skating at a reasonable price.

2-1 Seoul City Hall The New City Hall, Seoul's newest landmark, is an eco-friendly building with the world's largest indoor green wall.

2-2 Seoul Metropolitan Library The former Seoul City Hall, which was constructed in 1926 has been remodeled as the Seoul Metropolitan Library, which is open to everyone. ☎ Weekdays 09:00-21:00 (Some reference rooms 09:00-18:00), Weekends 09:00-18:00 (Closed on Mondays) ☎ 02-2133-0300-1 ☎ <http://lib.seoul.go.kr>

## 3 Jeongdong Theater 정동극장

Attracting over 1 million visitors in 2014, this is a place for seeing traditional Korean performances. The theater presents traditional performances daily at 16:00 p.m. and 20:00 p.m. and provides various programs such as lessons in playing Janggu, a traditional Korean instrument.

☎ VIP seat ₩60,000 R seat ₩50,000 S seat ₩40,000 ☎ Permanent Performance 16:00, 20:00 ☎ Lines 1,2 City Hall Station (exit 1 or 12) 5-minute walk ☎ 02-751-1500 ☎ <http://www.jeongdong.or.kr>

## 4 Seoul Museum of Art 서울시립미술관

Walk along the Doldam-gil near Deoksugung Palace and you will arrive at this museum where you can view works by Korean artists and world-famous masters such as Chagall, Matisse and Picasso in exhibitions throughout the year.

☎ Free (Admission fee for special exhibitions only) ☎ Weekdays 10:00-20:00, Mar.-Oct. Weekends 10:00-19:00 Nov.-Feb. Weekends 10:00-18:00 (Closed on Mondays) ☎ Lines 1, 2 City Hall Station (exit 1, 10, 11 or 12) 5-minute walk ☎ 02-2124-8800 ☎ <http://sema.seoul.go.kr>

## 5 Seoul Museum of History 서울역사박물관

This is a museum where visitors can get a glimpse of life and culture in the early days of Seoul. The jewel in the crown of this museum collection is a scale model of the city. Built on a scale of 1:1,500, it provides visitors with a panoramic view of Seoul.

☎ Free (admission for special exhibitions only) ☎ Weekdays 09:00-20:00, Weekends Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (Closed on Mondays) ☎ English, Japanese and Chinese audio guides available for rent ☎ Line 5 Gwanghwamun Station (exit 6, 7 or 8) Line 5 Seodaemun Station (exit 4) 7-minute walk ☎ 02-724-0274-6 ☎ <http://www.museum.seoul.kr>



# Myeong-dong and Euljiro

명동 · 을지로

① Nearby subway stations ② Euljiro 1(il)ga ④ Myeongdong



## Plan your trip

- Shop for Korean cosmetics and accessories at major department stores and duty free shops
- Enjoy the hidden history of Myeong-dong and see the changes in lifestyle of overseas Chinese in Korea following the world tour course within the city
- Experience the traditions of Korea at Namsangol Hanok Village

### 1 Myeong-dong Street 명동거리

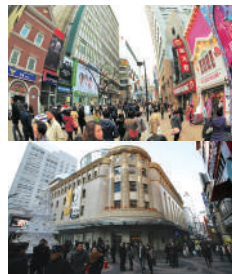
Korea's best-known shopping district, where the streets are lined with department stores and shops that sell brand-name cosmetics, clothing, and shoes.

**1-1 Myeongdong Theater** The theater, made by remodeling a baroque-style building constructed in 1934, is dedicated to plays. With its old-fashioned appearance and auditorium design that closes the distance between the stage and the audience, it is considered a mecca of Korean live theater.

② Line 2 Euljiro 1(il)ga Station (exit 6), Line 4 Myeongdong Station (exit 6) 7-minute walk ☎ 1644-2003 Ⓞ <http://www.mdtheater.or.kr>

**1-2 UNESCO House** This is UNESCO's Korean office. NANTA Theater Myeongdong and restaurants are also located in this building.

**1-3 Guangjan Street** A street where you can encounter Chinese through Chinese dishes and household items.



### 2 Myeong-dong Tourist Information Center 명동관광정보센터

Myeong-dong Tourist Information Center, the largest of its kind in the country, provides over 400 types of tourist information leaflets. Visitors can get free access to the Internet, make online reservations for lodgings and performances, and experience Chroma key technology. It also features a tourist complaint center and a souvenir shop where Seoul themed souvenirs are available. The center is located in the annex of the main branch of Korea Exchange Bank.

☎ 09:00-20:00 ② Line 2 Euljiro 1(il)ga Station (exit 5) 3-minute walk ☎ 02-778-0333

**2-1 Seoul Global Cultural Center** This is the place where you can experience Korean culture and get information about Seoul. (Free WiFi)

☎ 10:30-19:30 ④ Line 4 Myeongdong Station (exit 6) 3-minute walk ☎ 02-3789-7961-3



### 3 Myeongdong Cathedral 명동대성당

The most iconic cathedral in Korea, it has symbolized Korean Catholicism for 110 years. This majestic wonder is also the first Gothic cathedral in Korea.

③ Line 4 Myeongdong Station (exit 8) 8-minute walk Ⓞ <http://www.mdsd.or.kr/>



### 4 Department Stores and Shopping Malls 백화점·쇼핑몰

The Myeong-dong and Euljiro area is home to many flagship department stores and shopping malls where you will have access to hundreds of stores specializing in fashion, accessories, and more.

**4-1 Lotte Town** This is a large shopping district that houses Young Plaza, duty free shops, luxury brand shop Avenue, and Lotte Department Store's main branch, a world-class department store. ☎ Department Store/Avenue 10:30-20:00, Young Plaza 11:30-21:30, Duty Free Shop 09:30-21:00 (every day) \*Department stores, Avenue, and Young Plaza are closed one day each month. Ⓞ connected to Line 2 Euljiro 1(il)ga Station ☎ 02-771-2500 Ⓞ <http://www.lotteshopping.com>

**4-2 Shinsegae Department Store** **4-3 M Plaza (5F, Haechi hall, Seoul Global Cultural Center)** **4-4 NOON Square** **4-5 ALAND**



### 5 Namsangol Hanok Village 남산골한옥마을

This village showcases an ancient village from the Joseon Period with well-preserved Hanoks (traditional Korean houses), pavilions, and even a pond. After browsing the residential culture of the Joseon Period, you can partake in traditional culture experience programs. One example is a traditional wedding ceremony (reservations are required).

₩ Admission: Free ☎ Apr.-Oct. 09:00-21:00, Nov.-Mar. 09:00-20:00 (closed on Tuesdays)

🗣 Korean, English, Japanese, and Chinese interpretation is available (call for schedule) ☎ 02-2264-4412 Ⓞ <http://hanokmaeul.seoul.go.kr>

**5-1 Korea House** After enjoying various performances, you can have an opportunity to make kimchi, or savor traditional royal cuisine. Ⓞ Ask for schedules when making a reservation as they differ depending on meals, performances, and programs.

② Line 3, 4 Chungmu Station (exit 3) 3-minute walk ☎ 02-2266-9101-3 Ⓞ <http://www.koreahouse.or.kr>



# Namdaemun Market and Namsan

남대문시장 · 남산

Nearby subway station 4 Hoehyeon



## Plan your trip

- Tour Namdaemun Market, where you can buy everything from traditional arts and crafts to cameras and glasses
- Explore great restaurants in the eatery alleys of Namdaemun Market
- View a panorama of Seoul from the N Seoul Tower observatory

### 1 Namdaemun Market 남대문시장

The largest market in Korea. Countless shops and street stalls line its alleys, selling clothes, household items and foods. As the place is famous for its reasonable prices and the hospitality that characterizes traditional markets, almost half of the foreign tourists who visit Seoul are known to check out the market.

🕒 05:00-17:00 (business hours vary by shop) (closed on Sundays)

🚇 Line 4 Hoehyeon Station (exit 3 or 5)

**1-1 Sungnyemun Imported Goods Market** This is where shops selling various imported goods including kitchenware, accessories and food products are gathered.

**1-2 Eatery Alley** There are a lot of food alleys in Namdaemun Market, where wangmandu (giant dumplings), kalguksu (noodle soup) and galchijorim (braised cutlass fish) are especially popular.

### 2 Sungnyemun Gate 승례문

Korea's National Treasure No.1 Sungnyemun Gate, also called Namdaemun Gate, served as the main southern entrance of the Seoul City Wall. Although it was severely damaged by a fire a few years ago, it was restored to its original form in 2013.

🕒 Free 09:00-18:00 (closed on Mondays)

🚇 Line 4 Hoehyeon Station (exit 5) Seoul Station (exit 4) 8-minute walk

☎ 02-779-8547

### 3 Namsan Park 남산공원

This park gives you access to many popular tourist attractions, just a few of which include N Seoul Tower, Palgakjeong Pavilion, botanical garden and the National Theater of Korea, not to mention the leafy park itself.

🎫 Namsan cable car : adults round-trip ₩8,500 one-way ₩6,000 Minors round-trip ₩5,500 one-way ₩3,500 🕒 Namsan cable car : 10:00-23:00

🚇 Line 4 Hoehyeon Station (exit 1) → Banpo-ro (towards Namsan Tunnel 3)

→ Namsan Oreumi ※ **Namsan Oreumi** : an inclined escalator that enables visitors to go halfway up the mountain conveniently

☎ 02-753-2403 🌐 <http://www.cablecar.co.kr>

### 4 N Seoul Tower N서울타워

Standing at 236.7 meters, this is Namsan's proudest tourist attraction where visitors can enjoy a view of all of Seoul. Enjoy the fantastic laser show and beautiful nightscape of Seoul from the observatory on the second and third floors or in the revolving restaurant.

🎫 Adults ₩9,000 children ₩7,000 🕒 Observatory 10:00-23:00 (Sat. 10:00-24:00) Restaurants 11:00-23:00 (Some restaurants: 10:00-22:00)

🚇 Namsan Oreumi ※ **Namsan Oreumi** : an inclined escalator that enables visitors to go halfway up the mountain or in the Namsan cable car

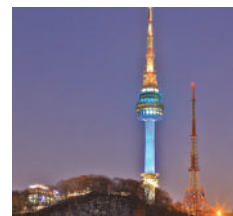
☎ 02-3455-9277 🌐 <http://www.nseoultower.co.kr>

### 5 Culture Station Seoul 284 문화역서울 284

Having opened in 2011, Culture Station Seoul 284 is a multipurpose cultural space in the remodeled old Seoul Station, which was built 90 years ago. It holds various exhibitions of Korean contemporary artists, feature films and music performances.

🕒 Free 10:00-19:00 (closed on Mondays) 🚇 Line 1, 4 Seoul Station (exit 2)

☎ 02-3407-3500 🌐 <http://www.seoul284.org>



# Walking Through Ancient Palaces that Breathes History

Gwanghwamun / Cheonggyecheon and Jongno / Insa-dong  
Samcheong-dong and Bukchon



From Gyeongbokgung Palace, where the 500-year history of the Joseon Dynasty began and Hangeul was made, to Jongmyo, where traditional Confucian rituals are held, and Changdeokgung Palace, a detached palace built for the queens of the Joseon Dynasty, palaces and structures are situated in the area stretching from Gwanghwamun to Cheonggyecheon and Jongno.

The main gate of Gyeongbokgung is Gwanghwamun. Its literal meaning is "a gate from which humane policies reach out in all directions." The gate faces Sejong-daero, the widest road in Korea, which is 100 meters wide and 600 meters long.

In Gwanghwamun Square are statues of King Sejong and Admiral Yi Sun-shin. To the side you can find Sejongno Park, featuring Hangeul Letter Square, where a total of 11,172 permutations of the Korean alphabet have been compiled into a public art installation, that testifies to the greatness of Hangeul.

Insa-dong and Samcheong-dong are where you can see the old Seoul. The alleys and street of Insa-dong are lined with arts and crafts workshops, galleries, and tea houses, and over 900 Hanok houses still remain in their original states in the Bukchon Hanok village in Samcheong-dong.

The Cheonggyecheon (stream) is a 10.84km-long waterway flowing from the south of Gwanghwamun Square to Dongdaemun, passing under historic structures and through present-day Seoul. Originally a popular spot for doing laundry and resting, it has now become a popular hangout spot for Seoul citizens. Take a break from your busy itinerary, and listen to the stories associated with the 22 bridges spanning the stream.

## Highlights

**Gyeongbokgung Palace** Gyeongbokgung Palace, whose literal meaning is "wish for your blessing and prosperity", is the largest and the most majestic of the five ancient palaces that remain in Seoul today. (p.17)

**Cheonggyecheon** The restored ecological stream that stretches from Gwanghwamun to Dongdaemun is all the more beautiful when lit up late at night. The Seoul Lantern Festival, which opens in November, is one of the sights you should not miss while visiting Seoul. (p.19)

**Insa-dong** Shop for beautiful crafts and souvenirs in the craft workshops and galleries, or walk into traditional tea shops to try traditional Korean teas. (p.21)

## Suggested Itinerary

Gwanghwamun Square (50 mins)-Walk to Gyeongbokgung Palace (10 mins)-Tour Gyeongbokgung Palace and the National Palace Museum of Korea (2 hours 30 mins)- Walk to Insa-dong (10 mins)-Tour Insa-dong and have lunch (2 hours)-Experience a traditional craft workshop in Samcheong-dong (40 mins)-Take a walk around Bukchon Hanok Village (1 hour)-Take a subway to the Cheonggyecheon (stream) (10 mins)-Enjoy the night scene of Cheonggyecheon (stream) (1 hour 30 mins)

\* Durations may vary depending on the itinerary and mode of transportation.

## What to do

**Jogyesa Temple Stay** Experience the life of a Buddhist monk at Jogyesa, where you can participate in meditation, lotus lantern making and a meal from an alms bowl. (p.21)

**Bukchon Eight Views** Stroll through the Bukchon Hanok Village and explore Bukchon's eight beautiful sites. This is where you can also have an aerial view of Changdeokgung Palace, which was a designated a UNESCO World Heritage. (p.23)

**Tongin Market** Tongin Market is less than 10 minutes from Gyeongbokgung Palace. The market is famous for fried teokbokki, a lunchbox café and other simple dishes. You can buy snacks, hop on a bus to go to Suseong-dong Valley and enjoy your food while taking a walk in the valley.

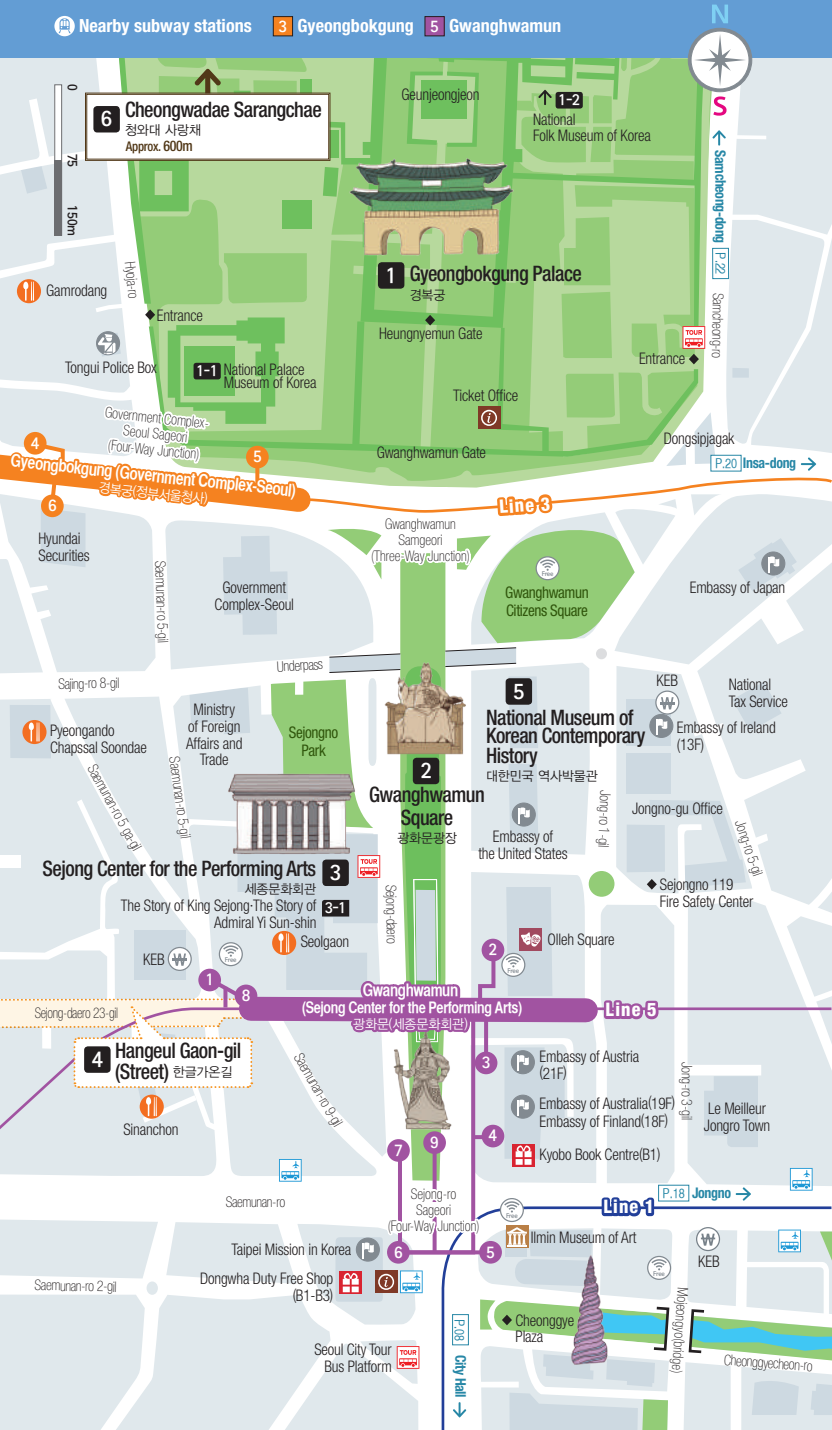
## Local Tips

- Remember to visit Gyeongbokgung and Changdeokgung when the two palaces are open to the public at night in spring and autumn. The night tour of the palaces requires advance reservation.
- Insa-dong is usually a heavy-traffic area, but it is vehicle-free on weekends. If you want a stress-free tour of the area, the weekend is the best time to visit.

# Gwanghwamun

광화문

Nearby subway stations 3 Gyeongbokgung 5 Gwanghwamun



## Plan your trip

- Hop on the Seoul City Tour Bus and view Seoul's famous tourist stops along the way
- Learn more about the modern and contemporary history of Korea at the National Museum of Korean Contemporary History
- Enjoy a walk through nature and skyscrapers from Gwanghwamun Square to Cheonggyecheon Plaza

### 1 Gyeongbokgung Palace 경복궁

Gyeongbokgung Palace was the first royal palace built in the Joseon Dynasty and where the Joseon Dynasty's 500-year-history began. The largest of the five grand palaces remaining in Seoul, Gyeongbokgung provides a glimpse into Joseon's royal culture and architecture through the Geunjeongjeon and other structures. The National Folk Museum of Korea and the National Palace Museum are also located on the palace grounds.

₩ Adults (19-64) ₩3,000 Youth (7-18) ₩1,500 ● Mar.-May, Sept.-Oct.09:00-18:00, Jun.-Aug. 09:00-18:30, Nov.-Feb. 09:00-17:00 (closed on Tuesdays) ※ Ongoing events : Sununjang changing of the guard ceremony (3 times a day/11:00 13:00 15:00 Gwanghwamun Changing of the guard ceremony (3 times a day/11:00 14:00 16:00) ② English, Japanese, and Chinese guides: 3 times a day (about the available time) ③ Line 3 Gyeongbokgung Station (exit 5) 5-minute walk ☎ 02-3700-3900 http://www.royalpalace.go.kr 1-1 National Palace Museum of Korea ☎ 02-3701-7500 http://www.gogug.go.kr 1-2 National Folk Museum of Korea ☎ 02-3704-3114 http://www.nfm.go.kr



### 2 Gwanghwamun Square 광화문광장

This 555-meter-long, 34-meter-wide square is in front of Gwanghwamun, the main gate of Gyeongbokgung Palace. Statues of Admiral Yi Sun-shin and King Sejong, the historical figures most respected by Koreans, are situated in Gwanghwamun Square.

④ Line 5 Gwanghwamun Station (exit 2), Line 3 Gyeongbokgung Station (exit 5)



### 3 Sejong Center for the Performing Arts 세종문화회관

This is one of Korea's biggest performance theater representing Korea and also a cultural complex for exhibitions and cultural experiences. The facilities at the center include an art museum, small gallery, chamber music concert hall, medium-sized theater and a large theater that can seat over 3,000.

④ Line 5 Gwanghwamun Station (exit 1 or 8) ☎ 02-399-1114-6 http://www.sejongpac.or.kr 3-1 The Story of King Sejong-The Story of Admiral Yi Sun-shin Exhibitions about the lives and achievements of King Sejong the Great and Admiral Yi Sun-sin ● Free ● Mar.-Oct.10:00-21:00 Nov.-Feb. 10:00-20:00 (closed on Mondays) ☎ 02-399-1114-6 http://www.sejongstory.or.kr



### 4 Hangeul Gaon-gil (Street) 한글가운길

"Gaon" is an old Korean word meaning "center" or "in the middle". The street is home to the headquarters of the Korean Language Society, the site of Hangeul scholar Ju Si-gyeong's residence, and Hangeul 10 Madang, as well as interesting stories about Hangeul.

④ Line 5 Gwanghwamun Station (exit 8)



### 5 National Museum of Korean Contemporary History 대한민국 역사박물관

A museum of modern and contemporary Korean history spanning the period from the late 19th century to the time of the establishment of the ROK government and the Seoul Olympics.

● Free ● 09:00-18:00 (09:00-21:00 on Wednesdays and Saturdays, closed on Mondays) ② English, Japanese and Chinese language services are available upon group reservation. Please inquire by telephone. ④ Line 5 Gwanghwamun Station (exit 2) 5-minute walk ☎ 02-3703-9200 http://www.much.go.kr



### 6 Cheongwadae Sarangchae 청와대 사랑채

Cheongwadae Sarangchae is where visitors can learn about the former presidents' lives and administrations as well as Korean culture. On the first floor there are the Special Exhibition Hall that holds various exhibitions all year round, Korean Culture Exhibition Hall, and Korean Food Promotion Hall. Cheongwadae Hall, which introduces Korean presidents and Cheongwadae, and Haengboknuri Hall that, which introduces the vision of the Korean government are located on the second floor. A souvenir shop that features Seoul-themed souvenirs is also located in the building.

● Free ● 09:00-18:00 (closed on Mondays) ② English and Chinese tours at 10:00 14:00, Japanese tours at 12:00 and 16:00; ④ Line 3 Gyeongbokgung Station (exit 4) 12-minute walk ☎ 02-723-0300 http://www.cwdsarangchae.kr



# Cheonggyecheon and Jongno

청계천 · 종로

Nearby subway stations 1 3 5 Jongno 3(sam)ga 2 3 Euljiro 3(sam)ga



## Plan your trip

- Take a stroll along the walking path at the Cheonggyecheon (stream) that stretches from Gwanghwamun to Dongdaemun Market
- Enjoy the night view at the Cheonggyecheon and the 22 bridges that shine under fantastic lighting
- Enjoy various nonverbal performances

### 1 Jongmyo Shrine 종묘

This is a Confucian shrine where the memorial tablets for the kings and queens of the Joseon Dynasty are kept and memorial services are held. It was listed as a UNESCO World Cultural Heritage site in 1995. Jongmyojerye, the memorial service offered every May since 1464, is one of the oldest ancestral rites held today, and was designated as one of the Masterpieces of the Oral Tradition and Intangible Heritage of Humanity by UNESCO in 2001. A guided tour with some restrictions is available throughout the week, except for Saturdays and the last Wednesday of each month, when visitors can tour the area on their own.

● Adults (over 19) ₩1,000 minors (7-18) ₩500 ● Saturdays and last Wednesdays of month (self-guided tour) Feb.-May, Sep.-Oct. 09:00-18:00, June-Aug. 09:00-18:30 Nov.-Jan. 09:00-17:30 (closed on Tuesdays) ● Weekdays, Sundays, and national holidays (guided tours with some restrictions) Korean: 8 times a day (Mar.-Sep. 9 times a day) Japanese: 8 times a day (Mar.-Sep. 9 times a day), English: 4 times a day, Chinese: twice a day (inquire about available times) ● Lines 1, 3, 5 Jongno 3(sam)ga Station (exit 8) 5-minute walk ● 02-765-0195 ● <http://jm.cha.go.kr>

### 2 Cheonggyecheon (stream) 청계천

This is a 10.84km-long stream flowing from Gwanghwamun Gate to Dongdaemun. In 2005, it was transformed into an ecological stream after a restoration project that took three years. Visitors can take a stroll down the walking path along the Cheonggyecheon and enjoy the night view at the Cheonggyecheon and the 22 bridges that shine under fantastic lighting. The Seoul Lantern Festival is held here for two weeks in November featuring thousands of lanterns along the stream.

**Wall of Hope** A wall made of 20,000 tiles on which the hopes of citizens are written.

**Wall of Proposal** A screen on which you can propose to your loved one. Anyone can use it with advance reservation. ● <http://propose.sisul.or.kr>

**Cheonggyecheon Museum** This is where you can learn about the Cheonggyecheon restoration process, what Cheonggyecheon was like before the restoration, and how it was transformed after restoration. ● Free ● Weekdays 09:00-19:00, Weekends and National Holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (closed on Mondays) ● Line 1 Jegi-dong Station (exit 4), Line 2 Yongdu Station (exit 5) ● 02-2286-3410 ● <http://www.cgom.go.kr>

**Cheonggyecheon Seoul Lantern Festival:** A "hallyu festival" that highlights the cultural heritage of Korea, including its folk culture, gimjang (making kimchi) and royal culture through lanterns made of beautifully colored hanji, traditional Korean paper. It is annually held in November. ● <http://seoulantem.visitseoul.net>

### 3 Tapgol Park 탑골공원

This is the historic site where 33 representatives of the March 1st Movement of 1919 recited the Korean Declaration of Independence from Japan and shouted "All hail independence". In the park, the Ten Story Stone Pagoda from Wongaksa Temple, the country's National Treasure No. 2, and the Monument of Wongaksa, Treasure No. 3, remain as they did in ancient times.

● 09:00-18:00 ● Lines 1, 3, 5 Jongno 3(sam)ga Station (exit 1 or 5) 5-minute walk

### 4 Nonverbal Performance Venues 난버벌 퍼포먼스 공연장

Enjoy diverse genres of performances such as samulnori, jazz, hip-hop, break dancing, a cappella concerts, and drawing exhibitions at dedicated venues. Visitors are sure to have a great time wholeheartedly experiencing the passion of the performers and the inspiration and fun that they bring.

**4-1 Sachoom (Dance, if you love)** ● 02-3676-7616-7 ● <http://www.sachoom.com>  
**4-2 Bibap** ● 02-766-0815 ● <http://www.bibap.co.kr>



Nearby subway stations 1 Jonggak 3 Anguk



## Plan your trip

- Shop for a wide selection of souvenirs, such as antiques, Hanboks, and traditional arts and crafts that only Insa-dong can offer
- Taste traditional Korean teas and dishes at tea shops and restaurants
- Experience temple life at Jogyesa Temple

### 1 Insa-dong Street 인사동거리

This is a street showcasing traditional Korean culture with antique art and book stores, traditional teahouses and craft shops. It is one of Seoul's leading gallery areas and has been the location of many art galleries since long ago.

☞ Line 3 Anguk Station (exit 6) 7-minute walk

#### 1-1 Insa-dong Information Center

☞ Weekdays 09:30-18:30 Weekends and National Holidays 10:00-18:00

1-2 Insa Art Center ☞ Free ☞ 10:00-19:00 ☎ 02-736-1020

1-3 Samzjegil This is a multi-cultural space where visitors can shop for a wide variety of traditional arts and crafts. Various exhibitions and performances are available as well. ☞ 10:30-20:30 (some shops-22:00) ☞ <http://www.samzjegil.co.kr>

### [Traditional Handicraft Shops]

Various cute household items and traditional handicrafts are for sale in Insa-dong. A wide variety of souvenirs, such as antiques, hanbok, and cellular phone straps are available for purchase.

### [Traditional Korean Dishes and Traditional Teahouses]

There are a lot of teahouses in original Korean houses and hanjeongsik (Korean traditional menu) restaurants with traditional interiors in Insa-dong. Snack carts selling temple food and time-honored snacks including kkultarae (honey skein) and tteok (rice cake) on the streets add to the unique atmosphere of the area.

### 2 Unhyeongung Palace 운현궁

This was the private residence of Heungseon Daewongun, the father of Emperor Gojong (1852-1919). Special exhibitions on traditional culture and events such as a royal costume experience program are held each month.

☞ Free ☞ Apr.-Oct. 09:00-19:00 Nov.-Mar. 09:00-18:00 (closed on Mondays)

☞ MP3 audio guides are available in English, Japanese, and Chinese for a fee. ☞ Line 3 Anguk Station (exit 4) ☎ 02-766-9090

☞ <http://www.unhyeongung.or.kr>

### 3 Jogyesa Temple 조계사

This is one of Korea's most famous Buddhist temples. It offers temple life and temple stay programs for foreigners. On Buddha's Birthday, the Lotus Lantern Festival is held in the Jongno and Insa-dong areas with Jogyesa Temple being the starting point of the parade.

☞ Free ☞ Line 3 Anguk Station (exit 6) 7-minute walk.

☎ 02-768-8600 ☞ <http://www.jogyesa.kr>

#### 3-1 Temple Stay Information Center

Find out about various temple stay programs, as well as traditional culture and Buddhist temple food experiences. ☞ 09:00-19:00 (closed on official national holidays) ☎ 02-2031-2000

### 4 Bosingak Belfry 보신각

During the Joseon Period, Bosingak was rung to announce the time. This practice is reenacted daily, even today. A bell-tolling ceremony is held on January 1 to mark the New Year.

☞ Line 1 Jonggak Station (exit 4)



# Samcheong-dong and Bukchon

삼청동 · 북촌

Nearby subway station 3 Anguk



## Plan your trip

- Visit the UNESCO World Heritage-listed Changdeokgung Palace and Secret Garden
- Visit craft workshops, galleries, and cafes in remodeled traditional Hanok structures
- Visit the eight most beautiful sites in Bukchon as selected by the Seoul Metropolitan Government

### 1 Changdeokgung Palace 창덕궁

Originally built in 1405 as a detached royal villa in the Joseon Dynasty, it is considered the most well-preserved royal residential palace of all from the Joseon period. With its perfect harmony with nature, it was added to the UNESCO World Heritage List in 1997.

₩ Adults ₩3,000 (Free for under 6 and over 65) ● Feb.-May, Sep.-Oct. 09:00-18:00, Jun.-Aug. 09:00-18:30, Nov.-Jan. 09:00-17:30 (Closed on Mondays) ※Changdeokgung Huwon tour has separate tour hours. (Make reservations online or at the palace) ⑦ English guided tours available twice a day, Japanese and Chinese guided tours available once a day ④ Line 3 Anguk Station (exit 3) 5-minute walk ☎ 02-762-8261, 9513 ⑩ <http://www.cdg.go.kr>

### 2 Changgyeonggung Palace 창경궁

Changgyeonggung is a palace that symbolizes the filial piety of King Sejongjong, the ninth king of the Joseon Dynasty, who built the palace and dedicated it to the wives of the three preceding kings. Visitors can learn about the history and appreciate the period's outstanding architectural aesthetics throughout the palace, particularly in the main gate, Honghwamun.

₩ Adults ₩1,000 ⑦ English, Japanese, and Chinese guided tours are available twice a day ④ Line 4 Hyeonhwajong Station (exit 3 or 4) 15-minute walk ☎ 02-762-4868 ⑩ <http://cgg.cha.go.kr>

### 3 Samcheong-dong Street 삼청동거리

Traditional Korean houses and modern buildings exist side-by-side, creating unusual scenes. Contemporary restaurants and wine bars have been established in traditional houses along with galleries, designer shops, specialty shops and themed museums.

④ Line 3 Anguk Station (exit 3) 15-minute walk

3-1 **National Museum of Modern and Contemporary Art, Seoul** This is where a wide variety of contemporary artworks by artist from both Korea and overseas are on display for visitors. The exhibition space is inside a 17-meter-high building. ⑤ Admission fee is only charged for special exhibitions. ● Tue, Thu, Fri, Sun. 10:00-18:00 Wed, Sat. 10:00-21:00 ④ Line 3 Anguk Station (exit 1) 15-minute walk ☎ 02-3701-9500 ⑩ <http://www.mmca.go.kr>

### 4 Bukchon Hanok Village 북촌한옥마을

This district between Gyeongbokgung Palace and Changdeokgung Palace is packed with over 900 Hanoks, traditional Korean houses. Members of the royal family and aristocrats lived here during the Joseon Period. It retains the city's old appearance; thus, it has become a popular filming location for movies and TV dramas. As it is still a residential area, visitors are requested to be respectful of residents.

④ Line 3 Anguk Station (exit 2) 10-minute walk ⑩ <http://bukchon.seoul.go.kr>

**Bukchon's Eight Views** ① Panoramic view of Changdeokgung Palace ② Wonseo-dong Gongbang-gil ③ 11 Gahoe-dong ④ Hillside area at 31 Gahoe-dong ⑤ Downhill alley in Gahoe-dong ⑥ Uphill alley in Gahoe-dong ⑦ 31 Gahoe-dong ⑧ Stone steps in Samcheong-dong  
**Hanok Homestay Information Center** It promotes hanok tourism by introducing hanok guesthouses in Seoul.

4-1 **Bukchon Korean Traditional House** 4-2 **Hanok Guesthouse Urjipo**  
**Bukchon Traditional Craft Studios** Craft studios working with hanji (traditional Korean paper), kites, embroidery, knots and lacquer crafts

### 5 Samcheonggak 삼청각

Six traditional Korean houses located in the forest of Bugaksan Mountain where visitors can watch traditional performances and enjoy tea in a quiet and peaceful atmosphere. Visitors are encouraged to stroll along the walking trail of Seoul City Wall, which stretches from Waryong Park all the way to Samcheonggak restaurant.

④ Line 3 Anguk Station (exit 6) take a free shuttle bus ☎ 02-765-3700 ⑩ <http://www.samcheonggak.or.kr>

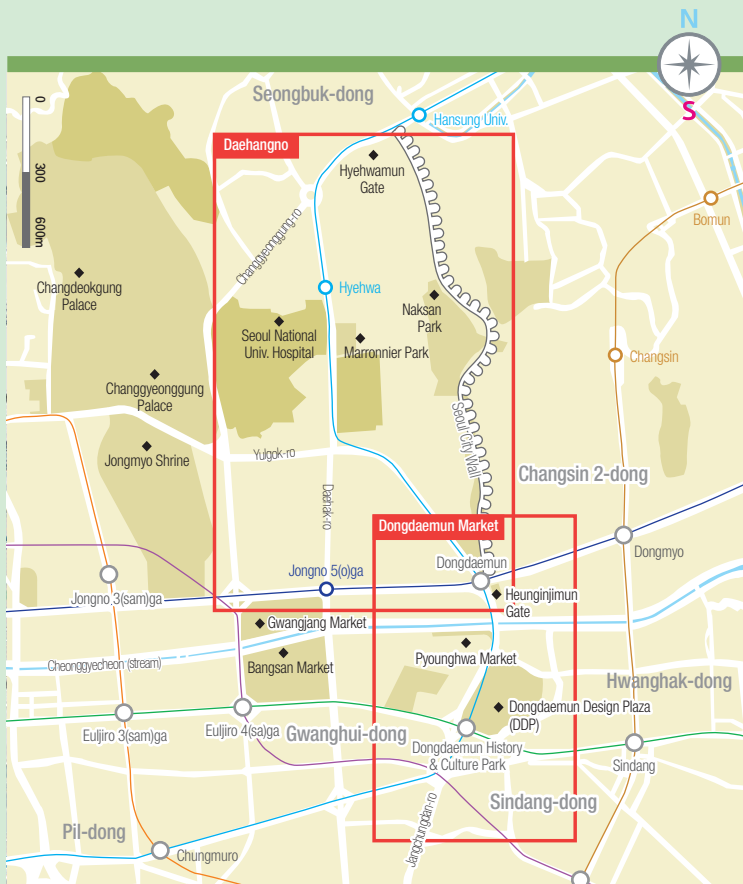


## Area

# Dongdaemun & Around

## Streets Perfect for Shopping and the Arts

### Dongdaemun Market / Daehangno



The busy streets near Heunginjimun (Dongdaemun) during the Joseon Period have turned into Seoul's signature fashion town that is full of clothing shops, retail and whole sale businesses. This area was also the second in Asia to welcome streetcars (1899), the first to host a movie theater, and has become Asia's trendsetter.

Opened in 2014, Dongdaemun Design Plaza (DDP) was designed by the world-renowned architect Zaha Hadid and has become the most beautiful symbolic structure of the Dongdaemun area. The glistening exterior of DDP is made of 45,133 aluminum panels, none of which are the same shape. This unique facility and the nearby Dongdaemun History & Culture Park attract crowds of visitors every day, testifying to the vibrant past and future of the Dongdaemun.

The Gwanghui-dong area, where the Dongdaemun markets are located, is also known as "the Silk Road of Seoul" as the area has been a magnet for merchants from many nearby countries. The tiled murals along the Cheonggyecheon stream feature interesting stories about the Dongdaemun area, including how an item of clothing is completed in three days and how the Dongdaemun fashion town is a place that never sleeps.

The walking trail Sunseonggil at Seoul City Wall, a fortress wall that connects the four major gates of the city, is a must-see site in the area. Sunseonggil begins at Heunginjimun Gate and proceeds to Naksan Park and Hyehwamun Gate and is the best place to get an aerial view of Seoul today. When you arrive at Naksan Park, you will see Daehangno and artistic streets that are lined with over 90 small theaters and galleries. Your journey to the Dongdaemun area will be complete when you visit Ihwa Maeul, which has recently been reborn as a mural town, and meet some of the young street artists at Marronnier Park.

### Highlights

**Dongdaemun Fashion Town** This is a shopping haven with a global reputation, patronized by domestic and overseas clothing wholesalers. The pre-dawn hours are generally busy with wholesalers. Tourists will find it more advantageous to visit during the day or evening hours. (p.27)

**Seoul City Wall Sunseonggil Trail** Take a walk along the Seoul City Wall Sunseonggil Trail from Dongdaemun to Naksan Park and Hyehwamun Gate. This is the best walking trail to reflect on the history of Seoul and to have a full aerial view of the city. (p.29)

**Ihwa Maeul** This is a neighborhood that has transformed itself into a picturesque landscape through the Naksan Public Art Project. Colorful murals painted on walls, stairways, and handrails bring vitality to the entire village of Naksan. (p.29)

### Suggested Itinerary

Dongdaemun History & Culture Park (40 mins) - Shop at DOOTA, Migliore, Pyoungхва Market, and Lotte Fitin (2 hours) - Tour Heunginjimun Gate (30 mins) - Take a walk on the Seoul City Wall to Naksan Park (1 hour 30 mins) - View the public arts at Ihwa Maeul (30 mins) - Visit the Lock Museum (40 mins) - Visit Marronnier Park and Daehangno and enjoy street performances (1 hour 30 mins)

※ Durations may vary depending on the itinerary and mode of transportation.

### What to do

**Street Performances at Marronnier Park** Nicknamed the "Montmartre of Seoul," Marronnier Park is where you can enjoy street performances by young artists, including street painters who offer portrait painting services. (p.29)

**Night View of Heunginjimun Gate** As night falls, you can watch how Heunginjimun becomes the central figure of a beautiful night view along with the brilliant neon lights from the nearby shopping town. Taking a photo after a full day of shopping is a must. (p.27)

### Gwangjang Market Eatery Alley

One of the most popular street foods in this eatery alley is "addictive gimbap" which is served and enjoyed with a spicy mustard dipping sauce. Other popular dishes include Bindaetteok and Yukhoe, a dish of shredded and seasoned raw beef. (p.27)

### Local Tips

- The Seoul City Wall Sunseonggil begins at Dongdaemun, goes past Hyehwamun Gate, and takes you to Seongbuk-dong, where you can visit Gilsangsa, a temple in the midst of a busy city neighborhood, or Suyeonsanbang, a traditional Korean tea house.
- Dongdaemun History & Culture Park has historical relics associated with the Seoul City Wall, all of which were excavated from the ancient site at Dongdaemun Stadium.

# Dongdaemun Market

동대문시장

Nearby subway stations 1 4 5 Dongdaemun 2 4 5 Dongdaemun History & Culture Park



## Plan your trip

- Shop in the Dongdaemun fashion town late at night
- Explore the landmarks of Dongdaemun, the Dongdaemun History & Culture Park and Design Plaza
- Savor street foods such as tteokbokki, gimhap, and bindaetteok at Gwangjang Market

### 1 Heunginjimun Gate 흥인지문

Designated as National Treasure No. 1, it is also called Dongdaemun (Great East Gate) since it is situated on the east of Hanyang Doseong (Fortress Wall). The fortress walls around the gate were destroyed long ago, but the gate remains the same as in the Joseon Period, retaining its magnificent beauty.

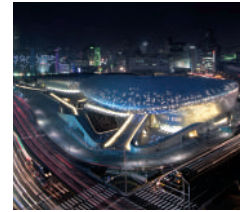
🚶 Lines 1, 4 Dongdaemun Station (exit 6 or 7)



### 2 Dongdaemun Design Plaza (DDP) 동대문디자인플라자(DDP)

A new landmark of Dongdaemun designed by the world-renowned architect Zaha Hadid, Dongdaemun Design Plaza features an unbelievable exterior decorated with over 40,000 aluminum sheets, none of which are the same. The Plaza is home to a design museum, sky lounge, and many more resting and exhibition spaces as well as an art shop that features souvenirs.

🚶 Lines 2, 4, 5 Dongdaemun History & Culture Park Station (exit 1 or 2) 3-minute walk 🌐 <http://www.ddp.or.kr>



### 3 Pyeonghwa Market 평화시장

A wholesale clothing market with a 50-year history, this is where over 2,000 stores offer clothing for men and women, even underwear and socks, at wholesale prices.

🕒 22:00-18:00 the following day (except Saturday nights)  
🚶 Lines 1, 4 Dongdaemun Station (exit 8)



### 4 Dongdaemun Shopping Complex 동대문종합시장

It is one of the world's largest markets for fabrics and clothing materials where you can buy the latest fabrics faster than at any other place in Korea. You can also buy accessories, bedding and Hanboks in this market in addition to fabric materials. If you need a Hanbok, this is a place where you can buy a quality one, or even have one custom-made at an affordable price.

🕒 08:00-19:00 (closed on Sundays) 🚶 Lines 1, 4 Dongdaemun Station (exit 8 or 9) 5-minute walk 🌐 <http://www.ddm-mall.com>



### 5 Apparel Malls 패션몰

These apparel shopping malls offer a wide variety of fashion apparel and accessories on each floor. Explore and visit these malls to find the one that corresponds to your taste in fashion.

- 🚶 Lines 1, 4 Dongdaemun Station (exit 8) 5-minute walk
- 5-1 Doota 🕒 10:30-24:00, 10:30-05:00 on Friday and Saturday (open all year round except Luna New Year's Day and Chuseok)
- 5-2 Migliore 🕒 10:30-04:30 (closed on Monday)
- 5-3 hello apM 🕒 10:20-04:20 (closed on Tuesday)
- 5-4 Lotte Fitin 🕒 11:00-24:00 (open all year round except Luna New Year's Day and Chuseok)



### 6 Gwangjang Market 광장시장

A wholesale market with a long history beginning in 1905, this is a place where you can buy fabrics, Hanboks, and beddings, among many other things. Some of the hot spots within this market include Guje Market (a secondhand market) and the so-called Mokjagolmok (Eatery Alley) where you can savor generous portions of cheap street foods such as tteokbokki, gimhap, bindaetteok, and jokbal.

🕒 Regular shops 09:00-18:00 Guje Market 10:00-19:00, Mokjagolmok 09:00-23:00 (some businesses closed on Sundays)  
🚶 Line 1 Jongno 5(O)ga Station (exit 7 or 8), 3-minute walk.



Nearby subway station 4 Hyeihwa



## Plan your trip

- Enjoy various genres of street performances at Daehangno and Marronnier Park
- Take a walk along the Seoul City Wall Sunseonggil Trail that takes you from Heunginjimun Gate to Naksan Park and Hyeihwamun Gate
- Take pictures at Ihwa Maeul, recently refurbished with public arts

## 1 Daehangno Street 대학로 거리

The center of performance culture where over 150 small theaters are found. This is where you can enjoy theaters and impromptu performances by young artists on the streets and in small theaters. There are also restaurants, bars, and movie theaters.

🚇 Line 4 Hyeihwa Station (exit 1)

**[Recommended Theaters]** Dongsung Art Center (02-766-3390), Daehangno Musical Center (02-2135-1507), Marronnier Theater (02-764-0686)



## 2 Marronnier Park 마로니에 공원

This small park planted with Marronnier trees was once part of the campus of Seoul National University, but now has become the center of Daehangno. It also serves as an outdoor stage for street artists and young musicians.

**2-1 Arko Arts Theater** A landmark of Marronnier Park where a wide variety of performances are offered.

🚇 Line 4 Hyeihwa Station (exit 2) ☎ 02-3668-0007

**2-2 House for Artists** This Romanesque brick building was built during the 1920s and used as the main building of Seoul National University. Today, the facility houses Korea's National Archives of the Arts and Slow Garden, which is a café. ☎ Korea's National Archives of the Arts : 10:00-19:00 (closed on Sundays), Slow Garden: 10:00-22:00.

🚇 Line 4 Hyeihwa Station (exit 2) 5-minute walk ☎ 02-760-4715



## 3 Naksan Park 낙산공원

Named for its shape, which resembles a camel's back, this park offers a spectacular view of Daehangno from its peak. The park is famous as the filming location of such popular Korean TV dramas and is a great spot to enjoy a beautiful sunrise or night view of the city.

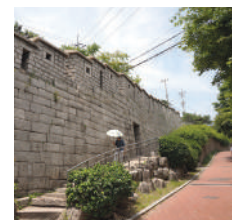
**3-1 Ihwa Maeul** A village of murals found on the hillside from Daehangno to Naksan Park. After the alleys were turned into a gallery of murals through the Naksan Public Art Project, the village became a popular subject for photographers. 🚇 Line 4 Hyeihwa Station (exit 2) 15-minute walk



## [Seoul City Wall]

This is an 18.6-km-long fortress wall built around Seoul at the very beginning of the Joseon Dynasty. You can get a panoramic view of Seoul when you walk on the trail along the wall. You will be pleasantly surprised when you come across many other structures from the same period hidden along the trail. A few of these include the hidden guard towers and gates. The walking trail that spans from Dongdaemun to Naksan Park is also part of the fortress wall.

☎ <http://seoulcitywall.seoul.go.kr>



## 4 Lock Museum 쇠대박물관

A museum of locks and keys, this facility displays over 4,000 locks and keys related articles from Korea and around the world. Visitors can also learn about the history of Korean locks and view historic relics.

₩ Adults ₩4,000 Minors ₩3,000

🕒 10:00-18:00 (closed on Mondays)

🚇 Line 4 Hyeihwa Station (exit 2) 5-minute walk

☎ <http://www.lockmuseum.co.kr>

☎ 02-766-6494



# University Quarter

## Streets with Cafes, Galleries, and College Life

Around Hongik Univ. and Sangsu Stations  
Around Sinchon and Ewha Womans Univ. Stations



Sinchon is a university district that is full of the romance of college campuses and where you can travel on a budget by visiting its many affordable restaurants and shops. In addition, the street in front of Ewha Woman's University has been a hot shopping spot leading the fashion trends of Seoul and giving birth to the term "Idae (Ewha Woman's University) Style" in the 1990s before "Gangnam Style" came out.

The Gothic campus of Yonsei University, adorned with ivy vines, is also located in the Sinchon area. With green trees in spring and summer that change into beautiful colors in autumn, the campus has been a popular location for many Korean films and dramas.

While the Sinchon and Ewha Woman's University areas represent the college culture of Seoul, the area near Hongik University, often called Hongdae, is well-known as the hub of indie art culture. This is the place where entire streets are filled with unique cafes, free-spirited murals, and young designers' outlets that transform into the stage for a mega festival at night with dancing, music, and young club-goers. The clubs in the Hongdae area are so popular with international tourists that the New York Times once picked the area as one of the top ten sites to visit in Seoul. Recently, the culture of the area has been expanding as far as Sangsu-dong Cafe Street, transforming itself all over again as a youth-oriented neighborhood that embraces cultural diversity.

### What to do

**Hongdae Free Market** Don't miss the flea market offered by young artists at Hongik Children's Park each Saturday and surround yourself with their free spirit and sensibilities. (p.33)

**Sinchon Streets for Foodies** The Sinchon and Ewha Womans University area is well-known for its streets of food vendors and stalls. Particularly popular with international tourists is "dak galbi" chicken seasoned with a spicy sauce and stir-fried in an iron pan. (p.35)

### Local Tips

- Take a bus or subway from Hongik Univ. Station to visit Seonyudo Park and World Cup Park in Sangam-dong.
- It takes only about 10 minutes to walk from Hongdae Univ. Station to Yeonnam-dong, which is a haven for Chinese-Korean dishes prepared by Chinese-Korean chefs. You can enjoy native Chinese dishes as well, such as beef noodle soup and lamb kebab.

### Highlights

#### Underwood Hall, Stimson Hall, and Appenzeller Hall at Yonsei University

These three Gothic-style buildings, standing side by side with a beautiful garden in the front, are designated as historic sites. The area is the most popular place for tourists to take pictures. (p.34)

**Hongdae' Clubs** Clubs are a mainstay of Hongdae culture. The clubs in the area are always crowded with young people who dance to all genres of music from modern rock to techno. (p.33)

**Sangsu-dong Cafe Street** This is the newly emerging hot spot in making the other cafe streets pale by comparison. Feel the liberal spirit that only Hongdae culture can offer when you step into boutique shops run by young designers eateries whose menus blend various cuisines. (p.33)

### Suggested Itinerary

Enjoy shopping in the fashion streets near Ewha Womans University (1 hour)- Walk to Yonsei University (10 mins)-Tour the Yonsei campus (1 hour)-Tour the streets of Sinchon and have lunch (1 hour 30mins)-Take the subway to Hongik Univ. Station (15 mins)-Tour the streets of Hongdae and enjoy the cafes (1 hour 30 mins)- Have a great time at Hongdae clubs or karaoke rooms (1 hour 30 mins)

※ Durations may vary depending on the itinerary and mode of transportation.

# Around Hongik Univ. and Sangsu Stations

홍대 · 상수역 주변

☘ Nearby subway stations 2 A Hongik Univ. 6 Sangsu



## Plan your trip

- Tour the many unique cafes, including cafes for pets, cartoons, and weddings
- Experience the club culture of Korea, such as dancing, live performances and DJ shows
- Visit Hongik Children's Park on Saturdays to shop at flea markets and see bands perform

### 1 Hongdae Street 홍대거리

Hongik University is renowned for its College of Fine Arts, and this is one of the reasons why a street for young people with their unique tastes was created in this area. It is filled with clothing shops, accessory shops, clubs and theaters, so you can enjoy shopping, entertainment, and culture. At night, performances by amateur bands are often held in playgrounds or vacant lots.

- ☘ Line 2 Hongik Univ. Station (exit 9) 5-minute walk
- 1-1 Hongdae Free Market An art market is held at Hongik Children's Park each Saturday. ☘ Mar.-Nov. Saturdays 13:00-18:00
- 1-2 Picasso Street Lined with distinctive shops designed for university students and young people, this is a popular filming location for TV dramas.
- 1-3 Wall Painting Street A street where you can see wall paintings by students from the College of Fine Arts at Hongik Univ.

### 2 Sangsu-dong Cafe Street 상수동카페거리

This street is filled with trendy cafes each with its own unique design. There are a wide variety of cafes, including coffee bars where coffee beans are roasted on the spot and dessert cafes that serve tasty treats.

- ☘ Line 6 Sangsu Station (exit 1 or 2)

### 3 Hongdae Clubs 홍대 앞 클럽

The Hongdae area is widely known as the mecca of club culture in Seoul. There are various clubs such as dance clubs where you can get into the rhythm of exciting music and dance, as well as live performance clubs that offer music of different genres from jazz to indie music. Most of these clubs can be visited in casual clothes such as jeans and sneakers.

- ☘ Line 2 Hongik Univ. Station (exit 9), Line 6 Sangsu Station (exit 1) 10-minute walk
- 3-1 Club Street A street packed with various clubs from dance to live performance clubs.

### 4 Yanghwajin Foreign Missionary Cemetery

양화진 외국인 선교사 묘원

This exotic cemetery is the final resting place for 500 of Korea's Western residents, including many important figures in modern Korean history. Unique and personalized tombs and headstones were built in the Western styles, creating an exotic atmosphere. Across the cemetery is Jeoldusan Martyrs' Shrine, a Catholic shrine.

- ☘ 10:00-17:00 (closed on Sundays) ☘ Free (foreign language interpretation available upon reservation) ☘ Lines 2, 6 Hapjeong Station (exit 7) 5-minute walk
- ☎ 02-332-9174 ☘ <http://www.yanghwajin.net>

### 5 Seonyudo Park 선유도공원

The park is only 20 minutes away by bus from the streets of Hongdae. This is an ecological park created by reusing the facilities of a closed water purification plant. It is widely known to have been the filming location for the TV drama "Iris". By crossing Seonyugyo (Bridge) in the park, visitors can reach Hangang Park.

- ☘ Free ☘ 06:00-24:00
- ☘ Bus nos. 603, 5714, 7612 (board buses going to Hapjeong at Line 2 Hongik Univ. Station (exit 2 or 8) Line 9 Seonyudo Station (exit 2) 7-minute walk



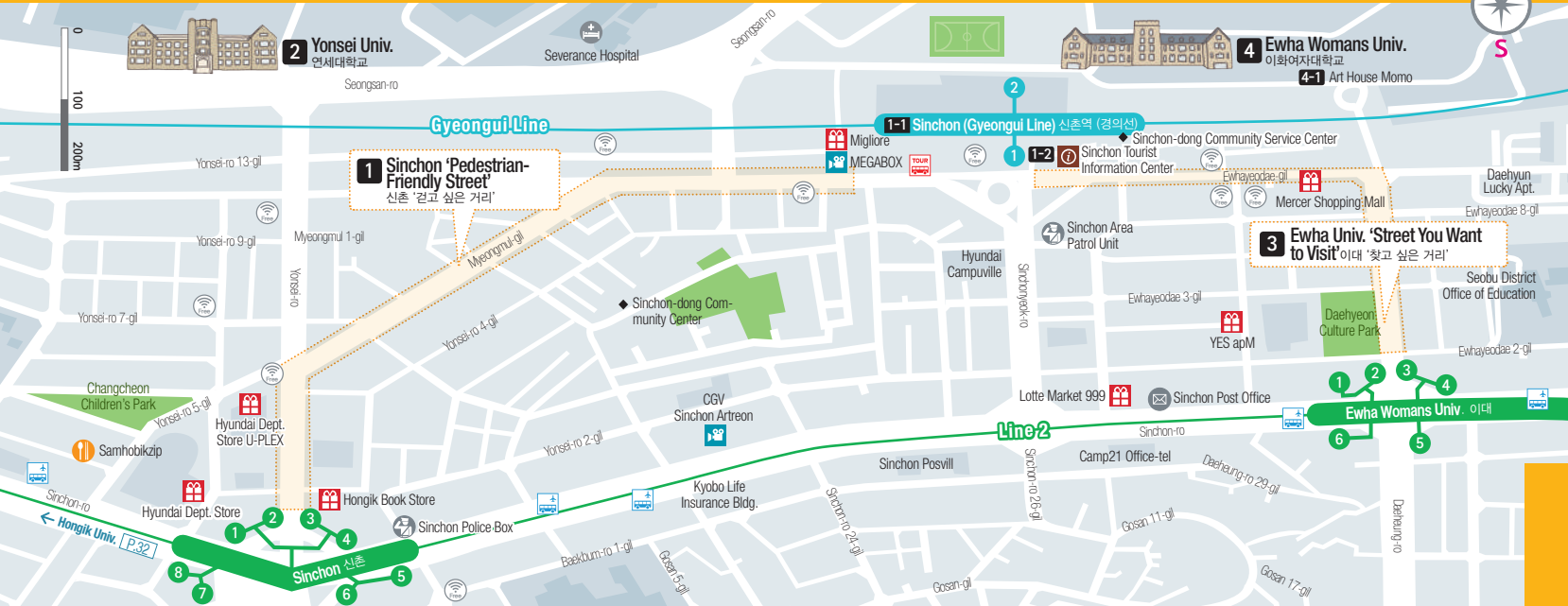
# Around Sinchon and Ewha Womans Univ. Stations

신촌 · 이대역 주변

🚇 Nearby subway station 2 Sinchon, Ewha Womans Univ.

## Plan your trip

- Stroll through college campuses and experience the romantic college culture
- Enjoy shopping for affordably priced trendy clothes, fashion accessories and cosmetics
- Hop on a Gyeongui Line train at Sinchon Station station for a tour to suburban towns such as Paju and Munsan



### 1 Sinchon 'Pedestrian-Friendly Street'

신촌 '걸고 싶은 거리'

The street leading from Sinchon Station to Yonsei University is a cultural smorgasbord, lined with numerous restaurants and attractions. A meeting plaza and a cultural cafe are just two of the spots where you can enjoy shopping and relaxation.

**1-1 Sinchon Station (Gyeongui Line)** Located between Yonsei and Ewha Womans universities, this station is separate from the Sinchon subway station. Take a Gyeongui Line train that comes about once every hour for a tour of Munsan, Paju and other parts of the suburbs.

**1-2 Sinchon Tourist Information Center (formerly the Sinchon Train Station)** Seoul's oldest train station, which opened in 1920, was converted into tourist information center in 2012. ☎ 10:00-19:00 🚶 Line 2 Sinchon Station (exit 3 or 5) 15-minute walk ☎ 02-363-7833

### 2 Yonsei University 연세대학교

Yonsei University was founded in 1885 when Korea's first Western hospital, Gwanghyewon, was reborn as a medical school. Three buildings on the campus that serve as excellent examples of modern university architecture-Stimson Hall, Appenzeller Hall, and Underwood Hall have been designated as historic sites. The ivy-draped campus is a frequent shooting location for movies and television dramas.

🚶 Line 2 Sinchon Station (exit 2 or 3) 10-minute walk



### 3 Ewha University 'Street You Want to Visit'

이대 '찾고 싶은 거리'

Clothes, accessories, beauty parlors and more can be found in this shopping area, which is popular with young women. Lots of fascinating little shops are clustered along a side street that branches off from the main street leading from Ewha Univ. subway station to the university's main gates. It is a perfect spot to shop for low to mid-priced cosmetics.

🚶 Line 2 Ewha Womans Univ. Station (exit 2 or 3)

### 4 Ewha Womans University 이화여자대학교

Founded in 1886 as Korea's first women's college, Ewha Womans University is today Korea's largest university for women. The high-tech ECC (Ewha Campus Complex), designed by world-renowned architect Dominique Perrault, is famous for its unique and sophisticated facade.

🚶 Line 2 Ewha Womans Univ. Station (exit 2 or 3) 5-minute walk.

**4-1 Art House Momo** Korea's first permanent theater to open in a college facility, this theater mostly plays art movies. Anne's Attic is a book cafe that is free for those who have the day's movie ticket. ☎ 02-363-5333



# Yongsan & Yeouido

## Global Districts in Seoul on the Banks of the Hangang (river)

### Itaewon / Yeouido



Itaewon is like a small world within Seoul, a microcosm of the entire world. In this urban center, you can see everything from an Islamic mosque to exotic dishes whose names you may never have heard of. This is also where you can find boutique hotels with striking designs and galleries with global reputations. Take the opportunity to see unique souvenirs that come from countries around the world at Itaewon Market and Antique Street.

If Itaewon is the global district in the Gangbuk region, or north of the Hangang (river), Yeouido is the district of global finance in the Gangnam region, south of the river. Yeouido was nothing more than a sandy island about one hundred years ago, but the area began to attract attention when Korea's first airport opened for business in 1916. Today, it is home to many Seoul landmarks, such as the National Assembly building, 63 Square, and IFC Mall, but the true gem of Yeouido is the Hangang (river) rather than the forest of buildings. When taking a ferry cruise and sailing on the river, you can view the bridges on the Hangang (river) that have undergone many changes over the course of Korean history, and other major tourist attractions in Seoul such as the beautiful ecological island Bamseom (Islet).

During the Joseon Period, the piers by the river spread Seoul culture and civilization throughout the nation. Today, the Hangang (river) is still the iconic foundation upon which the culture of Seoul blooms. In spring and autumn, Hangang Park transforms itself into a stage for various festivals. Other popular attractions along the banks of Hangang(river) include public swimming pools that cool down the hot summer weather, making the riverside the place to be with many leisure and sports activities throughout the four seasons.

### Highlights

**Leeum Samsung Museum of Art** This museum attracts visitors with its world-class collections and special exhibitions, but the museum's buildings, designed by world-famous architects Mario Botta, Jean Nouvel, and Rem Koolhaas, are nothing short of impressive works of art in themselves. (p.38)

**Gyeongnidan-gil** If you need to take a break from the bustle of Itaewon, Gyeongnidan-gil is just for you. This is a street lined with small restaurants that boast chefs from other countries and internationally trained Korean chefs. (p.39)

**63 Square** It may no longer be the tallest building in Seoul, but its popularity is higher than ever with this versatile cultural center housing an aquarium, a wax museum, and the observatory called Sky Art. (p.40)

### Suggested Itinerary

Visit Leeum Samsung Museum of Art(1 hour 30mins)-Walk to Gyeongnidan-gil(15 mins)-Tour Gyeongnidan-gil and have lunch(1 hour 30mins)- Shop at Itaewon Market(40 mins)- Shop at IFC Mall(1 hour)-Tour 63 Square(2 hours)- Enjoy a Hangang ferry cruise with dinner buffet(1 hour 30mins)

※ Durations may vary depending on the itinerary and mode of transportation.

### What to do

**Shopping at Itaewon Market** This is a place full of unsung heroes of fashion that only seasoned shoppers would know about. This is the best place for foreign tourists looking for plus-size clothes to shop. (p.39)

**Hangang Cruise** Take a cruise along the Hangang (river) to view major riverside attractions and also to enjoy the night view of Seoul. The ferry cruise itinerary offers live performances, a dinner buffet, and many other forms of entertainment. (p.41)

**Hangang Yeouido Spring Flower Festival** Yunjung-ro in Yeouido turns into a street of cherry blossoms for about two weeks beginning in mid-April each year. You will not want to miss the spectacular scene created by the cherry blossom petals that rain down on you with the spring breeze. (p.41)

### Local Tips

- Unique atmosphere of the district, from fashion and foods to music and culture, is in full bloom on the main street of Itaewon, also visitors can experience the real Itaewon by exploring backside roads such as Woosand-gil or Gyeongnidan-gil.

- Just one stop away from Yeouido Station is the Noryangjin Fisheries Wholesale Market, which is open 24 hours. Treat yourself to inexpensive yet ultra-fresh seafood in this wholesale market. You can buy fresh seafood and walk into any of the many restaurants that offer cooking services and have them prepare your purchase.

☞ Nearby subway station 6 Itaewon, Hangangjin, Noksapyeong



### 1 Itaewon Street 이태원거리

Signs in foreign languages, and English spoken by many of the merchants and restaurants and cafes serving the cuisine of various foreign countries: these make one feel as if Itaewon Street is located in another country. Enjoy brunch menus and a party culture that only Itaewon can offer, and shop for unique products imported from around the world.

☞ Line 6 Itaewon Station.

1-1 **Grand Hyatt Seoul Ice Rink** The Grand Hyatt Seoul Hotel operates an ice rink that offers a romantic mood exclusively during winter. This is a popular location for filming TV dramas and movies and also a popular spot for marriage proposals.

🕒 Mon-Thu 12:00-21:00 Fri-Sun 10:00-22:00 (Hours change every year)

☞ Line 6 Hangangjin Station (exit 2) Bus transfer. ☎ 02-799-8495

🌐 <http://seoul.grand.hyatt.kr/>



### 2 Leeum Samsung Museum of Art 삼성미술관 리움

This art museum was established with the art collection of the founder of the Samsung Group. Permanent exhibits include old Korean artwork and works by renowned global artists, including those of Andy Warhol and Nam June Paik.

🕒 Adults ₩5,000-10,000 Minors ₩3,000-6,000 🕒 10:30-18:00 (closed on Mondays) 🗣️ English, Japanese, and Chinese digital audio guides are available for rental ☞ Line 6 Hangangjin Station (exit 1) 10-minute walk

☎ 02-2014-6901 🌐 <http://leelum.samsungfoundation.org>



## Plan your trip

- Enjoy international cuisines and shop for plus-sized clothing and exotic accessories
- Visit the small alleys in Itaewon including Gyeongnidan-gil and Usadan-gil
- Party at clubs in Itaewon to enjoy some music and dancing after sunset

### 3 Gyeongnidan-gil 경리단길

This is a unique street in a residential area lined with restaurants and cafes with food from such countries as Japan, Thailand, Turkey and Mexico. Exotic dishes whose flavors are recreated by foreign chefs and Korean cooks who have worked abroad are highly popular.

☞ Line 6 Noksapyeong Station (exit 2) 5-minute walk



### 4 Itaewon Antique Furniture Street 이태원 안티크가구거리

The shops on the street used to deal with used furniture from foreign residents in Seoul and now feature antique, exotic goods from China and Europe.

☞ Line 6 Itaewon Station (exit 3 or 4) 5-minute walk



## [Popular nearby attractions you can visit along with Itaewon]

**National Museum of Korea** One of Korea's biggest museums. The museum features over 330,000 relics that represent the culture of Korea. Right next to the museum is the National Hangeul Museum which opened in 2014, where visitors can experience and learn more about the Hangeul culture.

🕒 Free 🕒 Tue. Thu. Fri. 09:00-18:00 Wed. Sat. 09:00-21:00 Sun. holidays 09:00-19:00 (closed on Mondays) 🗣️ English guided tours three times a day on weekdays, twice on weekends. Japanese guided tours once on weekdays, twice on weekends. Chinese guided tours once on weekdays, twice on weekends. French guided tour once a month. ☞ Line 4, Central Line Ichon Station (exit 2)

☎ 02-2077-9000 🌐 <http://www.museum.go.kr>

**War Memorial of Korea** Korea's only museum that exhibits the entire history of the Korean War, housing 9,000 items of information and material related to the war in eight exhibition rooms. 🕒 Free 🕒 09:00-18:00 (closed on Mondays) 🗣️ Call ahead to reserve free English, Japanese, and Chinese guides ☞ Lines 4, 6 Samgakji Station (exit 1 or 12) ☎ 02-709-3139 🌐 <http://www.warmemo.or.kr>



🚇 Nearby subway stations 9 The National Assembly, Saetgang 9 5 Yeouido 5 Yeouinaru

## Plan your trip

- See the Flower Festival and Fireworks Festival, which are held in spring and autumn
- Go to the 63 Square observatory and behold the beautiful night view of Seoul
- Get involved in the various leisure activities available in Hangang Park, including a ferry cruise and outdoor swimming

**1 63 Square 63빌딩**

One of Korea's tallest buildings, the 63 Square is a multi-purpose recreation center that features the Sea World aquarium, Sky Art observatory, Wax Museum, and many other entertainment facilities. Particularly spectacular is the panoramic night view of the city observed from Sky Art, said to be the "highest gallery in the world."

☎ Sky Art Adults (over 19) ₩13,000 Minors (over 3 under 19) ₩11,000 Sea World Adults ₩19,000 Minors ₩16,000 Wax Museum Adults ₩15,000 Minors ₩13,000 🕒 10:00-22:00 🚇 Line 5 Yeouinaru Station (exit 4) 15-minute walk ☎ 02-789-5663 🌐 <http://www.63.co.kr>

**2 Hangang Cruise 한강유람선**

Take the cruise to enjoy the sweet breeze and the beautiful view of the Hangang (river), while sailing by tourist attractions and historic sites such as Bamseom (Islet), Jeoldusan Park, the 63 Square, Namsan Tower, Jamsil Stadium and others. The course that passes under Banpo-daeyo (bridge) at night is particularly popular for the Moonlight Rainbow Fountain show. A themed cruise that includes live performances and a buffet is also available.

☎ Adults ₩12,000 Teens ₩10,800 Children ₩8,400 (varies depending on the course) 🚇 Yeouido Pier : Line 5 Yeouinaru Station (exit 3), Jamsil Pier : Line 2 Sincheon Station (exit 7), Yanghwa Pier : Lines 2, 9 Dangsan Station (exit 4), Ttukseom Pier : Line 7 Ttukseom Park Station (exit 3) ☎ 02-3271-6900 🌐 <http://www.elandcruise.com>

**3 Yeouido Park 여의도공원**

With a sprawling plaza surrounded by woods in the center of the city, Yeouido Park is where you can take a walk among the trees, or rent a bike or in-line skates and enjoy a ride through the park. Some of the sights you can find within the park include a statue of King Sejong and models of his inventions.

🚇 Lines 5, 9 Yeouido Station (exit 2 or 3), Line 9 National Assembly Station (exit 3 or 4) 5-minute walk

**4 Yeouido Hangang Park 여의도한강공원**

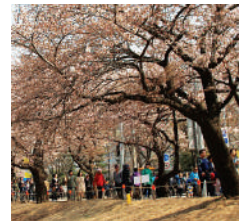
The park is popular as a stage for various urban festivals due to its proximity to Yunjung-ro, a road famous for beautiful cherry blossoms. In April each year, it serves as the venue for the Spring Flower Festival of Yeouido, and in October for the Seoul World Fireworks Festival.

**4-1 Yeouido Hangang Swimming Pool** A place where you can enjoy swimming in an urban center overlooking a stretch of the Hangang (river). It is popular with Seoul citizens, particularly in the summer. ☎ Adults ₩5,000 Teens ₩4,000 Children ₩3,000 🕒 Jul.-Aug. 09:00-20:00 ☎ 02-785-0478

**[Other swimming pools along the Hangang (river)]**

Gwangnanu Swimming Pool (02-470-9561), Ttukseom Swimming Pool (02-452-5955), Mangwon Swimming Pool (02-322-6302), Jamwon Swimming Pool (02-536-8263), Jamsil Swimming Pool (02-421-2564), Nanji Water Play Park (02-3151-0256)

**4-2 National Assembly Building** Built in 1975, this is where National Assembly sessions are held. With 24 granite pillars that represent the 24 seasonal divisions of the country, the building is covered by a dome roof. \* Photo courtesy of Korea Open Government License (KOGIL) 🕒 Reservations 09:00-18:00 (09:00-17:00 on weekends) (closed on Sundays and holidays) 🚇 Line 9 National Assembly Station (exit 1 or 6) ☎ 02-788-3656 🌐 <http://memorial.assembly.go.kr>



# Everything of the Latest Trends in Seoul

Apgujeong-dong and Cheongdam-dong / Garosu-gil in Sinsa-dong  
Around Gangnam Station / Around Samseong Station / Seocho



Gangnam, a district famous for its shops that represent the latest trends in Seoul, features high-class hotels and the City Airport Terminal that provides convenience to travelers. The district is a favorite spot with tourists because of its many designers' shops, cafes, and galleries. From the business and commercial zone around Samseong Station and Gangnam Station to the luxury shopping district stretching from Apgujeong-dong to Cheongdam-dong, the area also has Seorae Village, famous for its exotic atmosphere. Gangnam also has Garosu-gil, which is filled with designers' shops and outdoor cafes, showing off its charms with various attractions and features. Gangnam is not just the hub of fashion in Seoul; it is also the hub of finance and culture. Many galleries, both big and small, are located in the district, and age-old cultural and historical sites such as Bongeunsa Temple and Seonjeongneung Royal Tombs are also within a short distance.

The most exquisite sight in Gangnam unfolds when the sun goes down at Banpo Hangang Park. This is where you can watch the popular Rainbow Fountain at Banpodaegyo (bridge), with 100 tons of water shot from water jets on the river to the edges of the bridge. If you can manage to capture the scene of the fountain sparkling with light along with N Seoul Tower in the background, you will have created the most special memory of your visit to Seoul.

## What to do

### Explore Eateries in Seorae Village

Called a "French village" in Seoul, this is a place where you will find many outdoor cafes and restaurants with wonderful atmospheres. This is a good place to enjoy a laid-back brunch during the late morning hours. (p.53)

**Galleries around Dosan Park** The area around Dosan Park is also known as a street of culture thanks to the many galleries. Two must-visit galleries in the area are Maison Hermes and Horim Art Center. (p.45)

### Performances at the National Center for Korean Traditional Performing Arts

This is where you can watch first rate traditional Korean music and dance performances. These include the music for the royal ancestral rites music and Cheoyongmu (the Cheoyong Dance) which are registered as Intangible Cultural Heritages by UNESCO. (p.53)

## Local Tips

- Moonlight Square in Banpo Hangang Park is a venue for various performances of classical, a cappella, "popera" (pop and opera), and jazz music each Saturday evening for six months from May to October.
- You can experience the life of a Buddhist monk in the middle of the city by staying overnight at Bongeunsa Temple near Samseong Station.

## Highlights

**Sinsa-dong Garosu-gil** One of the most popular hot spots in the Gangnam district, this is where you will find romantic outdoor cafes, boutique shops run by designers, and the latest trends of Seoul faster than at anywhere else. (p.47)

**COEX** This is where the G-20 Summit Conference was held in 2010. The facility includes a shopping mall with more than 180 stores, and an attractive aquarium. Home to the City Airport Terminal, this is also the best place for last-minute shopping before departure. (p.51)

**Banpo Moonlight Rainbow Fountain** It is listed as the world's longest bridge fountain in the Guinness Book of World Records. Nearly 190 lighted jets create a festival of light and water designed to carry images of hope and positive energy. (p.53)

## Suggested Itinerary

Tour COEX or Bongeunsa Temple (1 hour 45 mins)- Take the subway to Gangnam Station (15 mins)-Tour the streets near Gangnam Station and have lunch (1 hour 30 mins)-Tour Samsung d'light (30 mins)- Take a bus to Sinsa Station (20 mins)- Shop at the Garosu-gil (1 hour 30 mins)-Walk to the junction at Dosan Park (10 mins)-Visit Horim Art Center (50 mins)-Visit the "multishops" in Cheongdam-dong (1 hour 30 mins)-Take a bus to the southern part of Banpodaegyo (bridge) (30 mins)-Watch the Banpo Moonlight Rainbow Fountain (40 mins)-Walk to Seorae Village (25 mins)- Have dinner at a cafe in Seorae Village (1 hour)

※ Durations may vary depending on the itinerary and mode of transportation.

# Apjujeong-dong and Cheongdam-dong

압구정동 · 청담동

🚇 Nearby subway stations 3 Apjujeong 6 Apjujeong Rodeo

## Plan your trip

- Shop for luxurious brand-name products that are new or exclusive to Asia
- Get the latest hairstyles at the trendiest hair salons frequented by Hallyu stars
- Explore galleries near Dosan Park, such as Horim Art Center and Maison Hermes Gallery



### 1 Apjujeong Rodeo Street 압구정 로데오거리

The street is packed with luxury brand stores. From mega shopping malls that sell luxury goods to designer brand outlets, from used luxury goods shops to luxury good repair shops, everything about luxury goods can be found in this area, making it the essential shopping destination for trend-setters.

🚇 Bundang Line Apjujeong Rodeo Station (exit 6) 5-minute walk.

1-1 **Galleria Department Store Luxury Hall** This high-end department store features two luxury halls: Luxury Hall East for high-class designers and fashion labels; and Luxury Hall West with unique designs for young shoppers

🕒 Weekdays 10:30-20:00, Fri. and Weekends 10:30-20:30 📍 Connected to Bundang Line Apjujeong Rodeo Station ☎ 02-3449-4114 🌐 <http://dept.galleria.co.kr>

### 2 Cheongdam-dong Street 청담동 패션거리

This street is filled with studios, showrooms, and shops of leading designers as well as beauty shops and wedding shops frequented by famous stars, and thus draws keen attention from trendsetters. It is also lined with global luxury brand shops. Some of the hot pots on this street include "multishops" which combine famous brand and designer label shops with cafes, galleries or restaurants.

🚇 Bundang Line Apjujeong Rodeo Station (exit 2 or 3) 10-minute walk

#### [Recommended Multi Shops]

10 Corso Como (02-3018-1010), MUE (02-3446-8074), Beaker (02-543-1270), Super Normal (02-511-0991) ※ Call to confirm business hours, each business has different business hours and holiday schedules.



### 3 Dosan Park 도산공원

This park was built in commemoration of Ahn Chang-ho, a freedom fighter. There are flagship stores of leading global brands, designer shops and cafes around the park, and movies and TV dramas are frequently shot around here.

🚇 Line 3 Apjujeong Station (exit 3), Bundang Line Apjujeong Rodeo Station (exit 5) 10-minute walk



### 4 Horim Art Center 호림아트센터

Horim Art Center, with a unique building exterior inspired by ceramics and comb pottery, displays relics designated as Korea's traditional cultural heritage. Visitors can appreciate the beauty of Korean arts at Horim Art Center, the Sinsa-dong branch of Horim Museum.

🕒 Adults ₩8,000 Minors ₩5,000 🕒 10:30-18:00 (closed on Sundays) 🚇 Line 3 Apjujeong Station (exit 3), Bundang Line Apjujeong Rodeo Station (exit 5) 15-minute walk ☎ 02-541-3523-5 🌐 <http://www.horimmuseum.org>



### 5 Hallyu Star Street 한류 스타거리

From SM Entertainment's building to JYP Entertainment's office, the offices of some of the most famous Korean entertainment companies are located on this street. It is a popular tourist attraction, especially for K-pop fans.

🚇 Bundang Line Apjujeong Rodeo Station (exit 2 or 3)



# Garosu-gil in Sinsa-dong

신사동 가로수길 주변

🚇 Nearby subway station 3 Sinsa



## Plan your trip

- Enjoy a laid-back brunch at one of the café terraces or restaurants.
- Shop for unique merchandise from designer studios and select shops with various concepts
- Experience the latest culture and art of Seoul while touring galleries on the gallery street

### 1 Sinsadong Garosu-gil 신사동 가로수길

Unique apparel and accessories from Korea's most promising young designers can be found along this two-lane road lined with ginkgo trees with multiple foreign brands give shoppers the chance to take in fashion trends from all over the world, and one might even be lucky enough to catch a really special deal in the flea markets that spring up occasionally in the area.

🚇 Line 3 Sinsa Station (exit 8) 5-minute walk

1-1 Forever21 1-2 Around the Corner 1-3 Smile Market 1-4 ALAND 1-5 8 Seconds



### 2 Sersu-gil 세로수길

Unique stores began popping up along the eight side-streets that branch off from the main Garosu-gil as visitors to the area have increased over the years. The exotic cafes and delightful restaurants along these streets might even make you feel as if you were in a romantic European city. You can enjoy a relaxing afternoon having brunch at one of the restaurants or cafes.

🚇 Line 3 Sinsa Station (exit 8) 5-minute walk

**[Recommended Restaurants]** HanChu (Chicken, 02-541-0969), Deux Cremes (tarte cafe, 02-545-7931), Allo Paper Garden (Italian, 02-541-6933), 5cijing (Organic cafe, 02-512-6508), Gaewhaok (Korean, 02-3444-1459)  
 ※ Call to confirm business hours, since each business has different business hours and holiday schedules.



### 3 Gallery Street 화랑거리

Art galleries began moving from Insa-dong to Sinsa-dong in the early 1980s to form today's Gallery Street. Art galleries of every shape and size fill the alleyways and allow the visitor to experience Seoul's culture and art trends. Many galleries also serve as cafes, tea shops and restaurants where you can enjoy art and fine dining at the same time.

🚇 Line 3 Sinsa Station (exit 8) 5-minute walk



### 4 Nonhyeon Furniture Street 논현 가구거리

Conveniently located in between Nonhyeon Station and Hakdong Station, this special furniture street has 70 furniture stores selling all kinds of furniture: items for newlyweds furniture inlaid with mother-of-pearl, objects for kitchen and office use, imported goods, and interior decoration. In 1996, Gangnam-gu Office designated the street a "Specialized Street of Furniture Culture."

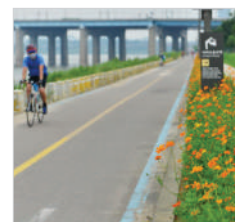
🚇 Line 7 Nonhyeon Station (exit 1 or 8), Hakdong Station (exit 5 or 6)



### 5 Jamwon Hangang Park 잠원한강공원

Located in proximity to such popular hot spots as Apgujeong-dong and Sinsa-dong in the Gangnam district, Jamwon Hangang Park is where anybody from advanced athletes to beginners can come and enjoy various sports, such as biking, inline skating, and even wakeboarding. Also found in this park is the Jamwon Nature Learning Center, a science center where you can observe and learn about silkworms, from which Jamwon got its name.

🚇 Line 3 Sinsa Station (exit 5) 15-minute walk



# Around Gangnam Station

강남역 주변

🚇 Nearby subway stations 2 D Gangnam 9 Shinnonhyeon



## Plan your trip

- Visit the Kukkiwon to learn about the long history of Taekwondo and take a walk in Yeoksam Park
- Shop from a wide selection of affordably priced clothing and accessories at Gangnam Station Underground Shopping Center
- Enjoy arts and performances such as music, plays, and dance at LG Art Center

### 1 Kukkiwon 국기원

A center of Taekwondo that any Taekwondo practitioner has to visit at least once in a lifetime, this facility features a majestic studio where Taekwondo masters from around the world come training. The Kukkiwon Museum, with over 2,500 articles on display, testifies to the long history of the martial art.

🕒 Mon.-Fri. 09:00-11:30, 13:00-17:30 🚇 Line 2 Gangnam Station (exit 12) 10-minute walk ☎ 02-567-1058-9 🌐 <http://www.kukkiwon.or.kr>



### 2 Yeoksam Park 역삼공원

Located above the Gangnam Station four-way Junction on a hill, Yeoksam Park provides an amazing view of the area's skyscrapers. A popular urban retreat for Seoul citizens, it is located close to the Kukkiwon and the National Library for Children and Young Adults.

🚇 Line 2 Gangnam Station (exit 12), Line 9 Shinnonhyeon Station (exit 4 or 5) 8-minute walk



### 3 Gangnam Station Underground Shopping Center 강남역 지하쇼핑센터

Located in the center of the Gangnam Station area, the underground shopping center is made up of hundreds of clothing stores and accessory shops, allowing visitors to enjoy the city's newest trends in a pleasant shopping environment. The Hub Plaza in the center of the complex gives shoppers an opportunity to rest and enjoy various cultural performances.

🕒 10:00-23:00 🚇 Connected to Line 2 Gangnam Station ☎ 02-553-1898



### 4 Samsung d'light 삼성 딜라이트

Visit Samsung d'light, an exhibition space within the Samsung Electronics headquarters building, to test and use all the latest products made by Samsung Electronics. Visitors can also experience a wide variety of digital media and enjoy a stage performance that is offered once every month.

🕒 Free 🕒 10:00-19:00 (closed on Sundays and national holidays)

🗣 English, Chinese, Japanese, and Spanish interpretation services are available. 🚇 Line 2 Gangnam Station (exit 8) 3-minute walk ☎ 02-2255-2277



### 5 LG Art Center LG아트센터

The LG Art Center is where world-class musicians such as Pina Bausch, Peter Brook, and Lev Dodin offer a wide variety of outstanding performances. Visitors can enjoy all genres of performances, including music, dance, theater, and musicals.

🎫 Ticket prices and schedules vary depending on performance

🚇 Line 2 Yeoksam Station (exit 7) ☎ 02-2005-0114 🌐 <http://www.lgart.com>



### 6 Clubs around Gangnam Station 강남역 주변 클럽

Seoul's nightlife begins and ends with the clubs near Gangnam Station. Every genre of music, from hip-hop to house, can be heard coming from the area's numerous nightclubs, which are jam-packed with revelers partying the night away every weekend.

🚇 Line 2 Gangnam Station (exit 10) 5-minute walk



# Around Samseong Station

삼성역 주변

Nearby subway station **2 Samseong**



## Plan your trip

- Shop at COEX Mall, where visitors have access to the trendiest Korean styles
- Observe diverse aquatic creatures at the COEX Aquarium
- Experience life in a temple at Bongeunsa Temple for a few hours or overnight

### 1 Seonjeongneung Royal Tombs 선정릉

King Seongjong, the ninth king of the Joseon Dynasty, rests in peace with Queen Jeonghyeon, as well as King Jungjong, the 11th king of the dynasty, at the Seonjeongneung Royal Tombs. All 42 royal tombs which exclude two kings that were dethroned, were listed as a UNESCO World Cultural Heritage site in 2009.

₩ Koreans (25-64) ₩1,000 Foreigners (19-64) ₩1,000  
 Foreigners (7-18) ₩500 ● Mar.-Oct. 06:00-21:00, Nov.-Feb. 06:30-21:00  
 (closed on Mondays) ② Line 2, Bundang Line Seolleong Station (exit 8)  
 5-minute walk ③ 02-568-1291 ④ <http://seonjeong.cha.go.kr>

### 2 COEX 코엑스

This is Korea's largest exhibition venue, with numerous exhibition halls, a convention center, and meeting rooms. There are various additional facilities including a five-star hotel, casino, the largest underground shopping mall in Asia, museums, and an aquarium, making it a key destination for exhibitions, culture, and sightseeing.

② Connected to Line 2 Samseong Station

2-1 COEX Mall Reopened in December 2014 after renovation

③ Business hours vary by shop. Inquire at shops in advance for details

④ 02-6000-0114 ⑤ <http://www.coex.co.kr>

2-2 COEX Aquarium A marine theme park that presents an underwater environment created to closely resemble nature and where visitors can see diverse aquatic animals and plants. ₩ Adults ₩22,000 Teens ₩19,000  
 Children ₩16,000 Seniors ₩16,500 ● 10:00-20:00 ⑥ 02-6002-6200  
 ⑦ <http://www.coexaqua.com>

### 3 Bongeunsa Temple 봉은사

This temple was built in 794 CE. It was the largest temple in Seoul during the Silla Dynasty, and the splendor of the old days remains today. The temple, where people can experience Buddhist culture in the center of the city, is highly popular with tourists.

② Line 2 Samseong Station (exit 6) 15-minute walk

③ 02-3218-4800 ④ <http://www.bongeunsa.org>

3-1 Bongeunsa Temple Stay This is a cultural experience program through which participants can experience the daily lives of monks for one or two days. One-day Temple Life programs are also available.

### 4 Korea Cultural House 한국문화의 집

This is a workplace for traditional artisans where you can experience traditional culture. Visitors can watch artisans make handicrafts or try making crafts themselves under the instruction of artisans. In addition, traditional performances are held regularly.

② Line 2 Samseong Station (exit 4) 7-minute walk

③ 02-3011-1788 ④ <http://www.kous.or.kr>

### 5 Korea City Air Terminal 도심공항터미널

In this airport terminal conveniently located in the center of Seoul, you can check-in early and take a limousine shuttle bus to catch your plane either at Incheon Int'l Airport or Gimpo Int'l Airport.

③ Korea Air, Asiana Airlines 05:20-18:30, Jeju Air and foreign airlines 05:10-18:30 ※ Services are available only for some airlines. Make sure to confirm in advance ② Line 2 Samseong Station (exit 5 or 6) 5-minute walk  
 ④ 02-551-0077 ⑤ <http://www.calt.co.kr>



🚇 Nearby subway stations 3 7 9 Express Bus Terminal 9 Sinbanpo 3 Nambu Bus Terminal



## Plan your trip

- Visit Banpo Hangang Park at night and watch the Moonlight Rainbow Fountain at the Banpodaegyo (Bridge)
- Enjoy various art exhibitions and traditional music performances at the Seoul Arts Center and the National Center for Korean Traditional Performing Arts
- Taste savory French dishes prepared by famous chefs at Seorae Village

### 1 Banpo Hangang Park 반포한강공원

This park is the site of many Hangang attractions, including the Banpo Moonlight Rainbow Fountain, the Underwater Bridge, and Moonlight Square. Around the man-made island Seoraeseom (Islet), you can enjoy various water sports such as water skiing and motorboats on the water of the Hangang (river).

🚶 Lines 3, 7, 9 Express Bus Terminal Station (exit 8-1), Line 9 Sinbanpo Station (exit 2) 15-minute walk

**1-1 Banpo Moonlight Rainbow Fountain** You can watch this spectacular fountain show from April to October. The rainbow-colored fountain, composed of 200 lights, unfolds on both sides of the bridge, which is 570 meters long. With the fountain's total length reaching 1,140 meters when both sides are included, the fountain is recognized by the Guinness Book of World Records as the world's longest bridge fountain. 🕒 Apr.-Jun., Sep.-Oct. 12:00-21:00 (3 times on weekdays, 5 times on holidays), Jul.-Aug. 12:00-21:00 (4 times on weekdays, 7 times on holidays) The schedule is subject to change ☎ 02-3780-0578

### 2 Seoul Express Bus Terminal 서울고속버스터미널

In 1975, nine companies became partners and started operating a bus terminal in 1976 at Express Terminal, which was renamed Seoul Express Bus Terminal in 1979. Currently, it operates the Gyeongbu Line, and Yeongdong Line, while Central City Terminal, located next to Seoul Express Bus Terminal, operates the Honam Line. This is the gateway to travel to some 70 cities and towns and is commonly called Seoul Express Bus Terminal together with Central City.

🚶 Connected to Lines 3, 7, 9 Express Bus Terminal Station.

**2-1 Central City** This is one of the single-largest buildings in the country that contains a department store, theater, bus terminal, and hotel. ☎ 02-6282-0114

### 3 Seorae Village 서래마을

A village where half of the French residents of Korea are believed to live, Seorae Maeul has such an exotic environment that you will feel as if you were walking through a street of open cafes somewhere in Paris. This is where you can find wine bars and cafes, not to mention restaurants that boast famous chefs and great atmospheres.

🚶 Lines 3, 7, 9 Express Bus Terminal Station (exit 5) 10-minute walk

### 4 Seoul Arts Center 예술의전당

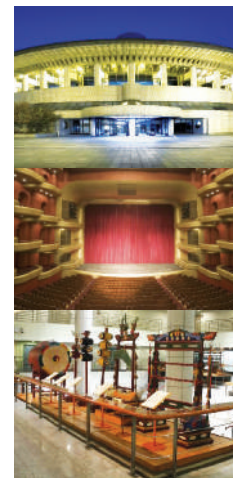
Enjoy various genres of performance arts including concerts with world-famous musicians, as well as opera, musicals, theater, dance, and exhibitions. The SAC World Music Fountain located between the Opera House and Music Hall is the largest in Korea. It creates a fantastic show from spring to autumn as the shooting water dances to music from around the world.

🚶 Line 3 Nambu Bus Terminal Station (exit 5) transfer to local bus.

☎ 02-580-1300 🌐 <http://www.sac.or.kr>

**4-1 Hangeam Art Museum** This museum mostly exhibits contemporary artworks by artists from in and out of the country. The museum has six exhibition halls, a storage space, an art shop, and a cafe. 🕒 Mar.-Oct. 11:00-20:00, Nov.-Feb. 11:00-19:00 (closed on Last Monday of month)

**4-2 National Center for Korean Traditional Performing Arts** This center has been preserving and promoting Korea's traditional culture through a continuous series of performances. This is where you can enjoy Korea's performance arts, such as geomungo sanjo (free-style solo), fan dance, and samulnori, in addition to other performance arts and folk music programs such as the Saturday Premium Performance and music from the royal ancestral rites, which was designated by UNESCO as a Masterpieces of the Oral and Intangible Heritage of Humanity. 🎫 <Saturday Premium Performance> A seats ₩20,000 B seats ₩10,000 (Prices vary depending on performance and seats) 🕒 <Saturday Premium Performance> 15:00 on Saturdays 🗨 English, Japanese, and Chinese brochures are available 🚶 Line 2 Bangbae Station (exit 1), Line 7 Naebang Station (exit 3), Line 3 Nambu Bus Terminal Station (exit 5) transfer to local bus ☎ 02-580-3300 🌐 <http://www.gugak.go.kr>

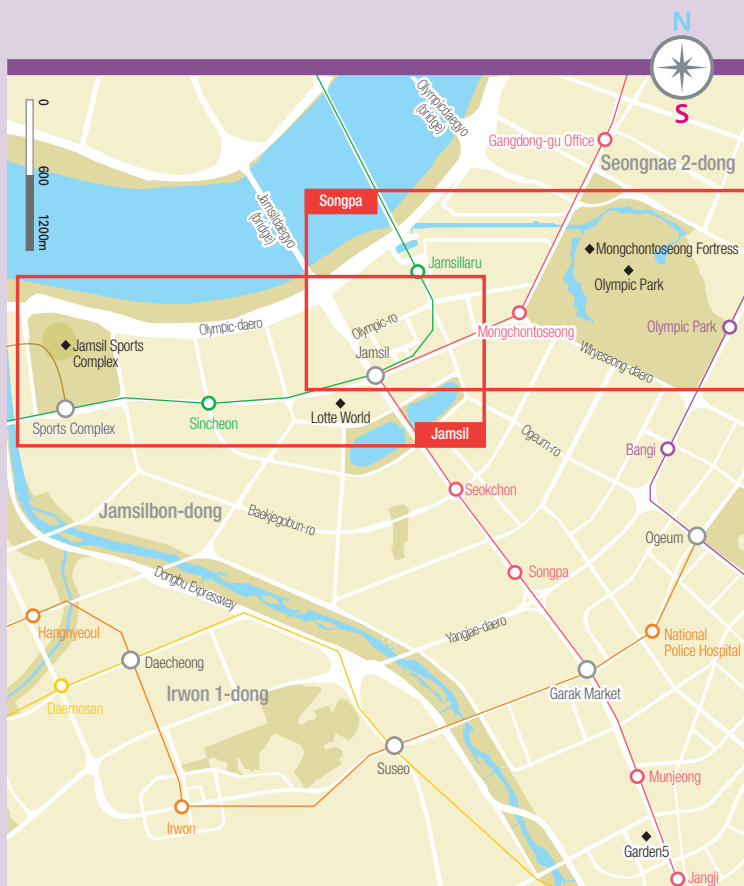


Area

# Jamsil

## A Green Retreat in Seoul That Is Full of Surprises

Jamsil / Songpa



Jamsil, located in the southeastern part of Seoul, embraces an extensive stretch of green land along Hangang (river). The area is full of interesting sights and entertainment, such as a large shopping mall and theme park, attracting many tourists.

To the east of Seokchon Lake is the Seoul Norimadang where you can watch traditional art performances such as percussion, fan dance, and pansori on weekends, and to the west of the lake is Lotte World, the world's largest indoor theme park. It features an indoor ice rink, folk museum and other attractions, making it hard to cover all the hot spots in a single day.

Ten minutes by subway from Jamsil, you will find Olympic Park, which was built to commemorate the 1988 Seoul Summer Olympics. The site of Mongchontoseong, an ancient earthen rampart dating back to the Baekje Kingdom (1st-6th century CE) is located within the park. The park also contains Mongchon Museum of History and Hanseong Baekje Museum which exhibit the life and culture of the ancient Baekje people, who created the most glamorous culture and arts in Korean history.

The park is surrounded by a remarkable, wide stretch of wildflowers and grass which is true to the name of the region: Mongchon's literal meaning is "village of dreams". As the fifth-largest sculpture park in the world, Seoul Olympic Park is sure to help you relax and give you a new experience with sculptures by the greatest artists of our time on display.

### Highlights

**Lotte World** Lotte World is divided into an indoor theme park called "Adventure" and an outdoor theme park called "Magic Island." This is where various seasonal festivals are hosted throughout the year. One of the must-see sights in this facility is the world's first multimedia night parade, which was designed by the Cirque du Soleil team and takes place every night. (p.56)

**Olympic Park** Built to host the Seoul Olympics, the facilities of the park include a water garden that features a music fountain, the historic site Mongchontoseong, SOMA Museum of Art, and over 200 outdoor sculptures on display. (p.59)

**Mongchontoseong** An old earthen fortress, this is a site from the Baekje Dynasty that you can find within Seoul Olympic Park. It is a historically significant place, but today, it is more popular for its walking trail. (p.58)

### Suggested Itinerary

Tour Olympic Park (40 mins)-Walk on the Hanseong Baekje Wangseong-gil (30 mins)- Visit Seoul Baekje Museum or SOMA Museum of Art(1 hour 20 mins)- Take a snapshot at the World Peace Gate (20 mins)-Take subway from Mongchontoseong Station to Jamsil Station (10 mins)-Watch various performances at Seoul Norimadang (1 hour)- Visit Lotte World for the afternoon (4 hour 30mins)

※ Durations may vary depending on the itinerary and mode of transportation.

### What to do

**Take pictures of the night view at Olympic Park** When you visit all nine of the best sites for photographs indicated in the tourist information leaflet and take pictures of them all, you are entitled to receive a souvenir postcard. (p.59)

**Watch a performance at Seoul Norimadang** Enjoy the uplifting traditional Korean beats, melodies and dances at this venue. Performances are offered each Sunday between April and October, and admission is free most of the time. (p.56)

**Seoul Helicopter Tour** This helicopter tour, on which you can have a panoramic view of Seoul and the Hangang (river), offers a total of six different trips, including Yeouido, Trade Center, Gwangnaru, and Paldangdam. All six courses depart from the Jamsil Heliport. (p.57)

### Local Tips

- Take a walk on the Hanseong Baekje Wangseong-gil, which connects Mongchontoseong and Pungnap-toseong, two historical sites from the early Baekje Period. This is where you will find outstanding cultural heritage from the Baekje Period and also traces of the ancient history of Seoul, which was already the capital city of an ancient kingdom before the birth of Christ.

- If you want to visit Lotte World but you are on a tight schedule, buy the After 4 ticket, which allows you to enter after 4:00 in the afternoon. You can use the facility until it closes at a much cheaper price.

Nearby subway stations 2 Sports Complex, Sincheon 2 8 Jamsil

## Plan your trip

- Enjoy various parades and rides at the theme park Lotte World
- Go skating at an indoor ice rink that is open all year round
- Watch outdoor performances of traditional music at Seoul Norimadang at Seokchon Lake



### 1 Jamsil Hangang Park 잠실한강공원

The Jamsil District of Hangang Park contains several large sports and leisure facilities. Visitors will find swimming pools, inline skating parks, bicycle paths, and basketball courts.

- Line 2 Jamsil Station, Sincheon Station (exit 6 or 7) 10-minute walk
- 02-3780-0511 [http://hangang.seoul.go.kr/park\\_jamsil](http://hangang.seoul.go.kr/park_jamsil)



### 2 Seokchon Lake Park 석촌호수공원

The east lake is used as a park where local residents can relax, stroll and jog along the water, while the west lake features Magic Island, a lively part of Lotte World amusement park.

- Line 2 Jamsil Station (exit 2 or 3) 15-minute walk 02-415-3595
- <http://culture.songpa.go.kr>
- 2-1 Songpa Tourist Information Center Information about international tourist district Songpa can be viewed at a glance at the Songpa Tourist Information Center. Visitors can experience chroma key technology and access the Internet for free. Located in Seokchon Lake Park behind the second Lotte World, the center also has various souvenirs for sale.
- 2-2 Lotte World This recreation complex contains a theme park, hotel, department store, duty free shop, museum, and indoor ice skating rink open all year round. The second Lotte World, which opened in 2014, hosts the city's largest aquarium. Lotte World Tower, a 123-story tower, is also scheduled to be completed by 2016.
- 09:30-22:00 on weekdays, 09:30-23:00 on weekends
- Connected to Line 2 Jamsil Station 02-411-2000 <http://www.lotteworld.com>
- 2-3 Lotte World Folk Museum Learn about Korea's history and culture in a fun, family-oriented museum. Adults ₩5,000 Minors ₩3,000 Children ₩2,000
- Weekdays 09:30-20:00, Weekends 09:30-21:00 02-411-4761-5
- 2-4 Seoul Norimadang An outdoor venue in Seokchon Lake Park that hosts traditional performances 15:00-16:00 (Apr.-Oct. each year) The schedule is subject to change (Saturday: Intangible cultural treasure performances, Sunday: Fusion Korean music and other creative traditional art performances) 02-2147-3727



### 3 Jamsil Sports Complex 잠실종합운동장

Korea's largest sports complex that was the site of the 10th Asian Games in 1986 and the 24th Seoul Olympics in 1988. The complex has the Olympic main Stadium, indoor stadiums and a swimming stadium, hosting international sports matches as well as diverse cultural activities.

- Line 2 Sports Complex Station (exit 6 or 7)
- 3-1 Jamsil Baseball Stadium Korea's most famous baseball stadium opened in 1982, with an average of 20,000 fans cheering for their teams during the baseball season (Apr.-Sep.) No games are held on Mondays, or in inclement weather



### 4 Jamsil Shopping Town 잠실쇼핑타운

Jamsil Station Underground Shopping Center, Lotte Department Store, and Lotte Duty Free Store make this a one-stop shopping destination.

- Connected with Line 2 Jamsil Station
- 4-1 Jamsil Station Underground Shopping Center
- 4-2 Lotte Department Store Jamsil 4-3 Lotte Duty Free World Tower Store



### 5 Seoul Helicopter Tour 서울헬기투어

A helicopter tour that provides a panoramic view of Seoul and the Hangang (river) with a total of six courses- Yeouido, Trade Center, Gwangnaru, Paldangdam, Special Course, and Event Flight courses. The tour takes between 7 and 30 minutes and accommodates up to 3 passengers

- Cost varies depending on the course and the number of passengers
- Line 2 Jamsil Sports Complex Station (exit 6 or 7) 15-minute walk
- 1899-2679 <http://www.blueairlines.co.kr>



🚇 Nearby subway stations 5 Olympic Park 8 Mongchontoseong

## Plan your trip

- Tour the 9 Must-See Sights in Olympic Park such as the lake and sculptures
- Take a walk along the Hanseong Baekje Wangseong-gil, which connects Mongchontoseong with Pungnapdoseong
- Visit the exhibitions at the Seoul Baekje Museum and the SOMA Museum of Art



### 1 Mongchontoseong Fortress 몽촌토성

Located inside Olympic Park, Mongchontoseong is a 2.7-km fortress wall that was built in the early Baekje period. You can learn about the architecture of the time along with Pungnapdoseong at this historic site from the Hanseong Baekje period. The place attracts many visitors as it is a significant historical site, and features spreading fields of canola flowers, barley, and grass.

🚇 Line 8 Mongchontoseong Station (exit 1) 15-minute walk

**1-1 Mongchon Museum of History** With historical relics discovered during the excavation of Mongchontoseong and Pungnapdoseong on display, this is where you can come into contact with the ancient culture of the Baekje period.

🆓 Free 🕒 09:00-18:00 (closed on Mondays) 📍 Line 8 Mongchontoseong Station (exit 1) 20-minute walk ☎ 02-424-5138-9

**1-2 Hanseong Baekje Wangseong-gil** You can learn about the brilliant civilization and architectural skill of the Baekje Kingdom when you stroll from Pungnapdoseong, the capital fortress during the early Hanseong Baekje Period, to Mongchontoseong, an earthen fortress. You will also discover the ancient site of dugout huts and the symbol of Chiljido, or the seven-edged sword, which testifies to the outstanding iron-smelting skills of the time.

**1-3 Seoul Baekje Museum** You can view tens of thousands of historical relics from the Hanseong Baekje period in this museum, which is dedicated to the ancient history and culture of the ancient capital city of Baekje.

🆓 Free (admission only required for special exhibitions) 🕒 Weekdays 09:00-21:00, Weekends & national holidays Mar.-Oct. 09:00-19:00, Nov.-Feb. 09:00-18:00 (closed on Mondays) 📞 Call in advance to reserve an English or Japanese guide 🚇 Line 5 Olympic Park Station (exit 3) 20-minute walk ☎ 02-2152-5800 🌐 <http://baekjemuseum.seoul.go.kr>



### 2 Olympic Park 올림픽 공원

This park, located in the center of Seoul and built to commemorate the 1988 Olympics, displays more than 200 sculptures by Korean and overseas artists on its sprawling lawn. With beautiful scenery that changes each season, it became a popular movie and TV commercial filming location. The place also serves as the venue for various concerts and sports events. There are many attractions in the area such as museums and art galleries, not to mention a walking path along Mongchontoseong.

🆓 Free 🕒 05:00-22:00 (Its outside plaza closes at 24:00) 🚇 Line 5 Olympic Park Station (exit 3) ☎ 02-410-1114 🌐 <http://www.olympicpark.co.kr>

**2-1 The Nine Must-See Sights in Olympic Park** 1 World Peace Gate

2 The Thumb (sculpture) 3 Mongchon Moat Musical Fountain 4 Dialogue (sculpture) 5 Mongchon Toseong Walking Trail 6 One Tree Hill 7 88 Lake 8 Wild Flower Garden 9 Rose Garden

**2-2 K-Pop Music Exhibition Hall** This hall, built on the first floor of Olympic Hall, a venue dedicated to Korean popular music, is a place where you can learn about the history of K-pop in chronological order. 🆓 Free 🕒 10:00-19:00 (closed on Mondays) ☎ 02-3431-9480 🌐 <http://www.k-pop.or.kr>



### 3 SOMA Museum of Art 소마미술관

This museum, which features a modernist exterior and an outdoor garden is a wonderful place to unwind and enjoy nature. You can view the late Korean-born artist Nam June Paik's artworks in the Video Art Hall.

👤 Adults ₩3,000 Minors ₩2,000 Children ₩1,000 🕒 10:00-18:00 (closed on Mondays) 🚇 Line 8 Mongchontoseong Station (exit 1), Line 5 Olympic Park Station (exit 3) ☎ 02-425-1077 🌐 <http://www.somamuseum.org>



# Gourmet Dining in Seoul



## The Top 10 Foods to Eat in Seoul

Seoul is one of the leading epicurean cities in Asia. Discover a side of Seoul that you never knew before through its diverse and majestic food culture.

**Bibimbap** This traditional dish is a steaming bowl of white rice topped with various vegetables, stir-fried beef, and egg, all of which are mixed at the table with red pepper paste, added to taste.

**Samgye-tang** One of the most popular health foods for chicken, this is a soup made from an entire young chicken stuffed with ginseng, glutinous rice, dates, garlic, chestnuts, and herbs.

**Jeon (pancake)** Kimchi, meat, seafood, and various vegetables are mixed in egg batter and then pan-fried in oil. Bindaetteok is a popular form of jeon made with mung bean batter mixed with pork and kimchi.

**Bulgogi** A popular Korean dish that is sure to delight the palates of foreigners. It is made of beef slices marinated in sweet soy sauce and then roasted on a special grill.

**Samgyeopsal** The name refers to the cut of the meat, the pork belly, which is marked by three layers of flesh and fat. Thick slices are grilled and eaten wrapped in lettuce or perilla leaves.

**Yangnyeom Chicken** American-style fried chicken coated with a unique Korean sweet and spicy sauce. Koreans enjoy pairing beer (maekju in Korean) with fried chicken, the combination of which is affectionately called chimaeak.

**Tteok-bokki** Originally a gungjung yori, or palace dish, marinated in soy sauce this is now one of the most popular street foods, made of strips of rice cake mixed with fish cakes and scallions in spicy red pepper paste.

**Makgeolli** This traditional Korean alcohol made by fermenting rice has a milky texture and is rich in lactic acid and dietary fiber.

**Patbingsu** One of the most popular summer snacks this is made by mixing shaved ice with a wide variety of treats such as red beans, rice cake, fruit, and misulguru (powdered grain) in milk.

**Kimchi** A traditional Korean dish made of vegetables such as cabbage, radish, zucchini, and onion, seasoned and fermented in red pepper powder and salted seafood.



Jeon (Bushimgae)



Samgyeopsal (Grilled Pork Belly)



Tteokbokki (Stir-fried Rice Cake)

## The Top 10 Dining Districts in Seoul

**Meokjagolmok in Namdaemun Market** Kal-guksu (Noodle Soup) and galchi jorim (braised cutlass fish) ☉ Line 4 Hoehyeon Station (exit 5) 5-minute walk

**Ojang-dong Hamheung Naengmyeon Street** Chilled soup made with sweet, chewy potato noodles and seasoning ☉ Lines 2, 4, 5 Dongdaemun History & Culture Park Station (exit 6) 20-minute walk

**Gwangjang Market Jeon Street** Addictive kimbop, yukhoe (beef tartare), bindaetteok and more ☉ Line 1 Jongno 5(o)ga Station (exit 7) 5-minute walk

**Sindang-dong Tteok-bokki Street** Tteok-bokki cooked on the spot with rice cake, ramen, fish cake, fried mandu and boiled eggs, all in a single serving pan Open 24 hrs.

☉ Lines 2, 6 Sindang Station (exit 7) 5-minute walk

**Mapo Jumulleok and Dwaaji Galbi (Spareibs) Street** Jumulleok dishes made of seasoned and grilled pork ribs and beef sirloin ☉ Line 5 Mapo Station (exit 1) 2-minute walk

**Sillim-dong Sundae District** A spicy dish made of sundae, which is similar to blood sausage, stir-fried with various vegetables. Open 24 hours.

☉ Line 2 Sillim Station (exit 3) 3-minute walk

**Heukseok-dong Dwaaji Galbi Street** Pork ribs seasoned and grilled over charcoal.

☉ Line 9 Heukseok Station (exit 4) 10-minute walk

**Kyunghee Univ. Pajeon Street** Seafood pa jeon and makgeolli ☉ Line 1 Hoegi Station (exit 1) 5-minute walk

**Eungam-dong Gamja Guk (Potato Soup) Street** Stew cooked with dried radish leaves, potatoes, and pork spine. Open 24 hrs. ☉ Line 6. Saejeol Station (exit 2) 10-minute walk

**Jangchung-dong Jokbal Alley** Boiled pigs feet that are chewy on the outside and soft on the inside. ☉ Line 3 Dongguk Univ. Station (exit 3) 5-minute walk



Jangchung-dong Jokbal

# Shopping in Seoul



## The Top 10 Things to Buy in Seoul

Seoul is a shopping paradise, a city that sets global trends while preserving the beauty of tradition.

**Korean Food** Many traditional Korean foods, such as tteok (rice cake), alcohol made from rice, dried goods, and healthy snacks are attracting attention from global health advocates.

**Cosmetics** Visitors can personally test a wide variety of beauty products before purchasing them in Myeong-dong, where all the famous and popular Korean beauty brands have their flagship shops.

**Traditional Handicrafts** Visitors can buy traditional arts and crafts, such as dolls dressed in hanbok, key chains decorated with mother-of-pearl, and traditional fans in Insa-dong and Samcheong-dong.

**Clothing and Shoes** When it comes to clothes, you can trust the "made in Korea" tag as a surefire mark of quality. Particularly popular with tourists are matching couples' T-shirts and character socks.

**Accessories** Namdaemun Market is where you can find affordably priced, trendy accessories. The two best places for more unique and luxurious accessories are Hongdae and Sinsa-dong.

**Hanbok and Accessories** The traditional Korean outfit, hanbok, is known for its dazzling yet elegant style. Most hanboks are custom made, but ready-mades are also available for purchase at Dongdaemun Market.

**Hallyu Wares** Some of the most popular Hallyu items among international Hallyu fans include domestically produced CDs, DVDs, and posters.

**Books** Travel books about Seoul or Korea written in foreign languages are special souvenirs only available in Seoul. They are available for purchase at major book stores in the city.

**Postcards** A wide variety of postcards and stationery with patterns inspired by famous tourist attractions in Seoul, traditional motifs, and cultural heritage can be purchased at souvenir shops at palaces and museums.

**Tableware** Traditional celadon ware and spoon and chopstick sets are very popular with international visitors and even collectors.



Traditional Bibtis



Hanbok (Korean traditional clothes)



Dishware

## The Top 10 Places to Shop in Seoul

### Mega shopping malls

**Times Square** ☉ 10:30-22:00  
☉ Connected to Line 1 Yeongdeungpo Station  
☉ <http://www.timessquare.co.kr>  
**I'PARK Mall** ☉ 10:30-20:30  
☉ Connected to Line 1 Yongsan Station ☉ <http://www.iparkmall.co.kr>  
**BITPLEX** ☉ 10:00-22:00  
☉ Lines 2, 5 & Jurgang Line Wangsimni Station (exit 6-1) ☉ <http://www.bitplex.co.kr>  
**D-Cube City** ☉ 11:00-21:30  
☉ Connected to Lines 1, 2 Sindorim Station ☉ <http://www.dcube.city>  
**Garden 5** ☉ 09:00-20:00  
☉ Line 8 Jangji Station (exit 3) ☉ <http://www.garden5.com>  
**Yongsan Electronics Shopping Mall** ☉ 10:00-19:30 ☉ Connected to Line 1 Yongsan Station

### Traditional markets

**Seoul Folk Flea Market** ☉ 10:00-19:00 (closed on the 2nd and 4th Tuesdays of the month) ☉ Line 1 Sinseldong Station (exit 9) ☉ <http://pungmul.seoul.go.kr>  
**Seoul Yangnyeong Market** ☉ 09:00-19:00 (closed on Sundays) ☉ Line 1 Jegidong Station (exit 2) ☉ <http://www.seoulyea.com>  
**Noryangjin Fisheries Wholesale Market** ☉ 01:30-22:00 (open year-round) ☉ Connected to Lines 1, 9 Noryangjin Station ☉ <http://www.susansijang.co.kr>  
**Yangjae Flower Market** ☉ 00:00-13:00 (closed on Sundays) ☉ Shinbundang, Yangjae Citizen's Forest Station (exit 4) ☉ <http://yfmc.at.or.kr>  
**Gwangjang Market** ☉ 09:00-18:00 ☉ Line 1 Jongno 5(o)ga Station (exit 8)

### Duty-free shops

**Lotte Duty Free Shop** ☉ 09:30-21:00 ☉ Line 2 Euljiro 1(il)ga Station (exit 7 or 8) ☉ <http://lottedfs.com>  
**Donghwa Duty Free Shop** ☉ 09:30-20:30 ☉ Line 5 Gwanghwamun Station (exit 6) ☉ <http://www.dongwhadfs.com>  
**Walkerhill Duty Free Shop** ☉ 09:30-21:30 ☉ Line 5 Gwangnaru Station (exit 2) / Use hotel shuttle bus across the street ☉ <http://www.sk dutyfree.com>  
**Shilla Duty Free Shop** ☉ 09:30-21:00 ☉ Line 3 Dongguk Univ. Station (exit 5) ☉ <http://www.shilladfs.com>

※ Please refer to the company homepages for more info about the bus schedules and the days when the various shops in these malls are closed.

# Seoul Travel Information

## Getting to Seoul

Traveling between Incheon International Airport or Gimpo International Airport and downtown Seoul is very convenient. You have many transportation options including limousine buses, taxis, and airport railroad trains.

### Airport Limousine

| Airport               | Boarding location  | Ticket offices  |
|-----------------------|--|---|
| Incheon Int'l Airport | To Seoul: Bus stop 3B-6B, 10A-13A outside the 1 <sup>st</sup> floor entrance   | Next to exit 4, 6-8, 11 and 13 on the 1 <sup>st</sup> floor of the passenger terminal / Bus stop 9C |
| Gimpo Int'l Airport   | [Domestic Terminal] To Seoul; exit 3-5<br>To Incheon Int'l Airport; exit 13-15 | 1 <sup>st</sup> floor of the passenger terminal   |
|                       | [Int'l Terminal] To Seoul; exit 6<br>To Incheon Int'l Airport; exit 7          | Pay by cash after boarding without ticketing  |

### A'REX (Airport Railroad)

🕒 05:20-24:00 (10-15 min intervals) 📍 Incheon Int'l Airport Railroad 1599-7788 🌐 <http://www.alex.or.kr>

## Public Transportation

**Buses** Seoul city buses can be distinguished by their colors. Blue buses cover long-distance routes in Seoul, green buses run short-distance routes within the city, yellow buses run circular routes in central Seoul, and red buses run express routes between the city and the surrounding area.

**Subway** The Seoul subway has nine lines (Line 1 to Line 9). These nine lines combine with the Jungang Line, Bundang Line and Gyeongui Line to form the metropolitan railroad network. Each line has its own designated color, which is used on maps and signs in subway stations to enable not only Seoul citizens but also foreign visitors to use the subway without difficulty.

**[Single journey ticket for subway]** If you don't have a T-money card or Seoul Citypass, you have to purchase a single journey ticket every time you use the subway. Insert your fare (plus a ₩500 deposit) into the vending machine installed at each subway station to get your ticket. After you arrive at your destination, you can return the ticket using the Deposit Refund Device to have the ₩500 deposit refunded.

**Taxi** A taxi is a convenient means of transportation that takes you straight to your destination. Taxi stands are located on numerous streets in Seoul, and you can catch a taxi anywhere on the streets by holding out your hand. There are regular taxis, deluxe taxis and van taxis.

**[International taxi]** The city's official taxi for international tourists. Just visit the website or call to reserve a taxi. Make sure to ask for a driver who speaks either English, Chinese or Japanese. Please note that a reservations must be made 24 hours prior to pickup time. 📞 1644-2255 🌐 <http://intltaxi.co.kr>

## Exploring Beyond Seoul

|               |                        |   |             |
|---------------|------------------------|---|-------------|
| Bus terminals | Express Bus Terminal   | Lines 3, 7 & 9 Express Bus Terminal Station                       | 1688-4700   |
|               | Sangbong Bus Terminal  | Line 7 and Jungang Line Sangbong (Intercity Bus Terminal) Station | 02-323-5885 |
|               | Nambu Bus Terminal     | Line 3 Nambu Bus Terminal (Seoul Arts Center) Station             | 02-521-8550 |
|               | Dongseoul Bus Terminal | Line 2 Gangbyeon (Dongseoul Bus Terminal) Station                 | 1688-5979   |
| Railroad      | Seoul Station          | Lines 1 & 4, Airport Railroad and Gyeongui Line Seoul Station     | 1544-7788   |
|               | Yongsan Station        | Line 1 and Jungang Line Yongsan Station                           |             |
|               | Yeongdeungpo Station   | Line 1 Yeongdeungpo Station                                       |             |

**KTX** This high-speed railroad operates at a maximum speed of 300km/h. It connects Seoul and major cities including Daegu and Busan in 2 hours and 30 minutes. Passengers can use wireless Internet and video information services on the train while enjoying meal services upon reservation.

**[How to make reservations]** Visit <http://www.korail.com> or call 1544-7788.

**K-Shuttle** K-shuttle is a shuttle bus tour package offered exclusively to international visitors. The bus departs from Seoul and travels around major tourist cities of Korea. You can get on and off the bus at any bus stop, and transfer to other transportation. Interpreters and tour guides are available. Service in English is provided by licensed interpreters and tour guides, and service in Chinese and Japanese is provided by assistant tour guides.

**[How to make reservations]** Make online reservations at <http://www.k-shuttle.com> or call 1899-2508.

## Transportation cards available in Seoul



|                            | How to use  | Where to buy  | Fare   |
|----------------------------|---|---|--|
| <b>T-money</b>             | A transportation card that can be used on buses and the subway in Seoul and the surrounding area; to receive the transfer discount, you must touch the card to the card reader both when getting on and off the bus.  | Subway stations in Seoul, convenience stores with T-money signs                                     | ₩2,500 to purchase the card; charge the card with amounts of ₩1,000 and up   |
| <b>Seoul Citypass Plus</b> | This card combines T-money and a discount service for designated performances, exhibitions, tourist attractions and restaurants. You get a 5% discount when you use this card to ride the Seoul City Tour Bus.  | GS25 convenience stores, tourist information centers, train stations                                | ₩3,000 to purchase the card, Mobile phone strap type: ₩5,000 charge the card up to ₩500,000  |
| <b>M-PASS</b>              | A public transportation card exclusively for international visitors, M-Pass can be rented and used to take up to 20 city bus and subway rides in Seoul and the surrounding area. As with T-money, you can charge the card with cash and use it to pay for purchases at convenience stores and taxis that accept the T-money card. | Incheon International Airport Tourist Information Center, Seoul Global Cultural Center(Myeong-dong) | 1-Day Pass : ₩10,000<br>2-Day Pass : ₩18,000<br>3-Day Pass : ₩25,500<br>5-Day Pass : ₩42,500<br>7-Day Pass : ₩59,500<br>Not including the ₩5,000 rental fee. (₩4,500 of this is refunded when you return the card) |

**[T-money card refunds]** You can get a refund at CU if the amount left on the card is ₩30,000 or less and ₩20,000 or less at other convenience stores. If the balance on the card is over ₩30,000, you must go to the main office of Korea Smart Card, located next to Seoul Station.

## Accommodations

Visitors have many choices of accommodations depending on their budget and travel purpose, from luxurious hotels to affordable youth hostels. Check out the Seoul government-operated Visit Seoul website to find information about hotels, guest-houses, youth hotels, camp sites, as well as trusted home-stay facilities and Goodstay certified businesses available in Seoul. For more information, visit [www.visitseoul.net](http://www.visitseoul.net).

**[Goodstay]** Goodstay is an initiative designed to provide visitors with information about mid- to low-priced accommodations that are certified by the Ministry of Culture, Sports and Tourism and the Korea Tourism Organization. Its mission is to provide information about businesses that offer outstanding accommodation services and facilities at affordable prices. 📞 02-729-9600

## Currency

**Currency** The Korean currency is the won (₩, KRW). You can exchange currencies in airports, exchange booths at mega shopping centers, and banks. It is also possible to use U.S. dollars in duty-free shops in Seoul. **Currency Exchange** Currency exchange is available at official foreign exchange booths, banks, airports, department stores, and hotels at the current daily exchange rate plus a fee. You can check the official daily exchange rate in newspapers and on the Internet. It is recommended that visitors check the exchange fee in advance, since it varies with the exchange service provider. The following is a list of money changers ranked from least expensive to most expensive: official exchange booth, bank, airport, department stores and hotel.

### [Currency Exchange After Bank Business Hours]

**Airport** Currency exchange service is available until late at night (until 23:00) at the foreign currency exchange centers of Hana, Kookmin, Korea Exchange, and Shinhan banks.

**Department Stores** Currency exchange is available until the close of business during the week and on weekends at major department stores in the city.

**Dongdaemun Shopping Mall** Major shopping malls such as DOOTA, Migliore and Hello aPM change foreign currency until 2:00 am on weekdays.

**ATM** Round-the-clock Global ATMs are available at banks located in major tourist attractions, such as Itaewon and Myeong-dong. If you carry international cash cards or credit cards, you can make withdrawals in Korean won at ATMs that have the "Global ATM" logo on them. Transaction fees will apply.

## Compensation for overcharged tourists

Foreign tourists who have been overcharged for shopping, dining, or accommodation can receive compensation.

📞 070-4923-9136 (Tourist Complaint Center)

# Seoul Travel Information

## Weather in Seoul

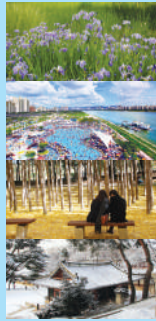
Korea has a temperate climate and four distinct seasons. When you visit Seoul, you are advised to prepare clothes and personal items suitable for the season.

**Spring (Mar.-May)** Sunny and warm weather is common. However, visitors are advised to bring warm layers because of sudden cold snaps and the large range of temperature throughout the day.

**Summer (Jun.-Aug.)** With sweltering weather and an average temperature of 27°C, it is recommended that you bring light clothes that wick away sweat. During the rainy season between mid-June and early July, it may be a good idea to bring an umbrella, raincoat, and rain boots.

**Fall (Sep.-Nov.)** The weather is sunny and warm, but it gets chilly in the mornings and evenings. Visitors are advised to bring sweaters or light windbreakers.

**Winter (Dec.-Feb.)** It is cold and dry between -6 and 7°C. It often snows, so visitors are advised to bring a hat and umbrella. You may also want to wear gloves, a scarf, and a mask to keep out the cold.



## Festivals in Seoul

|        | Festival   | Time  | Venue                                   |
|--------|--|---|---|
| Spring | <b>Hangang Yeouido Spring Flower Festival</b> A flower festival that is held each year in Yeouido area in time for the cherry blossoms.                                | Sometime in April each year                   | Yeouido Junjung-no area                 |
|        | <b>Lotus Lantern Festival</b> Don't miss this traditional cultural festival and the lotus lantern parade that goes from Dongdaemun to Jogyesa Temple.                  | Sometime in May each year                     | Bongeunsa Temple, Dongno/Insa-dong area |
| Summer | <b>Seoul Fringe Festival</b> An indie art festival with music, performance, theater, graffiti and other genres of art  | Sometime in August each year                  | Hongdae area                            |
|        | <b>Seoul Drum Festival</b> A percussion festival that brings people together through the beat  | September-October each year                   | Varies each year (Check in advance)     |
| Autumn | <b>Hi Seoul Festival</b> Seoul's biggest festival, this event is designed to showcase different aspects of Seoul, the city of art and culture, with diverse activities | Sometime in October each year                 | Throughout the city                     |
|        | <b>Seoul International Fireworks Festival</b> Firework engineers from around the world participate in this festival, which is held in the autumn                       | Toward the end of September-October each year | Yeouido Hangang Park                    |
|        | <b>Seoul Eulalia Festival</b> A culture and music festival that is held when the silvery eulalia is at the peak of its beauty at World Cup Park                        | Sometime in October each year                 | World Cup Park                          |
| Winter | <b>Seoul Lantern Festival</b> Boasting Seoul's finest night view, this festival creates majestic scenes at the Cheonggyecheon bridges and on the stream itself         | Sometime in November each year                | Cheonggyecheon (stream)                 |

## Public Holidays

| Holiday Name                                       | 2015         | 2016         |
|--|--------------|--------------|
| New Year's Day (Jan. 1 on the solar calendar)      | 1.1 (Thu.)   | 1.1 (Fri.)   |
| Lunar New Year (Jan. 1 on the lunar calendar)*     | 2.19 (Thu.)  | 2.8 (Mon.)   |
| Independence Movement Day                          | 3.1 (Sun.)   | 3.1 (Tue.)   |
| Children's Day                                     | 5.5 (Tue.)   | 5.5 (Thu.)   |
| Buddha's Birthday (April 8 on the lunar calendar)* | 5.25 (Mon.)  | 5.14 (Sat.)  |
| Memorial Day                                       | 6.6 (Sat.)   | 6.6 (Mon.)   |
| National Liberation Day                            | 8.15 (Sat.)  | 8.15 (Mon.)  |
| Chuseok (Aug. 15 on the lunar calendar)*           | 9.27 (Sun.)  | 9.15 (Thu.)  |
| National Foundation Day of Korea                   | 10.3 (Sat.)  | 10.3 (Mon.)  |
| Hangeul Day  | 10.9 (Fri.)  | 10.9 (Sun.)  |
| Christmas  | 12.25 (Fri.) | 12.25 (Sun.) |

\*Mark refers to holidays based on the lunar calendar whose dates change each year.

## Useful Phone Numbers

### Information about Seoul

DASAN Call Center 02-120

### Phone interpretation service

Interpretation service BBB (Before Babel Brigade) 1588-5644

### Emergency medical service

Emergency Medical Information Center 119

### Lost articles

Lost and Found Center at Seoul Metropolitan Police Agency 02-2299-1282

### Tourist information

KTO TT Call Center 1330

### Reporting travel complaints

Tourist Complaint Center at Korea

Tourism Organization 02-735-0101

## Easy and Convenient Seoul Tour Information

**Visit Seoul Homepage [www.visitseoul.net](http://www.visitseoul.net)** Visit Seoul, the official Seoul tour information portal run by the Seoul government, offers information about major tourist attractions and accommodations in Seoul, as well as recommending themed tours. You can make reservations for walking tours, performances, and even movies. Use your smartphone for convenient access to the website (<http://m.visitseoul.net>) at any time.

**iTourSeoul App** This application for accessing Seoul tour information is easy and convenient to use during your stay in Seoul. It provides real-time information about nearby tourist attractions and public transportation, all based on the user's current location. The app supports Korean, English, Japanese, and both simplified and traditional Chinese.



**[How to Use]** Search for iTourSeoul on the Apple App Store or Google play and download the app. You can also scan the QR code on the right for immediate download.

**[Smartphone Rental Service]** Smartphones are available for rental for international visitors. You must reserve your phone at least three days before you arrive.

₩ Rental fee ₩3,300 per day Domestic call ₩11 per second Unlimited Wi-Fi data ₩5,500 a day

☎ KT Olleh Roaming Centers at Incheon International Airport and Gimpo Airport

☎ 02-1588-0608 (when calling within Korea), +82-2-2190-0901 (when calling from overseas)

## Tourist Information Centers

| Tourist information center                   | Phone                                    | Tourist information center                       | Phone          |
|--|--|--|----------------|
| Incheon Int'l Airport                        | 032-743-3270, 3272<br>032-743-2600, 2602 | Seoul Global Cultural Center (Myeong-dong)(p.10) | 02-3789-7961~3 |
| Gimpo Int'l Airport                          | 02-2660-2486, 2487                       | Bukinsa(p.20)                                    | 02-734-0222    |
| Myeong-dong Tourist Information Center(p.10) | 02-778-0333                              | Samilgyo(Bridge)(p.18)                           | 02-720-0872    |
| Korea Tourism Organization                   | 02-729-9496-9                            | Citizens' Hall(p.08)                             | 02-739-7755    |
| Gyeongbokgung Palace(p.16)                   | 02-738-9171                              | Sinchon Station(Gyeongui Line)(p.34)             | 02-363-7833    |
| Gwanghwamun(p.16)                            | 02-735-8688                              | Itaewon(p.38)                                    | 02-794-5579    |
| Namdaemun Market(p.12)                       | 02-752-1913                              | Itaewon Station(p.38)                            | 02-3785-0942   |
| Naminsa(p.18, 20)                            | 02-737-7885                              | Jaedong Elementary School(p.22)                  | 02-2148-4160   |
| Dongdaemun(p.26)                             | 02-2236-9135                             | Jeongdok Public Library(p.22)                    | 02-2148-4161   |
| Mapo Tourist Information Center              | 02-334-7878                              | Hongik Univ.(p.32)                               | 02-323-2240    |
| Myeong-dong(p.10)                            | 02-774-3238                              | Gangnam Tourist Information Center (p.44)        | 02-3445-0111   |

### Look for the red vests in Seoul

If you need help while touring Gwanghwamun, Myeong-dong, Namdaemun Market, Sinchon, Itaewon, Samcheong-dong, Sinsa-dong Garosu-gil, Hongdae, Dongdaemun, Insa-dong or Bukchon, you should look for red vests with the symbol. These people are so-called "mobile tourist information centers". They are fluent in foreign languages including English, Japanese, and Chinese and can provide tourist information about Seoul from tourist attractions to directions.

☎ Gwanghwamun, Namdaemun Market, Samcheong-dong 09:30-18:30, Myeong-dong 09:30-19:30, Sinchon, Insa-dong, Itaewon, Sinsa-dong Garosu-gil, Gwangjang Market 10:00-19:00, Dongdaemun and, Hongdae 12:00-20:00, Bukchon 09:00-18:00

※ For more information, visit the official Seoul city tourism website [www.visitseoul.net](http://www.visitseoul.net) or see the mobile app iTourSeoul.

## Tourist Souvenir Shops

Myeongdong Tourist Information Center Souvenir Shop 070-4923-9133

Cheongwadae Sarangchae Art Shop 02-720-8993

Dongdaemun Design Plaza Art Shop (Design Tag) 02-2153-0299

# Seoul City Walking Tours

Seoul Metropolitan Government offers "Seoul City Walking Tours" designed for tourists who want to see Seoul's tourist attractions on foot with expert guides. With prior booking, a cultural interpreter will be your free travel guide a free travel guide as you walk around various parts of the city.

☎ 02-6925-0777 🌐 <http://dobo.visitseoul.net>

※Individuals should make a reservation online at least three days in advance (for groups, at least five days in advance) before the desired date of visit.

※Courses run by different institutions are closed on different dates, Verify the dates they are closed when making reservations.

| Route name   | Route details  | Duration        |
|--|--|-----------------|
| Gyeongbokgung Palace                               | Gyeongbokgung Palace Gwanghwamun (Gate) → Heungnyemun (Gate) → Geunjeongmun (Gate) → Geunjeongjeon (Hall) → Sajeongjeon (Hall) → Gyeonghoeru Pavilion → Gangnyeongjeon (Hall) → Gyoaajeon (Hall) → Jageyeongjeon (Hall) → Hyangwonjeong Pavilion   | 2 hours         |
| Gyeonghuigung Palace, Seodaemun (Gate)             | Gyeonghuigung Palace → Gyeonggyoajang → Seoul Hanyang Doseong Hong Nampa's House → House of General Gwon Yul → Dongnimmun (Independence Gate) → Seodaemun Independence Park  | 2 hours 30 mins |
| Naksan Seonggwak Citadel                           | Dongdaemun Station → Heunginjimun Gate (Dongdaemun) → Seoul City Wall (Seoul Fortress Wall) → Biwudang (Uajudongsaeam) → Naksan Park (Observatory) → Naksan Exhibition Hall → Ewhajang (House)   | 3 hours         |
| Namsan Seonggwak Citadel                           | Dongguk Univ. Station → Jangchungdan Park → Seoul City Wall (Seoul Fortress Wall) → National Theater of Korea → Bongsudae (Beacon Mound) → N Seoul Tower → Patriot Ahn Jung-geun Memorial Hall   | 3 hours 30 mins |
| Daehak-ro Buildings Course (on weekends)           | Hyehwa Station (exit 3) → Former Daehan Hospital → Hamchunwon → Site of Gyeongmogung Palace → Seoul National University Hospital and College of Medicine → Korea Open University Post Office → Artist House → Maronnier Park → ARKO Art Center and ARKO Art Theater → SAMTOH Building                              | 2 hours 30 mins |
| Deoksugung Palace, Jeong-dong                      | Deoksugung Palace → Seoul Museum of Art → Appenzeller Noble Memorial Museum → Chungdong First Methodist Church → Jungmyeongjeon → Site of the Former Ewha Hakdang → Site of Sontak Hotel → Site of the Former Russian Legation   | 2 hours         |
| Mongchontoseong (Fortress)                         | Gangdong-gu Office Station → Pungnapdoseong(Pungnap Earthen Rampart) → Mongchon Museum of History → Gommaldari (Bridge) → Peace Square → Hanseong Baekje Museum → World Peace Gate → Mongchontoseong Station   | 2 hours 30 mins |
| Bukchon Hanok Village                              | Anguk Station → Bukchon View No. 1 → Bukchon View No. 2 → Han Sang Soo Embroidery Museum → Bukchon View No. 3 → Cahoe Museum → Bukchon View No. 4 → Bukchon View No. 5 → Bukchon View No. 6 → Bukchon View No. 7 → Bukchon Museum → Bukchon View No. 8 → Yun Boseon House → Anguk Station                          | 3 hours 30 mins |
| Seochon Hanok Village                              | Gyeongbokgung Station → Site of the Tongui-dong Baeksong → Tongui-dong Hanok Village → Tongin Market → House of the Yun Family in Okin-dong → Ongnyu-dong → Paiwha Girls' High School → Sajik Park → Gyeongbokgung Station   | 2 hours 30 mins |
| Seolleung-Bongeunsa (Temple)                       | Hongsalmun (Gate) → Jeongjaek (Pavilion) → Seorjeongneung (Tombs) → Bigak → Tomb of Queen Jeonghyeon → Jeongneung → Jaesil → (Bus or on foot) → Bongeunsa (Temple) → Daeungjeon → Mireukdaebul → Panjeon   | 2 hours 30 mins |
| Seongbuk-dong                                      | Choi Sunu House -Seonjamdanji → Gilsangsa Temple → Lee Jong-seok's Villa → Simujang-House of Yi Taejun (Suyeonsanbang; traditional tea house)  | 3 hours         |
| Sejong-daero Hangeul Gaon-gil Course (on weekends) | Gwanghwamun Station (exit 9) → Statue of King Sejong the Great → Sejong Center → Sejong Art Garden → Hangeul Language Society → Hangeul Gaon-gil Marker Stone → Hangeul 10-Madang Mural → Ju Si-gyeong's Madang → Site of Ju Si-gyeong's House → Hangeul Geulja Madang → The Story of King Sejong the Great        | 2 hours 30 mins |
| Insa-dong, Unhyeongung Palace                      | Unhyeongung Palace → Central Headquarters of Cheondogyo → Mingadaheon → Kyung In Museum of Fine Art → Ssamzie-gil → Jogyesa Temple → Bosingak  | 3 hours         |
| Traditional Market Tour                            | Jegidong Station → Seomngdan → Seoul Yangnyeongsi Herb Medicine Museum → Seoul Yangnyeong Market → Gyeongdong Market → (by bus or on foot) → Dapsimni Antique Shopping Mall (Jangnaryeong Station)   | 3 hours         |
| Changgyeongung Palace                              | Changgyeonggung (Changgyeong Palace) Honghwamun (Main Gate) → Okcheongyo (Bridge) → Myeongjeongjeon (Main Hall) → Munjeongjeon (Hall) → Sungmundang (Hall) → Binyangmun (Gate) → Gyeongchunjeon (Hall) → Yeongchunheon (Pavilion) → Tongnyeongjeon (Hall) → Jageyeongjeon (Hall) → Chundangji → Heunghwamun (Gate) | 2 hours         |
| Changeokkung Palace                                | Donhwamun (Main Gate) → Injeongjeon (Throne Hall) → Seonjeongjeon (Hall) → Huijeongdang (King's Private Residence / King's Conference Hall) → Daejeonjeon (Hall) → Nakseonjae (Pavilion) → Donhwamun (Main Gate)   | 2 hours 30 mins |
| Cheonggyecheon stream 1                            | Cheonggye Plaza → Gwangtonggyo (Bridge) → Samilgyo (Bridge) → Supyongyo (Bridge) → Saeyeokdari (Bridge) → Ogasugyo(Bridge) → Dongdaemun Design Plaza and park (DDP)  | 2 hours         |
| Cheonggyecheon stream 2                            | Cheonggyecheon Museum → Shantytown Theme Zone → Dumuldari (Bridge) → Gosanjagyo (Bridge) → Muhakgyo Bridge → Biudanggyo (Bridge) → Hwanghakgyo (Bridge) → Seoul Folk Flea Market   | 2 hours 30 mins |
| Hangang (river) Jeodusan Catholic Martyrs' Shrine  | Hapejong Station → Mangwonjeong → Hangang (river) → Yanghwa Naruteo (Yanghwa Ferry) → Jambudong Relic → Jeodusan Catholic Martyrs' Shrine → Yanghwajin Foreign Missionary Cemetery   | 2 hours 30 mins |

## Seoul Cultural Tourism Volunteer Guide Program

※Prior reservation required for groups

※Guided tours in foreign languages are available (organized by applicable institution)

### Namsangol Hanok Village

🕒 10:30, 12:00, 14:00, 15:30 (closed on Tuesdays) ☎ 02-2264-4412

### Tong-Tong Tour of Seoul City Hall

🕒 10:00, 14:00 (closed on Mondays) Languages for guided tours vary by day and time ☎ 02-6925-0777

### War Memorial of Korea

🕒 10:00, 14:00 (closed on Mondays) ☎ 02-709-3139

# Seoul City Tour Bus

With only one ticket, you can navigate the city's hot spots on the Seoul city tour bus, touring famous attractions by category and valid for unlimited use for one day.

**[Services provided]** Audio guide system in four languages (Korean, English, Japanese and Chinese), Information about main attractions on LCD monitors, Interpreters present, and brochures about the routes

## Tour Courses

| Division           | Seoul City Courses   |                                       |                                |                                 | Traditional Culture Course (Double-decker)                              | Gangnam District Tour Course  |
|--------------------|--|---------------------------------------|--------------------------------|---------------------------------|---|---|
|                    | Downtown Palace Course (Single-decker)   | Seoul Panorama Course (Double-decker) | Night-time I (Single-decker)   | Night-time II (Double-decker)   |   |   |
| Departure          | In front of Donghwa Duty Free Shop, Gwanghwamun (Subway : Gwanghwamun Stn, exit 6) |                                       |                                |                                 | Dongdaemun Design Plaza, West End                                       | Gangnam Tourist Information Center                                      |
| Ticket Booth       | Next to Koreana Hotel, Gwanghwamun   |                                       |                                |                                 |   |   |
| Hours of operation | 9:00-19:00   | 10:00-17:00                           | 19:30                          | 19:30                           | 9:00-18:30 (Oct.-Feb. 17:50)  | 10:00-20:00   |
| Ticket Price       | Adults ₩12,000<br>Minors ₩10,000   | Adults ₩15,000<br>Minors ₩10,000      | Adults ₩6,000<br>Minors ₩4,000 | Adults ₩12,000<br>Minors ₩7,000 | Adults ₩15,000<br>Minors ₩10,000  | Adults ₩12,000<br>Teens ₩10,000<br>Children ₩9,000                      |
| Phone Inquiries    | 02-777-6090  |                                       |                                |                                 | 02-1544-4239  | 02-3448-5519  |
| Website            | <a href="http://www.seoulcitybus.com">http://www.seoulcitybus.com</a>              |                                       |                                |                                 | <a href="http://www.seoulrolley.co.kr">http://www.seoulrolley.co.kr</a> | <a href="http://www.gangnamtour.go.kr">http://www.gangnamtour.go.kr</a> |

※Traditional Culture and Gangnam District Tour courses run year round

※City courses : closed on Mondays. However, the bus does run on Mondays when they are holidays, and during the summer holiday season (4th week of July – August 15th).

※Minors : 5 – 18years old

※For further information, call the number for each course or visit the homepage: [www.visitseoul.net](http://www.visitseoul.net)

## Main Route Information

### Downtown Palace Course

Gwanghwamun Gate → Deoksugung Palace → Namdaemun Market → Seoul Station → USO → Yongsan Station → National Museum of Korea → War Memorial of Korea → United States Army Garrison Yongsan → Itaewon → Crown Hotel → Myeongdong → Namsangol Hanok Village/Korea House → Grand Ambassador Seoul → The National Theater of Korea → N Seoul Tower → Grand Hyatt Seoul Hotel → Banyan Tree Club and Spa Seoul → The Shilla Seoul → Dongdaemun Market → Daehangno → Changgyeonggung Palace → Changeokkung Palace → Insa-dong → Cheongwadae → National Folk Museum of Korea → Gyeongbokgung Palace → Gwanghwamun Gate

### Seoul Panorama Course

Gwanghwamun → Cheonggye Plaza → Myeongdong → Seoul Animation Center → Namsan Cable Car → Millenium Hilton Hotel → Namsan Library → Hyatt Hotel → 63 Square → YeouinaruStation → Hongik Univ. (Tourist Information Center) → Hongik Univ. (Airport Railway Station) → Sinchon Station (Ewha Womens Univ.) → Sejong Center for the Performing Arts → Gwanghwamun Gate

**Night-time Courses** ※Non-stop running; impossible to get on or off the bus at any stops while in operation

**Single-decker** Gwanghwamun Gate → Deoksugung Palace → Mapodaeyo (Bridge) → Yeoido → Seogangdaeyo (Bridge) → Seongsudaeyo (Bridge) → Hannamdaeyo (Bridge) → The National Theater of Korea → N Seoul Tower → Namsan Public Library → Sungnyemun Gate → Cheonggye Plaza → Gwanghwamun Gate

**Double-decker** Gwanghwamun Gate → Mapodaeyo (Bridge) → Seogangdaeyo (Bridge) → Banpo Hangang Park → Dongjakdaeyo (Bridge) → Seongsudaeyo (Bridge) → Hannamdaeyo (Bridge) → Namsan Public Library → Namdaemun Market → Cheonggye Plaza

### Traditional Culture Course

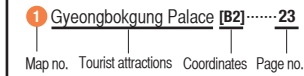
Dongdaemun Design Plaza, West → Bangsan, and Jungbu Markets → Euljiro 3(sam)ga → Euljiro 1(il)ga →Tongin Market → Sejong Center for the Performing Arts → Seoul Station → Namdaemun Market → Myeong-dong → Jonggak → Insa-dong, Unhyeongung Palace, Tapgol Park → Jongmyo Shrine, Sewoon Electronics Plaza → Gwangjang Market → Dongmyo, Dokkaebi Market → Seoul Folk Flea Market → Seoul Yangnyeong Market → Majang-dong Livestock Products Market → Sindang-dong Jungang Market

### Gangnam City Tour Course

Gangnam Tourist Information Center → Garosu-gil (North) → Gangnam Station → Yeongdong Market (Nonhyeon Station) → Sinsa Station → Garosu-gil (South) → Gangnam Tourist Information Center (across the street) → Apgyeong Rodeo Street → Cheongdam-dong Fashion Street (Hallyu Star Street) → Cheongdam-dong Sageori → Bongeunsa Temple (InterContinental COEX) → COEX (East Gate) → Samseong Station (InterContinental) → Seven Luck Casino (Lotte Duty Free Shop) → Cheongdam-dong Fashion Street (Hallyu Start Street) → Gangnam Tourist Information Center

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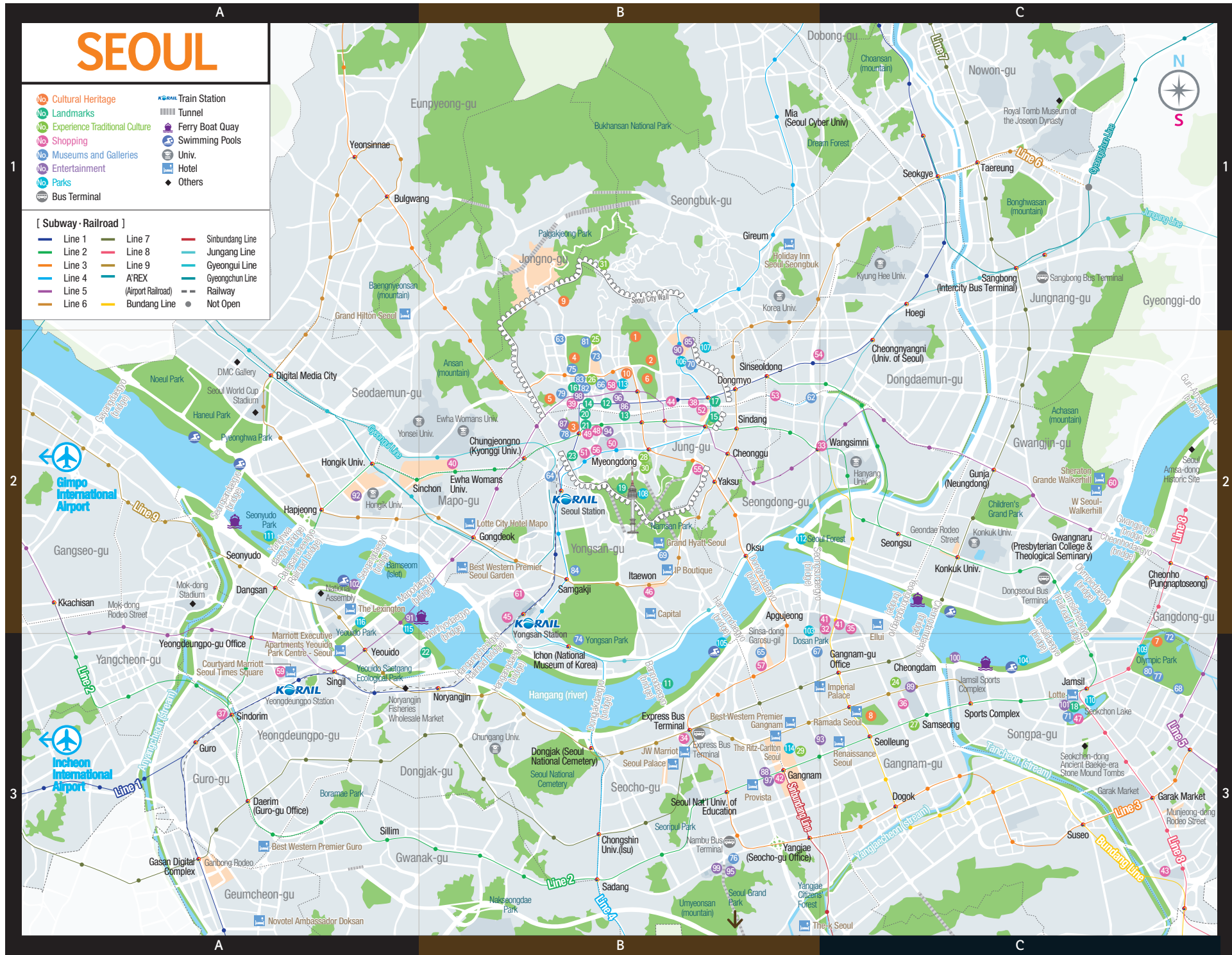
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- Subway Line 8
- Subway Line 9
- Incheon Line 1
- A'REX (Airport Railroad)
- Bundang Line, Suin Line
- Sinbundang Line
- Jungang Line
- Gyeongui Line
- Gyeongchun Line
- Uijeongbu Line
- Ever Line
- Transfer Station
- Not Open

