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The Official Travel Guide to Seoul

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Seoul

Seoul is the capital city of the Republic of Korea. It has a history of two thousand years through the period of the Three Kingdoms, Goryeo, and Joseon. As the capital of Baekje and Joseon, it has taken the role of the central city of the nation for a long time.

The capital is the heart of the country where you can find its history, culture, and economics.

Seoul, Let's discover its hundred different faces.

Official name	Seoul City	
Area	605,21km²	
Language	Korean	
Climate	Temperate climate	
Monetary unit	Won (₩)	
Time	GMT+9 (Korean Standard Time KST)	
Country code	+82	G
Area code	Seoul 02	

Basic Information

- Address
- Public Transport
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Must-know Seoul Travel information

Passports & Visas

Any foreign visitor in Korea must have a valid passport and a visa. There are two types of entry visas to Korea; single-entry visas that allow onetime entry and multiple entry visas that allow the entry to Korea two or more times. If you're planning to stay for a short trip, you can apply for a single entry visa valid for three months from the issued date. If you are a citizen of a country under the visa exemption agreement with Korea, you are permitted to enter the country without a visa.



Currency Exchange & Exchange Rate



10,000 Korean won equals to approximately 8.7 US dollars (As of Nov. 2016). Although currency exchange is possible in most banks, the business hours are limited to 9 to 4 weekdays. In case you need the exchange on a weekend, you need to use a private exchange counters. Private exchange counters can be found in main parts of Seoul with many foreign tourists, such as Myeong-dong or Itaewon.

Credit Cards & ATM

Credit cards are accepted almost anywhere in Korea including hotels, restaurants, stores, and convenient stores. Most of credit card used abroad such as Visa, MasterCard, American Express, etc. are accepted. Check the service availability of the store as you make a payment. ATMs can be found anywhere in stores, streets, convenient stores, and hotels. The machines with 'Global ATM' sign provides services in foreign languages.



Tax Refund



Tax refund is a system that returns the amount of tax to the tourists who purchase more than 30,000 won worth of products at stores with 'Tax Free' sign. You need a reimbursement receipt to get a tax refund. You can visit the Customs Center in Incheon Airport with your passport, reimbursement receipt and the purchased product and get a confirmation stamp before the boarding processes or use the automated machine after customs.

City Transportation

Flight

Incheon International Airport is the closest airport from Seoul, the capital city of Korea. There are non-stop flights from 185 major cities of 55 countries in the world, operated by 84 airlines.

Transportation from the airport to downtown

Airport Railroad

Airport Railroad is the fastest, most convenient transportation between Incheon International Airport and Seoul Station. There are express trains that go non-stop to Seoul Station and all-stop trains that stop at all twelve stations in between. The express trains take 43 minutes from Incheon Airport to Seoul Station, and all-stop trains take 58 minutes.

- arex.or.kr
- Express Train : Adult 8,000 won Children 6,900 won
- All-stop Train : basic fare 900 won Geomam 2,600 won, Hongik University Station 4,050 won, Seoul Station 4,150 won

Airport Limousine Bus

Airport Limousine Buses run from Incheon International Airport to most of the regions in Seoul and Gyeonggi area. The buses are divided into express limousine buses that go to major hotels in the city, KAL limousine buses, and regular limousine buses that go to different parts of Seoul. You may purchase tickets at indoor ticket booths inside the terminal at gates 4 and 9, and at outdoor ticket booths outside the building at gates 4, 6, 7, 8, 11, and 13. • calt.co.kr

Taxis 👝

Taxis are run by meters and paid by the distance after the basic fare. In case of taking a taxi from the airport to downtown Seoul, a toll of 6,600 won (compact cars) for Airport Expressway is added to the fare.

Regular Taxis

Most inexpensive taxi generally used. The basic fare is 3,000 won and the taxis can be easily seen anywhere in Seoul.

Deluxe Taxis

Basic fare is 5,000 won. Although the extra charges are more expensive than regular taxis, they are more comfortable.

Unlike other taxis, there is no extra charge between midnight and 4 in the morning.

Large taxis

Can ride 6~10 passengers. Fare is same as deluxe taxis.

Not to be confused with Call-Vans that are similar in appearance but much more expensive, operated to deliver goods. Large taxis have "JUMBO TAXI" signs on the side.

International taxis

Drivers can speak one or more foreign language of English, Japanese or Chinese. You may request for an international taxi at the information desk near gates 4 and 8 in the first floor. The prices are set to 55,000 won, 65,000 won, or 75,000 won depending on the destination.



Transportation in Seoul



The buses in Seoul are classified by colors. Blue buses run long distances in Seoul, Green buses stop at subway stations and Blue bus stops, Yellow buses usually circle around major areas in the city, and Red buses run between Seoul and other metropolitan areas nearby. You can check the numbers and routes at bus stops. Information about bus stops and routes can be found on the "Mobile Seoul" app, provided in Korean, English, Chinese and Japanese languages. The fare is KRW 1,300 for local buses, and KRW 2,400 for intercity buses.

Subway

There are nine subway lines; Line 1~9. Each line is distinguished by its color. You can get a one-time use transportation card (or T-money) at an automated ticketing machine at the station or charge your T-money. You will be charged extra 500 won when you purchase a one-time use T-money. It will be refunded when you insert the card in a deposit refund device at the ticket gate after using it.

- Adult: Transportation card 1,250 won, Cash 1,350 won and up
- Student: Transportation card 720 won, Cash 1,350 won and up



The basic fare for regular taxis is 3,000 won up to 2km and for deluxe taxis 5,000 won up to 3km. Extra fare is charged according to distance and time. Except for deluxe taxis, all taxis charge an extra 20% to the fare from midnight to 4 in the morning. International taxis require online reservation when you are not leaving from the airport.

· International taxis internationaltaxi.co.kr



T-money Card is a rechargeable transportation card that can be used for airport buses, buses in Seoul and nearby cities, subways, and taxis. Transfer between buses and subways is free for up to five times. The fare is charged according to distance traveled. Sold and charged in subway stations or convenient stores.

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TOP 10

012

Bukchon Hanok Village

 02-2133-1372
 37, Gyedong-gil, Jongno-gu
 Anguk Station (Line 3) Exit 2, 7 minutes on foot
 hanok,seoul.go,kr The village next to the palace where high officials of the Joseon era lived is now a tourist attraction representing Seoul. Get a taste of tradition in the midst of the busy metropolitan area.

A Hanok is a traditional house of Korea. It is built with wood and earth, and uses ondol, or a heated floor, to provide heating. It's a healthy home since it's built with natural materials. The home's wooden floor, which spreads out to the yard, and roof tiles, which stretch out to the sky, present a picturesque vision. A 'home' that comforts you and warms your heart just by looking at it, this is what Koreans feel about Hanok. Bukchon is where you can find these traditional Hanok. Although some



Jordan Guanga



of the homes have undergone changes in accordance with the times and modern conveniences, most of the 999 traditional hanok remain nearly as they were when they were originally built. Bukchon is located between Changdeokgung Palace and Gyeongbokgung Palace, and is named Bukchon ("northern village") because it was located north of two central spots of Joseon era Seoul, Jongno and Cheonggyecheon Stream, Therefore, Bukchon today consists of the Gahoe-dong, Gye-dong, Jae-dong, Samcheong-dong, Wonseo-dong, and Palpandong areas in Jongno-gu. Since the village was right next to the palace and had a great value in terms of feng shui, it was naturally occupied by royal family members, high officials, and aristocrats. At the time, the Hanok were wide and fancy, as if to speak for the imminence of the influential families that owned them. However, when the land was divided due to economic reasons at the end of Joseon period, the alleyways of today, lined by smalled Hanok homes, came into being,

Bukchon Traditional Culture Center : Opened by Seoul Metropolitan Government to introduce the history and culture of Bukchon and offer opportunities to experience various traditional cultural programs. Originally the home of the Minister of Finance of the late Joseon, and also famous as the home of the "Mistress of Gyedong," it was purchased, renovated, and opened as Bukchon Traditional Culture Center in 2002. It is composed of a main building, servants' quarters, and an annex. There are various events and experience programs offered including traditional culture classes such as calligraphy, tea ceremony, Chinese characters and pansori (folk music), handicraft classes such as natural dye, and bamboo crafts, and Gyubang (women's quarter) crafts such as knotting and patchwork.

• Tip •

Walking tour course of Bukchon Traditional Culture Center

A substantial course to fully enjoy the landscape of Bukchon in three hours and 30 minutes. The tour starts at Anguk Station, takes you through Bukchon Traditional Culture Center, 11 Gahoe-dong, Hansangsoo Embroidery Museum, Gahoe Museum, life history museum 'Bukchon Museum', and the house of Yun Po-seon, and leads you back to Bukchon.



Danilo Dungo



Gyeongbokgung Palace

02-3700-3900

Gyeongbokgung, 161, Sajik-ro, Jongno-gu

Gyeongbokgung Station (Line 3) Exit 5. 5 minutes on foot Gwanghwamun Station (Line 5) Exit 2, 10 minutes on foot

Jan-Feb 09:00~17:00 March-May 09:00~18:00 June-Aug 09:00~18:30 Sept-Oct 09:00~18:00 Nov-Dec 09:00~17:00

- *** Adult (25-64 years of age) 3,000 won Children (7~18 years of age) 1,500 won
- www.royalpalace.go.kr Closed on every Tuesday

Gyeongbokgung, the main palace of Joseon Dynasty, has returned. After an over 20-year-long restoration project, Gyeonbokgung stands tall at the foot of Bugaksan Mountain looking down to Gwanghwamun Plaza, with its old dignity fully regained.

The main palace of Joseon standing grandly in front of Bugak Mountain, at the end of Seiong-daero. Gwanghwamun. Gyeongbokgung, Historic Site No. 117, is the first palace built among the five built during the Joseon period. Yi Seonggye, the first king of Joseon, started the construction in 1394, the third year in his reign, and completed it in 1395, the next year. The name of the palace means 'the new dynasty will enjoy good fortunes and prosperity." It was burned down during the Imjin War and remained in ruins for a long time until Gojong reconstructed and used it as the palace at the end of the Joseon period. There was more destruction during the Japanese colonial period. The restoration of Gveongbokgung started after liberation, and went through a large-scale restoration project for over 20 years from 1991. Gyeongbokgung is extraordinary in size, as it was the central palace for the Joseon dynasty. The walls surrounding the palace reach up to 2,404m, and has four gates unlike the other four palaces. The palace also has other facilities such as the government office where the king and the officials worked on state affairs, Junggung (Queen's chambers), Donggung (the Crown Prince's chambers), and Naejeon, where the court ladies resided

Geunjeongjeon: National Treasure No. 223, a throne hall where the king granted audiences and issued proclamations. It was used as a royal event hall holding various ceremonies. The granite pavement stones indicate the ranks of the court officials.

Gyeonghoeru: A pavilion located in a peaceful pond next to Geunjeongieon Hall. Three stone bridges reaching out from the pavilion make such a grand view that its image appears on the 10,000 won bills.

• Tip •

Gyeongbokgung Night Openings

Twice a year in spring and fall, Gyeongbokgung accepts night visits so tourists can enjoy the nights of the palace. Tickets for the event, where you can also attend various cultural performances, are sold in limited quantity only on the internet. Free admission for visitors in Hanbok. On-site tickets are sold to seniors 65 years or older and foreigners.

Royal changing of the guards ceremony

Performed in front of Heungryemun Gate in Gwanghwamun everyday at ten o'clock in the morning and two o'clock in the afternoon, Starting with the sound of drums, the guards march through the gate. There is a space inside where you can try wearing the costumes of the guard for free,



N Seoul Tower

 O2-3455-9277
 N Seoul Tower, 105, Namsangongwon-gil, Yongsan-gu

Chungmuro Station Exit 2 Take Namsan Sunhwan Shuttle Bus Number 2, 3, or 5 at Dongguk University Station Exit 6

 10:00~23:00 (~24:00 on Saturday)
 Adults (13 years and older) 10,000 won Children (3~12 years old) 8,000 won
 www.nseoultower.com

Open 365 days a year

• Tip • Observatory

You can see a 360° panoramic view of beautiful Seoul from the N Seoul Tower Observatory. The place also offers an audio guide with information on Seoul's major attractions that can be seen from the observatory. Like the Eiffel Tower in Paris and the Tokyo Tower in Tokyo, N Seoul Tower stands for Seoul. The tower, soaring from the top of Namsan, has been beautifully decorating the skyline of Seoul for decades.

It is a general communication tower and a tourist observation tower, built through joint investment by three private broadcasting companies in 1975. The tower was ranked in the top 10 in a survey of the "10 best Hallyu hot spots in Seoul" conducted by Seoul Metropolitan Government targeting the citizens of Seoul and tourists. Since it reopened as N Seoul Tower at the end of 2005, various new facilities were added as well as space renovations. Now the tower is loved by tourists around the world with the Hallyu boom.

The tower is divided into two sections: Seoul Tower Plaza, consisting of five floors from the lobby to the fourth floor, and N Seoul Tower from the fifth floor to floor T7. You can pass by the Hanbok Culture Experience Center, Starbucks, Chicago Pizza, etc. in the Plaza and enjoy the magnificent view from N Seoul Tower. There are shops and restaurants such as Olive Young and N Burger, but the highlight is the observatory on floors T4~5.

Roof Terrace: Located on the second floor of the tower is a place you can see the "Locks of Love," padlocks with messages wishing for eternal love, hung by lovers who visit the tower.

Namsan Cable Car: The first cable car in Korea, and one that has been serving as a hot dating spot for more than 40 years. You can view the gorgeous scenery of Namsan Mt. and Seoul. It takes three minutes to go to the top of Namsan Mt.





004

Cheonggyecheon Stream

 02-2290-6114
 Cheonggyecheon-ro, Jongno-gu
 Dongdaemun Station (Line 4) Exit 6 / Jongno 5(o)-ga Station (Line 1), Exit 8 A long vertical-lined stream in the middle of the busiest street of Seoul makes a perfect rest area for Koreans and foreigners, men and women of all ages.

Office workers crossing bridges with coffee in their hands, children looking down at the school of fish in the water, and young couples soaking their feet in the water. These are the usual scenes at Cheonggyecheon Stream in the middle of downtown Seoul. A stream running on the border between Jongno-gu and Junggu, the Cheonggyecheon was originally called Gaecheon (open stream) before it got its current name in the Japanese colonial period. Work on covering the stream began in 1958, followed by the construction of an elevated highway. A restoration project started in 2003, however. In 2005, Cheonggyecheon was reopened as a rest area in the city center and you can hear the sound of running water all year round. The water in the restored Cheonggyecheon is pumped in from the

• Tip • Seoul Lantern Festival

Every autumn, festival illuminates Cheonggyecheon area with hundreds of lanterns. Started in 2009 to celebrate the Visit Korea Year, this festival is crowded with more than 2.5 million visitors every year. The lanterns in various sizes and in different themes each year catch the visitors' eyes from Cheonggye Plaza to Supyogyo Bridge. water intake station of the Hangang River, filtered, and pulled up from pipes under the stream. At the entrance of Cheonggyecheon near Gwanghwamun, 'Spring,' a sculpture by the American pop artist Claes Oldenburg stands. Starting from Cheonggye Plaza, there are 22 bridges to the Ogansugyo Bridge in the east. The whole trip takes approximately three hours.

Cheonggyecheon Busking: Along with the flow of the stream, street performances greet visitors to Cheonggyecheon. You can enjoy one-person guitar performances to band music in various genres on site.

Daribapgi (Bridge treading): A folk game that was popular among the aristocrats and commoners of Joseon period. It was believed that treading on the twelve bridges crossing Cheonggyecheon on the first full moon of the year kept disasters away. It was a day for liberation for the commoners, but because it was often followed by drinking parties in the late evening and secret love affairs, King Myeongjong prohibited this custom. Myeong-

dong

 Myeong-dong, Jung-gu
 Euljiro 1(il)-ga Station (Line 2) Myeong-dong Station (Line 4) Myeong-dong is a hub of shopping and fashion in Seoul, just as it was in the old days. Since the area has become a must-go place for Hallyu fans for cosmetics shopping and popular restaurants, it still keeps its position as a trendy spot,

Myeong-dong, which is between Chungmu-ro, Euljiro, and Namedaemun-ro in Jung-gu, Seoul, started developing as a commercial area with the influence of Chungmu-ro, which grew into a large business area during the Japanese colonial era. It is the financial capital of Korea with the head office of the Bank of Korea across the street, and a fashion capital facing Lotte Department Store and Shinsegae Department Store. Although it has lost its title as the high-end fashion street in the 1990s with the emergence of the Gangnam district, it has since gained the title as the beauty shopping capital with tourists flocking to the area since the Hallyu boom of the 2000s. The long lines of street vendors on the sides of the road in front of Migliore sell various kinds of food and souvenirs like the old days, and the streets are packed with large stores with fashion brands and coffee shop chains. According to the statistics of the floating population in Seoul, 1.5 million visitors are estimated to visit the vicinity of Myeong-dong Cathedral every month. New guesthouses, business hotels and tourist hotels have opened one after another next to the old hotels.





Quiet contemplation in the center of Myeong-dong Myeong-dong Cathedral

Myeong-dong Cathedral is a beautiful Gothic architectural structure, and is the headquarters and a symbol of the Korean Catholic Church. It served as the base for democratic figures who resisted the military regimes of the 1960s, 1970s and 1980s. It holds mass several times a day, and the holy sound of bells peal in the boisterous air of Myeong-dong.

Myeong-dong Theater

The old National Theater of Korea, which pioneered Korean arts and culture from 1934 to 1973, reopened as Myeong-dong Theater in 2009. Various performances including traditional plays, musicals and nonverbal performances are presented throughout the year in the 588-seat theater.



Hongdae

 Seogyo-dong area, Mapo-gu
 Hongik University Station, (Line 2·Airpot Railroad) The ateliers in front of Hongik University, famous for its art school, and the cafes around them have not only hearts of the art students of this school but hearts of all young people, not to mention the art students of this school, and developed into a 'street of youth' representing Seoul.

It is truly a hot place of Seoul. It is often represented as the street for youth, art, underground culture, and freedom as all genres of culture from Indie music, paintings, and to design coexist here. The place is also famous for unique cafes, small-size galleries, art studios, to distinguished stores and fashion shops, live cafes, clubs, art markets, and also famous restaurants. At one time it was also a place where writers often went, as many publishers were located here. However, Paju Book City has taken the role so the place is not for writers anymore. Preparatory schools were once a boom here since Hongik University had produces many famous artists, but went into a recent decline. Nevertheless, Hongdae is still young and hot and artistic. Walking in the streets of Hongdae, packed with young people, will





• Tip • Hongdae Parking Street

It is a long line of street parking spaces from Hongik University Station to the vicinity of Hapjeong Station leading you to anywhere in Hongdae. There are restaurants, cultural spaces, live halls, and popular shops lining on both sides of parking spaces that captures your attention while walking. Su Noraebang (Singing room), Tteokbokki place, and Rolling Hall have continued to be in the same place for a long time

let you enjoy the free atmosphere radiated by the Korean youth. Although the early Hongdae referred to Hongik University and its surroundings, the business district of Hongdae today has expanded to the vicinities of Sangsu Station and Hapjeong Station.

KT&G SangsangMadang: A complex culture space that opened in 2007 consisting of select shops selling various design products, a movie theater showing independent films, and a live performance hall seating 150 people. The place also offers various lectures including humanities, design, and arts.

Hongdae Mural Street: A street stretching from Kanemaya restaurant by the back gate of Hongik University to Four Seasons House on 22-gil Wausan-ro. Paintings and graffiti occupy the walls. Although many of them are graffiti hardly considered artistic, some of the images are highly artistic so the street is also called Picasso Street.



007 Hanyangdoseong (Seoul City Wall)

 283, Yulgok-ro, Jongno-gu
 Dongdaemun Station (Line 1·4), Exit 1·10
 seoulcitywall,seoul,go,kr Stone walls that protected the land of Hanyang, the capital of Joseon, and its people. To the descendants of Joseon in the 21st century, the wall is an attraction to appreciate the history, look down at the city landscape, and take walks.

This is a road by an old fortress surrounding Seoul. As you slowly walk through it, you can look around at the nature and the city landscape of Seoul. It is also a popular place among foreigners. It was registered on the tentative list for UNESCO's world heritage in 2012 for its historical value. The original purpose of Seoul City Wall was to show the boundaries of the city and defend it from foreign countries. It was built along the ridges of mountains Bugaksan, Naksan, Namsan, and Inwangsan, and has been reconstructed many times. The height of the fortress is 5~8m, and the length reaches 18.6km. It has served as the city's fortress for 514 years, from 1396 to 1920, boasting the longest history as a city fortress in the world. There are four main gates and four auxiliary gates at Seoul City Wall. The mains gates include Heunginjimun which is also a sign for Dongdaemun shopping area, Donuimun. Sungnyemun at the entrance of Namdaemun Market, and Sukjeongmun in Samcheong-dong. The auxiliary gates are Hyehwamun, Souimun, Gwanghuimun, and Changuimun. Donuimun and Souimun do not exist anymore. 70% of the old roads were repaired and six walking courses were made. The place has the most visitors in spring and autumn for cherry blossoms and autumn leaves.

The functions of Seoul City Wall in the old days: The functions of the walls were to indicate the boundaries of the city and to defend it from outside attack. The openings and closings of the fortress gate was announced with the ringing of Bosingak Bell in Jongno in the morning and evening. This controlled the life cycles of the people in the city. The scholars that came to Hanyang for royal examinations made a round in the city praying to pass the examination, and the common people often went up to the fortress wall to enjoy nature and the scenery.

• Tip •

Seoul City Wall Hiking Trails (6 courses)

Baegaksan Mountain Trail: A trail starting from Changuimun Gate, crossing Sukjeongmun, Malbawi Information Center, Waryong Park and ending at Hyehwamun Gate, High level of difficulty.

Naksan Mountain Trail: A trail that starts from Hyehwamun Gate and goes through Naksan Park, Seoul City Wall Museum, Dongdaemun City Wall Park, and to Heunginjimun Gate. Low level of difficulty. Heunginjimun Gate Trail: A trail that starts from Heunginjimun Gate, goes through Dongdaemun History & Culture Park and Gwanghuimun Gate and to Jangchung Gymnasium, Low level of difficulty. Namsan Mountain Trail: This trail runs from Jangchung Gymnasium through the backstreets of Jangchung Gymnasium, Wooden Stairway, N Seoul Tower, to Baekbeom Square. Moderate level of difficulty. Sungnyemun Gate Trail: This trail starts from Baekbeom Square, goes through Sungnyemun Gate, Site of Souijum Gate, Jeong-dong, and to Site of Donuimun Gate. Low level of difficulty.

Inwangsan Mountain Trail: A trail that starts from Site of Donuimun Gate, goes through Woram Neiborhood Park, Inwangsan walking course, to Changuimun Gate. High level of difficulty. 008

02-2153-0000

www.ddp.or.kr

🙆 281, Eulji-ro, Jung-gu

Dongdaemun History &

Culture Park Station

(Line 2.4.5)Exits 1 and 2

• Tip • **DDP Tour Program**

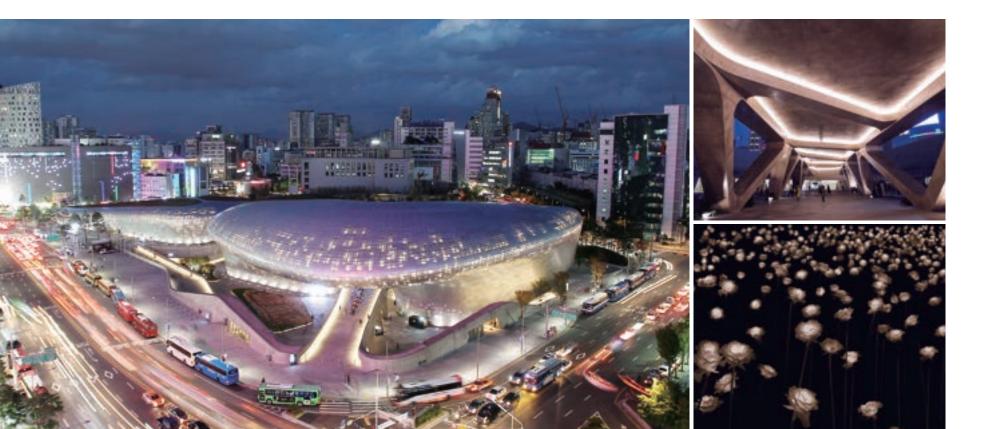
If you cannot decide where to beging your tour at the DDP, be sure to participate in the DDP Tour Program, You can participate individually without reservations, and the tours are operated twice daily (from Tuesday to Sunday). You can look around the DDP with a tour guide for approximately one hour and twenty minutes.

an art hall, museum and design shop. The art hall holds events such as fashion shows, performances, art fairs, exhibitions, presentations of new products, etc. The museum is a design-centered space consisting of a Design Exhibition Hall, Design Pathway, Museum Cafe, Design Playground, etc. where you can enjoy different design experiences. In the design shop, you can buy various items and find information on design.

LED Rose Garden and Exhibition Events: The LED Rose Garden is lit from 19:00 to 00:00. It is recommended to visit during that time. The DDP also holds events and exhibitions that receive worldwide attention such as Seoul Fashion Week and MU:CON Seoul.

Dongdaemun Design Plaza (DDP) has attracted much attention from all levels of society since it opened in 2014, It has now become an architectural space and cultural complex representing Seoul.

Dongdaemun The DDP is a uniquely shaped structure designed Design Plaza (DDP) by world-renowned architect Zaha Hadid, a Pritzker Architectural Prize winner, Dongdaemun Market, one of the two representative markets along with Namdaemun Market, continues to gain popularity as a fashion mecca with the DDP adding its refined modernism. The DDP has the aesthetics of completely curved lines all around the inside and outside. Hadid emphasized the dynamics unique to Dongdaemun and created a space with lines that seamlessly connect with others. The DDP is divided into three different sections:





009 Norado or

Namdaemun Market

 02-753-2805
 21, Namdaemunsijang 4-gil
 Hoehyeon Station (Line 4) Exits 5, 6, and 7, a 5-minute walk
 namdaemunmarket, co,kr This is the largest general market in metropolitan Seoul and receives 400,000 visitors daily. As they say they have "everything except nothing," the charms you will find at the market are as vast and as overwhelming as the products that fill the place.

Namdaemun Market, widely located in the area of Namchang-dong, Jung-gu from between Myeong-dong to Seoul Station, represents the traditional markets of Seoul along with Dongdaemun Market. Its long history and tradition have thrived through the years, so as to have celebrated its 600th anniversary festival in 2014. The market district that had developed around Jongno during the Joseon period evolved into the Namdaemun and Dongdaemun Markets. After the 1980s, the market has steadily gained its popularity, selling various household items including clothing and kitchenware.

In the street that stretches out from Hoehyeon Station (Line 4), wholesale and retail stores are jammed with people selling fresh agricultural and fishery products, fashion products such as clothing and bags, stationery and toys, kitchen and household items, as well as ginseng, traditional craft items, jewelry, home appliances, imported cosmetics and processed food.

• Tip • Namdaemun Market Shopping Dulle-gil, CULTURE MAP

A Dulle-gil (walking trail) was made for visitors to look around the Namdaemun Market (66,116-square meter) more effectively. Illustrated "culture maps" introducing the Dulle-gil are located in front of Namdaemun Market gates 1~8, the Daedo Jonghap Shopping Center, Jungang Shopping Center, and E-World Shopping Center.

The Generous Flavors of Namdaemun Market: Gaichi-jorim (Braised Cutlassfish) alley and Kal-guksu (Noodle Soup) alley

There is a Gaichi-jorim alley in Namdaemun Market with restaurants that have braised cutlassfish seasoned with spicy white radish. Each restaurant has a slightly different taste for you to enjoy. kal-guksu alley is another highlight that offers spicy buckwheat noodles, barley bibimbap, or soybean paste soup when you order noodle soup. It is near Exit 5 of Hoehyeon Station and is easy to find.



• Tip • Itaewon, the fashion capital

The streets in a straight line from the Hamilton Hotel in front of Itaewon Station to the intersection at Noksapyeong Station are a shopping area for fashion. The streets and alleys are packed with stores full of character, such as classic men' s wear, big-sized clothing, and the two-story clothing store (Itaewon Market).

French, Italian, Thai, Indian and Turkish restaurants are lined up to provide cuisines from all over the world. Directly imported products and big-sized clothing for foreigners are also readily available. Vintage shops that sell antique furniture and decorations are also concentrated in Itaewon. The area, designated as the first of five special tourist zones of Seoul in 1997, holds the Itaewon Global Village Festival every October to keep its identity as "the small global village in Seoul."

Antique Furniture Street: More than 80 shops with luxurious antique furniture and household items densely occupy the side streets from Itaewon Station, Exits 3 and 4, across from the Hamilton Hotel, past the Chunghwa Apartments to the Crown

Hotel. **Food:** The main place for Itaewon's gastronomy is the small alley behind the Hamilton Hotel. Many of the chefs of the foreign restaurants here hail from

the nations of the cuisines

they prepare.

As the only place with in Seoul more foreigners than Koreans, this is a paradise for people seeking entertainment with foreign food, lively nightlife and shopping places.

The Yongsan area, including Itaewon, has been used as a military base from the Joseon period since it is a major traffic point with a water source from the Hangang River. This place was used as a military base for colonial control during the Japanese occupation period, and a base station for U.S. forces after liberation. Although U.S. forces have recently moved to Pyeongtaek, the area is still crowded with foreigners. Since Itaewon, starting with UN Village, was already packed with foreign officers and other foreigners who came with them, it was naturally filled with exotic restaurants and shops.



030

ltaewon

Itaewon-dong area, Yongsan-gu
 Itaewon Station (Line 6)





Traditional Heritage

- 011 Changdeokgung Palace
- 012 Samcheong-dong
- Namsangol Hanok Village
- 014 Deoksugung Palace
- 015 Gyeonghuigung Palace
- Changgyeonggung Palace
- Bongeunsa Temple
- 018 Jongmyo Shrine
- Myeong-dong Cathedral
- Seolleung and Jeongneung
- 021 Gilsangsa Temple



011

Changdeokgung Palace

02-3668-2300

 99, Yulgok-ro, Jongno-gu
 Jongno 3(sam)-ga Station (Line 1·3·5) Exit 6, 10 minutes on foot

February-May-September-October 09:00~17:00 June-Aug 09:00~17:30 Nov-Jan 09:00~16:30

 General admission Adult (25-64 years of age) 3,000 won Children (24 years or younger) Free (Except for foreigners)

www.cdg.go.kr
 Closed every Monday



1405. It was also called Donggwol '(East palace)' along with Changgyeonggung Palace because it was located to the east of Gyeongbokgung Palace. Although it has undergone many disasters throughout its long history, many of the structures remain relatively intact compared to other palaces. Its area today is 434,877 square meters. Since it was built at the foot of the mountain and not on flat land, showing the uniquely naturalistic architectural and landscaping style of Joseon, the palace is very popular among architects. The palace is especially famous for its beautiful garden Huwon (Rear garden). Forests, trees, pond, and flowerbeds make a perfect harmony with the surrounding nature in the peaceful garden. Changdeokgung Palace and Huwon were designated as a UNESCO World Heritage Site in 1997.

Changdeokgung Palace is the second palace built in

Changdeokgung Huwon: A garden for the royal family located behind the palace garden for the royal family located behind the palace, also called Biwon (Secret Garden). It is famous for its harmony with nature and the architectural style that is beautifully proportional. Buyongji Pond and Buyongjeong Pavillion are the favorite spots visited by photographers. Reservation is required for visits since the number of people and the hours are limited.



 Samechong-dong area, Jongno-gu
 Anguk Station (Line 3) Exit 1.2.3 A neighborhood located in the east of Gyeongbokgung Palace, on the way to Bukchon Hanok Village and Seochon. It is now a tourist spot filled with cafes and restaurants, but 20 years ago it was merely a small village in Bukchon near the Blue House. The name Samcheong-dong means a village with three clear things. Clear mountains and water encourages people to have clear hearts. The name is said to have originated from Samcheongjeon Pavillion of Sogyeokseo, a government office in charge of the nation's rites. Today's Samcheongdong is characterized by the small and old alleys and art galleries. The cafes, fashion shops and restaurants lining by the streets with maidenhair trees, starting from the Samcheong-dong Police Station, make it a great dating course.

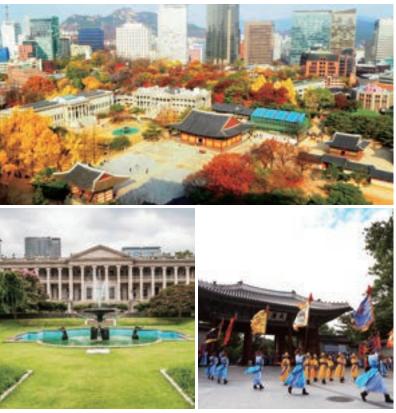
Samcheong Park: A park with greens, flowers, and walking trails in an urban area. It is a good place to visit with children as the park is equipped with various accommodations, a playground for children, and a library in the forest.





6 02-771-9951 Deoksugung Palace, 99, Sejong-daero, Jung-gu City Hall Station (Line 1.2) Exit 2.12 09:00~21:00 General Admission Adult (25~64 years of age) 1,000 won www.deoksugung.go.kr 🔞 Closed every Monday

One of the four palaces of Joseon. Its original name Gyeongungung has changed to its current name later to 'wish for the longevity of Emperor Gojong.' The place was originally used as a private residence of Prince Wolsan, the older brother of King Seongjong. It is also famous for having the first western-style building, Seokjojeon Hall, built in 1920. The building west to Seokjojeon Hall is an art museum now. The road by the stone wall that has long been famous as a dating spot for lovers and the Changing of the Royal Guard are now popular among tourists.



Timothy F. Hartley



www.hanokmaeul.or.kr

later moved to the site. Various programs are offered including hanbok experience, Hangeul experience, and Dakpaper crafts and traditional games such as neolttwigi (seesaw jumping) and yeonnalligi (kite flying). You may also have a traditional wedding upon reservation made in advance. There is also a Time Capsule Plaza where 600 artifacts showing the lives of people in Seoul are put in a time capsule and buried 15 meters underground. The time capsule is planned to be unsealed in 2394, 400 years from its burial.

This village is a restoration of five hanok houses that

were originally located in different parts of Seoul and







013

016 Changgyeonggung Palace

 02-762-4868-9
 Changgyeonggung, 185, Changgyeonggung-ro, Jongno-gu
 Hyehwa Station (Line 4) Exit 4, 15 minutes on foot
 February-May-September-October 09:00-6:00 PM June-Aug, 09:00-6:30 PM Nov.-Jan, 09:00-6:30 PM
 Adult (25-64 years of age) 1,000 won / Children (7~18 years of age) 500 won
 cgs.cha.go.kr
 Closed every Monday Built in 1483 during the reign of King Seongjong of Joseon Dynasty. It was built for three queens in the east of Changdeokgung Palace following the constructions of Gyeongbokgung Palace and Changdeokgung Palace. Unlike the other palaces that had their main gates in the south of the palace, this palace is characterized by its main gate facing eastward, out of consideration for its connection to Changdeokgung palace. During the Japanese colonial period, the place was used as a zoo and a botanical garden, losing its authority as a palace. The restoration project that started in 1986 is returning the old beauty to the palace. A quiet walk along the walls from Honghwamun Gate will lead you to Daehangno, which is the mecca for plays and a youthful neighborhood.



015 Gyeonghuigung Palace

 02-724-0274
 31, Gyeonghuigung-gil, Jongno-gu
 Seodaemun Station (Line 5) Exit 4, 10 minutes on foot Gwanghwamun Station (Line 5) Exit 1, 10 minutes on foot
 09:00~18:00
 Free
 Closed every Monday

prepare for unexpected emergencies. As it was big in size and many kings have worked on the state affairs here, the palace was considered an important one and was also called 'the West Palace.' However, the place was torn down during the Japanese colonial period and used as a school for Japanese people, and lost its vestiges of a palace. The restoration project began in 1988. Now the palace is regaining its original appearance after the restoration of Heunghwamun Gate, the main gate, back in its original place and reconstructing Sungjeongjeon Hall, where official events were held. It is a nice spot for a walk with Sungkok Art Museum and Seoul History Museum nearby.

This palace was built by King Gwanghaegun in 1617 to



Bongeunsa Temple

02-3218-4800

- Bongeunsa, 531, Bongeunsa-ro, Gangnam-gu
- Bongeunsa Station (Line 9) Exit 1 Samseong Station (Line 2) Exit 6, 10 minutes on foot Cheongdam Station (Line 7) Exit 2, 15 minutes on foot
 www.bongeunsa.org

This temple, surrounded by the towering buildings of Gangnam, has kept its place for a thousand years. Famous in this temple are the Maitreya Buddha statue in front of Daeungjeon Hall and Panjeon Hall made to publish Buddhist texts and store the wood blocks. The writings of the hanging board at Panjeon Hall is the work of Chusa Kim Jeong-hui, the master calligrapher at the time who spent the final days in the temple. The temple offers temple stay programs and three-hour temple life programs in which the visitors can experience the life of the temple. Barugongyang (communal Buddhist meal service), chamseon (Zen meditation), and Yebultakbon (ceremonial service) experience programs are offered every Thursday.









02-765-0195

157, Jong-ro, Jongno-gu

Jongno 3-ga Station (Line 1·3·5) Exit 8·11, 5 minutes on foot

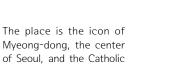
Feb-May, Sep-Oct 09:00~18:00 June-Aug 09:00~18:30 Nov-Jan 09:00~17:30

Adult (25-64 years of age)
 1,000 won / Children
 (7~18 years of age) 500 won

jm.cha.go.kr

🛞 Closed every Tuesday

This is a shrine that was used to keep the ancestral tablets of kings and queens. You may as well say that the souls of the Joseon dynasty are preserved here. The architecture of the shrine is characterized by the minimal composition of spaces avoiding decorations. This is the first building constructed by King Taejo after he transferred the capital when he founded Joseon. The kings who ascended to the throne first came to this place and held services. The rituals held at Jongmyo was called 'Jongmyo Jerye' and it was a national event that existed since the Three Kingdoms of Korea period and was the foundation for the ruling power. 'Jongmyo Jeryea', 'the court music and dance that accompanied the ritual are intangible world heritage designated by UNESCO.



heritage of Korea. It was designed by the French priest Coste and completed in 1898. The exterior design is Gothic with its red bricks giving the reverent atmosphere. The basement of the cathedral is enshrined with remains of the martyrs who were sacrificed during

the persecution of Catholics. It is also sacred ground for the democratic figures who hid in the place under the persecution of the government in the 1980s and the 1990s. The cathedral is open to public except for mass times, making it a hot tourist spot for visitors who would like to catch a glimpse of Korean Catholicism.



Myeong-dong Cathedral

02-774-1784

 74, Myeongdong-gil, Jung-gu
 Euljiro 1(il)-ga Station (Line 2) Exit 5 / Euljiro 3(sam)-ga Station (Line 2·3) Exit 12 / Myeong-dong Station(Line 4) Exit 5·8
 www.mdsd.or.kr



Seolleung and Jeongneung Royal Tombs

- 02-568-1291
 1, Seolleung-ro 100-gil, Gangnam-gu
 Seolleung Station (Line 2) Exit 10, 6 minutes on foot
 Feb-Oct 06:00~21:00 Nov-Jan 06:30~21:00
 Adult (25~64 years of age)
- Adult (25~64 years of age 1,000 won



These are the royal tombs of Joseon Dynasty. Seolleung is the burial ground for King Seongjong and his second wife, Queen Jeonghyeon. Jeongneung is for Jungjong, the second son of King Seongjong and the 11th king. The two tombs are located in the front and the back on the site with a slope in between. Whereas Seolleung gives out a friendly atmosphere with its park-like surroundings, Jeongneung stands alone in the back in solemn silence. Unlike palaces in the center of the city, royal tombs are usually placed throughout different parts of the outskirts of the city. Seolleung has especially gone through many destructions, being dug out and burned down during the Imjin War.





 02-3672-5945
 Gilsangsa Temple (Jogye Order) 68, Seonjam-ro 5-gil, Seongbuk-gu
 4Hansung University Station (Line 4) Exit 2, transfer to Shuttle Bus Seongbuk 02
 www.kilsangsa.or.kr



A Buddhist temple in the center of Seongbuk-dong, a residential area for affluent people. The temple was founded in 1997, relatively recently. But it has an interesting story of the place being originally a yojeong, a high-class restaurant. Kim Yeong-han, the owner of the Yojeong 'Daewongak,' was deeply impressed after reading "Non-Possesion" by Beopjeong monk and donated it to him. The temple is decorated beautifully during the month of Buddha's birthday, and it is quite a cozy place to take walks. In Jinyeonggak Pavillion, where Beopjeong monk spent his last years, his portrait and keepsakes are displayed for the visitors who remember him.

Baekseok and Jaya: : Kim Yeong-han, the owner of Dawongak was a gisaeng (a female entertainer) by the name of Jaya. She is also famous for being a lover to Baekseok, a famous Korean poet who defected to North Korea after the Japanese colonial period. When she was asked a reason why she donated her lifetime wealth to Beopjeong monk, she said, "even a hundred billion won (the value of the 7,000 pyeong property at the time) is not worth one line of (Baekseok's) poetry."



Hot Place

- 022 Garosu-gil and Serosu-gil
- 023 Lotte World and Lotte World Tower
- 024 Seoul City Hall, Citizens Hall, and Seoul Plaza
- 025 Gwanghwamun Square
- 026 Gyeongui Line Forest Park
- 027 Jeongdong-gil
- 028 Common Ground
- 029 Hannam-dong
- 030 Cheongwadae Sarangchae, Seochon (Sejong Village)
- 031 Buam-dong (Seokpajeong, Seoul Museum)
- 032 Gyeongnidan-gil, Haebangchon
- 033 Ikseon-dong





Garosu-gil

Apgujeong Station (Line 3) Exit 5

Serosu-gil: This street has formed as Garosu-gil was saturated with stores and the rent became expensive, and the businesses dispersed to nearby alleys. Serosugil is packed with unique small cafes and restaurants that people come to for rest and food after shopping in Garosu-gil.

restaurants, cafes, and bars filled up.







Lotte World and Lotte World Tower

Lotte World

1661-2000 240, Olympic-ro, Songpa-gu Jamsil Station (Line 2.8) Exit 4 Weekday 09:30~22:00 Weekend 09:30~23:00

www.lotteworld.com

Lotte World Tower

02-3213-5000 🙆 300, Olympic-ro, Songpa-gu Jamsil Station (Line 2.8) Exit 1.2

Weekday 09:30~22:00 Weekend 09:30~23:00

www.lwt.co.kr

The biggest theme park in Seoul in the middle of apartment complexes in Jamsil. Lotte World is composed of a Korean folk museum, a shopping mall, an indoor theme park with an ice rink, and an outdoor theme park called Magic Island looking down at Seokchon Lake. It is a good place to enjoy with children. The Lotte World Tower, also called the Second Lotte World, is built on the other side of Lotte World. It is the tallest building in Korea and the fifth tallest in the world. The building is planned to be completed in 2017, with a 6-star hotel, residence floors, and an observatory.

Lotte World Tower Observatory: The Observatory floors are to be in the floors of 120 to 123, with the floor 122 as an outdoor observatory. You will find a magnificent view of the city in one glance, and experience walking on clouds at the sky deck with transparent floor.



022

and

Seoul City Hall, Citizens Hall, and Seoul Plaza

 110, Sejong-daero area, Jung-gu
 City Hall Station (Line 1·2) Exit 5·6 Euljiro 1-ga Station (Line 2) Exit 1·8
 Seoul City Hall: www.seoul.go,kr Seoul Citizens Hall: www.seoulcitizenshall,kr Seoul Plaza: plaza.seoul.go,kr

These are government organization in charge of administrative affairs of Seoul. The current governmental building was completed in 2012. The old city hall building is now opened as Seoul Metropolitan Library and loved by the people. Seoul Citizens Hall is in the basement of the Seoul City Hall building, serving as a space for communication between the city and the citizens. Various programs for citizens, such as debates, exhibitions, performances, lectures, and games are offered. The logo for the citizens hall is symbolized by an ear, which implicates their will to listen to the citizens' voices.

Seoul Plaza: Seoul Plaza is in front of Seoul City Hall. It was the site for the March 1st Movement and the prodemocracy movement. In 2002, people cheering for the World Cup turned the place red. The grass yard around the fountain is loved by the citizens of Seoul as a rest area.





025 Gwanghwamun Square

 172, Sejong-daero, Jongno-gu
 Gwanghwamun Station (Line 5) Exit 1:2:8 Gyeongbokgung Station (Line 3) Exit 6:7
 plaza,seoul.go,kr/ gwanghwamun



A square made up around Sejong-ro, the main street of Seoul with more than 600 years of history. Six out of the sixteen lanes were converted into the square, with Gwanghwamun, Sejong Center for the Performing Arts, the US Embassy, and the Kyobo Life Insurance Building, etc. on the sides. Along the sides of the square, a 'historic waterway' a meter wide and 365 meters long was made. The floor east of it is engraved with historical records of major events from 1392 to 2008. You can enjoy looking at the flowers and plants in the grass field in the north, which is also used as an ice rink in the winter. In the south near the statue of Admiral Yi Sun-sin, water jet fountains make a scenery in the summer with children playing around them.





024





Gyeongui Line Forest Park

 Yeonnam-dong area, Mapo-gu
 Hongik University Station (Line 2·Airpot Railroad) Exit 3, 7 minutes on foot
 www.gyeonguiline.org



This place in Yeonnam-dong is called 'Yeontral Park,' after Central Park in Manhattan, New York. The official name for Yeontral Park is Gyeongui Line Forest Park. After the railway line that connected Seoul and Sinuiju disappeared underground, a city renovation project changed the unused railway into a forest park and opened it in June of 2015. The total length of the forest road that stretches from Wonhyodong, Yongsan-gu all the way to Yeonnam-dong in Mapogu is 6,3km. The most popular section of the road is the area in Yeonnam-dong where pubs and restaurants line up on the sides. It is not a rare experience to see families with children or youths playing music and drinking beer on portable mats at night.

Book Street at Gyeongui Line, Mapo-gu: Utilizing the cultural infrastructure around Hongdae area, a book street was formed starting from Hongik University Station to Waugyo Bridge stretching for about 250 meters. You may read, buy, and even exhibit and sell books in a train-shaped booth.

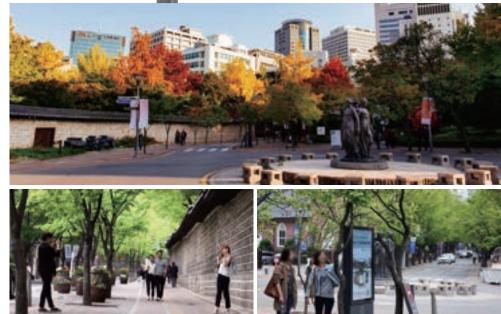
027 Jeongdong-gil

 2, Jeongdong-gil, Jung-gu
 City Hall Station (Line 1)
 Exit 1·11·12, 5 minutes on foot Seodaemun Station (Line 5)
 Exit 5·6, 5 minutes on foot



A must-go dating spot for people in Seoul. Although this street is beautiful all year round, the falling leaves in the autumn make for magnificent scenery. The street starts in front of Kyunghyang Daily News Building and stretches to Jeong-dong Rotary where Jeongdong Theater is located. The walk through the road takes less than 30 minutes, giving the area a peaceful atmosphere with the stone walls of Deoksugung Palace lined by trees. The site of the former Russian Legation is the place where King Gojong had sheltered himself after Queen Myeongseong was assassinated. Currently, a three-story tower is all that remains of the building. Jungmyeongjeon Hall, a twostory building next to Jeongdong Theater, is the place of a tragic past where King Gojong met with foreign envoys and also was forced to sign the Protectorate Treaty between Korea and Japan.

Chungdong First Methodist Church: It is the first Protestant church in Korea to be built in Western style, and is in the middle of Jeongdong-gil. H.G. Appenzeller, a Methodist missionary, built the church to have services in 1885. As there were schools around the church, Pai Chai Hakdang and Ehwa Hakdang, education of new culture was provided to the students. It was also used as a secret gathering place for independence activists.







Common Ground

 02-467-2747
 200, Achasan-ro, Gwangjin-gu
 Kunkuk University Station (Line 2) Exit 6, 4 minutes on foot
 11:00~22:00
 www.common-ground.co.kr A pop-up shopping center in containers, located near Konkuk University in Gwangjin-gu, Seoul. It was a unique exterior design made by stacking up more than 200 shipping containers. They used the 'modular system,' moving pre-designed containers to the site and assembling them. The first and second floors are filled with new and emerging designer brands in Dongdaemun and Itaewon, and some popular Korean online brandsso you will more likely find trendy fashion items here. In the restaurants on the third floor, you can have a fancy

dinner. As Seongsu-dong Street and Seoul Forest nearby are surging high on SNS recently, the place is gaining popularity among young people.





 Hannam-dong area, Yongsan-gu
 Itawon Station (Line 6) Exit 2·3 Hanganjin Station (Line 6) Exit 2·3

Rumors say every other house in this most luxurious neighborhood is a residence of many celebrities, including Kim Tae-hee, Top of Big Bang, Shin Min-a, and Lee Jong-suk. This is a hotspot near UN Village and is also called Dokseodang-ro. The neighborhood has an exotic atmosphere with foreign embassies concentrated nearby, including the Indian and Mexican embassies. Luxurious fashion shops, select shops, and restaurants and brunch cafes run by star chefs make it a popular place for foreigners, too. This place is also loved by thirsty souls since classic bars and cocktail bars are concentrated here. 'Wine & More,' the largest wine shop, is in this neighborhood, too. Since the opening of 'D Museum' by Daelim Contemporary Art Museum, various new galleries are opening one after another and making this place a new art street.

Buam-dong (Seokpajeong, Seoul Museum)

2 02-395-0100 201, Buam-dong, Jongno-gu G Gyeongbokgung Station (Line 3) Exit 3, transfer to bus (Get off at Jahamun Gate Tunnel) Gwanghwamun Station (Line 5) Exit 2.3. transfer to a bus (Get off at Jahamun Gate Tunnel) Summer season 11:00~19:00 Winter season (Nov-Feb) 10:30~18:00 Seokpajeong: Summer season 11:00~18:00 Winter season (Nov-Feb) 10:30~17:00

College students 7,000 won Students (Elementary to High school) 2,500 won Children (3~7 year of age) 1.500 won

Buam-dong, stretching down from the foot of Inwangsan Mountain behind Cheongwadae, is characterized by high hills and winding paths. Since long ago, writers and artists gathered here for geographical location being close to Gyeongbokgung Palace and its scenic beauty. Currently, restaurants and cafes are sparsely dotted in between luxurious residential houses. Left to Jahamun Gate Tunnel under Buam-dong is Seoul Museum where you can find the art work 'The Cow' by Lee Joong Seop. Parallel to the museum, there is Seokpajeong, which was used as a vacation home by Heungseon Daewongun, a powerful political figure during the late Joseon.

Baeksasil Valley: The last secret garden of Seoul. It is an oasis in the city center, hiding in the mountain behind the quiet residential area of Buam-dong. Although small in size, the place boasts of water so clear that salamanders and minnows live in it. In the middle of the valley is the site of the vacation home of Yi Hangbok, a civil official of Joseon, well known for the story of Ohseong and Haneum.



Cheongwadae Sarangchae is a place where you will find information about the history of former presidents 031 in Cheonwadae (Blue House) and the development of Seoul. The name of the nearby village Seochon means 'located in the west of Gyeongbokgung,' Hanok hidden in

Art Museum: 💮 General 9.000 won

www.seoulmuseum.org 🛞 Closed every Monday

💮 Free www.cwdsarangchae.kr 😣 Closed on January 1, and every Monday Seochon (Sejong Village) 💿 Tongin-dong area, Jongno-gu

Cheongwadae

Sarangchae,

(Sejong Village)

🚯 45, Hyoja-ro 13-gil, Jongno-gu

(Line 3) Exit 4. 12 minutes

Seochon

Cheongwadae Sarangchae

Gyeongbokgung Station

02-723-0300

on foot

09:00~18:00

Gyeongbokgung Station (Line 3) Exit 2, 8 minutes on foot

alleys, small galleries including Daelim Contemporary Art

Museum, cafes, and restaurants will keep stopping you

during your walk.



030



055



032

Gyeongnidan-gil, Haebangchon

Gyeongnidan-gil

- Itaewon-dong area, Yongsan-gu
 Itaewon Station (Line 6) Exit 1,
- 14 minutes on foot Haebangchon
- Yongsan-dong 2-ga, Yongsan-gu
 Noksapyeong Station (Line 6) Exit 2, 9 minutes on foot

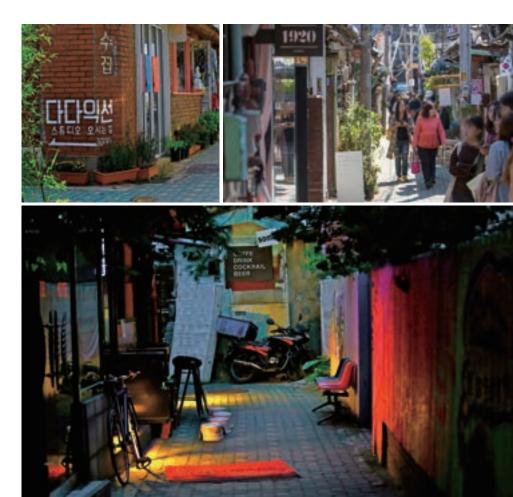


Although Itaewon originally referred to the back alleys starting from Hamilton Hotel at Itaewon Station, it has now expanded to Gyeongnidan-gil near Noksapyeong Station and Haebangchon, also called 'Post Gyeongnidan.' The shops in Gyeongnidan and Haebangchon are squeezed in between packed residences and have inherited the characteristics of Itaewon. Many of them are exotic restaurants, cafes, and bars. It is fun to walk

> around the streets with a freshly-made burger in your hand, enjoy cocktail under the night landscape of Namsan Mountain, and have beer with buffalo wings. Since the businesses are in small alleys, it is more convenient to get there on foot than by car.



The third Hanok village of Seoul. Nearby tourist spots are Changgyeonggung and Unhyeongung Palaces to the north, Jongmyo Shrine to the east, and Nakwon Music Mall and Insa-dong to the west. Unlike the the hanok villages in Bukchon and Seochon, where rich people lived, you can see simple hanok where commoners lived. Although the location is in the center Seoul, it hasn't been gaining attention until recently, because of its rundown residential environment. The place has started to become popular since young artists gathered here and remodelled the hanok into open cafes, restaurants, or complex cultural spaces. Most famous are the gallery cafes where they stage exhibitions of contemporary arts in traditional hanok.





Food Streets

- 034 Gwangjang Market
- 035 Itaewon World Food Street
- 036 Tongin Market
- 037 Noryangjin Fisheries Wholesale Market
- 038 Sindang-dong Tteok-bokki Town
- 039 Namdaemun Kal-guksu, Galchi-jorim Alleys
- Daerim-dong
- Jongno 5-ga
- 043 Jangchung-dong Jokbal Street
- 044 Wangsipni Gopchang Alley



 108-3, Itaewon-dong, Yongsan-gu
 Itaewon Station (Line 6) Exit 2 In front of exit no. 6 of Itaewon Subway Station, behind Hamilton Hotel, there are various restaurants on both sides of long narrow path. Foreign cuisines including Thai, Indian, Spanish, French, Italian, Bulgarian, Chinese, and Japanese line up along with pubs and cafes selling draft beers and craft beers in exotic interior. In springtime and fall when the breeze is brisk at night, the place is filled with energy with music from the wide open doors of the restaurants, the glittering bright neon lights, people having meals on the roadside tables or taking walks in the area.



034

Gwangjang Market



- 88, Changgyeongung-ro, Jongno-gu
- Jongno 3(sam)-ga Station (Line 1·3·5) Exit 7, 4 minutes on foot
- 409:00~18:00
- kwangjangmarket.co.kr
- 🛞 Closed every Sunday

Stream, near Dongdaemun Market. Even during the day on a weekday, this market is crowded with foreign tourists, nearby employees, and young people in groups. The most famous menu in Gwangjang Market is definitely Bindae-tteok. Nokdu-jeon (Mung Bean Pancake), fried in plenty of oil, is a particular delicacy, crispy outside and soft inside. Dip it in a sauce with onions and hot pepper to get rid of the grease and multiply the flavor. Yukhoe (Beef Tartare) is another superstar representing Gwangjang Market. Another kind of food in this place is Bunsik (Korean Snack). the most beloved bunsik is Mayak Gimbap (lit. Drug Seaweed Rice) paired with a special mustard sauce. Other than food,

A food heaven located on the sides of Cheonggyecheon

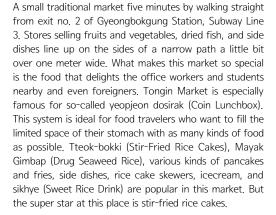
Gwangjang Market is packed with shops selling agricultural and marine products, fermented food, rice cakes, fruit, and dried fish, just like any other traditional markets.





Tongin Market

- 02-722-0911
- 18, Jahamun-ro 15-gil, Jongno-gu
- Gyeongbokgung Station (Line 3) Exit 2, 8 minutes on foot
- 07:00~21:00 Varies by stores 11:00~17:00 Dosirak cafe
- tonginmarket, co, kr
 Dosirak Cafe Closed every Monday
 Market closed on the third Sunday of every month



How to get yeopjeon dosirak: Get coins at the 'Customer Center' at the end of the market and you will get a lunchbox dish. With a buffet system, you can get any kind of food from places that says 'Tong Dosirak cafe member' within the amount of coins you bought.



Alon Ershov



 02-2254-8000
 Noryangjin Fisheries Wholesale Market, 674, Nodeul-ro, Dongjak-gu
 Noryangjin Station (Line 1.9) Exit 2, 10 minutes on foot
 00:00-24:00
 www.susansijang.co.kr
 Open 365 days a year

The first fisheries market in Korea that started in 1927. Although Seoul is far from any sea, marine products from all over the country come to this market. To taste the fishery products here, you need to first choose them. About 700 stores are packed here selling live or fresh fish, clams, frozen products, and dried fish. You can purchase the fish you want at a store and pay by kilograms, and they will prepare it for you to eat. You can either have them to-go, or ask for a restaurant to eat and they will guide you to a 'chojangjip' in their language. Chojangjip is a restaurant where the purchased seafood is served with various condiments and drinks. Get out of exit no. 7 at Noryangjin Station and walk straight to find the market sign on the right. The recently reconstructed building is modern and clean.

039

Namdaemun Kal-guksu, Galchi-jorim Alleys

 Namdaemun Kal-guksu: 42-1, Namdaemunsijang 4-gil, Jung-gu
 Galchi-jorim Alley: 16-17, Namdaemunsijang-gil, Jung-gu
 Hoehyeon Station (Line 4) Exit 5 In Namdaemun, your light purse shouldn't be a problem. For food in Namdaemun, go to Kal-guksu (Noodle Soup) and Galchi-jorim (Braised Cutlassfish) alleys. 'Han Soonja Son Kal-guksu' is the trademark of the Kal-guksu alley. They still make their batter by hand, age it, and use hand rollers to make the noodles. Broth made without artificial seasoning will make you feel better. It's located near the entrance of Namdaemun Market, Hoehyeon Station exit 5, and opens from 7:00 in the morning to 8:00 in the evening. Galchi-jorim alley is past Kal-guksu alley across from Daedo Jonghap Shopping Center. It was formed around the 1988 Olympics in Seoul. The oldest restaurants are 'Heerak' and 'Wangsung Restaurant.' Sweet and spicy galchijorim in a sizzling bowl is mouthwatering. The meal is also served with steamed egg and fried cutlassfish.







Sindang-dong Tteok-bokki Town

 Toegye-ro 76-gil, Sindang-dong, Jung-gu
 Cheonggu Station (Line 5-6) Exit 1, 5 minutes on foot Sindang Station (Line 2-6) Exit 7, 5 minutes on foot You can find the origin of tteok-bokki, one of the representative food of Korea, in this street. Koreans remember the old school years when their empty stomachs were filled with spicy soup of tteok-bokki after school. Although the tast of tteok-bokki from your school days varies from one place to another, the origin of jeongol tteok-bokki that comes out in boiling hot pot is Sindang-dong Tteok-bokki Town. Go into the small street on the left from Sindang Station Exit 8 and you will find the sign for the tteok-bokki Town. You can add eggs, glass noodles, fish cakes, chewy noodles, and even squid and cheese in this soup that everyone loves.

Food Alleys

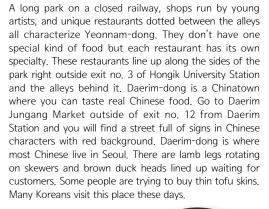
Yeonnamdong, Daerim-dong

Yeonnam-dong

 Yeonnam-dong area, Mapo-gu
 Gajwa Station (Gyeongui-Jungang Line) Exit 1-4 Hongik University Station (Airpot Railroad) Exit 3

Daerim-dong

 Daerim-dong area, Yeongdeunpo-gu
 Daerim Station (Line 2) Sindorim Station (Line 1·2) Exit 2·4







041 Jongno Pimatgol

 Jongno 1:2:34-ga (dong)
 Jonggak Station (Line 1) Exit 1, 5 minutes on foot Gwanghwamun Station (Line 5) Exit 2:3, 5 minutes on foot The place to go for commoners' food such as Haejangguk (Hangover Soup) and other food from old times. The origin of the name of this place comes from pima (avoiding horses) since people used this street trying to avoid the high officials on horses passing by Jongno. Pimatgol was originally a long street stretching from Jongno 1-ga to Jongno 6-ga, but as the area was redeveloped for business it became shorter from behind Gyobo Book Centre in Jongno 1-ga to Jongno 3-ga. However, the taste of Pimatgol still exist. It is full of old restaurants selling Haejang-guk (Hangover Soup), Bindae-tteok (Mung Bean Pancake), fried fish, pigs' feet, etc. and people sharing Makgeolli (Raw Rice Wine). The restaurants have long been filling the empty stomach of the ordinary people. Haejang-guk, long boiled with beef intestines, Seonji (Ox Blood), and cabbages, makes it worth the trip.





Dakhanmari Alley in Jongno 5-ga

 247-3, Jongno 5-ga, Jongno-gu
 Dongdaemun Station (Line 14) Exit 9, 5 minutes on foot Jongno 5(o)-ga Station (Line 1) Exit 56. 6 minutes on foot This alley is near Dongdaemun Market and Pyeonghwa Market, the biggest clothing markets in Korea. When you order Dakhanmari, a whole chicken is served in a bowl with plenty of soup. What is interesting is that you get to put more ingredients such as kimchi, condiments, or vegetable in the dish to suit your taste. If you like spicy tastes, you may put red pepper powder or kimchi in it. Broth simmered for a long time with fresh ingredients is very rich and filling. Cooking noodles in the soup after you finish the chicken is another delicacy. All the restaurants here have at least five to thirty years of history. From Dongdaemun Station exit no. 9, go straight to Jongno 5-ga Station, pass Dongdaemun Market and turn left at IBK Bank. In the middle of the one-way street, turn right into the alley.



Jangchungdong Jokbal Street

 174, Janchungdan-ro, Jung-gu
 Dongguk University Station (Line 3) Exit 3, 3 minutes on foot



When you walk from Dongguk University Station of Subway Line 3, you can see a line of signs, all claiming that they're the origin of jokbal (Pigs' Feet). This is where the jokbal street starts. The jokbal here are simmered in a soup with ginger and garlic several times a day. It has no stink at all, and the chewy texture makes it so delicious. Soak them in salted shrimp to enhance the flavor. Add mak-guksu (Buckwheat Noodles) with jokbal to make it a perfect meal. If you know how to eat jokbal, you would know to wrap the meat with the sweet and sour noodles.

• Tip • Ice cream for dessert

Across from Jokbal Street, three minutes from 'Pyeongando Jokbaljip,' there is a 70-year-old bakery 'Taegeukdang.' The most popular menu is monaka ice cream. Wash out the taste of meat in your mouth with cold ice cream.

Wangsipni Gopchang Alley

 Gosanja-ro, Haengdang-dong, Seongdong-gu
 Wangsipni Station (Line 2-5) Exit 2, 6 minutes on foot In the past, Wangsimni was a residence for common people. People who couldn't afford meat started eating gopchang and gopchang restaurants started to open one after another. Gopchang



refers to beef or pork tripe. It is rich in protein and iron, and became a source of nutrition for common people. Gopchang in Wangsimni uses fresh ingredients and doesn't have a smell, so even the people who never had gopchang before will feel comfortable. Yangnyeom gopchang (Seasoned Tripe) with a special secret seasoning is also a delicacy. Don't forget to fry rice in the pan with the leftover grease after eating gopchang.



Shopping

- 045 Underground Shopping Centers (Gangnam Station, Express Bus
- 046 Insa-dong
- 047 Dongdaemun Fashion Tow
- 048 Streets in Sinchon and Ewha University
- 049 COEX Mall
- 050 Seoul Folk Flea Market, Dongmyo Flea Market
- 051 Apgujeong Rodeo Street
- 052 Free Market
- 053 Yeouido IFC Mall
- 054 Cheongdam Luxury Stree
- 055 Gasan Digital Complex Fashion Outlet
- 056 Seoul Yangnyeong Market



Underground Shopping Centers (Gangnam Station, Express Bus Terminal Station)

Gangnam Station

- 02-553-1898
 Gangnam Station Underground Shopping Center, 396, Gangnam-daero, Gangnam-gu
- Gangnam Station (Line 2, Sinbundang)
 hellogangnam.com

Express Bus Terminal Station

 Central Underground Shopping Center, 176, Sinbanpo-ro, Seocho-gu
 Express Bus Terminal Station (Line 3-9) Express Bus Terminal Station Underground Shopping Center is a famous underground shopping mall at Express Bus Terminal Station, Line 3. Since its opening in 1985, it was known to be the best underground shopping center with no significant remodeling for more than 30 years until it changed into a 'high-class shopping district' recently. You can get various kinds of clothing here at inexpensive prices. You can also find beddings, dishes, furniture and flowers. Many of the clothing shops in underground Gangnam Station sell office outfits since they are frequently visited by office workers from nearby offices. You can get some high-quality semi-formal outfits at affordable prices, conveniently on your way back home from work.





046 Insa-dong

 02-737-7890~1
 Insa-dong, Gwangheung-dong, Anguksageori area
 Jongno 3(sam)-ga Station (Line 1) Exit 45, 10 minutes on foot Anguk Station (Line 3) Exit 16, 5 minutes on foot



It is a hot tourist spot packed with small galleries, cozy antique stores, and traditional food sellers. You will find yourself making stops to browse through traditional craft stores selling writing brushes, folding fans, old books, porcelain, etc. and all kinds of charming items. Insa-dong has a peculiar atmosphere with the sound of yeotjangsu (Korean taffy sellers) and small fortuneteller stalls, not to mention the aroma of traditional tea shops and the smell of pajeon from restaurants. Saturdays and Sundays are designated as car-free days, making it more convenient and family-friendly for pedestrians.

Ssamzigil: A complex cultural space in Insa-dong where you can find Korean handcrafts and small design products. The stores are connected by open paths, not stairs, from the first floor to the first to the fourth floor, and events such as exhibitions and performances take place here.

Dongdaemun, the center for fashion, is concentrated

with many shopping malls and clothing and fabric stores.

Dongdaemun Market sells fabric and subsidiary materials

048

Streets in Sinchon and Ewha Womans University

 Changcheon-dong, Seodaemun-gu
 Sinchon Station (Line 2, Gyeongui Jungang) Ewha Womans University Station (Line 2) Exit 1 Although it has lost some of its popularity now, the area of Sinchon and Ewha Womans University has been the place for youth to go for shopping and food. Since this area is near the universities, Yonsei and Ewha, and is is easily accessible by public transportation, it carries the typical free-spirited college culture. While Sinchon is mostly known for its restaurants and bars, the neighborhood around Ewha University is filled with accessory shops, clothing shops, and cafes with a feminine ambience typical to the women's university. Because their major customers are students, the restaurants offer good food for their price.





047

500 Seoul Folk Flea Market, Dongmyo Flea Market

Secul Folk Flea Market 2 02-2232-3367 3 Seoul Folk Flea Market, 21, Cheonho-daero 4-gil, Dongdaemun-gu 5 Sinseol-dong Station (Line 1-2) Exit 6-9-10 10:00~19:00 (Restaurants until 22:00) (Restaurants until 22:00) (Restaurants until 22:00) 2 Dongmyo Flea Market 2 239-9, Sungin-dong, Jongno-gu Dongmyo Station (Line 1) Exit 1

Dongmyo Flea Market is a vintage market formed around Donggwanwangmyo, a royal shrine to worship Guan Yu from the 'Romance of the Three Kingdoms.' From the stone walls of the shrine to Cheonggyecheon Stream, there are hundreds of stalls selling vintage clothes, antiques, LPs, and other miscellaneous items in the flea market. To buy some quality products, it is best to be there at the opening hour, and don't forget to bring enough 1,000 won bills. Seoul Folk Flea Market is near Sinseol-dong Station. The market today includes all the stores in the two-story building and the businesses around it. The market is divided into sections by colors such as purple, yellow, green, etc. You can find various used products along with folk items and food from old times.







 02-6002-5300
 Coex Mall, 513, Yeongdong-daero, Gangnam-gu
 Samseong Station (Line 2) Exit 56 Bongeunsa Station (Line 9) Exit 7
 10:30~22:00
 www.coexmall.com

🙆 Open 365 days a year

A mega-size shopping mall located in the basement at 159, Samseong-dong, Seoul, it is 15 times the size of Jamsil Olympic Stadium. The mall is home to Megabox, the biggest multiplex cinema in Korea, Coex Aquarium, Youngpoong Books, and various brand shops, a food court, cafes, and restaurants. The convention center on the ground level is a business location where many industrial expos and events take place. There are five squares for rest and meet-ups, and various cultural performances take place following each square's concept.



Apgujeong Rodeo Street

O2-3445-6402 Eonju-ro 172-gil, Gangnam-gu Apgujeong Rodeo Station

 Apgujeong Rodeo Station (Bundang Line) Exit 5
 Apgujeong Station (Line 3)
 Exit 2, 20 minutes on foot
 rodeostreet alltheway kr Apgujeong-dong was an iconic street in the 90's for the youth. This was the place where rich young people used to stride down the streets in luxury brand clothes and imported cars, imitating the life of Beverly Hills 's Rodeo Drive. The so-called 'orange tribe' used to lead the trend here. Every street is filled with luxury brand stores, clothing stores, shoe and accessory stores. There are also shops by famous hair designers, dermatologists, and plastic surgery clinics. As it was a place for hip youngsters, there are many pubs and restaurants, too.







Free Markets

Hongdae Free Market Wausan-ro 21-gil, Mapo-gu Hongik University Station (Line 2-Airpot Railroad) Exit 9, 9 minutes on foot Sangsu Station (Line 6) Exit 1, 8 minutes on foot Www.freemarket.or.kr

Marche@Hyehwa

1, Daehak-ro 8-gil, Jongno-gu
 Hyehwa Station (Line 4) Exit 2

www.marcheat.net

There are many flea markets opening all year around throughout Seoul. The most famous are Free Market at Hongdae, the father of all flea markets in Korea, and Marche@Hyehwa, a Korean farmers' market. At Hongdae flea Market at the front of Hondae playground, Hope Market opens every Sunday and Free Market on every other Saturday. You can see various handicraft works of amateur artists around Hongdae. The portraits done at the site are very popular, too. Marche@Hyehwa is the flea market representing Daehangno. Most of the participants are farmers from the city. Fresh food and ingredients are sold directly by the producers to consumers. It is open on the second Sunday of every

month, from 11 in the morning to 4 in the afternoon at Marronnier Park.



Yeouido IFC Mall

02-6137-5000 🙆 10, Gukjegeumyung-ro, Yeongdeungpo-gu Yeouido Station (Line 5.9) Exit 3 4 10:00~22:00 (Varies by stores) www.ifcmallseoul.com

A complex shopping mall in Yeouido. It is a three-story building with fashion stores on the first floor, a bookstore and some more fashion stores on the second, and a movie theater on the third. Easily accessible with a connected pathway from Yeouido Subway Station, and loved by families and fashion leaders for its large size and spacious interior. Every fall since 2015, IFC Mall has also held Fashion Week, a fashion show open to public, with global fashion brands.

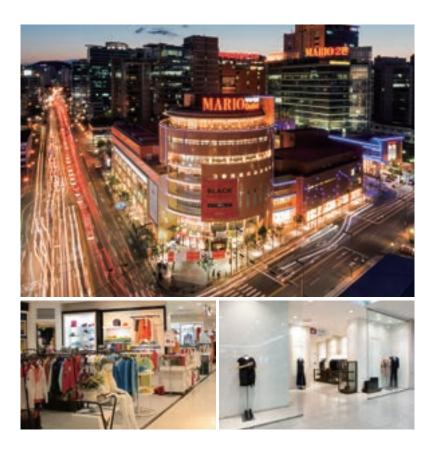


054 Cheongdam Luxury Street

🙆 448, Apgujeong-ro, Gangnam-gu Apgujeong Rodeo Station Exit 2.3, 7 minutes on foot

The representative luxury town in Korea. The streets from the intersection of Cheongdam Station to the Galleria Department Store are packed with luxury brand stores such as Prada, Louis Vuitton, Gucci, Cartier, and Hermes. There are also famous select shops and restaurants in the alleys. The area is also the location of many K-pop entertainment companies such as SM and JYP. You can feel the Hallyu boom here. There has been a time when the businesses didn't do very well after the rise of Garosu-gil, but fans of Hallyu stars continue to father here for celebrities.





055

Gasan Digital Complex Fashion Outlets

 Digital-ro 9~10-gil, Geumcheon-gu
 Gasan Digital Complex Station (Line 1·7) Exit 3·4 Streets with outlet malls where you can buy the carryover name brand products. It is within minutes of walk from exit number 4 of Gasan Digital Complex Station. Mario Outlet, opened in 2001, is the oldest place in this area. There are about 600 brand shops in Mario Outlet, and the trendiest fashion items can be purchased at reasonable prices. W-mall is visited by many families because of its spacious interior and facilities like kids' cafes. Fashion shows by startup designers take place in Hyundai outlet. Recently, Lotte Outlet has also opened. Since the place offers inexpensive products from a variety of different brands, it is a place for practical and stylish clothing if you bargain hunt.



Seoul Yangnyeong Market

 02-969-4793~4
 10, Yangnyeongjungang-ro, Dongdaemun-gu
 Jegi Station (Line 1) Exit 2, 5 minutes on foot
 09:00~18:00 The herb medicine section in Gyeongdong market, a famous traditional market in Dongdaemun-gu, Seoul, is called Yangnyeong Market. This market's sales comprise about 70% of all herb medicine sales in Korea. With its long history from the 1960s, the market is visited by various people with various purposes. The oriental

medical clinics all over Korea purchase herbal medicines from the herbal shops in Gyeongdong Market. Common people buy herbal medicines for their needs every season. Tourists also visit this place to walk the street filled with the fragrance of herbs, or to go to the Herb Medicine Museum in the Dongui Bogam Tower nearby.





Night Life

- 057 Sebitseom Island, Banpo Moonlight Rainbow Fountain
- 058 Jjimjilbang
- 059 Hongdae Clubs
- 060 City Night Tour (Palaces, Seoul City Tour Bus)
- 061 Hangang E-Land Cruise
- 062 Naksan Park
- 63 Noraebang
- 064 63 Square
- 065 Bamdokkaebi Night Market
- 066 Bugak Skyway
- 067 Rooftop Bars



Sebitseom Island, **Banpo Moonlight Rainbow Fountain**

Sebitseom Island

- 1566-3433 🚯 683, Olympic-daero, Seocho-gu Express Bus Terminal Station (Line 9) Exit 8-1, 21 minutes on foot Transfer to bus for Sebitseom Island at Exit 6 (Operated in rotation every 40 minutes) 09:00~23:00
- www.somesevit.co.kr

Banpo Moonlight Rainbow Fountain

- 02-3780-0541
- 115-5, Banpo 2-dong, Seocho-gu Dongjak Station (Line 4) Exit 1.2, 3 minutes on foot Sinbanpo Station (Line 9) Exit 1, 15 minutes on foot Gubanpo Station (Line 9) Exit 1, 15 minutes on foot Express Bus Terminal Station (Line 3.7.9) Exit 8-1, 8-2, Walk or use the Yellow Bus 8401 from the platform in the center of the road
- hangang.seoul.go.kr

For tourists, nights are another attraction, especially when beautifully colored. Sebitseom Island in the southern part of Banpodagyo Bridge and Banpo Moonlight Rainbow Fountain are the rising night spots of Seoul. Sebitseom Island, the world's first Sebitseom Island located in Seoul, is also well-known as the filming site for the film "Avengers 2". It consists of three islands, Chaebitseom, Solbitseom, and Gabitseom, A moonlight rainbow fountain from Banpodaegyo Bridge moves to the glamorous LED lights and music, creating a beautiful spectacle on Hangang River.









Dragon Hill Spa

- 02-792-0001 🙆 40 Hangang-daero 21na-gil, Yongsan-gu
- Yongsan Station (Line 1) Exit 1, 2 minutes on foot Sinvongsan Station (Line 4) Exit 3, 5 minutes on foot Weekdays 05:00~20:00
- Night 20:00~05:00
- 💮 Day Adult 12,000 won Child (24 months or younger) 6.000 won Nights, Weekends and Holidays -Adult 14,000 won Child (24 months or younger) 6,000 won (1,000 won per hour after 12 hours)
- www.dragonhillspa.com

It is quite a unique experience to relax your body and mind at a hot sauna in a Korean iiimiilbang. There are many foreign tourists who come for jjimjilbang and put up their photos on SNS with their hair in sheep head-shaped towel, eating stone-plate cooked eggs. Discharging bodily waste by sweating and relaxing your shoulder and neck muscles in iiimiilbang help strengthen your blood circulation and metabolism, recover from fatigue and relieve stress.

Tips for using jjimjilbang: It is recommended to take a 30-minute break after being in sauna for 30 minutes. Don't forget to cover your head with a towel to protect your hair and scalp.



City Night Tour (Palaces, Seoul City Tour Bus)

 61-1, Taepyeongro 1-ga, Jung-gu
 Gwanghwamun Station (Line 5)

Exit 6, 2 minutes on foot City Hall Station (Line 1·2) Exit 3, 4 minutes on foot

City Circulation Course - Adult 12,000 won Students 10,000 won Night Course - Adult 6,000 won Students 4,000 won

 www.seoulcitybus.com
 Closed every Monday (Open on Mondays that are holidays)
 Open every day during summer

season (4th week of July ~ August 15) Time-traveling to night palaces or stopping at different places of Seoul on character-decorated bus is another way to enjoy the nights of Seoul. Gyeongbokgung and Changdeokgung, the top palaces in Seoul, open their gates at night every fall and present the quiet, beautiful night sceneries. Admission is free upon request for a night visit by the Internet or by wearing Hanbok. Seoul City Tour Bus, making rounds at different attractions of Seoul, is offering a route that starts at Gwanghwamun Gate at 8 o'clock every night for the tourists to enjoy the night views of Seoul.

Seoul Trollybus Night PACK: Get on the strikingly red trolley bus to visit the most beautiful night views around Seoul, including Hangang River, N Seoul Tower, Gwanghwamun Gate, and Cheonggyecheon Stream. Comes with an international guide who has over 20 years of experience.









059 Hongdae Clubs

 Wausan-ro 18-gil, Mapo-gu
 Hongik University Station (Line 2) Exit 9, 13 minutes on foot Sangsu Station (Line 6) Exit 2, 6 minutes on foot Hongdae is the mecca of clubbing culture of Korea, with more than 200 clubs around Hongik University. Every night, the clubs are filled with young people enjoying dance and music. You can also see performances by famous DJs and indie bands. Some popular clubs include VERA with mostly electronic music, HARLEM for hiphop music, COCOON which is the hottest place around Hongdae playground, and CLUB NAKED where foreigners mostly go.



062 Naksan Park

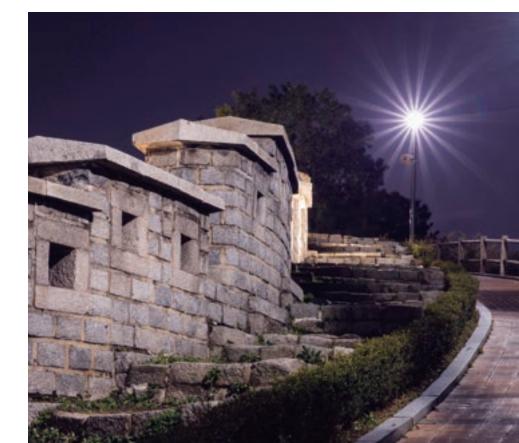
 02-743-7985
 41, Naksan-gil, Jongno-gu
 Hyehwa Station (Line 4) Exit 2, 9 minutes on foot
 Changsin Station (Line 6) Exit 2, 23 minutes on foot This park was built at the site of Naksan Apartments following their demolition, to restore the city fortress of Joseon. The walking trails were made along the city walls from Dongdaemun to Hyehwamun, with benches placed here and there, making it a good place for a quiet date. Near the entrance of the park, there is a fitness center for the residents. Naksan Exhibit Hall, made to introduce the history of Naksan Mountain from Joseon to modern period, is another spot to check out. Naksan Mountain is at the border of Jongno-gu and Seongbuk-gu. The city forest of Hanyang in Joseon period was built along the ridges of Naksan. From Naksan Observatory, you can see the view of Dongdaemun area, which is brilliantly illuminated at night.



Hangang E-Land Cruise

 02-3271-6900
 Hangang Cruise Quay, 280, Yeouidong-ro, Yeongdeungpo-gu
 Yeouinaru Station (Line 5) Exit 3, 9 minutes on foot
 09:00~22:00
 Adult 15,000 won Student 15,000 won Child 10,500 won

(Varies by course and time) Ø Open 365 days a year Hangang River cruise is widely sought by the foreign tourists who visit Seoul. E-Land Cruise first started in 1986 and became the cruise brand that symbolizes the Hangang River. It is operated with seven quays including Yeouido, Jamsil, and Ttukseom and two terminals. E-Land cruise features various programs that display the attraction of Hangang River, which varies according to periods and seasons. The cruises in operation include 'Dinner Buffet Cruise,' where you can taste the chefprepared food while enjoying the night views, 'Hangang River Story Cruise,' 'Fireworks Dinner Cruise' to enjoy the fireworks on board, 'Cocktail Cruise' on which you can see the cocktail show, and 'Night Cruise' on which you can enjoy the night views of Seoul.



Hongdae Su Noraebang

 070-4405-9971
 37, Wausan-ro 21-gil, Mapo-gu
 Hongik University Station (Line 2) Exit 9, 9 minutes on foot
 Hapjeong Station (Line 2) Exit 3, 12 minutes on foot
 Sangsu Station (Line 6) Exit 1, 11 minutes on foot
 00:00-24:00
 www.skysu.com Noraebang (singing room) would definitely be the most impressive culture of Korea. Korea is known to enjoy drinking, singing, and dancing from the ancient times. Every Korean has his or her favorite song for noraebang, and has been to noraebang to forget about the break-up with a lover, to release stress, or just to enjoy singing. It is not a rare thing to see that Koreans get together with families, lovers, or friends to sing and dance and have fun. Company dinners also often end with noraebang. Recently coin noraebang are being popular, where one person can go into a small cubicle and put coins in the machine to enjoy singing alone.

064 63 Square

 02-789-5663
 Hanhwa Finance Center 63, 50, Yeongdeungpo-gu 63-ro
 Saetgang Station (Line 6) Exit 3, 21 minutes on foot

- 4 10:00~22:00
- 63 Art : Adult 13,000 won / Student 12,000 won / Child 11,000 won Aqua Planet 63 : Adult 25,000 won Student 23,000 won Child 21,000 won
- www.aquaplanet.co.kr/63
- Closed during transition period between exhibitions

Still known to most Korean people as its old name, 63 Building. Although it is now considered to be simply a high building in Yeouido, it was once the great architecture representing the rapid development of Korea and a must-visit place for everyone. The building has 60 stories up and 3 stories underground. There is Aqua Planet 63, the first aquarium in Korea. In 63 Sky Art Gallery, you can see the beautiful landscape of Korea and artworks at the same time. In Aqua Planet, 'All that jazz' performances by the top jazz artists of Korea are held every night in harmony with the sea view.



COLUMN AND ALL ADD



063

095



065

Bamdokkaebi Night Market

Yeouido Bamdokkaebi Night Market

- 84-9, Yeouido-dong, Yeongdeungpo-gu
 Yeouinaru Station (Line 5) Exit 1,
- 12 minutes on foot Fridays and Saturdays
- 18:00~23:00
- www.bamdokkaebi.org

Bamdokkaebi (night ghost) Night Market is named so because it opens at night and disappears in the morning like a ghost. It was open temporarily at Yeouido Hangang Park and received so much popularity, which led to its expansion to DDP, Mok-dong Stadium, and Cheonggye Plaza from 2016. Different concepts are applied to each market. Hangang River has various foreign food, Dongdaemun DDP is for fashion, and Mok-dong Stadium has leisure/sports products. Cheonggye Plaza is operated by seasons with 'family' in May and 'Terror nights' in July to mark the time. All markets open at night from 6 to 11 o'clock. Hangang, Dongdaemun, DDP, and Mok-dong Stadium markets open on Fridays and Saturdays every week; Cheonggye Plaza market opens on Fridays and Saturdays in May, July, September, and October.



 02-725-6602
 267, Bugaksan-ro, Jongno-gu (Pyeongchang-dong)
 Gireum Station (Line 4) Exit 3, 22 minutes on foot
 bukak-palgakjeong. tistory.com



A 11.8km long two-lane road along the northern ridges of Bugaksan Mountain north of Gyeongbokgung Palace going northeast. It opened in 1968; there is an octagonal pavilion at the top at 342 meters high. You can see the view of Seoul from 63 Square to Lotte World Tower in Jamsil from the palgakjeong pavilion, which is a good rest area for people with restaurants and other amenities. It is a jogging course for the residents nearby, a dating spot for lovers going for a drive, and a driving course for groups of bikers on weekends.



PP Seoul

 02-749-9195
 2nd floor, 3, Sowol-ro 44ga-gil, Yongsan-gu
 Hangangjin Station (Line 6) Exit 1, 21 minutes on foot
 Weekdays 14:00-24:00 Weekends 14:00-24:00

www.facebook.com/ppseoul

Enjoy the drink and enjoy the night view! Another way to spend the nights of Seoul. The rooftop bars in various locations in Seoul make perfect places to do this. PP Seoul in Itaewon stands out among the rising rooftop bars with its naturalistic interior. Platoon Sonnendeck has a beautiful garden



with artificial grass on the rooftop. At Oriole, run by the singer Jung Yup, you can enjoy the night view of Seoul with a cocktail or single malt whiskey. Four Seasons Hotel in Jongno has opened a garden terrace on the 15th floor and serves champagne and barbecued food cooked by the chef. The rooftop bar on the 17th floor of Hotel Cappuccino is known for their gin and tonics and beautiful night views of Gangnam.



Korean Wave

- 068 Sangam DMC & MBC World
- 069 SM Communication Center
- 070 Nanta Theater
- 071 SM Coex Atrium
- 072 Gangnam Tourist Information Center Korean Wave
 - Experience Space
- 073 K-Star Road
- 074 K-Style Hub 075 Grevin Museum

- 077 B-Boy Theater

068

Sangam DMC (Digital Media City) & MBC World

Sangam DMC

 Sangam-dong area, Mapo-gu
 Digital Media City Station (Line 6-Airport Railroad-Gyeongui Jungang)

MBC World

- 02-789-3705
- 267 Sangam-ro, Mapo-gu
 Digital Media City Station
- (Line 6-Airport Railroad-Gyeongui Jungang) Exit 9, 13 minutes on foot
- 10:00~18:00 every day (Entrance until 16:00)
- Adult 18,000 won Student 13,000 won Child 9,000 won
- mbcworld,imbc,com
- Closed on Seollal (Lunar New Year's Day) and Chuseok (Korean Thanksgiving Day)

An information media complex created for industrial development of digital media entertainment. The facilities include Nuridream Square, a broadcasting media center, and office buildings of broadcasting companies including MBC, SBS, YTN, CJ, etc., Digital Pavilion, where you can look at and experience various ICT-related products, Federation of Film Archives, where you can look at the history of Korean movies, and Nuridream Mall, with restaurants and fashion shops. Naniicheon Park, Metaseguoia Road, Hangang Park, and World Cup Stadium are located nearby and visitors can look around and take a rest with rental bicycles for free of charge. MBC World is the first theme park in Media City to be created by a broadcasting company. The place is popular among tourists who want to enjoy Hallyu contents such as MBC dramas and entertainment shows.





069

SM Communication Center

 02-6240-9800
 648, Samseong-ro, Gangnam-gu
 Cheongdam Station (Line 7) Exit 5, 6 minutes on foot Samseong Jungang Station (Line 9) Exit 2, 9 minutes on foot
 www.smtown.com This is the new building of SM, the biggest entertainment company in Korea, and a space for communication between Hallyu stars and fans. At the cafe on the first floor, different kinds of content products of SM artists attract the tourists. In the market in the first basement floor, with sensational and refined displays, feature menus such as 'EXO jjajangmyeon,' 'Red Velvet Soda,' 'SHINee Rice Puffs,' and 'Girls Generation Beer' are sold. A hot Hallyu spot crowded with tourists who wish to meet Hallyu stars.







SM Coex Atrium

💿 02-6002-6200

Coex Mall B1, 513, Yeongdong-daero, Gangnam-gu

Samseong Station (Line 2) between Exit 5 and 6, 8 minutes on foot from the 1st basement floor of Coex

10:00~20:00 (Entrance closed at 19:00)

Adult 25,000 won Student 22,000 won Child 19,000 won

Senior 18,500 won
www.coexaqua.com

💿 Open 365 days a year

SM World is in Coex Mall in Samseong-dong. The Media Wall in the 'welcome zone' on the first floor greets visitors with its fantastic lightings. There is a unique lifestyle shop suggested by celebrities on the second floor and an artist-experiencing studio on the third floor. On the fourth floor, you can find various products related to SM contents. On the fifth and the sixth floors, there is a hologram theater with cutting-edge technology, the largest of their kind in Korea. Fantastical hologram musicals and concerts take place in this theater.





Nanta Theater

02-739-8288

070

 Hongdae Theater : Hongik Mall, 29, Yanghwa-ro 16-gil Myeong-dong Theater : 3rd floor, UNESCO Building, 26, Myeongdong-gil, Jung-gu Chungjeongno Theater : Salvation Army Building, 7, Chungjeongno, Seodaemun-gu
 Hongdae Theater : Hongik University Station (Line 2) Exit 9, 8 minutes on foot Myeong-dong Theater : Euljiro 1(il)-ga Station (Line 2) Exit 2, Nanta is a performance involving rhythm, beats, and comic situations. The story is about things happening in a kitchen. knives, cutting boards, and dishes are used as musical instruments, in traditional Korean samulnori music. Since the performance is non-verbal, language is no barrier in enjoying the show. The show also involves audience participation, making the experience more special. Since its premier in October 1997, the show has enjoyed undying popularity which led to the opening of exclusive theaters for Nanta. There are three Nanta theaters in Seoul: Myeong-dong, Hongdae, and Chungjeongno.

🔘 nanta.i-pmc.co.kr

Exit 7.8

5 minutes on foot

Chungjeongno Theater : Chungjeongno Station (Line 2.5)



Gangnam Tourist Information Center Korean Wave Experience Space

 02-3445-0111
 Apgujeong-ro 161-gil, Gangnam-gu
 Apgujeong Station (Line 3) Exit 6, 4 minutes on foot
 10:00~19:00
 kr.tour.gangnam.go.kr
 Closed every Sunday The Gangnam Tourist Information Center doesn't just provide services for foreign tourists. There is the Korean Wave Experience Space where you can experience being a Hallyu star. You can try on the costumes worn in Korean dramas and movies here. In the booths with Hallyu star exhibitions, you can see the Hallyu star-owned items and also souvenirs for Hallyu fans. If you're lucky, you might even get a chance to participate in autograph signing events of stars.









 About a 1-kilometer course in the area of Apgujeong-ro and Cheongdam-dong in Gangnam-gu
 Apgujeong Rodeo Station (Bundang Line) Exit 2 K-Star Road is a project by Gangnam-gu targeting the foreign tourist fans of Hallyu and Korean stars. As you can see from the name, the road is filled with shops frequently visited by Korean stars in Cheongdam-dong, Sinsa-dong, Nonhyeon-dong area of Gangnam-gu and the entertainment management companies that produced Hallyu stars. The road refers to the distance of about 400 meters from the West building of the Galleria Department store in Apgujeong-dong to SM Entertainment building. The art toy sculptures characterizing K-pop stars such as TVXQ, Girls' Generation, SHINee, EXO, 4Minute, F.T. Island, Super Junior, CNBLUE, and 2PM attract attention. A multiple-experience space for Korean culture and food.

Using a cutting-edge information and communication

technology, the visitors can experience the culture, food, tradition, and even the tourist attractions of Korea. Some examples include virtual reality experience of ski

jumping at Pyeongchang, the city of the next Winter

Oympics, and famous tourist sights of Gyeongbokgung

Palace, Myeong-dong, Namiseom Island, and Jeju Island.

In the Hallyu experience hall, you can interact with

famous Korean stars such as Big Bang, Psy, etc. using

augmented reality technology. The highlight of this place

is the hansik exhibition and experience hall where you

can look around the ingredients of Korean food and food

cultures. You can make various Korean dishes if you

make a reservation in advance

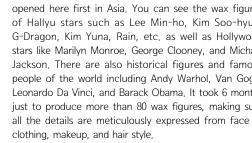
075

Grevin Museum

02-777-4700 🕞 Euljiro Annex, 23, Eulji-ro, Jung-gu 😑 Euljiro 1(il)-ga Station (Line 2) Exit 1-1, 3 minutes on foot City Hall Station (Line 1) Exit 6, 6 minutes on foot Jonggak Station (Line 1) Exit 5, 10 minutes on foot Gwanghwamun Station (Line 5) Exit 5. 15 minutes on foot

Sun-Thurs 10:00~19:00 Fri, Sat 10:00~21:00 Malt 16.000 won

Student 13,000 won Child/Senior 13,000 won www.grevin-seoul.com/ko The French wax museum with 133 years of history has opened here first in Asia. You can see the wax figures of Hallvu stars such as Lee Min-ho. Kim Soo-hvun. G-Dragon, Kim Yuna, Rain, etc. as well as Hollywood stars like Marilyn Monroe, George Clooney, and Michael Jackson. There are also historical figures and famous people of the world including Andy Warhol, Van Gogh, Leonardo Da Vinci, and Barack Obama. It took 6 months just to produce more than 80 wax figures, making sure all the details are meticulously expressed from face to





104

K-Style Hub

02-729-9499

074

2nd~5th floors. Korea Tourism Organization, 40, Cheonggyecheon-ro, Jung-gu Gwanghwamun Station (Line 5) Exit 3. 12 minutes on foot Jonggak Station (Line 1) Exit 5, 5 minutes on foot Euljiro 1(il)-ga Station (Line 2) Exit 3. 7 minutes on foot Hansik exhibition hall, 3rd floor 10:00~20:00

Hansik experience hall & Hansik store, 4th~5th floors 10:00~18:00

 Free admission korean, visitkorea, or, kr/kor/bz15/ kstylehub/overview.jsp

Sth floor closed on every Tuesday



105



076

Klive

02-2265-0810

- 9th floor, Lotte Fitln, 264, Eulji-ro, Jung-gu
- Dongdaemun History & Culture Park Station (Line 2) Exit 11, 1 minutes on foot Dongdaemun History & Culture Park Station (Line 4) Exit 10, 2 minutes on foot
- 13:30~22:00 (Varies by performance)
- W Varies by performance
- www.klive.co.kr
- 🛞 Closed every Monday

Klive is a cultural space that shows various genres of hologram contents including K-POP, entertainment, education, and arts. The K-Pop hologram concerts in Klive lets the audience to experience the performances of Hallyu stars including Big Bang and Psy in virtual reality. The performances are filled with cheerful, digitalized K-pop rhythms, in a panorama screen of 270 degrees, 14.2 channel surround sound system, colorful lightings and laser beams.

077 B-Boy Theater

💿 02-323-5233

 Samjin Pharmaceutical Co. Building, 121, Wausan-ro, Mapo-gu

- Hongik University Station (Line 2) Exit 9, 10 minutes on foot
- Sundays and holidays 16:00~17:30 Tues-Fri 20:00~21:00 Sat 18:00~19:30
- M All seats 55,000 won
- www.sjbboys.com
- Closed every Monday

B-boy Theater opened in Hongdae, the street of youth and culture. As a top b-boying nation, this is the first theater exclusive for b-boying not only in Korea but in the world. Non-verbal b-boying musicals are played by the top b-boy dancers that won international competitions. You can enjoy the exciting b-boy dances as well as various other genres of dance including poppin, rocking, and hip hop. Other than watching the performances, you can even learn K-pop dance from professional dance instructors and get to perform on stage.





- 78 Hangang Park
- 079 The Mountains of Seo
- 080 Dulle-gil of Seoul
- 081 World Cup Park
- 082 Seokchon Lake Park, Olympic Park
- 083 Seoul Forest
- 084 Seoul Land, Seoul Grand Pa
- 085 Dream Forest
- 086 Nanji Camping Ground
- 087 Seonyudo Park

The Mountains of Seoul

Bukhansan Mountain

079

 02-909-0497
 San 1-1, Bukhan-dong, Deogyang-gu, Goyang-si Gupabal Station (Line 3) Exit 2, Transfer to Bus 704-34 (Get off at Hyoja-dong Village Hall or Hyoja Police Box)

bukhan.knps.or.kr

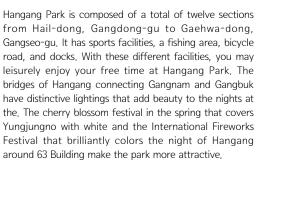
Cheonggyesan Mountain

Makave-dong, Gwacheon-si. Gyeonggi-do

Cheonggyesan Station (Sinbundang Line) Exit 2, 7 minutes on foot

There are many mountains in Seoul, Bukhansan, Dobongsan, Namsan, and Gwanaksan Mountains all boasts of their history and landscape. Bukhansan Mountain is known to be the highest and have the most magnificent shape among the mountains around Seoul. When you get to Baegundae Peak, the main peak, you can see the whole city and its vicinities and the beautiful valleys. Insubong Peak to the north of Baegundae Peak is known for its rock-climbing course. Cheonggyesan Mountain is the farthest south among the mountains surrounding Seoul. It is popular among family hikers with many attractions such as its luxuriant forest, cozy streams, parks, and temples. Many different hiking courses are also formed throughout the mountain. Dobongsan is known for its beautiful rock faces. The highest peak is Jaunbong Peak, and the popular course for rock-climbing is Seoninbong Peak. It has beautiful valleys and many temples including Cheonchuksa Temple, the oldest structure among the temples around. Since the transportation is convenient, many people go on a

Dobongsan Mountain 02-954-2566 🙆 Dobong-dong, Dobong-gu Dobongsan Station (Line 1) one-day hiking.





Hangang Park

02-3780-0561 8, Yeouido-dong, Yeongdeungpo-gu Province Station (Line 5) Exit 3. 3 minutes on foot hangang.seoul.go.kr/park yoido

from Hail-dong, Gangdong-gu to Gaehwa-dong, Gangseo-gu. It has sports facilities, a fishing area, bicycle road, and docks. With these different facilities, you may leisurely enjoy your free time at Hangang Park. The bridges of Hangang connecting Gangnam and Gangbuk have distinctive lightings that add beauty to the nights at the. The cherry blossom festival in the spring that covers Yungiungno with white and the International Fireworks Festival that brilliantly colors the night of Hangang around 63 Building make the park more attractive.







Dulle-gil of Seoul (Dulle-gil (Trails) in Namsan, Ansan, Jungnang, etc.)

Seoul Dulle-gil Information Center (Changpowon)

- O70-4465-7905~6
 Seoul Dulle-gil (Trail) Information Center, 1st floor, 916, Madeul-ro, Dobong-gu (4-2, Dobong-dong)
 Dobongsan Station (Line 7) Exit 2 (Inside Changpowon Park)
- gil.seoul.go.kr/walk/main.jsp

Seoul Dulle-gil Information Center (Yongsan)

- 02-779-7904
- 2nd floor, Gukje Building, 7, Duteopbawi-ro, Yongsan-gu
- Sookmyung Women's University Station (Line 4) Exit 2 (2nd floor of the 2nd building from Exit 2)

There are eight courses of Seoul Dulle-gil (Trails) in which you can walk and learn about the history, culture, and natural ecology of Seoul. There are several service facilities, book cafes, and rest areas for the hikers to use. Seoul Dulle-gil are easy to access by public transportation and the trails are safe with gentle-sloped dirt paths. One of the popular Dulle-gil is Ansan Jarak-gil, a walking trail on the low hillside of Ansan in Seodaemun-gu. At Bongsudae Peak at the end of the trail, you can see Seoul in high buildings and green forests. Jungnang Dulle-gil, passing through Mokdongcheon Stream, Mangusan Mountain, Yongmasan Mountain, and Achasan Mountain, is a walking trail along the ridges and has the most beautiful sceneries among the Dulle-gil of Seoul, Achasan Mountain is filled with historical and cultural resources and many attractions such as Achasan Ecological Park.

Dulle-gil Stamp: It is a fun to visit different parts of Dulle-gil and get stamps. You can get a stamp book from the starting point of each course and get it stamped at 28 red post boxes installed in each section, with which you will get a certificate of completion.

081 World Cup Park

 02-300-5500
 108-1 Haneulgongwon-ro, Mapo-gu
 World Cup Stadium Station (Line 6) Exit 1, 11 minutes on foot
 worldcuppark,seoul,go,kr

World Cup Park is composed of Pyeonghwa Park, Haneul Park, Noeul Park, Nanjicheon Park, and Nanji Hangang Park. Pyeonghwa Park, leading to World Cup Stadium, has walking trails around a pond, and you can enjoy inline skating or skateboarding here. Haneul Park has the highest elevation in World Cup Park. It is known for the zigzag steps leading up to the park, waiting to present the outstanding views of surrounding area to the visitors. The wildgrass covered in silver in the late autumn is the most beautiful scenery. Nanjicheon Park is on the flatland along the Nanjicheon Stream, providing a cozy environment for families to spend the day in the walking trails, grass fields, and playground. Noeul Park is the pride of World Cup Park, offering visitors with the most beautiful sunset in Seoul. You will feel your heart melt in the flames of the sunset

Haneul Park Eulalia Festival: In October every year, Seoul Eulalia Festival is held in Haneul Park in World Cup Park. Although the park is usually closed at night to protect the wildlife, it is open at night during the festival.





083 Seoul Forest

 02-460-2905
 273, Ttukseom-ro, Seongdong-gu
 Seoul Forest Station (Bundang Line) Exit 3, 7 minutes on foot Ttukseom Station (Line 2) Exit 7, 14 minutes on foot
 parks,seoul,go,kr/seoulforest Seoul Forest is the Central Park of Seoul. With the rise of Seoul Forest, Seongsu-dong, which originally had been a neighborhood for low-income residents, became one of the hot places in Seoul. An enormous area was converted into a forest while redeveloping the area of Ttukseom Island, with a park with various themes in it. You can see wild animals like elks or spotted deer as you walk through the forest. Different kinds of experience programs are operated including the Weekend Family Ecological Outings on Saturday mornings, which is open to everyone. The park is an area for the people to rest with its beautiful views all year round.

Seokchon Lake Park, Olympic Park

Seokchon Lake Park

- 02-412-0190
 148, Jamsil-ro, Songpa-gu
 Jamsil Station (Line 2) Exit 1,
- 15 minutes on foot seokchonlake,alltheway,kr
- Scokenoniake,and

Olympic Park

- 02-410-1114
- Olympic Park, 424, Olympic-ro, Songpa-gu
 Olympic Park Station (Line 5)
- Exit 3, 2 minutes on foot
- www.olympicpark.co.kr

reclamation project. Green areas were created around the lake, walking trails and rest areas were installed to make a public park. Seokchon Lake is divided into the east lake and the west lake with Songpa-daero as the center. The east lake is widely used by the people as walking trails and jogging courses. The west lake provides a playground and attractions with Magic Island of Lotte World. The place is also famous for cherry blossoms in springtime. Olympic Park was built to commemorate the Seoul Olympics. There are six stadiums that were used for the Olympics, an art museum, Outdoor Sculpture Park, Mongchontoseong Fortress, and walking trails. It is a multi-purpose park where one can enjoy the culture, art, history and sports altogether. The nine sceneries of Olympic Park are the nine most beautiful spots famous for photo shoots. Make unforgettable memories by touring all nine spots.

Seokchon Lake was made through the Hangang





082

Seoul Land, Seoul Grand Park

Seoul Land

084

02-509-6000 181 Gwangmyeong-ro, Gwacheon-si, Gyeonggi-do Seoul Grand Park Station (Line 4) Exit 2, 19 minutes on foot April-October 09:30~21:30 (Weekends and holidays 09:30~22:00)

- November, March 09:30~19:00 (Weekends 09:30~20:00) December-February 09:30~18:00 (Weekends and holidays 09:30~19:00)
- www.seoulland.co.kr

Seoul Grand Park

02-500-7338

- Seoul Grand Park, 102, Daegongwongwangjang-ro, Gwacheon-si, Gyeonggi-do
- Seoul Grand Park Station (Line 4) Exit 2. 7 minutes on foot
- <Zoo> Summer season 09:00~19:00 Winter season 09:00~18:00 <Zoo> Adult 5.000 won
- Student 3.000 won Child 2,000 won
- (ii) grandpark.seoul.go.kr

Seoul Land is one of the first leading theme parks in Korea. The park is created with recreational and amusement facilities with specific themes. Flower festivals all such as the tulip festivals, cherry blossom festivals, and chrysanthemum festivals are held throughout the year. During their night openings, they provide various attractions with fireworks and laser shows. Seoul Grand Park near Seoul Land is an integrated park with the biggest zoo and enclosed botanical garden in Korea, a therapeutic forest, and a camping ground in the nature. There are rest areas through the park. At the end of the zoo, there is a stream flowing from a valley in Cheonggyesan Mountain that will make you feel like you're taking a walk in nature.





085

Dream Forest

02-2289-4001

Dream Forest, 173, Wolgye-ro, Gangbuk-gu

😑 East Gate (Towards Visitor Center): Miasageori Station (Line 4) Exit 1, Take a shuttle bus no, Gangbuk 09-11 (Get off at Dream Forest) West Gate (Towards Art Center): Miasageori Station (Line 4) Exit 3, Take Gangbuk Bus 05 (Get off at Dream Forest) dreamforest.seoul.go.kr

Dream Forest is the fourth biggest forest in Seoul created in the location of old Dream Land. You can enjoy various cultural experiences in the forest other than taking a walk, as the park has an art center and a museum. If you take the elevator up to the observatory, the main attraction of the park, you may enjoy the view of the whole city with Bukhansan, Dobongsan, Suraksan, and Namsan Mountains all in the same picture. It is also a good spot to enjoy the night view. This was the shooting location of the TV drama 'Iris.' The old house and zelkova tree at the entrance of the park are designated as cultural assets.









Nanji Camping Ground

02-304-0061

086

- Hangang Wildlife Exploration Center, 22, Hangangnanji-ro, Mapo-gu
- Dangsan Station (Line 9) Exit 8, Take Red Bus 9707 (Get off at Nanji Hangang Park) World Cup Stadium Station (Line 6) Exit 2, Take Bus no. 8777 (Get off at Nanji Hangang Park)
 <Por picnic> check-in 10:30 check-out 09:30 next day
 <For tent users> check-in 11:00 check-out 09:30 next day
 15,000 won / Reservation on the bulletin board required (Tent reservation on the very day can be purchased through
- phone call or on site, depending on vacancy) www.nanjicamp.com

A camping ground in Hangang Park near Sangam World Cup Stadium. You can enjoy relaxing moments in the camp with Hangang River in view. There are barbecue facilities included in the site for the visitors to use. The visitors may bring their own tent to set up at the site, or pay for a pre-installed tent for rental. The nearby parks including Nanji Ecological Park, Noeul Park, and Metasequoia Road make this place a great spot for families, lovers and friends,









 02-2631-9368
 343 Seonyu-ro, Yeongdeungpo-gu

Dangsan Station (Line 2) Exit 1, 21 minutes on foot

parks.seoul.go.kr/template/ default.jsp?park_id=seonyudo Seonyudo is a small island in Hangang River with Seonyubong, a small hill said to be the place where the hermits used to hang out. It has become a new attraction in Seoul. It is the first ecological and "water" park in Korea established by recycling an old filtration plant structure. You can learn about the ecology, culture, and history of the Hangang River and enjoy the view of Hangang River from the inside. Seonyudo is especially beautiful at night when you can see the nightscape of Seoul.

Seonyugyo Bridge: A pedestrian bridge connecting the Yanghwa area and Seonyudo of Hangang Park. It is also called the 'rainbow bridge' because of its arched shape with red, yellow, green, and blue colored lightings under the bridge at night.





Museums

- 088 National Folk Museum, National Palace Museum
 089 National Museum of Korea
- 090 Seoul Museum of History
- 091 National Museum of
- Contemporary Art, Seoul
- 092 Seoul Museum of Art
- 093 Trick Eye Museum, Alive Museum
- 094 The War Memorial of Korea
- 095 Seoul Arts Center
- 096 National Museum of Korean Contemporary History
- 097 Leeum, Samsung Museum of Art
- 098 Seodaemun Prison History Hall
- 099 Museum Kimchikan
- 100 Tteok Museum

National Folk Museum. National Palace Museum

National Folk Museum of Korea 02-3704-3114

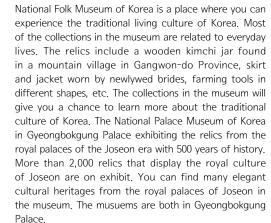
- 37, Samcheong-ro, Jongno-gu Anguk Station (Line 3) Exit 1. 13 minutes on foot Gyeongbokgung Station (Line 3) Exit 5. 16 minutes on foot
- Mar-May, Sep-Oct 09:00~18:00 June-Aug 09:00~18:30 Nov-Feb 09:00~~17:00 Weekends and holidavs in May-Aug 09:00~19:00

Free Free

- www.nfm.go.kr Closed on Jan.1.
- Lunar New Year's Day and Korean Thanksgiving Day

National Palace Museum of Korea

- O2-3701-7500
- 🙆 12, Hyoja-ro, Jongno-gu Gyeongbokgung Station (Line 3) Exit 4, 3 minutes on foot Anguk Station (Line 3) Exit 1, 18 minutes on foot
- Gwanghwamun Station (Line 5) Exit 2, 13 minutes on foot Weekdays 09:00~18:00
- (Entrance until 17:00) Weekend and Holidavs 09:00~19:00 (Entrance until 18:00) W Free
- www.gogung.go.kr
- 🔞 Open 365 Days a year









National Museum of Korea

02-2077-9000 National Museum of Korea. 137, Seobinggo-ro, Yongsan-gu Ichon Station (Line 4) Exit 2, 7 minutes on foot Ichon Station (Gyeongui Jungang Line) Exit 2, 8 minutes on foot 4 Mon-Tues, Thur-Fri 09:00~18:00 Wed 09:00~21:00

- Sat 09:00~21:00 Sun 09:00~19:00 Holidays 09:00~19:00 W Free
- (iii) www.museum.go.kr 🛞 Closed on Jan.1. Lunar New Year's Day and Korean Thanksgiving Day

A world-class museum where the most precious treasures of Korea are stored and exhibited. The history, life, and art of Korea from the Paleolithic era to Goryeo, Joseon, to the modern period are gathered in one spot. It may take more than a week to look at all the relics in detail, so try a tour course like 'the 100 significant relics,' or take your time and visit part by part. You can experience various programs in permanent exhibition hall, special exhibition halls, performance halls, and a library. A park with thick woods and a lake nearby makes it worth a walk.







088

decorating biers) on exhibition that shows the taste and

skills of the Joseon people.

National Museum of Contemporary Art, Seoul

 02-3701-9500
 30 Samcheong-ro, Jongno-gu
 Gyeongbokgung Station (Line 3) Exit 4, 12 minutes on foot Anguk Station (Line 3) Exit 1, 12 minutes on foot
 Wed, Sat 10:00~21:00 Sun-Tues, Thurs-Fri 10:00~18:00
 Integrated admission 4,000 won
 www.mmca.go.kr
 Open 365 Days a year Since its opening in 1969, it has been the only national museum in Korea accommodating the passage of modern and contemporary art and the time trend of world art. The main building in Gwacheon, located inside Seoul Grand Park, opened first. The exterior of the building themed with the traditional style of fortresses and beacon mounds of Korea, impresses the visitors. The sculptures outside the museum also catch the eyes. You can find many contemporary art pieces including 'The more the better,' a piece of video art by Nam June Paik. The Seoul building in Sogyeok-dong, with everyday life art, is a complex space with an exhibition hall, archive hall, project gallery, movie theater, and a multipurpose hall. Created with the concept of madang, or yard, anyone can enjoy and unwind in this area upon entering it.



02-724-0274 If you want to find out about the history of Seoul, this 55, Saemunan-ro, is the place to go. The museum displays the history and Jongno-gu culture of Seoul from the pre-historic period to modern Seodaemun Station (Line 5) period, focusing on Joseon period. You can learn about Exit 4. 10 minutes on foot Gwanghwamun Station (Line 5) the city life in Seoul through the exhibition of clothing Exit 7, 11 minutes on foot and the articles used by people in each period. It is Gyeongbokgung Station (Line 3) great fun to see the changes in the city of Seoul. There Exit 6. 12 minutes on foot are various embroideries and kokdu (wooden figures

Weekday 09:00~20:00 Weekend 09:00~19:00

💮 Free

www.museum.seoul.kr
 Closed every Monday and Jan, 1

090

Trick Eye Museum, Alive Museum

Trick Eye Museum

093

02-3144-6300 Trick Eye Museum, B2, Seogyo Plaza, 20, Hongik-ro 3-gil, Mapo-gu

Hongik University Station (Line 2) Exit 9, 7 minutes on foot Sangsu Station (Line 6) Exit 1, 13 minutes on foot

09:00~21:00 (Entrance until 20:00)

- Madult 15.000 won
- Child 12,000 won www.trickeye.com
- 🔞 Open 365 days a year

Alive Museum

- 02-2034-0600
- 12, Insadong-gil, Jongno-gu
- Jonggak Station (Line 1, 3, 5) Exit 5. 3 minutes on foot
- 9:00~20:30
- branch/insa

Trick Eve Museum is a culture and entertainment space that makes 2D paintings appear 3D. The visitors can freely touch and use the art works to take photos. At Hongdae Trick Eye Museum, you can use the same ticket to visit Trick Eve Museum, Ice Museum, and Carnival Street. Alive Museum, with its main branch in Insa-dong, is also an experiential museum where the visitors can watch, listen, and touch the work. Optical illusion art, large-scale art works, and digital media works enable visitors to explore an unknown world and experience 3D.







Seoul Museum of Art

02-2124-8800

Seoul Museum of Art, 61, Deoksugung-gil, Jung-gu City Hall Station (Line 1) Exit 2, 9 minutes on foot City Hall Station (Line 2) Exit 9, 9 minutes on foot Seodaemun Station (Line 5) Exit 4, 14 minutes on foot Gwanghwamun Station (Line 5) Exit 6, 17 minutes on foot Summer (Mar-Oct) Tues-Fri 10:00~20:00 (Sat, Sun & Holidays until 19:00) Winter (Nov-Feb) Tues-Fri 10:00~20:00 (Sat. Sun & Holidavs until 18:00) Museum Nights (Open until 10 PM) : 2nd and last Wednesdays of

- every month Free Free
- sema.seoul.go.kr
- Closed every Monday and Jan, 1



A museum that you can briskly stop by while walking

along the stone walls of Deoksugung Palace. It attracts

the visitors not only from Seoul but from throughout

Asia with its various special exhibitions. The collection of

the museum, which is more than 70 years old, consists

of approximately 4,000 works by more than 200 artists. It

has several branches around Seoul in different themes,

including the main branch near Deoksugung Palace,

the Nam-Seoul branch with a life museum focusing

on design and engineering, and Buk-Seoul branch

that is community-friendly. They approach people with

programs like the art academy for people and the art



class visiting you.



094

The War Memorial of Korea

02-709-3139

- The War Memorial of Korea, 29, Itaewon-ro, Yongsan-gu
 Samgakji Station (Line 4) Exit 1, 8 minutes on foot Samgakji Station (Line 6) Exit 12, 5 minutes on foot
 Weekdays 09:00~18:00 Last Wednesday of every month 09:00~20:00 night openings
- Free Free
- www.warmemo.or.kr

🛞 Closed every Monday

and wish for peace. The exhibition is divided into six parts throughout the three floors. When visiting the War History Hall on the first floor and the Korean War Hall on the second, commentator's guide scheduled twice a day would be helpful.. It will be a meaningful experience to watch the inspection by honor guards of the Korean army and the performance of the military band held in the afternoon on weekends and commemorative idays.

An exhibition hall built to commemorate the war victims



095 Seoul Arts Center

 02-580-1300
 Seoul Arts Center, 2406, Nambusunhwan-ro, Seocho-gu
 Nambu Bus Terminal Station (Line 3) Exit 5, 11 minutes on foot
 www.sac.or.kr
 Open 365 Days a year (Museum: Closed on last Monday of every month) Seoul Arts Center is the best art complex in Korea. Located in Seocho-dong, it is comprised of the Opera House, the Concert Hall, the Art Gallery, the Calligraphy Hall, the Art Archive, and outdoor stage. The opera house in the center is the main building shaped as gat, a traditional Korean hat worn by aristocrats, and the concert hall is designed in a fan shape. Located at the foot of Umyeonsan Mountain, the place provides both relaxation and various genres of cultural art events. You may completely indulge yourself in art at each space exclusively built to meet the needs of particular artistic experiences.





National Museum of Korean **Contemporary History**

O2-3703-9200

🙆 82-1, Sejong-ro, Jongno-gu Gyeongbokgung Station (Line 3) Exit 6. 9 minutes on foot Gwanghwamun Station (Line 5) Exit 2, 5 minutes on foot Jonggak Station (Line 1) Exit 3-1, 13 minutes on foot Weekdavs 09:00~18:00 Wed, Sat 09:00~21:00 (Entrance until one hour before closing) Free Free www.much.go.kr Solution Closed every Monday and Jan, 1

In this museum, you may explore the modern and contemporary history of Korea from the late nineteenth century to the present days. Focusing on exhibitions related to the contemporary history of Korea, the museum displays the dynamic history of Korea through hardships and overcoming them, industrialization and democratization, and economic development. In the Treasure House of Our History, a children's hands-on museum, children can learn about the contemporary history of Korea by experiencing it. Various educational programs and cultural events are also operated. It is located to the right of Gwanghwamun Square in Sejong-ro, Jongno-gu, presenting the full view of Gyeongbokgung Palace and Sejong Center for the Performing Arts and Gwanghwamun Square from the rooftop terrace.







Leeum, Samsung Museum of Art

02-2014-6900 60-16, Itaewon-ro 55-gil, Yonasan-au

097

😑 Hangangjin Station (Line 6) Exit 1, 7 minutes on foot Itaewon Station (Line 6) Exit 2. 12 minutes on foot Weekdays 10:30~18:00 (Ticket booth closed at 17:30) Permanent exhibition>

General 10.000 won Discount 5,000 won Digital Guide 1,000 won <Special exhibition> General 8,000 won Discount 4,000 won Digital Guide 1.000 won <Daypass> General 14,000 won Discount 7,000 won Digital Guide for free www.leeum.org Closed every Monday

Leeum, Samsung Museum of Art is located at the foot of Namsan Mountain. In a space where the city is harmonized with the nature, Korean traditional art and contemporary art, and contemporary arts from overseas are all on exhibit. The structure itself is also an artwork, designed by world-famous architects Mario Botta, Jean Nouvel, and Rem Koolhaas. The museum is divided into two parts; Museum 1 for exhibiting the antique arts of Korea and Museum 2 for contemporary arts. The two buildings are both known for their characteristic structures.



099

Museum Kimchikan

02-6002-6456 🙆 35-4, Insadong-gil, Jongno-gu Anguk Station (Line 3) Exit 6, 8 minutes on foot Jongno 3(sam)-ga Station (Line 5) Exit 5, 7 minutes on foot Jonggak Station (Line 1) Exit 3-1, 7 minutes on foot 10:00~18:00

19 years or older 5,000 won 8-18 years of age 3,000 won 36 months to - 7 years of age 2.000 won (Children under 36 months, senior over 65 years of age, and disabled for free) www.kimchikan.com

Closed every Monday

You can learn the history and the changes of kimchi. The types of kimchi widely consumed in different ages from Goryeo to the modern period can all be checked here. Learn about the flavors and excellence of kimchi and its making process. The experience program for gimjang, kimchi-making for the winter, will give you a chance to experience the food cultures of Korea through preparing and making kimchi on your own. Free digital audio guides are provided in three languages (English, Chinese, and Japanese) for the convenience of foreign visitors. To participate in the experience program, a reservation is required in advance. Ask for the schedule at Museum





Seodaemun Prison History Hall 098

02-360-8590

- 251, Tongil-ro, Seodaemun-gu Dongnimmun Station (Line 3) Exit 5. 6 minutes on foot
- Weekdays in summer season (Mar-Oct) 09:30~18:00 Weekdays in winter season (Nov-Feb) 09:30~17:00
- (Individual> General 3.000 won Student, military soldier 1,500 won / Child 1,000 won <Group> General 2,400 won Student, military soldier 1,200 won / Child 800 won

peace.

- www.sscmc.or.kr/culture2 sphh.modoo.at
- 🐼 Closed every Monday



Seodaemun Prison was originally used to confine the

independence activists who fought against the Japanese

colonialism until 1945 liberation, and later used as Seoul

Detention Center to imprison the democratic activists

until 1987. It symbolizes the sad history of modern

Korea. After Seoul Detention Center moved to Uiwang-

si, Gyeonggi-do, the place opened as Seodaemun Prison

History Hall in 1998 to educate the people of the spirit

of independence and to honor the spirit of freedom and



You can learn about and find all things related to tteok,

Korean traditional rice cakes, in this museum. Tteok is

a traditional Korean food that comes in various kinds

and flavors, and is high in nutrients. The tteok museum

classifies its exhibitions by the method of making tteok,

and all kinds of cookware are also displayed. Experience

programs such as tteok making, traditional food

making are also offered. Nearby attractions include

Changdeokgung Palace, Jongmyo Shrine, Insa-dong,

and Daehangno which make it worthwhile to take time

Seoul City Tour Bus



Seoul City Tour Bus is a shuttle-type tour bus starting from Gwanghwamun Gate and circulates predesignated courses. When you buy a one-day pass, you can freely get off the city tour bus at your convenience and get on the next bus to continue the journey.

Courses and Prices

Downtown Palace Course

1-story Bus

Gwanghwamun (Departure) \rightarrow Deoksugung Palace \rightarrow Namdaemun Market \rightarrow Seoul Station \rightarrow The War Memorial of Korea (U.S.O) \rightarrow Yongsan Station \rightarrow National Museum of Korea \rightarrow Itaewon \rightarrow Myeong-dong \rightarrow Namsangol Hanok Village \rightarrow Ambassador Hotel \rightarrow Shilla Hotel Jangchungdan Park \rightarrow N Seoul Tower \rightarrow Hyatt Hotel \rightarrow Dongdaemun Design Plaza \rightarrow Daehangno \rightarrow Changgyeonggung Palace \rightarrow Changdeokgung Palace \rightarrow Insa-dong \rightarrow Cheongwadae \rightarrow Gyeongbokgung Palace, The National Folk Museum of Korea, The National Museum of Modern and Contemporary Art (Seoul) \rightarrow Sejong Center for the Performing Arts \rightarrow Gwanghwamun (Last stop)

Night Course







Trolley Bus+2-story Bus

Gwanghwamun → Myeong-dong → Seoul Animation Center → Namsan Cable Car → Millennium Seoul Hilton Hotel → Namsan Public Library → Hyatt Hotel → Gangnam Station → Sebitseom Island \rightarrow Noryangjin Station \rightarrow 63 Square, Hangang Cruise \rightarrow Yeouinaru Station \rightarrow Hongik University \rightarrow Hongik University Station, Airport Railroad \rightarrow Ewha Womans University \rightarrow Museum of Agriculture \rightarrow Seoul Museum of History, Gyeonghuigung Palace → Sejong Center for the Performing Arts

Night Course

2-story Bus

Gwanghwamun \rightarrow Mapodaegyo Bridge \rightarrow Seogangdaegyo Bridge \rightarrow Gangbyeon Expressway \rightarrow Hannamdaegyo Bridge \rightarrow Sebitseom Island \rightarrow Dongjakdaegyo Bridge \rightarrow Seongsudaegyo Bridge \rightarrow Namsansunhwan-ro → Namdaemun Market → Cheonggye Plaza

Around Gangnam City Tour Course

Trolley Bus+Gangnam City Tour

Gangnam Station → Yeongdong Market → Sinsa Station → Garosu-gil (South) → Gangnam Information Center \rightarrow Apgujeong Rodeo Street \rightarrow Cheongdam-dong Fashion Street \rightarrow Bongeunsa Temple \rightarrow Coex \rightarrow Samseong Station \rightarrow Seven Luck Casino \rightarrow K-star Road \rightarrow Gangnam Information Center \rightarrow Garosu-gil (North) \rightarrow Sebitseom Island \rightarrow Express Bus Terminal / Shinsegae Department Store \rightarrow Seorae Village → Court-Seoul Nat'l University of Education Station → Samsung Town



02-741-5447

- 71, Donhwamun-ro, Jongno-gu Jongno 3(sam)-ga Station (Line 5) Exit 4. 7 minutes on foot Jongno 3(sam)-ga Station (Line 1) Exit 8, 8 minutes on foot Anguk Station (Line 3) Exit 3, 11 minutes on foot
- 10:00~18:00 General 3,000 won Kindergartener to students 2.000 won

www.tkmuseum.or.kr 🛞 Closed on Seollal (Korean New Year's Day) and

Chuseok (Korean Thanksgiving Dav)



and visit





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Prices

Туре	Course	Adult	Student
1-Story Bus	City Circulation Course	12,000₩	10,000₩
	Night Course	6,000₩	4,000₩
Trolley Bus+2–Story Bus	Seoul Panorama Course	15,000₩	10,000₩
	Night Course	12,000₩	7,000₩
Trolley Bus+Gangnam City Tour	Around Gangnam City Tour	5,000₩	3,000₩

Non-verbal Performances

Non-verbal performances have advantages in that foreigners can watch without worrying about language. There are various non-verbal performances to enjoy in Seoul.

Nanta

Nanta is the first non-verbal performance in Korea with a comical story set in a kitchen with the use of samulnori, traditional Korean music. Nanta opened its exclusive theater in Broadway in 2003, first in Asia to do so.

Theater Information

Myeongdong Nanta Theater / Chungjeongno Nanta Theater / Hongdae Nanta Theater Inquiry 02-739-8288



Jump

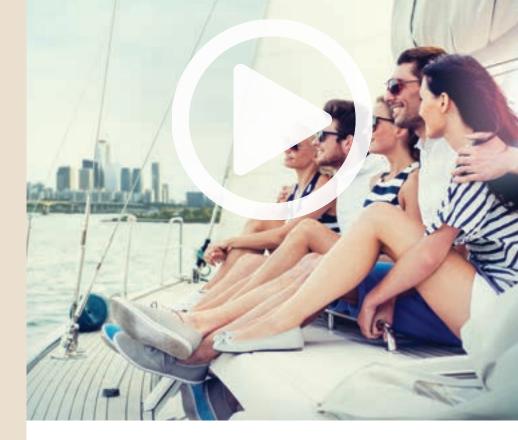
Jump is a martial art non-verbal performance created with the concept of taekwondo, a Korean traditional martial art. The performance includes other Asian martial arts including kung fu, taekkyeon, etc. and acrobatics in a slapstick comedy.

Theater Information

Myoungbo Art Hall 3F JUMP Theatre Inquiry 02-722-3995



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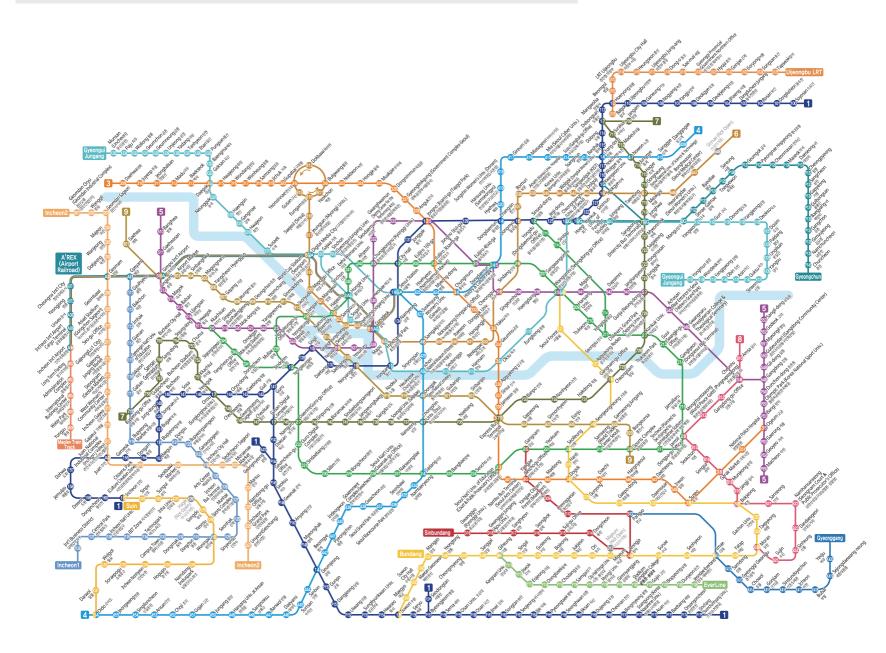
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